



# Communication Plan

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Version 1.0

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## Executive summary

The objective of this deliverable is to outline the strategy for the dissemination and the communication activities which will be carried out during the project. This deliverable outlines the main dissemination objectives, the target audiences, the communication channels and the dissemination tools. The plan is a guide for the project partners on how to promote the project and maximise its impact by using the promotion tools and dissemination channels. This document also indicates the roles and responsibilities of the partners and identifies the audience and the key messages that should be spread.

# 1 Introduction

The purpose of the present document is to provide a formal planning for using, communicating and disseminating knowledge throughout the GEMex project. The dissemination activities are essential to keep project participants and other stakeholders informed of the progress of the project. They are also necessary to stimulate and gather feedback from interested groups and parties, and to increase the international visibility of the project.

The present document is intended essentially for the project partners. However, the dissemination level of the document being public, this communication strategy is open for involved stakeholders who can provide their free comments and suggestions. This communication plan aims to demonstrate the ways in which the GEMex project contributes to research and innovation, reduces social risks of geothermal installations and strengthens the European geothermal technology base, by providing the public with testimony of the added value brought by collaborative research in terms of scientific excellence and practical outcomes, as well as recommendations for public acceptance and future actions.

Due to the need of communicating and disseminating to different types of target groups, a structured Communication and Dissemination Strategy has been designed in order to ensure a wider communication of the GEMex mission, and disseminate its results and activities among the beneficiaries, as well as among the target audiences of the network activities. This plan has a double function:

- to define the communication goals, target audiences, main messages to be conveyed and the strategy to be adopted to overcome the barriers that could negatively affect the communication of GEMex and improve the engagement of the primary and the secondary target about the activities of the project.
- to optimise the visibility of the project's results: a spectrum of proper dissemination channels will be used and adapted to the targeted groups.

## 2 Objectives and expected outcomes

- To raise awareness about the GEMex project and its results, specifically about progress in research that reduces technological and social risks of geothermal developments in Mexico, Europe and globally;
- To pave the way for new market opportunities and draw the attention of relevant European industry and stakeholders to the benefits of geothermal installations in Mexico in terms of technological advancement, growth and jobs;
- To promote the replication of the results in other sites either in Europe and in Mexico;
- To establish a reliable scientific framework to support innovation and technological development in Mexico for geothermal activities;
- To foster scientific exchange on geothermal development by ensuring a fruitful cooperation between Europe and Mexico on geothermal energy;
- To ensure a maximum impact of the project results and findings in relevant communities;
- To facilitates internal communication with GEMex, between the European and Mexican partners.

## 3 Target Groups

The selection of target groups is crucial for defining the scope and characteristics of the "potential users" that dissemination and communication activities are designed to reach for each objective.

### 3.1 Key target groups

A first step has been the identification of target groups (primary and secondary) in the communication plan. Based on that, we can identify the following key stakeholder groups.

Primary target groups:

- *Industry (Europe and Mexico)*: investors and investment groups, developers, drillers, engineering companies & consultants, utilities, equipment manufacturers, service companies;
- *Research (Europe and Mexico)*: scientific networks, universities, research centres.
- *Authorities (mostly Mexico)*: national authorities & decision makers (Mexico); Funding R&D agencies; geological surveys
- *Communities (Mexico)*: Local indigenous community (Mexico)
- Secondary target groups:
- *Industry (Europe and Mexico)*: industry & business associations; Stakeholders in cross-sectors: district heating, oil & gas, grids
- *Research (Europe and Mexico)*: Research associations, scientific community
- *Authorities (Europe and Mexico)*: Energy agencies, national and regional authorities, policy makers
- *Communities (Mexico and worldwide)*: Media, Citizens associations

This classification is visually synthesized in the following **map of key actors**.

