



GEOTHERM-FORA Deliverable D7.3

Recruitment material for ETIP-G

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1 Executive Summary

The D7.3 Recruitment Material for ETIP-Geothermal (ETIP-G) is a part of the ETIP-G dissemination toolkit designed to enhance outreach, increase membership, and promote the latest findings of ETIP-G. The materials within this toolkit aim to make ETIP-G more attractive to potential members, policymakers, industry stakeholders, and researchers.

To answer the challenges of the on financial sustainability of both IWG and ETIP Geothermal, this report presents the support materials to develop of series of services which could eventually be seen as sources of funding for the ETIP.

It includes:

- materials for matchmaking sessions with public pitching: With companies seeking cash and private investors being together at the same brokerage event, it makes sense to facilitate interaction between them beyond mere chance encounters during networking breaks. Regimented ways will be provided for them to meet. Public pitching events give publicity to new technology and the teams behind it. The spectacle of live pitching attracts media attention. The consortium will integrate such a session into conferences.
- materials for Sponsoring events & publications of ETIP
- new membership documents (recruitment brochure) with the objective to include more stakeholder in the Platform
- Manuals for Training sessions on geothermal technologies and systems, with a registration fee

2 Introduction

This report consolidates the recruitment materials developed to promote ETIP-Geothermal membership and other activities. These materials aim to engage a broad range of stakeholders, including policymakers, industry leaders, research institutions, and innovators. By fostering collaboration and knowledge exchange within the geothermal sector, ETIP-Geothermal enhances technological advancement and market uptake for geothermal energy in Europe.

The materials can also be found in the ETIP-G dissemination toolkit on the website:

<https://etip-geothermal.eu/dissemination-toolkit/>

2.1.1 Recruitment material for ETIP G

2.1.1.1 Recruitment Flyer

The recruitment flyer provides a concise and visually engaging overview of ETIP-G, emphasising the benefits of membership and how to join the platform. It is a primary tool available online at the ETIP Dissemination Toolkit page and will be distributed at key events.

Key Content:

- Overview of ETIP-Geothermal mission and objectives.
- Membership benefits include networking, project funding, access to strategic documents and innovative projects.
- Overview of the organisational structure and working groups within the platform.
- Highlights of the research and innovation areas, including key publications, main events, and policy and funding services.

European Technology & Innovation Platform on Geothermal

The ETIP-Geothermal (European Technology & Innovation Platform on Geothermal) is an open stakeholder group, endorsed by the European Commission under the Strategic Energy Technology Plan (SET-Plan), with the overarching objective to enable geothermal technology to proliferate and reach its full potential everywhere in Europe.

Research & Innovation

Key Publications

- [Vision for Geothermal](#)
- [Strategic Research and Innovation Agenda](#)
- Technology Roadmap Annual

Main Events

- Geothermal Innovation Days
- Technical Webinars & Workshops
- Matchmaking sessions

Policy and Funding

- Policy recommendations
- Advising within the SET Plan
- Funding programmes



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How does ETIP-G works?

Steering Committee

As the highest decision-making body, its primary aim is to provide guidance concerning the activities of the Platform, ensuring that the ETIP-Geothermal's other bodies and working groups effectively pursue the ultimate mission of the ETIP-Geothermal.

Working Groups

- ✓ Geo Resources Assessment
- ✓ Well Technologies
- ✓ Power Systems
- ✓ Heating & Cooling systems
- ✓ Materials & Manufacturing
- ✓ Environment, Circularity & Sustainability
- ✓ Social Sciences and Humanities
- ✓ Market Uptake

MEMBERS BENEFITS

Membership of ETIP is free of charge and on a voluntary basis. To apply, fill in the online application form available.



Get Involved!



etip-geothermal.eu

info@etip-geothermal.eu


The full recruitment leaflet can be found here: https://etip-geothermal.eu/front/wp-content/uploads/ETIP_Recruitment-flyer.pdf

Distribution Strategy

This flyer will be distributed at conferences and events and promoted through the launch of the ETIP Dissemination Toolkit and the following ETIP newsletters. It will also be featured on ETIP and partners' social media channels.

2.1.1.2 InfoSheets

The infosheets provide detailed insights into Geotherm-FORA and other ETIP publications. They serve as a dynamic and eye-catching overview of the main results of the reports. Now, only two info sheets are available, but more will be added with the publication of the results.



ETIP Geothermal
European Technology & Innovation Platform on Geothermal


• **Aim**

This report looks at the last five years of research and innovation trends for geothermal systems producing heat & cold and generating electricity, but also storage technologies and extraction of minerals from geothermal fluids.

The main innovations trends reflect the large interest of the society for geothermal energy for district heating and cooling, the opening of the geothermal market for wider applications (e.g., underground thermal storage and co-production of critical minerals), and increasing digital and computational methods for the optimising of geothermal exploration, resource assessment, resource development and operation and monitoring of geothermal systems.


