



Funded by
the European Union

A communication and dissemination plan

Deliverable 3.1



| Deliverable | |
|--------------------------------|--|
| Work Package | WP3 – Interregional value-chains and regional policy development, communication and dissemination |
| Task | T3.3. Communication and dissemination |
| Task Leader | EIHP |
| Deliverable | D3.1 A communication and dissemination plan |
| Authors | Tomislav Đurić (EIHP), Matija Vajdić (EIHP) Ariadna Ortega Rodriguez (LPRC), Raquel Pino (LPRC) |
| Due date of deliverable | 31/01/2025 |
| Actual submission date | 31/01/2025 |
| Dissemination Level | Public |
| Type | Report |
| Number of Pages | 31 |

Version history

| No. | Date | Version |
|-----|-----------|--|
| 1 | 24.1.2025 | Draft version distributed to partners for their inputs |
| 2 | 30.1.2025 | Final version |

Acknowledgements and Disclaimer

This deliverable was supported as part of **Greet GEO**, a project funded by the **European Union** under the **Interregional Innovation Investments (I3) program**.

Neither the European Union nor any person acting on behalf of the Union is responsible for the use which might be made of the following information. The content of this paper reflects the opinion of the authors and does not in any way represent the views of the European Union.

The information in this report is indicative and for research purposes only. No responsibility is taken for the accuracy of included data, figures, and results, or for using them for unintended purposes.

Reproduction and translation for non-commercial purposes are authorized, provided the source is acknowledged.

Project partners

Lead partner: Energy Institute Hrvoje Požar (HR)

PP2: LA PALMA RESEARCH CENTRE SL (ES)

PP3: Hungarian Geothermal Association (HU)

PP4: Elso Magyar Energetikai Fejlesztó és Szolgáltató Kft. (HU)

PP5: DDRIÜ NONPROFIT KFT. (HU)

PP6: Local Energy Agency Pomurje (SI)

PP7: CONSORZIO PER LO SVILUPPO DELLE AREE GEOTERMICHE (IT)

PP8: EUROPEAN GEOTHERMAL ENERGY COUNCIL (BE)

PP9: BWB CONNECT CLG (IE)

PP10: INSTITUTO DE INOVACAO TECNOLOGICA DOS AÇORES (PT)



Content

| | |
|---|----|
| Executive summary | 7 |
| Abbreviations and acronyms | 8 |
| List of Tables | 9 |
| List of Figures | 9 |
| 1. INTRODUCTION | 10 |
| 1.1. Project Description and Main Objectives | 10 |
| 1.2. Objectives of the Communication and Dissemination Strategy | 10 |
| 2. STAKEHOLDER IDENTIFICATION AND SURVEYING | 11 |
| 2.1. Stakeholder Identification | 11 |
| 2.2. Stakeholder Engagement Strategy | 12 |
| 2.3. Surveying and Data Collection | 13 |
| 2.4. Stakeholder Feedback and Follow-up | 14 |
| 3. COMMUNICATION OBJECTIVES | 14 |
| 3.1. COMMUNICATION STRATEGY | 15 |
| 3.1.1. Purpose and goals of the communication strategy | 15 |
| 3.1.2. Branding strategy | 16 |
| 3.1.3. Project Identity | 16 |
| 3.1.4. Communication and dissemination objectives | 18 |
| 3.1.5. Communication and Dissemination Activities and Channels | 19 |
| 3.1.6. Target audience | 20 |
| 3.1.7. Channels and tools | 20 |
| 4. SYNERGIES WITH OTHER EU PROJECTS | 21 |
| 5. ENSURING VISIBILITY OF EU FUNDING | 23 |
| 6. MONITORING AND EVALUATION | 24 |
| 6.1. Key Performance Indicators (KPIs) | 25 |
| 7. INTERNAL COMMUNICATION | 26 |
| 8. CONCLUSION | 28 |
| ANNEXES | 29 |

Executive summary

The **Communication and Dissemination Plan** (CDP) for the Greet GEO project outlines the strategy, objectives, and actions to effectively communicate the project's activities, results, and long-term impact to a wide range of stakeholders. The project aims to enhance the capacity of regional innovation ecosystems in Central Europe and the Outermost Regions of Portugal and Spain, focusing on leveraging geothermal resources to support the green transition. Through strategic communication and dissemination, the Greet GEO project will maximize the visibility of its outcomes, foster stakeholder engagement, and ensure the sustainability of its results.

The main objectives of the CDP are to **raise awareness** about the project's activities, engage key stakeholders such as SMEs, policymakers, and industry experts, and promote knowledge transfer across regions. The plan emphasizes cross-border collaboration in geothermal energy and aims to enhance EU synergies by aligning with other relevant EU projects. It also highlights the importance of policy advocacy, promoting the integration of geothermal solutions into national and regional policies.

The plan will employ a variety of communication tools, both online and offline, to effectively reach the target audience. These tools include a dedicated project website, social media campaigns, press releases, and printed promotional materials. Furthermore, regular webinars, workshops, and events will be organized to ensure active engagement with stakeholders, disseminate key project findings, and share best practices.

To ensure the visibility of **EU funding**, all project communication materials will prominently display the EU emblem, and the contributions of EU financial support will be clearly acknowledged throughout the project's lifecycle. The CDP includes a strong monitoring and evaluation framework to track the effectiveness of communication activities, using both quantitative and qualitative indicators such as website traffic, social media engagement, and stakeholder feedback.