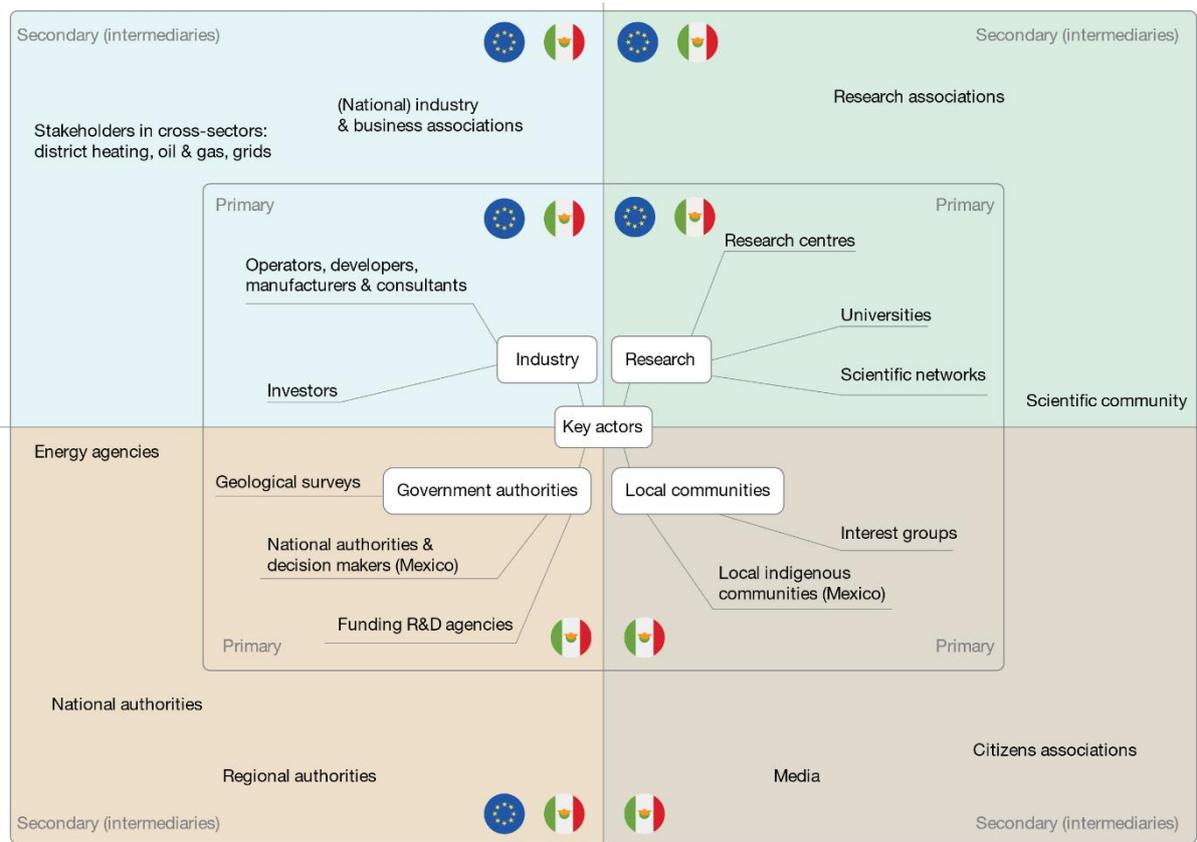


Figure 1: Visual map of key stakeholders

### 3.2 Stakeholder Board

The information contained in the map of key actors will then be used to set up the **Stakeholder Board**, a platform for stakeholders’ consultation through which the project results can be reported and disseminated. The Stakeholder Board (SB) will be coordinated by the WP2 leaders (Europe and Mexico) in close collaboration with GEMex coordinators (GFZ and UMSNH) and WP2 participants. During the project period, the SB will meet regularly with the consortium during project events in Europe.

The Stakeholder Board will be composed of representatives from the following groups of actors:

- Industry partners which have expressed their interest in the project by support letters;
- CFE from Mexico;
- Representatives of the European ETIP-DG;
- Other industry partners from Europe and Mexico;
- Other stakeholders from Europe and worldwide: scientists, NGOs, decision-makers, education bodies, journalists, etc.

