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TABLE OF CONTENTS

DISCLAIMER	3
EXECUTIVE SUMMARY	5
LIST OF TABLES AND FIGURES	6
I STRATEGY	7
1.1 SUPEERA dissemination and communication strategy	7
1.2 Target audiences and key messages	9
1.2.1 Implementation Working Groups	10
1.2.2 Research: EERA community and beyond	10
1.2.3 Industry	11
1.2.4 Policymakers	12
1.2.5 Civil society	13
1.3 Dissemination	14
1.3.1 Dissemination objectives	14
1.3.2 Dissemination tools	14
1.3.3 Dissemination of key deliverables	17
1.4 Communication	18
1.4.1 Communication objectives	18
1.4.2 Communication tools	18
1.5 Strategic partnership programme	23
II EVALUATION OF DISSEMINATION AND COMMUNICATION RESULTS	24
III PARTNERS' RESPONSIBILITIES	25
IV IPR AND DATA MANAGEMENT	26
V IMPLEMENTATION PLAN: UPDATE YEAR 1 AND FORECAST YEAR 2	28
5.1 Update year 1	28
5.1.1 Task 4.1	28
5.1.2 Task 4.2	28
5.1.3 Task 4.3	29
5.2 Action Plan Year 2 and 3	29
5.2.1 Task 4.1	29
5.2.2 Task 4.2	29
5.2.3 Task 4.3	29

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.

Given the current emergency (Covid-19) several tasks of the project had been rescheduled. Communication and dissemination actions greatly depend on the execution of the project; consequently, the project did not have the opportunity to test the efficacy of several foreseen dissemination and communication activities laid out in Deliverable 4.1. Therefore, the main purpose of this deliverable is to update the planning document by proposing some counteracting actions to compensate for the current situation and to define the roadmap for the year ahead.

The deliverable keeps its original structure and 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 establishes the cascade approach SUPEERA has been following in order to make best use of the resources provided and increase the impact. Dissemination and communication initiatives in SUPEERA had been 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, describes dissemination and communication objectives and tools, as well as updates the actions foreseen under the SUPEERA strategic partnership programme.

Second, a summary of the **key performance indicators** against which the outcomes of this work package are measured is included. Given the status of the project, under which only a few of the core tasks have been executed, the project partners recognize that these indicators need to improve. However, it is foreseen that as the project progresses the communication actions will also follow, and the performance will be enhanced. In addition, further communication and dissemination actions to support the process of meeting them are proposed.

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 update of the **implementation plan** concludes this document (5). It lays out which tasks and deliverables were executed during the first year of the project and provides an overview of the action plan foreseen for the second year, especially an indication of the planned events.

LIST OF TABLES AND FIGURES

Tables & Charts	Page
Figure 1. Communication approach in relation to EERA aisbl & the wider research community	8
Figure 2. Key stakeholders in the SET-Plan and Clean Energy Transition ecosystem	10
Figure 3. SUPEERA webinars and workshops (subject to the approval of the European Commission)	17
Table 1. Dissemination of key deliverables	19
Table 2. KPIs for the evaluation of dissemination and communication results	27
Table 3. WP4 efforts of partners	28

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 ecosystem.

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 the reasons listed above, 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 timeframe of the Coordination and Support Action, SUPEERA is following a

cascade approach, aiming at giving the right impulses at the right places. More concretely this means that the project is making use of multipliers whenever possible and creating synergies with their dissemination and communication activities. Such multipliers are for instance EERA and its SUPEERA Linked Third Parties, the EERA Joint Programmes, and the other initiatives supporting the SET-Plan.

As SUPEERA progresses, additional tasks are executed, and deliverables are produced and approved, the project should aim at reinforcing the relationship with:

- 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.