Through the **Communication and Dissemination Plan, Greet GEO** will not only promote the potential of geothermal energy but also contribute to the long-term sustainability and success of geothermal solutions across the EU regions, driving socioeconomic benefits, and fostering interregional cooperation in the green energy transition.

Abbreviations and acronyms

| | |
|--------|--|
| EIHP | Energy Institute Hrvoje Požar |
| LPRC | La Palma Research Centre |
| CoSViG | Consorzio per lo Sviluppo Delle Aree Geotermiche |
| INOVA | Instituto de Inovação Tecnológica dos Açores |
| GDPR | General Data Protection Regulation |
| CDP | Communication and Dissemination Plan |
| KPI | Key Performance Indicator |
| EU | European Union |
| SME | Small and Medium Enterprises |
| WP | Work Package |
| M | Month |

List of Tables

| | |
|----------------------------------|----|
| Table 1 Mandatory KPIs | 25 |
| Table 2 Non-Mandatory KPIs | 25 |

List of Figures

| | |
|---|----|
| Figure 1 Greet GEO Logo | 16 |
| Figure 2 Greet GEO Icon | 17 |
| Figure 3 Colour palette | 17 |
| Figure 4 Greet GEO logo in brand-coloured backgrounds | 18 |
| Figure 5 Greet GEO chosen font for official communication | 18 |
| Figure 6 EU-funded disclaimer | 24 |

1. INTRODUCTION

1.1. Project Description and Main Objectives

The **Greet GEO** project seeks to enhance the innovation capacity of regional ecosystems, particularly SMEs, in less developed regions of Central Europe and the Outermost Regions of Portugal and Spain. The project focuses on leveraging geothermal resources through a holistic approach to support sustainability and the green transition in the target regions. By enhancing the innovation capacity of these regions, Greet GEO facilitates the integration of geothermal solutions into the EU value chains and strengthens collaboration between EU and non-EU regions. The project focuses on deep geothermal and shallow geothermal technologies, with niche pilots for energy transition and business innovation.

1.2. Objectives of the Communication and Dissemination Strategy

The present Communication and Dissemination strategy for the **Greet GEO** project will cover internal and external communication actions, listing tools, channels, impact assessment actions and other useful items to ensure the cohesive implementation of the communication and dissemination actions.

a) **Internal communication**

Internal communication will be achieved mainly via online meeting platforms, including monthly project meetings, online consortium meetings, and any other ad hoc meeting to ensure the effectiveness and smooth implementation of the project. All relevant project documents (working documents, administrative papers, project minutes, deliverables, reports, design files and others) shall be uploaded and shared in **Greet GEO** SharePoint repository and duly accessible to all members of the consortium included in the contact list. The project's SharePoint is managed by the coordinator.

b) **External communication**

This strategy is designed to maximize the efficiency of communications, as well as defining objectives, target audiences, core messages, tools for dissemination and performance indicators for each tool. As proven in the past, the most effective communication method is achieved by using the synergetic combination of several channels, with the project website as the central hub and knowledge repository, linked with existing social networks; the publication of press releases; attendance and dissemination of conferences and other external event opportunities, etc.

The communication and dissemination strategy for **Greet GEO** aims to:

- **Raise awareness** about the project's activities and results among key stakeholders (SMEs, policymakers, energy producers, and the general public).
- **Engage stakeholders** through regular interaction, feedback loops, and tailored communication to meet the needs of different target groups.
- **Promote knowledge transfer** by disseminating **best practices**, project results, and key findings across the targeted regions and stakeholders.
- **Maximize the visibility of EU funding** by ensuring clear recognition of the **EU contribution** to the project and its alignment with **EU sustainability and green transition** goals.
- **Foster collaboration** with other **EU-funded projects** and initiatives, ensuring synergies and creating a long-term impact in the geothermal energy sector.

The **Greet GEO** communication team plans to establish a **strong presence via social media** (LinkedIn, X, and BlueSky), produce media kits that partners and third parties can use directly after translation, and publish key documents on the website.

These specific aims support the **overarching goal**: create substantial visibility for the proposed actions towards enhancing innovation in the in less developed regions of Central Europe and the Outermost Regions of Portugal and Spain.

2. STAKEHOLDER IDENTIFICATION AND SURVEYING

2.1. Stakeholder Identification

The success of the **Greet GEO** project heavily relies on **active stakeholder engagement**. To ensure the project's outcomes are effectively communicated and adopted, it is crucial to identify and target key stakeholders across the **Pannonian Basin** and **Outermost Regions of Portugal and Spain**, particularly in the geothermal energy sector.

The stakeholder identification process aims to map out the individuals, organizations, and institutions that will play a critical role in the success of the project, from its inception through to its final outcomes. This identification process will ensure that the communication and dissemination efforts are directed towards the right audiences, facilitating collaboration and maximizing the impact of the project.

Key Stakeholder Groups

1. **Innovation Intermediaries**: Clusters, technology platforms, and associations that can assist in the project's wider dissemination and help foster collaboration across regions.

2. **SME's:** Small and medium-sized enterprises involved in the geothermal energy sector and sustainable technologies.
3. **Policymakers:** Local, regional, and national authorities who are responsible for energy policies, sustainability, and regulatory frameworks.
4. **Investors:** Specialized funding bodies and private investors interested in financing geothermal energy projects and other sustainable energy initiatives.
5. **General Public and Media (optional):** Public awareness and media representation of geothermal energy and its potential to drive the green transition.