A total of around 10 experts will be chosen, after a call for expression of interest (with presentation of the project and their advantages of being involved in it through a vision document) launched according to the following timeline:

**Beginning of June:** Formal invitations/Call for interest on the GEMex project website and through the EGEC e-news.

**Mid-July:** Creation of the SB

The SB is created when enough feedback has been received (minimum 5 experts).

### 3.3 EGS and SH information network

A network for all stakeholders will be developed during the project. The aim is to facilitate an increased flow of information and collaboration between researchers, and between the research and industrial communities and help ensure the project has an enduring impact. The network will be free and open to all interested parties, but stakeholders mapped as part of the communication strategy will be invited to actively develop the network and build awareness. The network will collaborate particularly with existing European technology platforms. Over the course of the project, 3 webinars will be organised to present also the results.

## 4 Key messages

Table 1 below presents the tools and messages most relevant for the different targeted audiences.

Target audiences	Key messages
Research communities	<p>The project:</p> <ul style="list-style-type: none"> <li>• Will improve geothermal resource assessment technology</li> <li>• Will reduce technical, environmental and social risks</li> </ul>
Industrial	<p>The project:</p> <ul style="list-style-type: none"> <li>• Will foster collaboration of European and Mexican geothermal market stakeholders</li> <li>• Will demonstrate EGS and SH resource assessment technologies, to be extended to other European and Mexican sites</li> </ul>
General public	<ul style="list-style-type: none"> <li>• Geothermal energy can be safely harnessed</li> <li>• Investing in geothermal installations in Mexico is beneficial in terms of technological advancement, energy provision and efficiency, economic growth and jobs</li> </ul>
Public authorities	By reducing technical, environmental and social risks, the project will potentially increase public acceptance of geothermal installations

**Table 4.1: Targeted audiences and messages**

It is expected that during the first months of the project, the partners will focus on disseminating the general information and the main aim of the project through a first press release (in conjunction to other H2020 geothermal projects) and when participating in events and conferences of interest. The key messages to highlight in these first dissemination activities include:

- What the project is about and what is its expected impact?
- What are the project objectives?
- Who is involved in the project?
- What results are planned?

The messages listed above should be addressed through all promotional channels, as the GEMex web site, partners web sites or newsletters, brochures, leaflet, etc. For detailed information about these publication channels, please see the following chapters.

Other messages that will also be relevant and create communication opportunities as the project develops are:

- Deliverables available for the public
- Milestones achieved
- Participation to important events

## 5 Communication channels and tools

To achieve the projects dissemination and communications objectives, many activities are planned using different tools and channels according to the target.

### 5.1 Channels

A number of tools will be made available to maximize impact and be disseminated through the various communication channels.

Channel	Target
<i>Print media</i>	
Scientific publications	Scientific community, both in Europe/Mexico ( <b>primary target group PTG</b> ) and worldwide ( <b>secondary target group STG</b> )
National and international geothermal association's newsletters	Geothermal community, both industry and scientific in Europe/Mexico (PTG) and worldwide (STG. Mainly through IGA)
Industry publications in coordination to European ETIP and Mexican geothermal associations	Industry stakeholders (PTG)
Press: national/European-Mexican/Energy sector	General public (STG), local communities (PTG), industry (PTG), policy makers (STG)
<i>Web and social media</i>	
Project webpages	Scientific community (PTG and STG), policy makers (STG), industry (PTG), general public (STG), local communities (PTG).

ResearchGate	Scientific community (PTG and STG). The general project results published in main congresses proceedings will be guaranteed, other papers on behalf of authors
YouTube (Interviews, movies,...)	All interested public
LinkedIn	All (those who use LinkedIn)
Twitter	All (those who use Twitter)
Scientific conferences (see preliminary list in section 5)	Scientific community (PTG and STG)
Fairs and exhibitions (see preliminary list in section 5)	Industry stakeholders (PTG and STG)
Research and Innovation Events	Public authorities, business associations, energy agencies, European stakeholders (STG)
Webinars and workshops	Industry stakeholders (PTG) Public authorities (STG), business associations, energy agencies, European stakeholders (STG)
Face to face / existing networks	All
Virtual Research Environment (VRE)	Project's partners, both European and Mexicans

