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## Deliverable 4.5

First report on all communication activities

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This 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 present report covers all communication activities undertaken by SUPEERA in the period ranging from January 2020 to December 2020.

While hampered by the outbreak of the Covid-19 pandemic, the SUPEERA communications activities supported the project through the use of digital tools, such as social media and the project's website. While the numbers show a promising start, there is enough room to increase the level of interaction: this can and will be done in the next years, thanks to the deployment of increased online presence and the possibility to hold the events that were originally planned and postponed in 2020.

Still, also thanks to the support of the project's linked third parties, the activities carried out in the context of SUPEERA were disseminated not only through the online channels, but also at various (online) events held over the course of the year. In particular, SUPEERA was more than once presented to the stakeholders of the European Energy Research Alliance (EERA), the project's grant beneficiary and the largest community in Europe for research on low-carbon technologies. This allowed not only the dissemination to the main actors in the European Union, but also to the EU-13 countries, which are a clear target of the SUPEERA project.

Research organisation from EU-13 countries have also been the target of a campaign aiming to present the main developments in R&I in renewable energy sector in the most recent members of the European Union. Four stories will be published between December 2020 and January 2021, describing how EU-13 countries may support the goal of carbon neutrality through research projects pertaining the implementation of the SET Plan.

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## I. CONTEXT

The activities undertaken during the first year of SUPEERA have been in line with the communication and dissemination strategy and implementation plan (Deliverable 4.1) to the maximum extent possible. The impact of the Covid-19 pandemic had and continues to have a significant effect on the possibilities of the project consortium to effectively follow all the actions described in D4.1, specifically as communication and dissemination actions greatly depend on and follow the execution of the project. Still, digital communications objectives and tasks were constantly developed to ensure a constant flow of information with the partners and the external audiences targeted by the project.

## II. TARGETED AUDIENCES

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

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

## III. TASK 4.1 – STRATEGY

### 3.1 Dissemination and Communication Strategy and Implementation Plan.

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

The update corresponding to the first year of SUPEERA (D4.3) has been carried out and is submitted in a parallel report to this deliverable. The main purpose of the activity 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. An update of the implementation plan concludes the document. It lays out which tasks and deliverables were executed during the first year of the project and provides an overview of the ones foreseen for the second year, especially an indication of the future planned events.

### 3.2 Strategic Partnership Programme

A large number of other EU initiatives targeting specific sectors 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 must 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. 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 BatteRles 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.

## **IV. TASK 4.2 – OUTREACH**

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

### **4.1 Digital Communication**

#### **4.1.1 Website**

The SUPEERA website, [www.supeera.eu](http://www.supeera.eu), was launched on the 30<sup>th</sup> of April 2020. The launch of the website constituted Deliverable 4.2 of SUPEERA.

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.

### Website related KPIs

The measurement of the website’s performance is limited to a part of its online presence, given a delay in the registration on Google Analytics. Therefore, WP4 was not able to track the visits corresponding to the months between May and August 2020. Based on the average number of monthly visits, an estimated projection of total visits can be made:

Sessions	Users	Average Session Duration
690	485	1'42"

Table 1. Projected website users, sessions, and average session duration for the period May 2020 - December 2020

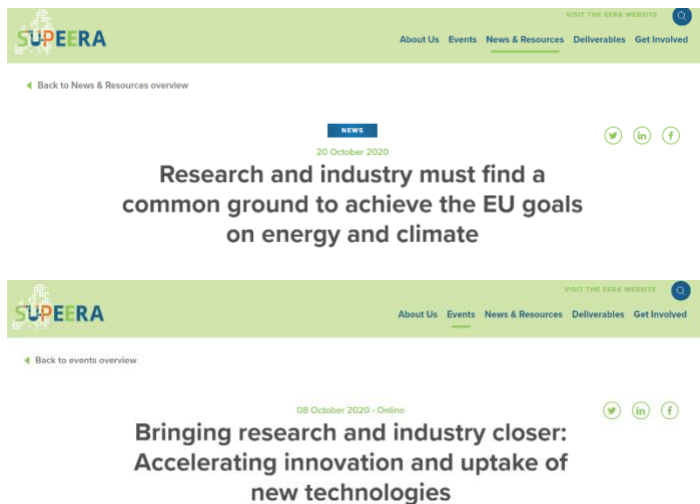


Figure 8. Example of an Event and a News items on the SUPEERA website

The news item “Research and industry must find a common ground to achieve the EU goals on energy and climate” and the event item “Bringing research and industry closer: Accelerating innovation and uptake of new technologies” were the most viewed items in their categories. The average of pages visited per session is 2.17.