The stakeholder identification process will utilize both qualitative and quantitative criteria to ensure that the chosen stakeholders represent a broad cross-section of the geothermal ecosystem. Criteria include the stakeholders' level of influence, expertise, and involvement in geothermal-related activities, as well as their interest and capacity to contribute to and benefit from the Greet GEO project.

2.2. Stakeholder Engagement Strategy

Engaging stakeholders throughout the project lifecycle is essential to ensure that their needs and expectations are met, and to maintain their support for the project's objectives. The **Greet GEO** project will adopt a **multi-channel engagement approach**, combining online and offline channels to facilitate communication and collaboration with stakeholders.

Engagement Tools

- **Surveys:** Surveys will be an essential tool to gather feedback from stakeholders, track their engagement, and assess their perspectives on geothermal energy solutions.
- **Interviews:** For stakeholders requiring a more personalized and in-depth engagement, interviews will be conducted to better understand their specific needs, challenges, and opportunities in the geothermal sector.
- **Workshops and Webinars:** Regular workshops and webinars will be organized to encourage direct interaction between stakeholders, foster knowledge exchange, and promote the sharing of best practices and success stories.
- **Networking Events: Networking opportunities** will be facilitated, allowing stakeholders from different regions and sectors to connect, collaborate, and explore joint ventures and partnerships.

Tailored Communication for Stakeholder Groups

- **Innovation Intermediaries and SMEs:** Engaging these stakeholders will be critical for scaling up geothermal solutions and driving innovation. Regular updates on best practices, pilot projects, and funding opportunities will be shared through newsletters, the project website, and one-on-one meetings.
- **Policymakers:** Policymakers will be engaged through **policy briefs, advocacy events**, and targeted communications to ensure the integration of geothermal energy into

national and regional strategies. Special attention will be given to aligning the project's outcomes with the **EU's Green Deal** and **climate goals**.

- **Investors:** Targeted discussions and tailored investment briefings will be provided to investors to highlight the potential financial returns of geothermal energy projects, investment opportunities, and the creation of business cases.

Engagement Timeline

Stakeholder engagement will be integrated into the project timeline, with key activities including:

- **Initial Stakeholder Mapping:** A comprehensive stakeholder map will be developed at the beginning of the project to ensure no key stakeholders are overlooked.
- **Ongoing Stakeholder Feedback:** Regular engagement activities will be carried out throughout the project. This will include surveys and other feedback mechanisms to track stakeholder perspectives and assess their satisfaction with the project's progress, ensuring that their needs and concerns are addressed promptly.
- **Workshops and Events:** A series of events will be organized throughout the project, with each one focused on specific aspects of geothermal energy and its role in the green transition.

2.3. Surveying and Data Collection

Surveys are a vital component of the **stakeholder engagement strategy**. They will help collect valuable data and insights from stakeholders, assess the current status of geothermal energy in the targeted regions, and evaluate the potential for innovation and business growth. Surveys will be designed to gather both qualitative and quantitative data.

Survey Structure

The surveys will be structured to meet the specific needs of each stakeholder group, with questions tailored to their respective expertise, involvement in geothermal energy, and the challenges they face in adopting or promoting geothermal solutions. The following thematic areas will be covered in the surveys:

- **Geothermal Energy Adoption:** Current and future adoption of geothermal technologies in the stakeholders' regions.
- **Challenges and Barriers:** Key barriers to geothermal energy deployment, such as regulatory hurdles, financial constraints, and technological limitations.
- **Opportunities for Innovation:** Opportunities for developing new business models, financing mechanisms, and technological innovations in the geothermal sector.
- **Policy and Regulatory Support:** The role of policies and regulations in fostering the uptake of geothermal energy solutions.

Survey Distribution

Surveys will be distributed via the following methods:

- **Online Surveys:** Using platforms like **Microsoft Forms** or **Google Forms** to ensure accessibility and ease of completion for stakeholders.
- **Direct Email Invitations:** Personalized invitations will be sent to key stakeholders, ensuring high response rates and targeted outreach.
- **Event-Driven Surveys:** Surveys will also be distributed during workshops, webinars, and conferences to gather real-time feedback from participants.

Data Analysis and Reporting

Data collected from surveys will be analysed to identify key trends, challenges, and opportunities. This analysis will be used to inform future project activities, develop action plans, and tailor communication materials to meet the needs of stakeholders.

2.4. Stakeholder Feedback and Follow-up

Feedback from stakeholders will be continuously collected and analysed to improve communication strategies and project activities. This will include:

- **Survey Results Analysis:** Regular analysis of survey responses to identify areas for improvement and opportunities for deeper engagement.
- **Follow-up Communication:** Follow-up emails or meetings will be scheduled with key stakeholders to discuss survey results and provide additional information or clarification on project activities.
- **Impact Assessment:** An assessment of the engagement activities' effectiveness will be conducted at the end of the project, using the data collected to evaluate stakeholder satisfaction and project impact.

3. COMMUNICATION OBJECTIVES

Communication activities will inform and promote the project during its lifetime. The communication strategy aims to strategically and effectively provide information to all target groups and engage stakeholders in a two-way exchange. Digital and physical media will be used with **particular focus on social media** (LinkedIn, X, BlueSky) that are widely used by project stakeholders. The progress of the communication activities will be monitored and regularly

presented to the partners, with actions adjusted as the project progresses and depending on the stakeholders to be engaged.

This plan defines objectives, target audiences, core messages, tools and effectiveness indicators for dissemination and communication.