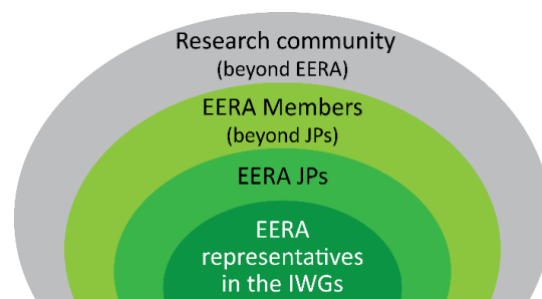


Figure 4. Communication approach in relation to EERA aisbl & the wider research community

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 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 the dissemination and communication activities carried out during the first year of the project are being presented in two parallel reports submitted in December 2020 (M12 - D4.5 and M12 - D4.6).

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 to 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.

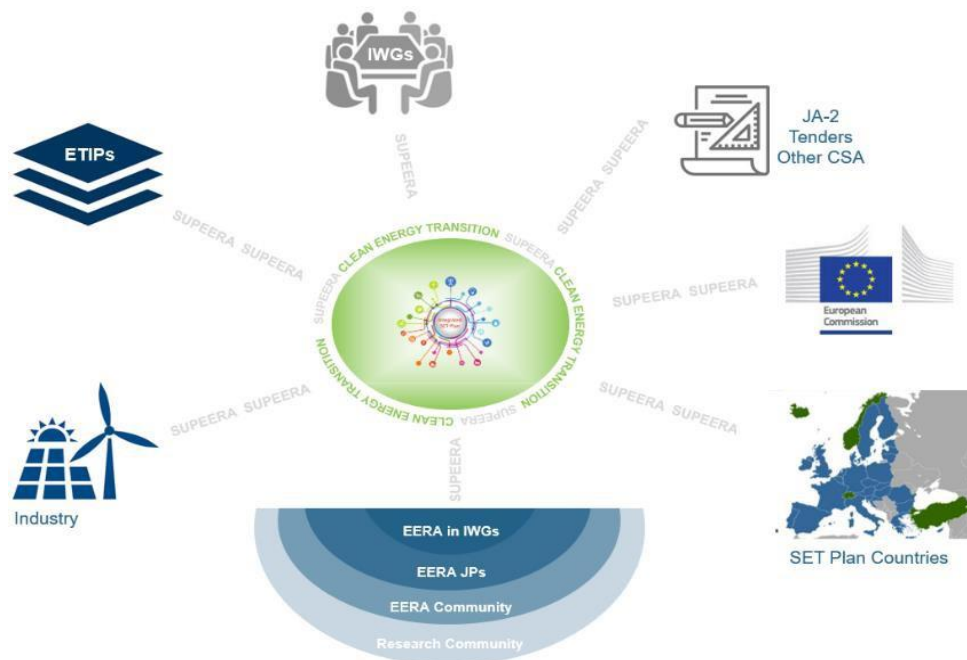


Figure 5. Key stakeholders in the SET-Plan and Clean Energy Transition ecosystem



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. 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. 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 digital communication channels.

A specific focus is put, and will be reinforced, on research communities in the different countries of the EU-13.

Goals supported by dissemination and communication activities

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

Tools used

- Online survey
- Webinars
- Reports and recommendations
- Workshops
- Final conference
- Flyer
- Website, 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 that will be held in different European countries as soon as the physical meetings resume.

Goals supported by dissemination and communication activities

- Support dialogue with industrial stakeholders to promote knowledge transfer
- Increase consideration and potential uptake of research results
- Enhance collaboration
- ETIPs and other platforms: obtain support for outreach to companies

Tools to be used

- Strategic partnership
- 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
- Enhance collaboration

Tools to be used

- Reports and recommendations
- Webinars
- 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 opened 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, contact with 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 (if necessary)

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 to 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 do not 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.



Moreover, the 2020 year has proven that certain online activities can be as effective as physical gatherings and that they also increase the amount of people that can be reached.

In total, SUPEERA foresees 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, as soon as the circumstances allow, SUPEERA expects to increase interest and participation of EU-13 stakeholders.