The “Deliverables” section of the website does not currently (Dec 2020) display content since the final approval of the SUPEERA deliverables by the EC has not been confirmed yet.

The unforeseen circumstances faced in 2020 hampered the optimal exploitation

of the website, with little events and news to share with audiences due to the pandemic's effect on SUPEERA activities. As indicated in D4.3 for the updated Communication and Dissemination Strategy and Implementation Plan, there are plans to promote the website increasingly through different actions.

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 by the EC. 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 programme, which was earlier described in a specific 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.

#### 4.1.2 Social Media

##### Grant Beneficiary (EERA)

Content related to the project and its activities has been shared on social media via the channels belonging to EERA aisbl, that enjoy wider visibility in comparison to newly created channels. Two channels have been used for dissemination purposes: LinkedIn and Twitter. The EERA aisbl Twitter account currently has 1,257 followers, while LinkedIn counts almost 2,900 followers.

To follow, key information points per post published on each social media channel (Twitter and LinkedIn) are compiled in Table 2 and 3 respectively.

##### *Twitter*

Post #	Impressions	Engagements	Media views	Likes	Retweets	Replies	Date (2020)
Post 1	3590	108		23	6	1	9 January
Post 2	1337	29		7	2		11 February
Post 3	804	4		1			18 February

Post 4	3992	43		10	2		27 February
Post 5	4864	37		3	3		26 March
Post 6	2187	16		3	2		6 May
Post 7	517	1			1		30 June
Post 8 (4 posts in a series, on a common topic)	1883	7		5			1 July
Post 9	664	5		2	1		8 July
Post 10	493	14	77		2		23 September
Post 11	291		27				1 October
Post 12	594	6		3	1		21 October
<b>TOTAL</b>	<b>21216</b>	<b>270</b>	<b>104</b>	<b>57</b>	<b>20</b>	<b>1</b>	<b>/</b>

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

### LinkedIn

Post #	Views	Reactions	Comments	Sharing	Clicks	Date (2020)
Post 1	1842	32		5	106	9 January
Post 2	1293	19	1	1	52	11 February
Post 3	1069	14			24	27 February
Post 4	979	8		4	53	26 March
Post 5	989	19		5	43	25 April
Post 6	1175	19			32	6 May
Post 7	763	4			12	1 July
Post 8	608	14			14	8 July
Post 9	746	14		1	39	23 September
Post 10	463	10		1	13	1 October
Post 11	477	8			11	21 October
<b>TOTAL</b>	<b>10404</b>	<b>161</b>	<b>1</b>	<b>17</b>	<b>399</b>	////////////////////

Table 3. Performance of SUPEERA posts on EERA's LinkedIn channel

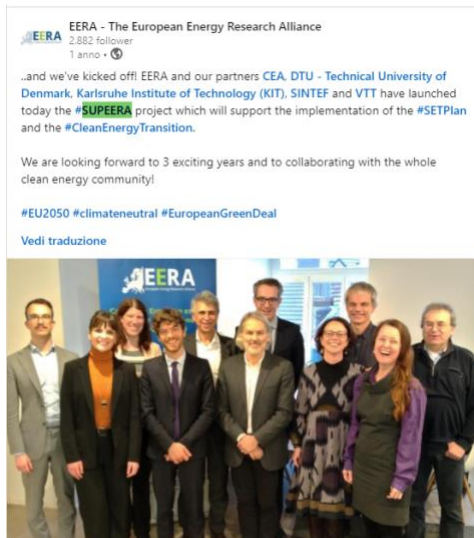


Figure 9. LinkedIn post for SUPEERA's kick-off meeting

In total, 23 social media posts shared on the two platforms gathered 31,620 views, showing the potential of the project to reach a broad audience. Users interacted 431 times with the posts, with an average of 19 interactions per post across both platforms. This translates in 24 engagements in average for Twitter and in 14 reactions in average for LinkedIn.