Specific communication objectives in **Greet GEO** are:

- **Raise Awareness:** Increase understanding of **geothermal energy** and the project's role in the **green transition** among stakeholders in the targeted regions.
- **Foster Stakeholder Engagement:** Actively engage stakeholders such as **energy producers, policy makers, technology suppliers, and investors** in the project's activities, particularly through events, surveys, and digital channels.
- **Promote Regional Cooperation:** Strengthen cross-border collaboration between **Central Europe** and the **Iberian Peninsula**, focusing on **geothermal innovation**.
- **Facilitate Knowledge Transfer:** Share best practices and lessons learned from the project to inform **policy development** and future geothermal projects.
- **Ensure Long-term Impact:** Establish frameworks and tools for ongoing collaboration, policy recommendations, and **business case development** beyond the project's lifetime.

3.1. COMMUNICATION STRATEGY

3.1.1. Purpose and goals of the communication strategy

The communication strategy for the **Greet GEO** project aims to ensure that the project's objectives, activities, and results are effectively communicated to all relevant stakeholders. The strategy is designed to enhance the visibility and impact of the project, fostering collaboration among key players in the geothermal energy sector. Communication plays a critical role in raising awareness about the project's contributions to the **green transition** and its potential to address regional challenges in energy, climate change, and sustainable economic growth.

Key purposes of the communication strategy are:

- To clearly convey the **Greet GEO** project's goals and expected impact.
- To promote stakeholder engagement, collaboration, and knowledge sharing.
- To ensure the visibility of EU funding and align the project with broader **EU sustainability goals**.
- To build a **strong network** of regional and international stakeholders.
- To establish long-lasting visibility of the project's results beyond its implementation phase.

By developing a comprehensive communication strategy, the project ensures effective outreach and maximizes its influence, thus supporting **cross-border cooperation, geothermal innovation**, and the **EU Green Deal** objectives.

3.1.2. Branding strategy

A well-defined **branding strategy** is vital for creating a strong and consistent identity for the **Greet GEO** project. The branding strategy will reflect the project's focus on **geothermal energy** and **sustainability**, aligning with the broader goals of **EU green transition** and **energy security**.

Key components of the branding strategy include:

- **Logo and Visual Identity:** The creation of a distinct and professional logo representing the geothermal energy focus of the project. The visual identity will include a consistent colour palette, fonts, and graphical elements used across all project materials, including reports, presentations, and promotional content.
- **Tagline:** A simple and impactful tagline will encapsulate the project's mission, e.g., "Harnessing Geothermal Power for a Sustainable Future."
- **Templates and Documents:** Standardized templates for reports, presentations, and promotional materials will be developed to ensure consistency across all communication materials.
- **EU Visibility:** All communication materials will prominently feature the **EU emblem** and acknowledge the **EU funding support** for the project, ensuring compliance with EU visibility requirements.

This branding strategy will help build recognition and trust among stakeholders and make the project's impact easily identifiable.

3.1.3. Project Identity

The aim is to create a well-identifiable project identity that includes a logo, project-specific design elements and various templates, developed to create a uniform appearance for **Greet GEO** that can be used by project partners and third parties in the communication activities of the project.

3.1.3.1. Logo

All of the official project materials must display the Greet GEO logo, at least, on its front page. The Greet GEO logo must be readable. Minimum and maximum sizes are, however, not established explicitly for dissemination.



Figure 1 - Greet GEO Logo

Our main logo can be displayed in two ways, always depending on the background that holds the image. The logo shall be placed in a central and visible position on the exterior or front cover of any kind of printable material. Otherwise (i.e. electronic dissemination) the logo shall appear as one of the first items and should be more prominent than other elements.

3.1.3.2. Icon

The icon that builds and identifies the Greet GEO logo, can be used as a stamp for determined materials, and as a profile picture for social media or a favicon as this design is scalable without loss of visual integrity.



Figure 2 Greet GEO Icon

3.1.3.3. Colour palette

Greet GEO has standards for reproducing colours so that they will always look consistent (of course slight variations can occasionally occur in printed materials or screens). The colours defined here serve as the source for our primary colour palette and should be employed throughout all communications. The chosen colours are to be used in any type of text that needs highlighting, titles or headlines.

| | |
|---|---|
| RGB 213/136/11 CMY K 14/50/100/4 HEX #D5880B | RGB 25/34/35 CMY K 82/ 63/60/ 76 HEX #192223 |
| RGB 188/48/30 CMY K 18/92/96/9 HEX #BC301E | RGB 209/197/171 CMY K 20/20/35/3 HEX #D1C5AB |

Figure 3 Colour palette

3.1.3.4. Background

For brand-coloured backgrounds, the Greet GEO logo should be displayed in its full negative version. The election between black and white depends on the other composition elements of the material created.



Figure 4 Greet GEO logo in brand-coloured backgrounds

3.1.3.5. Typography

Typography is one of the most important design elements when communicating and defining the project's image. The font in use for every official public material in the project should be **Outfit** whenever possible. This specified font for Greet GEO materials can be downloaded from the project's SharePoint folder designated or from here.

Outfit

AaBbCcDdEeFfGgHhIiJjKkLlMmNnÑñO o
 PpQqRrSsTtUu VvWwXxYyZz 1234567890

| | | |
|-------------|------------------|--------------|
| Thin | Extralight | |
| Light | Regular | |
| Medium | Semibold | |
| Bold | Extrabold | Black |

Figure 5 Greet GEO chosen font for official communication

3.1.4. Communication and dissemination objectives

The **communication and dissemination objectives** are aligned with the overall goals of the **Greet GEO** project, focusing on effectively communicating the project's activities, results, and benefits to its stakeholders. These objectives include:

- **Raising Awareness:** Communicate the project's goals, methodologies, and outcomes to a broad range of stakeholders, including SMEs, policymakers, investors, and the general public.
- **Stakeholder Engagement:** Actively involve stakeholders through various communication channels and activities, such as surveys, events, and online platforms.

