



GEO THERM FORA Deliverable D7.1

Communication strategy and dissemination plan

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1 Executive Summary

This document describes the **Dissemination and Communication plan** for GEO THERM FORA project.

The overall aim of this document is to define communication and dissemination objectives, target audiences, dissemination tools and activities, dissemination management and monitoring. It ensures consistency of the outreach activities in order to maximise impact during and after the project's funding period. This dissemination strategy also indicates KPIs for several dissemination activities that can be compared to the monitored indicators.

While this document is focussed on the GEO THERM FORA project, the project itself aims at bringing a continuous support to the activities of the Deep Geothermal Implementation Working Group (DG-IWG) and the European Technology and Innovation Platform on Deep Geothermal (ETIP-DG), with the overarching objective to optimize the joint work of the two fora. Therefore, part of the dissemination strategy is also taking up the existing strategies for the two fora. Consequently, also a part of the dissemination tools and activities are outlined for either ETIP-DG or DG-IWG.

2 Introduction

2.1 GEOTHERM FORA in a nutshell

The European Strategic Energy Technology Plan (SET Plan) aims to accelerate the development and deployment of low-carbon technologies. It seeks to bring down costs by coordinating national research efforts and helping to finance projects.

In the SET plan, Europe has set its ambitions for geothermal. A specific geothermal Implementation Plan (IP) has been released and is now executed by the Deep Geothermal Implementation Working Group (DG-IWG). This IWG is established to advance the Implementation Plan with the aim of reaching collectively the technology targets that will place Europe at the forefront of the next generation of low carbon technologies. Equally, the European Technology and Innovation Platforms (ETIPs) have been recognised by the European Commission as a tool to strengthen cooperation with Stakeholders under the Strategic Energy Technology Plan (SET-Plan). The geothermal sector created a European Technology and Innovation Platform on Deep Geothermal, with the support of a secretariat managed by EGEC.

The project GEOTHERM FORA aims at bringing a continuous support to the activities of the DG-IWG and the ETIP-DG, with the overarching objective to optimize the joint work of the two fora:

- GEOTHERM FORA will provide the DG-IWG with relevant data about the implementation plan execution, from the various stakeholder groups and will also provide strategy support for the DG-IWG in their decision-making process and actions and keeping the implementation plan up to date;
- GEOTHERM FORA will promote and organise initiatives of ETIP-DG, and will mobilise the geothermal community to implement the actions identified in the implementation plan and the ETIP's roadmap, through workshops, brokerages, consortium building and exploitation of RD&I results.
- GEOTHERM FORA will provide a secretariat for both the DG-IWG and the ETIP-DG to assist on administrative issues and strategy support

The GEOTHERM FORA project runs from September 2022 to August 2025, funded by the European Commission and the Horizon Europe programme.

2.2 Content, scope and objectives of the Communication strategy and Dissemination plan

This deliverable outlines the GEOTHERM FORA dissemination strategy in terms of identification and description of the key dissemination elements:

- the objectives of the dissemination (what are the mission and aims),
- the subjects of dissemination (what will be disseminated),
- the target audience (to whom it will be disseminated),
- the dissemination channels (how it will be disseminated),
- the monitoring (how well dissemination works),
- the timing (when dissemination will take place),
- the dissemination management and policy (who is responsible for what and how dissemination is ruled).

3 Dissemination objectives

The overall objective of the Dissemination, Exploitation and Communication plan is to ensure that information is shared with the most relevant external stakeholders in a timely way using the most effective communication channels.

Even though the Communication strategy and Dissemination plan is intended for the GEO THERM FORA project itself, it also details specific strategies and measures to support the two fora, DG-IWG and ETIP-DG, with their dissemination efforts.