Given the specific context and with regard to achieving the high-level objectives of SUPEERA, important 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. As the 2020 pandemic emergency has led several European projects to postpone and reschedule workshops, SUPEERA is also looking for alternatives to organize events along with other initiatives supporting the SET-Plan whenever possible.

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 be organised in the respective countries whenever possible and SUPEERA will attempt to look for synergies with other events of interest for the audience. Also, granted that travel resumes, SUPEERA will also aim at organizing regional industrial workshops 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.

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. SUPEERA will thus have:

- 5 workshops organised with either the EERA Spring Strategy Meeting (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. This being the reason why those workshops are not included in the Gantt Chart.
- 5 regional workshops organised whenever possible with an EERA Joint Programme meeting.

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 and launch future activities.

Update Year 1 and Action Plan Year 2 and 3

A report on the events that were carried out in 2020 and their outcomes is presented in parallel to this report (D4.6 - M12).

An updated overview of all workshops is depicted in Figure 3. SUPEERA workshops organised back-to-back with existing events. The originally foreseen workshops have been reorganized throughout the upcoming months and an additional webinar has been proposed.

Year	2021												2022												2023											
Month	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36	M37	M38	M39	M40	M41	M42									
WP1	Webinar T1.4	T1.3	T1.4				T1.2	T1.4				T1.4		T1.4	T1.4				T1.2+T1.3	T1.4			T1.4		T1.4											
WP2	Webinar WP2	T2.2+T2.3				T2.3					T2.3							T2.3							T2.3											
WP3			T3.2											T3.2																						
Final conference																											FC									

Summer Strategy Meeting
 Joint Programme Meeting
 Joint Programme Coordinator Meeting

Figure 6. SUPEERA webinars and workshops (subject to the approval of the European Commission)

In year 2, physical meetings across Europe will be priority, and to a large extent, in conjunction with existing meetings. However, if for any reason physical meetings cannot be organised, and whenever applicable, they will be reshaped to take place through virtual platforms.

Additional reports will be presented in M24 (D4.11) and, subject to the approval of the European Commission, in M42 (D4.10).

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
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Table 2. Dissemination of key deliverables

Update Year 1

It is important to emphasize that as the deliverables submitted have not yet been approved by the Project Officer (Dec 2020), they had not been disseminated through the described channels. Other foreseen deliverables have been delayed due to Covid-19 and its rescheduling has been proposed in the Amendment to the Annex 1 – Description of the Action (DoA) of the Grant Agreement.

An exception to the statement above is constituted by the **Report on identification and mapping of EERA resources (T 1.2)** whose preliminary results were shared internally during the 24th EERA Joint Programme Coordinators Meeting.

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 “Target audiences and key messages”, 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 has been making use of multiplying functions wherever possible and will continue to do so. Throughout the project, synergies with the communication channels of EERA and third parties will be sought. However, additional attention should be paid to establishing close collaboration with multipliers that allow to reach out to important stakeholders that are not well enough covered by SUPEERA’s own communication tools as the activities of the other work packages develop. The efforts have started already in Year 1 by approaching bilaterally the ETIPs.

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 and a matching visual identity have been developed. The key visual has been implemented for online and offline communication materials, such as the roll-up and the general flyer.

- **Printed materials: roll-up and flyers**

Basic printed information material has been developed to support dissemination activities. A project roll-up was designed and produced, which was used as background at the latest SUPEERA webinar. A general flyer was developed containing key information describing the scope and objectives of the project. It is foreseen that it will be distributed at bilateral meetings as well as events as soon as they resume. 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 as soon as it is approved, 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, it is expected that they will serve as testimonials for a better integration of industry and EU-13 researchers in the SET-Plan and the Clean Energy Transition. In principle, the videos were planned to be shot during SUPEERA events when respective video partners would be available physically. The videos will be an integral part of the EU-13 campaign as described below.