- **Maximizing Impact:** Ensure that the project’s findings and results are shared widely, contributing to policy recommendations and the broader **geothermal sector’s** development.
- **Promoting EU Synergies:** Align communication efforts with other EU-funded initiatives to build synergies and ensure complementarity.
- **Ensuring Long-term Sustainability:** Create a lasting impact through knowledge sharing, best practices, and frameworks that support the continued adoption of geothermal solutions.

3.1.5. Communication and Dissemination Activities and Channels

Effective communication requires a comprehensive mix of activities and channels to reach all relevant stakeholders. The **Greet GEO** project will implement communication and dissemination activities through the following means:

Key Activities (1PM – 24PM)

- **Kick-off and Mid-term Events:** Host project launch and mid-term events to introduce key stakeholders to the project and gather feedback. These events will provide opportunities for networking and engaging with the geothermal energy community.
- **Workshops and Webinars:** Organize regular webinars and workshops to educate stakeholders on the latest geothermal technologies, showcase project results, and foster collaboration.
- **Press and Media Outreach:** Regular press releases will be distributed to media outlets across Europe to ensure visibility of project milestones and achievements.
- **Networking Opportunities:** Facilitate matchmaking events and partner networking to promote interregional collaboration and build industry connections.
- **Surveys and Feedback Loops:** Conduct surveys to gather insights from stakeholders and assess their engagement with the project. The data will be used to improve project activities and tailor communication efforts.
- **Publication of Research and Reports:** Produce and disseminate policy briefs, research reports, and technical documents that communicate the project’s findings and best practices.

Key Channels

- **Website in multiple languages:** The project website (<http://www.greetgeo.eu>) will serve as a central repository for all information related to the project, including reports, publications, event updates, and case studies. The web will also present the most

important content in all the national languages of the project partners, as well as media kits in each language, and it will hold the geothermal database to be developed in WP2 by M12. The website is working from M01 and will be detailed in Deliverable 3.3 in M05.

- **Social Media:** Active content creation and engagement through platforms such as **LinkedIn**, **X**, and **BlueSky** to share updates, promote events, and foster discussions among the geothermal community.
- **E-newsletters:** Regular newsletters will provide updates on project milestones, key events, and policy recommendations to keep stakeholders informed.
- **Printed Materials:** Brochures, leaflets, and posters will be produced and distributed at events, workshops, and conferences to promote the project's objectives and results. The first versions of the rollup and brochure are ready and annexed to this document.

3.1.6. Target audience

The **Greet GEO** project targets several key audiences, ensuring that the communication and dissemination activities are relevant to the specific interests and needs of each group:

- **Innovation Intermediaries:** Clusters, technology platforms, and innovation hubs involved in **geothermal energy** and **sustainability**.
- **SMEs:** Small and medium-sized enterprises in the geothermal sector, especially those involved in **energy solutions**, **sustainability**, and **technology innovation**.
- **Policymakers:** Regional, national, and EU policymakers who are responsible for energy policy, innovation support, and the integration of **green transition goals**.
- **Investors:** Private and public investors, funding bodies, and venture capitalists who support the growth of **sustainable energy** projects.
- **General Public and Media:** Engage the general public and media to raise awareness about the role of **geothermal energy** in the green transition and the project's results.

3.1.7. Channels and tools

To reach the target audience effectively, the **Greet GEO** project will utilize a combination of online and offline tools:

- **Digital Tools:** Website, social media channels, email newsletters, and webinars.
- **Offline Tools:** Press releases, printed materials (brochures, posters, leaflets), and face-to-face events (conferences, workshops).
- **Multimedia Tools:** Videos, infographics, and case studies to illustrate the project's results and communicate complex technical information in a simple and engaging format.

4. SYNERGIES WITH OTHER EU PROJECTS

To maximize impact and ensure complementarity with other EU-funded initiatives, the project will collaborate with existing **digital hubs, platforms, and matchmaking databases**. This will include potential synergies with past and ongoing projects that have created relevant resources for geothermal energy, sustainability, and regional innovation.

By collaborating with EU projects and aligning with **EU-funded geothermal platforms**, the **Greet GEO** project will build on existing efforts and create synergies that contribute to the long-term sustainability of the project outcomes.

The **Greet GEO** project aims to leverage and upscale strategic findings from various relevant **EU-funded projects** to accelerate the adoption and investment in both deep and shallow geothermal energy systems. By building on existing knowledge and resources, the project seeks to enhance its impact and avoid duplicating efforts already undertaken by other initiatives in the geothermal sector.

Leveraging Existing Results

To maximize efficiency and ensure complementarity, **Greet GEO** will capitalize on the results, tools, and methodologies developed by other **EU-funded projects** that focus on geothermal energy and related sectors. This includes integrating data, policy analysis, best practices, stakeholder networks, training materials, and other resources produced by previous projects. The goal is to build on these established outcomes and enrich them with new insights from the **Greet GEO** project.