The main goals of dissemination activities are:

- to increase the visibility and impact of the ETIP-DG and DG-IWG outputs for internal (members) and external stakeholders;
- to broaden the membership, i.e. engage additional external stakeholders, research organisations and companies in ETIP-DG, and additional Member countries in DG-IWG;
- to share and promote the progress and achievements towards the implementation of the SET-Plan
- to increase awareness about geothermal R&D public funding schemes
- to liaise with the EC, and the JRC for providing outputs to the Set Plan Information System (SETIS)
- to collect input and feedback from stakeholders
- to coordinate efforts with other fora and technology platforms
- to promote the activities and new services produced by the project.

For project internal purposes, this document also offers valuable guidelines to align messages and track dissemination activities and results.

4 Subjects

GEO THERM FORA will disseminate the following subjects:

- Interim and final results of GEO THERM FORA (reached objectives and achievements), including project Deliverables
- Promotional material on the two fora ETIP-DG and DG-IWG
- Information on the Implementation Plan, its update and related activities
- Strategic Research Agenda (SRIA) and Implementation Roadmap of Geothermal Energy technologies
- Funding opportunities for geothermal RD&I
- Networking possibilities

5 Target audiences

The main goal of dissemination activities is to increase the visibility and impact of the ETIP-DG and DG-IWG outputs for internal (members) and external stakeholder. The principal target groups of the dissemination activities include both: (i) internal stakeholders, that are members of ETIP-DG or DG-IWG and (ii) external stakeholders.

- Geothermal stakeholders: industry & research (internal and external stakeholders)
- SET Plan countries (Ministries in charge of energy, research, competitiveness and industrial policy), members and potential members of the DG-IWG
- Public authorities involved in R&I funding programmes (European, national, local, and regional level)
- Other fora and technology platforms
- Policy and decision-makers (European, national, local, and regional level); especially actors of the SET-Plan
- Media and press
- NGOs, consumers associations, civil society

Table 1 lists the target audiences of GEO THERM FORA as mentioned above and specifies envisaged dissemination measures. Details on the dissemination tools will be provided in the following section 6 *Dissemination tools & activities*.

Table 1 Target audiences of GEO THERM FORA and envisaged dissemination measures

Target audiences	Dissemination measures
Geothermal stakeholders: industry & research	Scientific conferences Policy and technical workshops Publications (SRIA, Roadmap) Webinars Website Social media (LinkedIn) Newsletter
Geothermal stakeholders: industry & research (internal: ETIP-members)	Additionally: Annual ETIP conference Working group meetings Reports and updates
SET Plan countries (Ministries in charge of energy, research, competitiveness and industrial policy), members and potential members of the DG-IWG	Reports and updates Policy events, as well as in policy and technical workshops Publications Website Social media Newsletter
SET Plan countries (external: potential future members of DG-IWG)	Additionally: Promotional material Involvement in organisation in annual ETIP-DG conference; workshops of DG-IWG
Policy and decision-makers (European, national, local, and regional level); especially actors of the SET-Plan	Promotional material Policy events, as well as in policy and technical workshops Publications (SRIA, Roadmap, Implementation Plan) Newsletter
Public authorities involved in R&I funding programmes (European, national, local, and regional level);	Information material Policy events, as well as in policy and technical workshops Publications (SRIA, Roadmap, Implementation Plan) Website Social media

	Newsletter
Other fora and technology platforms	Joint events (workshops, webinars) Information material Social Media Website Newsletter
Media and press	Website Information material Social media Newsletter and Press releases
NGOs, consumers associations, civil society	Website Information material Social media News and Press releases

6 Dissemination tools & activities

Dissemination tools and activities are planned to give visibility to the GEO THERM FORA project and reach the dissemination objectives as described above. Different participation formats such as networking events, participation to scientific conferences, webinars and workshops will be organised.

6.1 Logo and graphic identity

A uniform visual identity shall support awareness about the project activities and outcomes. Central elements of the corporate design are the logo, the typemark and the color lines. The focus is on establishing a recognizable visual presence both internally and externally. It covers all graphic areas in which the logo and type mark are used.