The post that created most interaction was the first one, marking the kick-off of the SUPEERA project.

Social media posts during the rest of the year focused on disseminating information on the webinars organised in the context of the project, with additional reminders before each event, and a link to post-webinar materials once the event was over.

## Linked Third Parties

### VTT



Figure 10. Article on SUPEERA posted on the VTT website

The organisation published an [announcement](#) of the project's kick-off on its website, available in Finnish.

Personal accounts also supported communication activities. For example, Maria Oksa, Senior Scientist at VTT and leader of task 2.1 and 2.4, also shared information about the project on her LinkedIn and Twitter accounts. In particular, two posts on LinkedIn (755 views, 18 likes) and three retweets of EERA posts about the project on Twitter were published.

## SINTEF

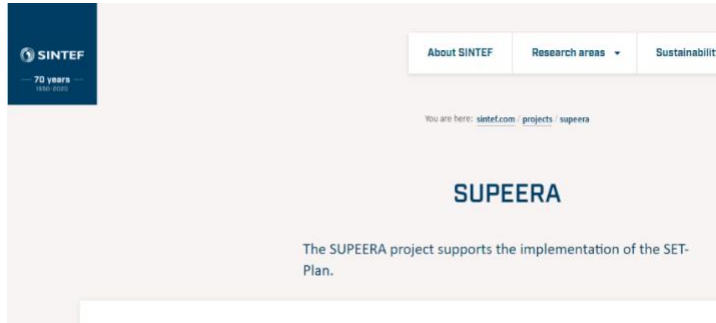


Figure 11. SUPEERA's page on the SINTEF website

On SINTEF's main website there is a specific [page](#) for the SUPEERA project, which lists its main goals and the partners involved. SINTEF has also published an [article](#) on the SUPEERA project and its importance in the framework of the EERA activities, which was written by EERA President and SINTEF Executive Vice President for Sustainability, Nils Røkke.

## CEA



Figure 12. LinkedIn post about SUPEERA's kick-off meeting

CEA shared the news of SUPEERA's kick-off meeting with its online audiences on LinkedIn, sparking 62 reactions. The post was also commented by ENGIE's Director of European Affairs, signalling the company's willingness to collaborate with EERA, through KIC InnoEnergy, on innovation matters pertaining decarbonisation.

## KIT



### Umbau des europäischen Energiesystems

Figure 13. Article on SUPEERA on KIT's web portal

KIT, like SINTEF, has created a specific [page](#) for the SUPEERA project on its main portal. The page is available in English and in German and includes the project description and the relevant KIT contacts. KIT also published a [press release](#) at the beginning of the project, available in German on its website. SUPEERA was also mentioned by KIT in its [Newsletter n.78](#), published in February 2020.

## DTU

DTU published the news about SUPEERA's kick-off on its website. The project was also presented by DTU representatives at different meetings. It was first shared with internal and external researchers during a Webinar on EERA activities organised by DTU in June 2020. It was also shared through multiple meetings that DTU held with the Danish National Contact Points for H2020 (Danish Agency for Science and Higher Education) where an update on the SUPEERA activities was brought forward.

### Social Media related KPIs

The numbers reached so far, although they must be improved, constitute an already important basis given the limited number of posts analysed. Due to the adverse conditions faced by the project in 2020, the number of posts was lower than expected, with less events and no deliverables published. On another note, not only the number of reactions per post is in line with the content published on the main EERA social media channels, but it also fares better compared to most of the posts published by the organisation. This is the case for Twitter, where the average level of interactions is lower than 24.

As stated on D4.3, 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.

### 4.1.3 Newsletter



#### EERA Newsletter June 2020

##### EU projects



##### Strengthening EU 13 participation in the Clean Energy Transition

In the context of the EERA Summer Strategy Meeting 2020, the SUPEERA project will host a session to broaden participation in the SET-Plan across Europe. For more information about the topics that will be covered in this invitation-only session click [here](#)

News on the SUPEERA project have been included in each of the EERA newsletters since the launch of the project. In 2020, six newsletters were sent out by the EERA Secretariat, reaching more than 3,000 people. Each newsletter included an article on SUPEERA, for a total of six featured pieces over the course of 2020.