Update Year 1

Given the unpredictable circumstances in 2020, it was decided that the videos planned for the first year of the project will be shot online by recording interviews with the involved parties via videoconference platforms. In this sense, a dedicated production plan identifying potential interviewees, content needs, and production schedule was developed before contacting the interested parties. The foreseen steps of the mitigation plan had been followed as expected; nevertheless, slight delays had been experimented as all the invited participants had been impacted by the Covid-19 crisis.

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. Towards the future, and as the project progresses, additional attention should 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)**

As of M4, the consortium set up a dedicated SUPEERA website, which has been updated, improved, and promoted throughout the year. As the project develops the promotion activities will be intensified. It presents core information on the project and has been promoting the organized online events and providing updates and news on the project's progress. In the future, and as the project deliverables are approved and additional ones are produced, the website will feature the ones intended for public dissemination. Specific attention has been paid to making the SUPEERA website attractive, user-friendly, and informative. Efforts have gone into providing information easy to understand in order to reach a wider audience. Furthermore, it offers the possibility for users to express interest in contributing to the project (Menu item: Get Involved).

The website is integrated in 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 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.

Action Plan Year 2 and 3

In order to expand the reach of the website, and increase the number of website visitors, it is planned to start giving visibility to the public deliverables as soon as they are approved. It is foreseen that as SUPEERA progresses and results are produced, communication actions will follow them closely, and therefore the results in terms of audience reach will improve.

Although it is expected that the advancement of the project alone will already have a significant positive impact on the SUPEERA website indicators, for the sake of completeness and in addition to the above, further actions are proposed to increasingly promote the site and increase the visits:



- 1) The website will be given further visibility through EERA aisbl and linked third parties' social media channels (see Social Media updated hereafter).
- 2) The promotion of the SUPEERA project and specifically of its web portal will be reinforced through further linkages and references to supeera.eu from the institutional portals of the linked third parties.
- 3) Finally, the strategic partnership, that is better described in a later section of the present report, will strive to position the website as a hub for the information originated in other projects and initiatives related to the SET-Plan.

- **Social media**

Given the close linkage to EERA, SUPEERA has been using the existing EERA aisbl social media channels that enjoy wider visibility in comparison to newly created channels. The EERA aisbl Twitter account currently has 1,257 followers, while LinkedIn counts almost 2,900 followers.

Action Plan Year 2 and 3

For the second year, SUPEERA will strive for increasing the number of social media publications by developing a monthly social media plan in which at least one post per month is dedicated to the project. In case news about the progress of the project are not available, as has been the challenge faced during the first year, relevant available content will be scanned, identified, and curated under the perspective of SUPEERA, citing and giving credit to the corresponding sources, which is a common tactic in digital communication strategy. It is expected that a stronger social media communication will consequently impact the website performance as well.

- **Newsletters**

The same principle of avoiding the creation of new tools is being applied to the SUPEERA communication via newsletters. Instead, the existing EERA aisbl newsletter is utilized. The EERA aisbl newsletter counts more than 3,000 subscribers to date, many of them non-EERA members from research, industry, and policy fields.

Action Plan Year 2 and 3

Up until now all the EERA newsletters launched during 2020 had a news article devoted to SUPEERA for a total of six articles. Additionally, for the second year, SUPEERA aims at reinforcing the publishing of articles on the partners' newsletters as well as on newsletters produced and disseminated by other European projects and initiatives supporting the SET-Plan as per the plan laid out under the **Strategic Partnership Programme** section of this report.

Press activities

Reinforced attention will also 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. Three press releases are envisaged, one of which has been already disseminated at the start of the project.

To the extent possible, 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, the releases provide 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 was planned to 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. This initiative would have been accompanied and reinforced by a dedicated digital campaign, providing an interactive platform for actors from these countries.

Update Year 1 and Action Plan Year 2 and 3

Given that the 2020 context has limited travel opportunities and physical meetings, many of the activities foreseen under this category have been postponed. However, the goal remains the same: by highlighting their research capacities, SUPEERA aims at supporting EU-13 stakeholders to further network and engage with the EERA community and the SET-Plan.