In preparation for the European Geothermal Congress 2022 in Berlin, **the project logo** was designed and discussed within the project consortium. A simple, memorable visual element was developed with a word-picture mark that combines the project acronym with the idea of networking. It is limited to three colors, which will be reflected on project templates, print and electronic materials such as fact sheets, flyers, and brochures as well as power point slides and posters.



Figure 1 GEO THERM FORA project logo

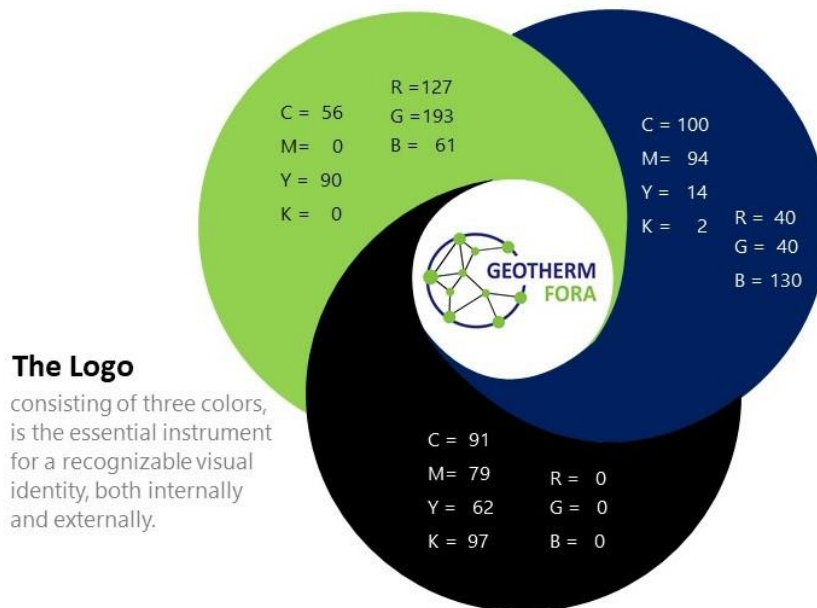


Figure 2 Colour scheme of the GEOTHERM FORA branding (four-color print CMYK for print, RGB color space for screen).

A set of **templates** for talks and presentations (Power point) as well as text documents (Word) such as deliverables and reports was developed and made available to all partners in the Consortium in order to ensure a common and distinctive visual identity. However, for documents and dissemination products that are clearly attributed to either the DG-IWG or the ETIP-DG, it is recommended to stick to visual identity of DG-IWG or ETIP-DG, in order to avoid confusion and benefit from the recognition factor of the already established visual identities.

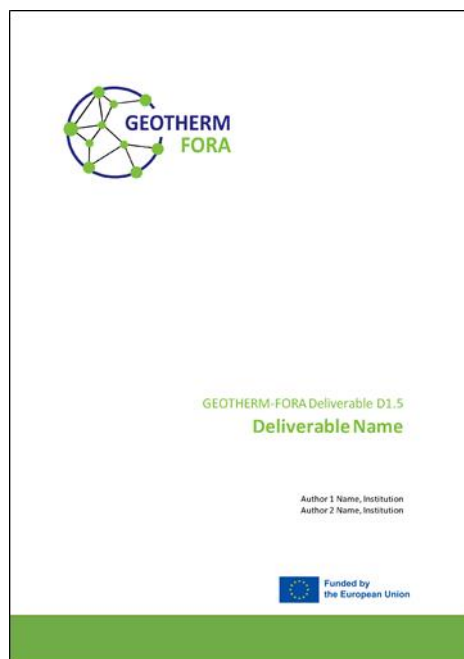


Figure 3 Design example - Deliverable template

6.2 Websites

In light of the fact that GEO THERM FORA is supporting two already existing fora, the consortium agreed to refrain from creating a separate website for the project. Instead, existing **websites** for the **European Technology & Innovation Platform on Deep Geothermal (ETIP-DG)** and the **Deep Geothermal Implementation Working Group (DG-IWG)** are to be updated and linked more optimally in terms of content. Reference to the GEO THERM FORA project should be made on each of the websites (e.g. on the “Secretariat” page of ETIP-DG).