Key Resources to be Leveraged:

- **Stakeholder Lists:** Access to established databases of geothermal stakeholders will facilitate outreach and engagement efforts.
- **Training Materials:** Existing educational content and materials developed by previous projects will be utilized to upskill stakeholders and facilitate knowledge transfer.
- **Geothermal Energy Databases:** Data repositories containing best practices, case studies, and technical solutions will be enriched with new findings from **Greet GEO**.
- **Policy Frameworks:** Lessons learned from previous projects will inform the creation of policy recommendations, which will be shared with relevant authorities and stakeholders to promote the wider adoption of geothermal energy.

Relevant EU Projects to be Built Upon

The **Greet GEO** project will collaborate with and build on the results of various **EU-funded initiatives** that focus on geothermal resources, energy efficiency, and innovation in the renewable energy sector. These projects will provide valuable insights into challenges, barriers, and solutions for geothermal deployment, enabling **Greet GEO** to address the full scope of challenges facing the geothermal industry in the target regions.

Key EU Projects and Initiatives:

- **Interreg Europe:** Projects like **RESOR** (Supporting energy efficiency and renewable energy in European islands and remote regions) and **Islands of Innovation** (Innovation Policies for Sustainable European Islands).
- **Horizon 2020:** Projects such as **GeoERA**, **REFLECT**, **Crowdthermal**, **GEOTeCH**, **GEOHERMICA**, and **GEOHERM-FORA**, all of which focus on different aspects of geothermal energy from community-based development to stakeholder engagement.
- **Horizon Europe:** Relevant projects including **CRM-geothermal**, **GEOHERM-FORA**, **SAPHEA**, and **GEOSMART** that are advancing the geothermal sector and creating pathways for market uptake across Europe.
- **LIFE Integrated Projects:** Initiatives such as **LIFE IP CLIMAZ** (Regional Program for Climate Change in Azores) and **LIFE-IP North-HU-Trans**, which offer complementary expertise in low-carbon transitions and climate change adaptation.
- **Other Relevant Projects:** Including **IGER-CsK** (HU-HR IPA), **COOLGEOHEAT**, **GeoAtlantic**, and **Geo-Energy Europe** that contribute valuable knowledge and networks.

Utilizing Results and Best Practices

The **Greet GEO** project will actively integrate the findings from these projects, focusing on identifying and scaling up **best practices**, addressing common barriers, and implementing solutions that have been proven effective in similar contexts. By synthesizing the results from these initiatives, **Greet GEO** aims to tackle the full spectrum of challenges in the geothermal sector and create robust, replicable solutions that can be adopted across the targeted regions.

Building Alliances and Future Proposals

A critical element of the project will be fostering **synergies** between **Greet GEO** and other EU projects, platforms, and stakeholders. This includes:

- Developing **joint value chains** for geothermal energy, bringing together public and private sector players to create comprehensive proposals that align with the strategic goals of the **EU Green Deal**.
- Strengthening collaboration with existing **EU platforms** and initiatives to create a unified voice for geothermal energy in policy discussions, with a focus on creating pathways for **future I3 proposals** and cross-border investments.
- Actively participating in **EU events** and **conferences** dedicated to **geothermal energy**, **renewable technologies**, and **green transition**, ensuring that key insights from **Greet GEO** contribute to broader EU discussions and knowledge-sharing platforms.

Policy Advocacy and Knowledge Sharing

The project will also actively contribute to **EU-level policy discussions** by using the outcomes and insights from **Greet GEO** to:

- Develop **policy briefs** and recommendations that promote the wider adoption of geothermal solutions across the **EU regions**.

- Engage with policymakers to ensure the integration of geothermal energy into **national and regional strategies** for energy transition, particularly in **less developed** and **Outermost Regions**.

Ensuring Long-term Impact

The integration of **Greet GEO** results with those of other EU-funded projects ensures that the findings and solutions developed will continue to have a significant impact long after the project's conclusion. By building on existing frameworks, databases, and stakeholder networks, the project will help **scale geothermal innovations**, facilitate future **EU collaborations**, and provide a strong foundation for continued growth in the geothermal sector.

5. ENSURING VISIBILITY OF EU FUNDING

Visibility of **EU funding** will be ensured through the following actions:

- **EU Emblem:** All communication materials, including publications, reports, and press releases, will prominently display the **EU emblem** and include the appropriate disclaimer as required by EU regulations.
- **Acknowledgement of EU Support:** The project will acknowledge **EU funding** and communicate how the support from **Horizon Europe** (or other EU funding instruments) has facilitated the project's objectives and impact.
- **Dissemination of Results:** All project outputs and results, including publications, policy recommendations, and best practices, will be made publicly available, ensuring that the contributions of the EU are clear and visible.

All communication items shall have the EU emblem, sources of funds and disclaimer. Communication and promotional activities will comply with EU visibility requirements and expectations.

Communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate):



Figure 6 EU-funded disclaimer

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

Records and proofs of realized dissemination and communication activities performed by partners regularly uploaded in the project team to be included in progress reports and in Deliverable D1.3 – Final report on outcomes.

6. MONITORING AND EVALUATION

To assess the effectiveness of the communication and dissemination efforts, the following methods will be employed:

- **Quantitative Monitoring:** Metrics such as **website traffic, social media engagement, event participation, and media coverage** will be tracked regularly to evaluate the reach and effectiveness of the communication activities.
- **Qualitative Feedback:** Stakeholder feedback will be gathered through **surveys, interviews, and event evaluations** to assess the perceived impact of the communication efforts and adjust strategies if necessary.
- **KPIs:** Specific **KPIs**, such as the number of press releases, social media posts, and event participants, will be tracked to measure progress towards the communication objectives.