In an attempt to carry this initiative forward, SUPEERA decided to start these actions by the digital campaign and from existing connections, namely the EERA members present in these regions. A detailed overview of the activity was put in place to share with the organisations involved, including information required and support needed from them. A tentative schedule, dependent on the speed with which they shared relevant information, was also laid out and explained to them in the first call.

The campaign, which is being developed at the moment, helps promote the research resources of EU-13 countries by means of storytelling. SUPEERA envisages up to 13 stories – 1 for each country – presenting the scientific landscape, major players, networks, infrastructure, expertise, smart specialisation strategies, etc. that reflect on the engagement in the SET-Plan of a specific country. As part of the first phase, four stories are being developed (Czech Republic, Poland,



Estonia, and Cyprus). The stories contain text, video interviews (see above) and graphics. They will be published on the SUPEERA website, featured in newsletters, and widely promoted through social media.

The already available stories will be progressively published on the SUPEERA website and will be featured in EERA newsletters, and widely promoted through social media channels as of January 2021. In this regard, the dedicated area on the website cannot yet be measured in terms of visits.

Moreover, and although not possible at the moment, SUPEERA has anticipated to the parties involved up until now that still a physical meeting or workshop could be organized in the countries that are contributing to this task. As far as the circumstances permit, future stories may also be aligned and cross-fertilized with the meetings organised in these EU-13 countries.

1.5 Strategic partnership programme

A large number of other EU initiatives targeting specific sectors have already started in 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.

During the preparation phase of the proposal, SUPEERA had already initiated a dialogue to coordinate respective actions.

Update Year 1 and Action Plan Year 2 and 3

In the first year, the Communication and Dissemination Work Package scheduled and held conversations with peers in several projects relevant for 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 organized 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 fora. As a follow-up to the mentioned meeting the following strategy and action plan will be proposed:

STRATEGIC PARTNERSHIP PROGRAMME

A liaising approach for the initiatives supporting the execution of the SET Plan

Objectives

- Assume a liaising function between the different initiatives that are supporting the execution of the SET Plan.



- Ensure continuous communication and cooperation as well as identification of synergies in terms of cross-linked project activities.

Actions

1. Mutual support in communication and dissemination actions

Communication and dissemination (CDE) work package leaders of SUPEERA and other initiatives supporting the SET Plan will strive to share news that can be disseminated further in their respective channels. This has been already started in 2020 and will be reinforced as all the projects progress, thanks to periodic communication.

2. Co-organization or collaboration in events

SUPEERA and the other relevant initiatives will work on identifying events addressing similar topics and targeting the same audiences in order to explore options to organize them cooperatively. This will be achieved through regular exchanges of information and SUPEERA will aim at facilitating the alignment of the respective agendas.

3. Identification of synergies in related activities

The SUPEERA project together with the interested initiatives will attempt to identify activities per pre-defined categories with the aim of recognizing potential synergies among the projects and avoiding overlaps across initiatives. This will also be done through a more structured exchange of information that will be facilitated by SUPEERA, but that greatly depends on the openness of the projects to share information.

4. Gathering and reporting of input about project implementation

The SUPEERA project will aim at gathering, assembling, and understanding good practices, challenges, and lessons learned in the implementation of the initiatives contributing to the SET Plan. This will be done by collecting input from the Project Coordinators involved in this programme which will be shared in technical meetings that will be organized maximum twice a year to reflect on the outcomes of this and the other previously described actions.

II EVALUATION OF DISSEMINATION AND COMMUNICATION RESULTS

The results of dissemination and communication activities are being evaluated against a set of KPIs as described in Table 2. These KPIs are matched with the defined specific objectives as described in “1.1 SUPEERA dissemination and communication strategy”. They will be reported in a yearly report, namely Deliverable 4.5 - First report on all communication activities (M12) in December 2020 and updated if deemed necessary in order to reflect experiences from the past period. Steering mechanisms for the upcoming period will be provided, when applicable, under each of the respective tools. Additional details about the points above are stated in Deliverable 4.5.