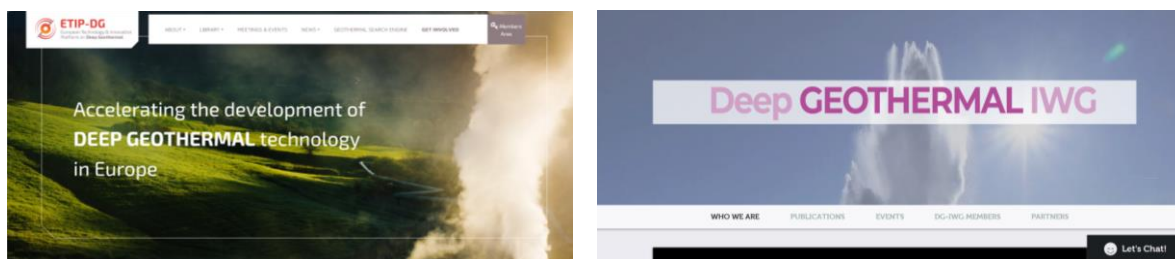


Figure 4 Screenshots of the existing websites of ETIP-DG (<https://www.etip-dg.eu/>) and DG-IWG (<https://www.deepgeothermal-iwg.eu/>)

To maximise dissemination, relevant news from the DG-IWG and ETIP-DG will be cross-posted on each others’ website. Partner networks such as EGEN, EERA-JPGE, ETIP-DG, ERANET-GEOera, GEOTHERMICA, or the CET-Partnership will be encouraged to take up the information. A link to the GEO THERM FORA social media presence (LinkedIn) will be set up.

6.3 Information material

Existing material on the DG-IWG like the presentation and the short video will be updated. A new brochure on the DG-IWG will be drafted, mainly targeted at the acquisition of new member states. It shall explain the purpose of the DG-IWG, the expected benefits for member states and provide links to more detailed information. An informational leaflet will summarize the highlights of the revised Implementation Plan.

Attractive promotional materials like a Platform flyer and short videos on geothermal technologies will be produced for ETIP-DG in order to present the sector. Key publications of ETIP-DG, such as the Vision or the Roadmap will also serve as promotional material as they showcase the work of ETIP-DG.

In order to reduce the environmental footprint, only a limited number of print materials will be distributed at conferences and workshops. An electronic version of the information material will be made available through the DG-IWG and ETIP-DG websites and additionally promoted on the social media channels.

ETIP-DG will issue an e-newsletter every semester, 6 issues in total. The aim is to update the geothermal community with latest activities of ETIP-DG, to highlight events, and key publications. Since news from the DG-IWG are less numerous or less frequent, relevant news from the DG-IWG will be included in a separate section as part of the ETIP-DG newsletter. A distinct DG-IWG newsletter will be sent upon demand from the IWG, for example when the revamp of the Implementation Plan is announced.

6.4 Social Media

Besides the websites, **social media channels** will be used to facilitate the communication of the project-related activities to a wide external audience in a quick and effective manner. The key target groups of the GEO THERM FORA project are scientific and research institutions, companies and EU-funded projects relevant to the topic, political decision-makers and associations, at European level. From the partners’ experience, these target groups have a high affinity to the LinkedIn platform, so

that a LinkedIn group is established to serve as an effective platform for discussion, interaction, bundling of information, and communication of the project news and outputs:

<https://www.linkedin.com/company/GEO THERM FORA>

Social media channels have not yet been established for neither ETIP-DG nor DG-IWG. Up to now, news or events related to the ETIP-DG have been communicated via the website and newsletter. In a first step, the GEO THERM FORA LinkedIn channel will be mainly used to advertise publications, informational material and news from the two fora. It will also promote events that are organised by either ETIP-DG or DG-IWG or events to which the fora contribute. Depending on the outreach and impact of the communication via the LinkedIn channel, additional channels might be considered.