• **First demonstration – close to market technologies**

- ✓ **Medium temperature and High temperature UTES.**
- ✓ **Cooling for industrial purposes.**
- ✓ **Single well, at medium and deep depth.**
- ✓ **Co-production of critical raw materials.**
- ✓ **Deep closed loops, of multilateral well system.**




Major Technological Trends

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ETIP Geothermal
European Technology & Innovation Platform on Geothermal

• **Aim**

This report presents the recent market developments in geothermal technologies and the outlook for the market in 2030. 2023 was a year of significant transformation for geothermal. Moving from a niche market, constituting just 2-3% of the energy mix, towards becoming a major player in Europe's energy landscape. This development blends perfectly with our goal of supplying sustainable, local and reliable energy to all inhabitants and industry of Europe and beyond.

• **Facts**

- ✓ **Increasing capacity:** By diversifying and adopting multi-purposes uses, such as Combined Heat and Power (CHP) projects and the extraction of valuable minerals like lithium, potassium, etc., to increase economics.
- ✓ **Strategic well design** by transitioning from single production wells to doublet systems (including both production and injection wells) and further to multi-well configurations (e.g., sub-horizontal wells).
- ✓ **Adapting the depth of drilling,** taking advantage of increased efficiency of production at lower temperature.
- ✓ **Adoption of de-risking approaches and project portfolio strategy** to mitigate risks and improve overall project feasibility.
- ✓ **Exploring new areas (greenfields),** moving beyond well-known areas by applying advanced exploration techniques.



Major Market Trends

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The Major Technological Trends infosheet can be found here: https://etip-geothermal.eu/front/wp-content/uploads/ETIP-Infosheets_Major_Tech_Trends.pdf

The Major Market Trends infosheet can be found here: https://etip-geothermal.eu/front/wp-content/uploads/ETIP-Infosheets_Major_Trend.pdf

Distribution Strategy

These info sheets will be shared with stakeholders, policymakers and industry professionals through ETIP events, workshops and online campaigns. They are available on the ETIP Dissemination Toolkit.

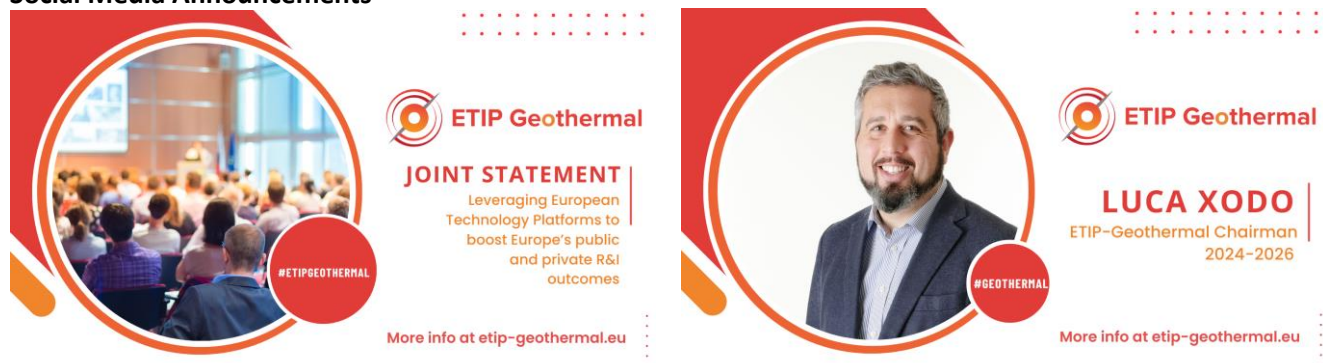
2.1.1.3 Social media cards

Social Media cards have been designed to promote membership and other activities through ETIP's social media channel, [LinkedIn](#).

Membership Cards



Social Media Announcements



[Example of social media post.](#)

These social media cards have been posted on LinkedIn, featured in the ETIP Newsletter and integrated into event campaigns.

2.1.1.4 Main Banner

The official ETIP-G roll-up banner is prominently used at conferences and partner events, including the Geothermal Innovation Days in 2024 in Munich, Germany. It provides a strong visual identity and reinforces the key message of membership recruitment.





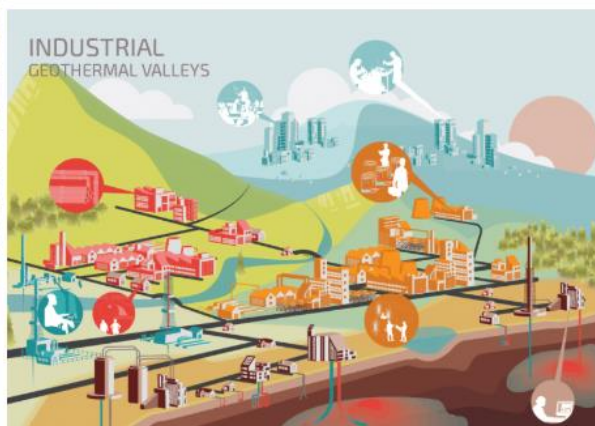
Full banner is available here: <https://www.egec.org/wp-content/uploads/2025/01/APPROVED-VERSION.png>

2.1.1.5 Publications & Poster

This section contains visual illustrations from ETIP-G's main publications, including the [Vision for Geothermal](#). These materials provide in-depth knowledge about the future of geothermal energy development and its role in achieving the EU's climate-neutral goal by 2050.