6.1. Key Performance Indicators (KPIs)

To track the effectiveness of communication and dissemination efforts, the following **KPIs** will be monitored and reported throughout the project:

Mandatory KPIs

| Objective | Indicator | Baseline Value | Target Value |
|------------------------|--|----------------|--------------|
| Interregional | Number of regions involved (less developed, developed, outermost, and transition) | 0 | 20 |
| Policy objectives | Number of S3-based roadmaps developed contributing to European Strategic Innovation agendas | 0 | 3 |
| Policy objectives | Number of S3 Partnerships (or other interregional working groups in networks and platforms) | Unknown | 3 |
| Policy objectives | Number of policy measures conceived to engage ecosystems externally | 0 | 14 |
| Socioeconomic benefits | Number of value chain analyses based on mapping and benchmarking activities | 0 | 5 |
| Socioeconomic benefits | Number of business cases identified in the framework of the value chain | 0 | 20 |
| Socioeconomic benefits | Number of companies involved in the business cases | 0 | 25 |
| Socioeconomic benefits | Number of intermediaries engaged in interregional activities | Unknown | 15 |
| Socioeconomic benefits | Number of interregional alliances established or in preparation | 0 | 3 |
| Gender dimension | Fixed targets in women's participation: share women in leading work packages, number of women managing directors | 50% | 50% |
| Gender dimension | Number of gender equality measures in participating organisations | 0 | 10 |
| Gender dimension | Gender-specific innovations (valorising knowledge based on sex, gender, and intersectional analysis) | 0 | 2 |

Table 1 Mandatory Key Performance Indicators overview

Non-Mandatory KPIs

| Objective | Indicator | Baseline Value | Target Value |
|------------------------------|---|----------------|--------------|
| Communication, Dissemination | Number of press releases; social media posts (LinkedIn, Twitter, Instagram); social media & partner website views | 0 | 6; 20; 3,000 |
| Communication, Dissemination | Short geothermal videos produced showcasing best practices and opportunities in plain language | 0 | 6 |
| Communication, Dissemination | Online and offline events organised and standard representations made | 0 | 15 |
| Action plans | Action plans on developing projects using I3 calls and alternative financing | 0 | 5 |
| Engagement | Total number of quadruple stakeholders engaged (public authorities, industry, academia, and citizens/communities) | 0 | 120 |
| Engagement | Number of regions in which municipalities & selected stakeholders are surveyed concerning geothermal energy | 0 | 10 |
| EU synergies | Number of EU projects, platforms, hubs, institutions synergies realized | 0 | 6 |
| I3 proposals | Number of potential I3 Instrument proposals, business case development actions assisted | 0 | 3 |

Table 2 Non-Mandatory Key Performance Indicators overview

7. INTERNAL COMMUNICATION

Effective internal communication is crucial for ensuring smooth collaboration among project partners and facilitating the exchange of ideas across work packages. It ensures that all partners are aligned on the project's goals, timelines, and deliverables, helping to maximize the project's success and achieve the desired outcomes.

Main Tools for Internal Communication

The **Greet GEO** project will rely on several communication tools to facilitate efficient collaboration among consortium members:

- **Teams:** Managed by **EIHP**, Microsoft Teams will serve as the primary tool for hosting **video calls** among the different project partners. It will also function as the central communication channel for real-time discussions and quick information exchange.
- **SharePoint:** Also managed by **EIHP**, SharePoint will be the tool selected for **document sharing** and collaboration. It will host project documents, deliverables, and results, ensuring that all partners have easy access to the latest materials and can collaborate

effectively. SharePoint will serve as the central hub for storing key project data and facilitating seamless document exchange.

- **Emails: Email** will be used for more formal communication and information exchange among partners. It will be a crucial tool for disseminating important updates, reminders, and detailed reports.

Communication Opportunities and Meetings

To ensure comprehensive and effective communication within the consortium, various types of meetings and events will be organized:

- **On-site Project Meetings:** These physical meetings will take place **twice a year** and will provide a platform for partners to come together, share updates, and discuss the overall progress of the project. The scheduled on-site meetings are:
 - **Kick-off Meeting:** Organized by **LPRC** in **December 2024**.
 - **Second Meeting:** Organized by **CoSviG** in **September 2025**.
 - **Third Meeting:** Organized by **INOVA** in **March 2026**.
 - **Final Meeting:** Organized by **EIHP** in **October 2026**.

All consortium members must attend these meetings, as they will provide vital opportunities to discuss project status, coordinate activities, and align on future steps.

- **Steering Committees:** These meetings will be held **twice a year** during the on-site project meetings. The **Steering Committees** will serve as decision-making bodies, ensuring that the project is on track and addressing any major issues or changes in direction.
- **Work Package Meetings:** These meetings will be held as needed, depending on the specific requirements and progress of each Work Package. The leader of each Work Package will determine the frequency of these meetings, ensuring that all partners involved in the respective Work Package are aligned and informed on developments and tasks.

Partner Involvement in Dissemination

The active involvement of all partners is crucial to the successful dissemination of the **Greet GEO** project's results. Partners can support the dissemination efforts in several key ways:

- **Circulating Project Materials:** Partners are encouraged to circulate project materials, such as flyers, reports, and publications, to colleagues, networks, and potential interested parties. This will help spread awareness of the project across various sectors and stakeholder groups.
- **Presenting the Project at Conferences and Events:** Partners should actively present the project at relevant conferences, workshops, and industry events. Sharing the **Greet GEO** presentations with the consortium allows the entire project team to align on the project's message and extend its reach.