A Youtube channel will be created if audio-visual contents should be made available.

Existing communication channels of the project partners and associated links to their networks and communities will be used to disseminate and reinforce the communication effort. Relevant institutions, projects, individual stakeholders and influencers will be tagged to encourage sharing of the GEO THERM FORA's contents.

6.5 Events

In order to maximize the impact of the GEO THERM FORA project, networking activities for presenting the GEO THERM FORA project and its results are planned for the entire project lifetime, targeting an identifiable presence at important international conferences, meetings and exhibitions. Through the organisation of various participation formats such as networking events, workshops and webinars, networks will be consolidated, new stakeholders will be recruited and cooperation will be promoted.

To engage expertise and promote the key messages of the IWG and ETIP, the GEO THERM FORA project partners will present the work and the activities at National, European and international conferences, with oral presentations or target group-oriented contributions at trade fairs. Dedicated sessions at scientific conferences and booths and/or side events at relevant conferences such as the GEO THERM in Offenburg, Germany, the European Geothermal Congress or the European Geothermal Workshop will be organized.

The objective is to disseminate the results and especially the research strategy but also to establish link to exporting European technologies and to envisage cooperation with other fora for funding RD&I and so implementing further the IP. The preliminary list of relevant events will be regularly updated throughout the course of the project. If possible, activities are organized in occurrence of traditional events, both at the local level, and at the international level.

The Annual Conference of the ETIP on deep geothermal is the single most important periodic event of the Platform. Representatives from industry, research and public authorities come together to discuss strategies and priorities for deep geothermal in Europe. Under the lead of EGEC, all partners in the support unit of the ETIP contribute to the organisation and management of this key event every year.

DG-IWG will organise an annual topical workshop or a roundtable discussion to reach out to relevant stakeholders. Depending on the objective of each workshop, those might be linked to the annual ETIP conference.

GEO THERM FORA will also strengthen cooperation with other European Technology and Innovation Platforms (ETIPs), the SET-Plan initiative for Smart Cities and Regions, but also with educational and training institutions active in the energy sector. Within Task 3.4 of GEO THERM FORA, a cluster map will be established, which will outline networks and initiatives with which co-operations will be sought. Building on these cluster map, joint events or joint communication and dissemination activities will be defined.

Table 2 Preliminary list of events

Event	2022	2023	2024	2025
Scientific conferences	ETIP on deep geothermal conference (13 Dec 2022)	ETIP on deep geothermal conference World Geothermal Congress, China	ETIP on deep geothermal conference	ETIP on deep geothermal conference European Geothermal Congress, Switzerland
Policy events	SET-Plan conference (9-10 Nov 2022) ENLIT conference (29-30 Nov 2022)	SET-Plan conference Geothermal	SET-Plan conference	SET-Plan conference
Workshops		DG-IWG Topical Workshop	DG-IWG Topical Workshop	DG-IWG Topical Workshop
Webinars		Training & education (e.g. on "Novel drilling technologies")	Training & education	Training & education
Working group meetings				
National events				

6.6 Training and education activities

GEO THERM FORA will support activities to create and empower a new generation of researchers and technologists with holistic competences embracing technical, environmental, economic and social aspects of DG technologies, systems and their integration in the energy system as well as society. We will promote knowledge sharing between research and industry through webinars and training for existing workforce. In order to promote the education, professional development, and advancement of women in the geothermal community, we will interact with the network WING (Women in Geothermal), and put special emphasis on gender aspects when setting up education, training and mobility activities.

GEO THERM FORA will organise **annual online webinars on topics identified in Task 3.1**. This will encourage a fast-track uptake of technological trends by a wider range of actors in the geothermal sector and the geothermal research community.

GEO THERM FORA will collect, edit and publish a list of existing online open academic courses on Deep Geothermal. The register will be published on the EERA JP Geothermal website and permanently updated (including updates beyond the lifetime of this project).