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 <ul style="list-style-type: none"> ○ 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	<ul style="list-style-type: none"> • Number of supporting initiatives involved 	25

Table 2. 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 3. WP4 efforts of partners

EERA aisbl leads the corresponding work package and is 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 as swiftly as possible and to give 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: UPDATE YEAR 1 AND FORECAST YEAR 2

The first year of SUPEERA stretched from January to December 2020 included. For this first year, the following deliverables and milestones were foreseen. As detailed previously in this report, several project activities had been delayed given Covid-19. This has directly impacted the performance of communication and dissemination activities that depend greatly on the progress of the project. However, only one deliverable from the six foreseen for this year will be delayed, namely “D4.7 Four EU-13 countries stories published (M12)”.

5.1 Update year 1

5.1.1 Task 4.1

- **D4.1, D4.3 Communication and dissemination strategy and implementation plan (M2, update in M12)**
D4.1 was completed in M2. With the present document, D4.3 is completed. It will be updated at the end of 2021.
- **D4.5 First report on all communication activities (M12)**
This parallel report 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.

5.1.2 Task 4.2

- **D4.2 Project website (M4)**
Project website containing major information on project’s scope, objectives, deliverables. It will be updated regularly.
- **MS6 Project flyer and roll-up (M4)**
Project flyer and roll-up in conformity with visual identity rules of the EC, was released at the same time with the project website.
- **D4.7 Four EU-13 countries stories published (M12)**
Collection of success stories in EU 13

As described above, a mitigation plan was put in place to carry this initiative forward which was to be organized in connection with the workshops foreseen in the relevant countries. SUPEERA is working with existing connections, namely EERA members present in these regions. As part of the first phase, four stories are being developed (Czech Republic, Poland, Estonia, and Cyprus). However, slight delays had been experimented as all the invited participants had been impacted by the current crisis. As a result, not all the anticipated four stories will be published this year (D4.7) and they are expected to be delayed until M13.

5.1.3 Task 4.3

- No deliverables or milestones foreseen.
- For the first year, five workshops were foreseen. Only two were carried out in an online format. A report with the details of the events organised and the follow up on achieved results is submitted in parallel to this one (D4.6 First report on organised events and their results).

5.2 Action Plan Year 2 and 3

5.2.1 Task 4.1

- **D4.3 Communication and dissemination strategy and implementation plan (M12, update in M24)**
With the present document, D4.3 is completed. It will be updated at the end of 2021.
- **D4.8 Second report on all communication activities (M24)**
This report will detail the communication tools used and report on the performance measured against agreed KPIs.
- **D4.11 Second report on organised events and their results (M24)**
The report will detail the events organised and follow up on achieved results.

5.2.2 Task 4.2

- **D4.7 Four EU-13 countries stories published (M12)**
Collection of success stories in EU 13
- **MS7 Six EU-13 countries stories published**
Collection of success stories in EU 13

5.2.3 Task 4.3

- No deliverables or milestones foreseen.
- For the second year, one webinar and 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.
 - WP1 & WP2: Webinar Task 1.4 and WP2
 - Date: March/April
 - Location: Online
 - Attached to: N/A
 - WP1 & WP2: Workshop Task 1.3 and Task 2.2 + 2.3
 - Date: May
 - Location: Italy
 - Attached to: Joint Programme Meeting
 - WP1 and WP3: Widening workshop Task 1.4 and Task 3.2

- Date: June
 - Location: Croatia
 - Attached to: EERA Summer Strategy Meeting
- WP 2: Workshop Task 2.3
 - Date: September
 - Location: To be defined
 - Attached to: Joint Programme Meeting
- WP 1: Workshop Task 1.2
 - Date: October
 - Location: To be defined
 - Attached to: Joint Programme Coordinator Meeting
- WP 1: Widening workshop Task 1.4
 - Date: November
 - Location: Estonia / Lithuania / Latvia
 - Attached to: to be defined