In the next years, the newsletter will continue to support the project by disseminating news to an always increasing audience, with people able to subscribe to the newsletter directly from the SUPEERA and the EERA website.

Additionally, for the second year, SUPEERA aims at reinforcing the publishing of articles on the partners'

Figure 14. The June EERA newsletter mentioning SUPEERA

newsletters as well as on newsletters produced and disseminated by other European projects and initiatives supporting the SET Plan.

## 4.2 Press Activities



The first of the three press releases envisaged for the project has been released at the very beginning of the year, on 9 January 2020. Together with the press release, and in order to increase its outreach, a database listing relevant media outlets was created and has been kept constantly updated.

*Figure 15. The SUPEERA press release*

## 4.3 “Meet the EU-13”

Given that the current context has limited travel opportunities and physical meetings, many of the activities foreseen under this category (Task 1.4) have been postponed. However, the goal remains the same: by highlighting their research capacities, SUPEERA aims at supporting EU-13 research community 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 energy research resources of EU-13 countries by means of storytelling. As part of the first phase, four stories are being developed (Czech Republic, Poland, Estonia, and Cyprus). The stories contain text, video interviews, and graphics.

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, to support this activity, a webinar specifically tailored for EU-13 countries was organised in the context of the EERA Summer Strategy Meeting, on July 1, 2020. Detailed information is included in D4.6 - First report on organised events and their results.



## V. TASK 4.3 – EVENTS

Multiple events have been held in the context of SUPEERA. For more details on the project's webinars and workshops, please refer to D4.6 - First report on organised events and their results. Work Package 4 has supported these events through participant management and logistics. Communication support has been given to help disseminate the events towards targeted audiences, through customized contact lists, but also towards wider audiences through EERA social media channels, the SUPEERA website, and the EERA portal. Each event was preceded and followed by posts on LinkedIn and Twitter, with the events published on both the SUPEERA and the EERA websites to increase outreach. Each event's video recording and the full PowerPoint slide deck were shared with all registered participants and published online afterwards.

SUPEERA was also presented at third-party events, mainly as part of the EERA activities. The project was discussed in strategic internal meetings of the Alliance, as the EERA Summer Strategy Meeting. In addition to the EU-13 widening webinar, the project's main developments were introduced to the EERA constituencies at the above mentioned EERA strategic meeting. Moreover, the SUPEERA was also brought forward at the 22<sup>nd</sup> EERA Joint Programme Coordinators Meeting (April 8, 2020) and at its 24<sup>th</sup> edition (October 1, 2020). Finally, the project's main challenges, lessons learned, and added value of SUPEERA to the SET Plan community were also presented at the SET Plan Steering Group Meeting on December 10, 2020.

A highlight in this set of activities belongs to the **SET Plan Conference 2020 Side Event** organised by EERA with the support of the European Commission. On November 25, more than 121 participants ranging from EU and national policymakers to researchers, representatives from the SET Plan community, and other R&I organisations took part in the online event "Clean Energy Transition in Green Recovery times: What role for low carbon energy research?". Petter Støa, from SINTEF Energy Research and linked third party in SUPEERA, spoke about the importance of policy and regulatory frameworks for connecting the dots, bringing forward some reflections from the NECPs analysis that has been conducted within the framework of the project. For more information about the topics discussed, the following [article](#) was published on SUPEERA's website. Furthermore, the dissemination of this event was supported by the EU monitoring service Dods, who shared the information with its audience which is composed by more than 9,000 users in over 20 countries.

SUPEERA was also presented at events held by other European projects and initiatives. The project was invited to the 2020 Mediterranean Conference on Power Generation, Transmission, Distribution and Energy Conversion (MEDPOWER), which was held on November 11, 2020 with a focus on the role of research and innovation in the SET Plan "2.0" and in the National Energy and Climate Plans (NECPs). The conference covered all aspects of power system design, operation, and planning, including the integration of ICT and energy systems as well as addressing challenges in the future energy markets.



SINTEF has also been a key partner in promoting SUPEERA at conferences and meetings. On November 11, 2020, the project was presented at the openENTRANCE project's Consortium Meeting, where SUPEERA activities and their scope were shared with the partners.