7 Dissemination management

7.1 Roles and responsibilities of partners

The Work Package Leader (GFZ) has the responsibility for the implementation of the Communication activities. GFZ is supported in these efforts by the Coordinator (EGEC, ETIP-DG Secretariat), the DG-IWG Secretariat and the other Consortium partners.

The preparation of Dissemination tools is distributed among several partners as listed in Table 3. The rough timeline for the delivery of deliverables and milestones to be reached with regard to the dissemination activities is illustrated in Figure 5.

Table 3 List of partner responsibilities with regard to dissemination tools

Dissemination tool	Responsible partner
Project brand (GEO THERM FORA), incl logo, templates for Deliverables and presentations	GFZ
Websites	EGEC
IWG Brochure	GFZ
IWG Informational Leaflet	GFZ
ETIP-DG Platform flyer	EGEC
Short videos	EGEC
Update IWG video	EGEC
Social Media (LinkedIn)	GFZ
Newsletter (ETIP-DG)	EGEC
ETIP AGM	EGEC
Webinars	EGEC



Figure 5 Timeline of deliverables and milestone MS2

7.2 Deliverables

A list of all deliverables is shown in Table 4. It presents also the validation process and indicates the body in charge of this validation (GEO THERM FORA consortium, ETIP DG Steering Committee or Members, or the DG-IWG).

Using the GEO THERM FORA project visual identity template, the partner responsible of producing a deliverable prepares a methodology. This partner presents the deliverable and the suggested methodology during the monthly web-conference when the related task starts. All partners agree on the methodology to produce this deliverable. The responsible partner implements it and delivers a draft version of the deliverable two to three weeks before the deadline. The other partners as well as the body in charge of the validation (see Table 4) comment the draft deliverable until one week before the deadline. Then the responsible partner integrates all inputs received and produces a final version of the deliverable. Work package leaders are asked to provide a final check of the deliverable before it is considered as final. Major Documents (marked with an Asterix in Table 4) should be uploaded to Zenodo, where they are provided a DOI and publicly available. Additionally, a Creative Common licence

should be assigned. A CC-BY licence is recommended; however more restrictive licences can be used if appropriate. On Zenodo, Deliverables should be assigned to the “Deep Geothermal” community, that is curated by ETIP-DG, and serves as one of the data sources for the EGRISE (European Geothermal RD&I Document Search Engine).

The final deliverable version is put on the project Sharepoint folder and the coordinator uploads and submits it on the participant portal of the Grant Management Service.

Reports to be approved by the ETIP are first presented by project partners in a draft version V1.0 to the Steering Committee several weeks before the due date to submit it. Once a final draft V2.0 is available from the SC, it is then put for a public consultation of all ETIPs’ members. At the end of the consultation period, GEO THERM FORA consortium compiles the inputs and present the version 3.0 to the SC for final approval of a version v3.1. it becomes then the final version of the deliverables to submit and to disseminate.

Reports to be approved by the IWG are presented by the project partners to the members of the IWG. Once the IWG approves it the report becomes then the final version of the deliverable to submit and to disseminate.

Deliverables requesting a Digital Object Identifier (DOI), for their publication, are marked with an * in the table below.