Illustrations

▼ Geothermal Cities and Regions



Additionally, posters have been designed for the EGEC booths at conferences such as GeoTHERM 2024 and GeoTHERM 2025 to promote key publications and invite new stakeholders to join the platform.

▼ Posters

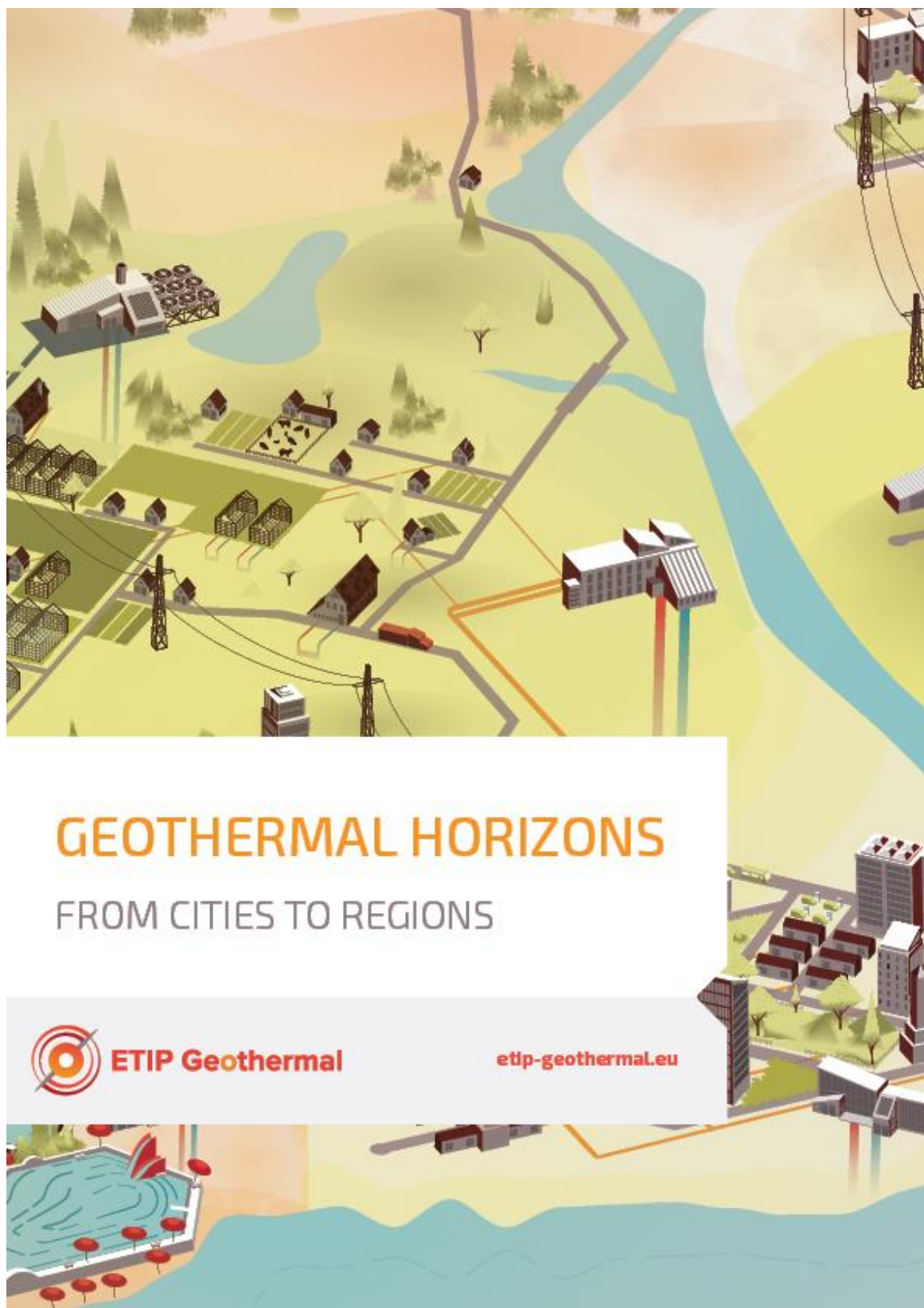


Events & Publications

This section highlights ETIP-Geothermal's role in organising key industry events and publishing essential reports, demonstrating its active contributions to the geothermal sector. These events and publications allow to:

- Shared with potential and existing members to showcase ETIP-G's impact.
- Promoted in policy discussions and industry collaborations.
- Distributed at conferences and workshops.





3 Conclusion

This report consolidates all recruitment materials into a structured and professional format, ensuring consistency in outreach efforts for ETIP-Geothermal. These materials are designed to attract and engage new members, strengthen stakeholder involvement, and support the platform's mission of advancing geothermal technology in Europe.

By leveraging these resources across digital platforms, physical events, and policy discussions, ETIP-Geothermal aims to expand its network, foster innovation, and drive the adoption of geothermal energy across Europe.