- **Social Media Engagement:** Partners can invite potential interested parties to follow the project on social media platforms, thereby increasing visibility and engaging a wider audience in discussions about geothermal energy and the green transition.
- **Utilizing Organizational Communication Tools:** Partners should use their own organizational communication channels (e.g., websites, social media accounts) to support the dissemination of the **Greet GEO** project. This includes posting updates, sharing news, and linking relevant project information to broader networks.
- **Linking to the Project Website:** Partners are encouraged to link the project's website to their own organizational websites. This facilitates greater traffic to the project's central repository for information and ensures consistent exposure across digital platforms.
- **Keeping Records of Dissemination Activities:** It is important that partners keep detailed records of all dissemination activities, including meetings, events, publications, and online posts. These records will be necessary for reporting purposes and ensuring that dissemination efforts are tracked and evaluated.

By actively engaging in these activities, each partner will help ensure the **Greet GEO** project reaches its full potential in terms of impact, visibility, and sustainability.

8. CONCLUSION

The **Communication and Dissemination Plan (CDP)** for the **Greet GEO** project is designed to ensure that the project's objectives, activities, and results are effectively communicated to all relevant stakeholders. By leveraging a combination of **digital tools, offline events, and EU collaboration**, the plan will maximize the project's visibility, foster stakeholder engagement, and contribute to the broader **EU green transition** goals.

Through **clear communication, collaboration**, and a commitment to **transparency**, the project will ensure that its impact is felt across **regional ecosystems, geothermal energy sectors, and EU policy landscapes**.

ANNEXES

Annex I. Greet GEO brochure – version 1



Follow us on social media for the latest updates and insights from the GreetGEO project!



Green Transition with Geothermal Energy



@greetgeo
www.greetgeo.eu

Accelerating Innovation for a Sustainable Future

The Greet GEO project is an initiative aimed at promoting the green transition through the innovative utilization of geothermal energy. Funded by the European Union under the Interregional Innovation Investments (I3) Instrument, Greet GEO connects experts, regions, and stakeholders to unlock the potential of geothermal energy for sustainable development across Europe.

Consortium





Funded by the European Union

This project has received funding from the European Innovation Council and SMEs Executive Agency green research and innovation programme under grant agreement N° 101180405.

Why Geothermal Energy?

Geothermal energy offers a clean, reliable, and sustainable solution to Europe's energy and climate challenges. By tapping into the Earth's natural heat, geothermal energy can provide renewable electricity, heating, and cooling while reducing greenhouse gas emissions. With its dual benefits of environmental and economic impact, geothermal energy is a key driver of the European Green Deal's goals.

Our Mission

The GreetGEO project aims to enhance regional innovation ecosystems, build capacity in less developed and outermost regions, and strengthen cross-regional cooperation to foster the adoption of geothermal technologies. The project promotes sustainable energy practices, creates policy frameworks, and supports innovative small and medium-sized enterprises (SMEs) to become leaders in green energy solutions.



Key Objectives



Foster Regional Innovation
Strengthen the capacity of SMEs and regional stakeholders to implement geothermal projects.



Promote Sustainable Energy
Advance the adoption of geothermal energy for electricity, heating, and industrial applications.



Enhance Collaboration
Build interregional networks to share knowledge, develop value chains, and co-create innovation.



Develop Policy Frameworks
Address regulatory and financial barriers to enable geothermal energy investments.

Who We Are

The GreetGEO project brings together 10 partners from 8 European countries—Croatia, Hungary, Slovenia, Portugal, Spain, Italy, Belgium, and Ireland—combining regional knowledge and international expertise to drive innovation in geothermal energy and promote sustainable development.

Get Involved

Join us on our journey to shape a greener future through geothermal energy. Whether you're an SME, policymaker, researcher, or community member, your contribution is vital. Together, we can create innovative solutions for sustainable energy and support a resilient Europe.

Project Highlights

Focus Regions: Central Europe's Pannonian Basin (Croatia, Hungary, Slovenia) and volcanic outermost regions (Azores, Canary Islands).

Pilots: Innovative pilot projects in deep and shallow geothermal applications.

Policy Impact: Development of Smart Specialization Strategy (S3)-based roadmaps for sustainable innovation.

Stakeholder Engagement: Collaboration with policymakers, researchers, SMEs, and local communities.



GreetGeo

Green Transition with Geothermal Energy

Greet GEO will increase the capacity of regional innovation ecosystems, especially SMEs in certain less developed Central European (Pannonian Basin) regions and in selected outermost regions in a synergetic manner. It focuses on the utilization of geothermal resources with a holistic approach, with niche pilots in deep geothermal and shallow geothermal, in line with the specific domains and niches, and needs of the target regions.

| | | |
|---|---|---|
|  |  |  |
| Start date 1 November 2024 | Start date 24 months | Budget 1.493.532,22€ |



 @greetgeo
www.greetgeo.eu




Annex III. Greet GEO PowerPoint Template



GreetGeo


Insert here a title to display on screen

 **Funded by the European Union**

This project has received funding from the European Innovation Council and SMEs Executive Agency green research and innovation programme under grant agreement N° 101180405.


Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EISMEA. Neither the European Union nor the granting authority can be held responsible for them.

WP / Entity
Names of Authors



Agenda

- 01 Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 02 Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 03 Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 04 Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- 05 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

 **Funded by the European Union**