Table 4 List of deliverables

Deliverable (number)	Deliverable name (DOI*)	Work package number	Short name of lead participant	Type	Dissemination level	Delivery date (in months)	Validation Body
D1.1	Minutes of the Project meetings	1	EGEC	R	SEN	36	GEO THERM FORA
D1.2	Minutes of ETIP-DG SC meetings	1	EGEC	R	SEN	36	ETIP
D1.3	Minutes of DG-IWG meetings	1	GEORG	R	SEN	36	IWG
D1.4	Financial plan for ETIP DG and DG IWG	1	EGEC	R	SEN	36	GEO THERM FORA
D1.5	Data Management Plan (DMP)	1	EGEC	R	SEN	6	GEO THERM FORA
D1.6	A detailed Project Management Plan	1	EGEC	R	SEN	2	GEO THERM FORA
D2.1	Updated Implementation Plan, 2023	2	GEORG	R	PU	6	IWG
D2.2	Geothermal IWG Annual Progress Report 2022-23	2	GEORG	R	PU	12	IWG
D2.3	Geothermal IWG Annual Progress Report 2023-24	2	GEORG	R	PU	24	IWG
D2.4	Geothermal IWG Annual Progress Report 2024-25	2	GEORG	R	PU	36	IWG
D3.1	Vision of Deep Geothermal RD&I *	3	TNO	R	PU	12	ETIP
D3.2	Strategic Research & Innovation Agenda of Deep Geothermal *	3	TNO	R	PU	6	ETIP
D3.3	Roadmap of Deep Geothermal *	3	TNO	R	PU	36	ETIP
D3.4	Database of internal stakeholders version 1	3	EGEC	R	PU	18	GEO THERM FORA
D3.5	Database of internal stakeholders version 2	3	EGEC	R	PU	36	GEO THERM FORA
D3.6	Report on cross-thematic RD&I topics and actions	3	GFZ	R	PU	34	GEO THERM FORA
D3.7	EGRISE 2.0 Report *	3	CNR	DEC	PU	18	GEO THERM FORA

D4.1	Report on major technological trends (month 24) (GFZ) *	4	GFZ	R	PU	24	GEOHERM FORA
D4.2	Report on major market trends*	4	CNR	R	PU	24	GEOHERM FORA
D4.3	Report Progress on competitiveness of geothermal energy technologies *	4	EGEC	R	PU	33	GEOHERM FORA
D4.4	European Geothermal Industrial Strategy *	4	EGEC	R	PU	36	GEOHERM FORA / ETIP / IWG
D5.1	First Mapping of relevant policy and regulatory issues	5	EGEC	R	PU	15	GEOHERM FORA
D5.2	Second Mapping of relevant policy and regulatory issues	5	EGEC	R	PU	36	GEOHERM FORA
D5.3	Annual Strategic planning document for policy activities	5	EGEC	R	PU	34	GEOHERM FORA
D5.4	Report on recommendations from social sciences and humanities for market acceptance *	5	GFZ	R	PU	35	GEOHERM FORA
D5.5	Policy events	5	EGEC	R	PU	36	GEOHERM FORA
D5.6	First set of Factsheets on European regulations, standards and codes, and national guidelines	5	CNR	R	PU	18	GEOHERM FORA
D5.7	Final Factsheets on European regulations, standards and codes, and national guidelines	5	CNR	R	PU	36	GEOHERM FORA
D6.1	An analysis of the RD&I geothermal panorama *	6	GEORG	R	PU	36	GEOHERM FORA
D6.2	Key Performance Indicators *	6	EGEC	R	PU	12	GEOHERM FORA / IWG
D6.3	Annual Monitoring report 2022	6	EGEC	R	PU	3	GEOHERM FORA
D6.4	Annual Monitoring report 2023	6	EGEC	R	PU	15	GEOHERM FORA

D6.5	Annual Monitoring report 2024	6	EGEC	R	PU	27	GEO THERM FORA
D6.6	Annual Monitoring report 2025	6	EGEC	R	PU	36	GEO THERM FORA
D7.1	Communication strategy and dissemination plan	7	GFZ	R	PU	4	GEO THERM FORA
D7.2	Communication toolkit for IWG and ETIP: Informational leaflets, Brochures	7	EGEC	R	PU	30	GEO THERM FORA
D7.3	Recruitment material for ETIP DG	7	EGEC	R	PU	30	GEO THERM FORA
D7.4	Upgrade Websites	7	EGEC	DEC	PU	10	GEO THERM FORA
D7.5	Electronic Newsletter for external distribution	7	EGEC	DEC	PU	36	GEO THERM FORA
D7.6	Short promotional movie	7	EGEC	DEC	PU	28	GEO THERM FORA
D7.7	Dissemination and networking at events	7	EGEC	R	PU	36	GEO THERM FORA
D7.8	New services for ETIP-DG members	7	EGEC	R	PU	30	GEO THERM FORA
D7.9	Report on education, training and mobility, including gender aspects *	7	GFZ	R	PU	36	GEO THERM FORA
D8.1	OEI - Requirement No. 1	8	EGEC	R	SEN	4	GEO THERM FORA

8 Dissemination monitoring and KPIs

8.1 Monitoring of dissemination effort

Each partner is required to actively support project dissemination. Consequently, a “GEO THERM FORA dissemination reporting table” has been filed in the project’s internal repository (Folder ‘WP7 – Dissemination and Outreach’) where each partner is expected to indicate on a regular basis implemented dissemination activities, such as presentations at conferences and workshops, publications in scientific journals or media for the general public, exhibitions, broadcasts on TV/radio, etc. Instructions for reporting the dissemination activities are provided at the beginning of the table. This reporting table permits to track the dissemination effort, for example in terms of

- Number of events organised;
- Number of events with GEO THERM FORA participation;
- Number of informational materials;
- Number of publications;
- Number of electronic communications.

Details on the metrics for each dissemination tool and target KPI’s are indicated in Table 5.

8.2 Monitoring of stakeholder involvement

Where possible, the involvement of stakeholders will be monitored. This monitoring will for example include:

- metrics related to websites and social media platforms (updates, visits, interactions, likes, and reposts);
- registrations to events (organised by GEO THERM FORA or with contributions from GEO THERM FORA);

The monitoring of the stakeholder involvement will be performed bi-annually | preparation of consortium meetings. Details on the metrics for each dissemination tool and target KPI’s are indicated in Table 5.

Table 5 List of dissemination tools, the metrics monitored and target KPIs

Dissemination channel	Metrics	KPIs
ETIP-DG website	Number of hits, page views, and average time spent, deliverable/document downloads, emails/request for information received	1000 visits and 50 document downloads would be a positive result, with average session duration of 2 minutes
DG-IWG website	Number of hits, page views, and average time spent, deliverable/document downloads, emails/request for information received	500 visits and 25 document downloads would be a positive result, with average session duration of 2 minutes
Social media LinkedIn You Tube	Flow of communication; number of members/followers, number of likes and shares, page comments, re-tweets	By the end of the project, 150 active followers on LinkedIn (and YouTube)
Newsletter	Number of Newsletter issues	6 issues 50 new subscriptions

	Number of readers for the ETIP-DG newsletters	
Informational material Project brochures Flyer	Number of brochures produced, translated, downloaded, printed and distributed.	At least 3 brochures (ETIP Recruitment brochure, IWG brochure, Informational leaflet)
Publications	Number of key publications	
Events organised by GEO THERM FORA ETIP AGM Webinars Workshops	Number of events Number of people registered/attending	3 issues of the ETIP AGM (yearly), at least 3 webinars, 40-60 participants each
Events to which GEO THERM FORA contributes International conferences/congresses/fairs Joint activities with other initiatives	Number of events Number of people registered/attending	At least 4 events per year

8.3 Monitoring of dissemination impact

Finally, the impact of dissemination will be monitored. This is more difficult to track, since there are only few quantitative indicators that track dissemination impact:

- Number of new members to ETIP-DG
- Number of new members to the DG-IWG
- Media coverage (uptake of information in other newsletters, press releases, interviews)

Further, there are a few qualitative indicators that could be helpful to assess the impact of dissemination efforts:

- feedback from the stakeholders
- feedback from the partners

9 Concluding remarks

The plan for communication and dissemination advanced in this document provide to the GEO THERM FORA consortium a clear pathway to effectively reach the project’s outreach goals. The consortium will use this plan as a baseline that will be further reviewed, revised and updated during implementation, also considering the stakeholders’ interests and needs, and possible challenges that may arise during the project lifetime.

This document shall be revised periodically, taking into consideration the regular monitoring of outreach and new information acquired. This will allow the fine-tuning of the dissemination strategy, to better serve the different stakeholder groups.