**Table 5.1: Communication channels**

## 5.2 Virtual Research Environment (VRE)

Internal communication among the EU and Mexicans partner is guaranteed by using Virtual Research Environment (VRE) technologies. The VRE is accessible from the project website for the registered partners. By VRE community members will be able to take advantage of modern facilities for collaboration, such as a Social Networking and a Shared Workspace. The Shared Workspace is acting as a remote, redundant data repository (file system) able to store and organize data in different format and size in a system of folder, shared or not among the community. A shared calendar is also available in the VRE to let the partners to share and/or organized more effectively the field work dates.

## 5.3 Project branding

Branding is the process of creating a unique name and image through a consistent theme. It includes a logo, templates for printable reports, template for presentations. Lead partner: GFZ

## 5.4 Project website

The website serves as a hub for all project related information. Structure of the website is to be decided according to the needs and focus of the projects. It should be in English and Spanish and it should include at least a section for news, a section for publications, a partner's corner with tools to facilitate file sharing, and tools to facilitate network building and exchange. Beside project details and products, it will provide links to scientific papers in ResearchGate and OpenAccess papers produced in the project, electronic version of flyers, and material available in YouTube. Lead partner: CNR

## 5.5 Media and reports

Any type of news, materials and publications that will help generating awareness about the GEMex project and its objectives.

- Digital newsletters will be developed during the duration of the project to announce the main results and milestones. They will be at least three and they will be in English and Spanish. Content of the newsletter may vary between the European and the Mexican edition, to better address the interests and concerns of the different target groups, particularly the local indigenous communities. The Newsletters will be published on the project website, and distributed to the list of stakeholders (see Map of key actors in 2.2). Newsletters can be accompanied by press releases. Lead partner: EGEC, with inputs from Mexican partners for the Mexican.
- Press releases (national/European/Energy sector) and articles in existing newsletters: Existing newsletter from IGA and EGEC will be used to disseminate important GEMex events or results (Lead partner: EGEC, IGA). Additionally, important news will be submitted as press releases. Lead partner: GFZ
- A poster and a slide-show (overview). The project poster should introduce the objective and scientific focus of the project, the investigated sites and project partners. The overview presentation will equally cover the objective and scientific focus of the project, the investigated sites, project partners and additionally will shortly introduce the most important tasks of the projects. Both media should be comprehensible to the general public, but detailed enough to illustrate the specific aim and work in GEMex. Lead partner: GFZ
- A project flyer based on the poster produced by GFZ, to be published on the website and distributed in events. Lead partner: CNR
- A small animation based on the slide-show produced by GFZ, to be published in YouTube and linked to the project website. Lead partner: CNR
- A final brochure to illustrate the main projects results and conclusions. It will be in English and Spanish. Lead partner: EGEC
- Action plan. Lead partner: EGEC
- Scientific and technical articles: at least 3 scientific papers will be envisaged before the end of the project. Lead partner: CNR

A procedure for dissemination that all partners can follow will be developed and implemented to maximize impact in relation to each target group. In addition, all relevant materials will also be developed in a press pack that could be used to target relevant publications.

## 5.6 Events

Events and face-to-face interactions are always a good way to reach target groups. In order to prepare a list of events, the Coordinator and WP2 partners a preliminary list of foreseen events, which is presented in detail in Annex 1. The list will be updated during the course of the Project.

## 6 Results and impact assessment

To efficiently adjust the communication activities of the project, the following metrics will be used by the project:

Website traffic:

- Number of visitors and views on the project website
- Most viewed website pages
- Search terms and search engines leading to the website
- Referrers leading to the website
- Downloads of the newsletter and project communications
- Downloads of the deliverables

Project communications:

- Downloads of the newsletter and project communications
- Number of articles following press releases

Events:

- Number of events attended by the project
- Attendees in project events

Social media:

- Size of the online communities

## 7 Annex 1

### 7.1 Overview over planned events

#### 7.1.1 Project Events

Event	Location	Planned Date	Organizer
Kick-off meeting	Morelia (Mich.), Mexico	15.-17.11.2016	UMSNH
2nd European project meeting	Utrecht, The Netherlands	23.-24. 3.2017	TNO
2nd General Assembly meeting (Joint meeting with Mexican partners)	Akureyri, Iceland	2.-3. 10. 2017	ISOR / GFZ
4th European project meeting	Bari, Italy	March 2018	UNIBA
3rd General Assembly	Mexico	October 2018	UMSNH
6th European project meeting	Bochum, Germany	March 2019	HBO
Final conference	Potsdam, Germany	Aug/Sep 2019	GFZ
Mexican final meeting	Mexico	Aug/Sep 2020	UMSNH

**Table 7.1: List of Project Events**

All European project meetings are also open to the Mexican partners. The Mexican project runs for one more year. Hence, the Mexicans will have a final meeting one year after the end of the EU-GEMex-project. EU-GEMex participants are invited to also join the Mexican meetings.

#### 7.1.2 Scientific Events

- Contributions of scientists to scientific events is expected anyway
- A small number of special scientific events should add to this

Event	Location	Planned Date	Type of event
Final conference	Potsdam, Germany	Aug/Sep 2019	Project final conference
Stanford meeting	Stanford, US	2018, 2019?	Presentation, speaker to be announced
EGU special session	Vienna, Austria	2019	Special session

PhD days	?	2018	Poster/Presentation
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Table 7.2: List of suitable Scientific Events

### 7.1.3 Stakeholder Events

- First step has to be the collection of stakeholders → building up a stakeholder network
  - This is already made by EGEC by the stakeholder mapping
  - EGEC will request IGA to send out an invitation to the stakeholder network
- Stakeholder event in Akureyri may be of limited benefit
- Instead a first stakeholder event to industry stakeholders will be at Geotherm 2018
- Use time until 2018 to build up the stakeholder network (mailing list, flyer, brochure, presentation, stakeholder postcard)

#### 7.1.3.1 Information events for stakeholder

- larger events meant to inform a wider audience about the GeMEX project, therefore stakeholders not only from the industry but also from other related sectors (public authorities, academia, etc)
- The following table shows events that we consider useful – in **bold** are events which we agreed on to target, the other ones are an option / alternative

<b>Event</b>	<b>Location</b>	<b>Planned Date</b>	<b>Type of event</b>
Workshop on public acceptance	Mexico, Morelia	Feb 2017	WP9
Workshop on Corrosion, Erosion and Scaling in Los Humeros	Los Humeros (Puebla), Mexico	07.-10.3. 2017	CFE-GEMex workshop
<b>German Geothermal Congress</b>	<b>München</b>	<b>September, 2017</b>	<b>Presentation on the project during the “Mittelamerika” Workshop</b> <b>Brochure at IGA Booth</b>
INEA meeting	Brussels	September 2017	Presentation?
GRC	??	??	??
<b>Geotherm 2018</b>	<b>Offenburg, Germany</b>	<b>Feb 2018</b>	<b>Stakeholder Workshop</b>
<b>Descramble final conference</b>	<b>Italy</b>	<b>2018</b>	<b>Stakeholder Workshop</b>

German Geothermal Congress	Essen	Nov 2018	Side event
Geotherm 2019	Offenburg, Germany	Feb 2019	Stakeholder Workshop
GeoPower & Heat Summit	??	??	??
<b>EGC 2019</b>	<b>??</b>	<b>??</b>	<b>??</b>
<b>Webinars</b>		<b>Once results are available</b>	

Table 7.3: List of suitable information events for stakeholders

### 7.1.3.2 Workshops for consulting stakeholders

- smaller events specifically designated to target the geothermal industry, mainly through practical workshops, to debate the results of the projects

Event	Location	Planned Date	Type of event
Deep Geothermal ETIP event	??	Autumn 2017	Workshop for consulting stakeholders
??	??	Autumn 2018	Workshop for consulting stakeholders

Table 7.4: List of Workshops for consulting stakeholders

## 7.2 Detailed Planning

### 7.2.1 Geothermal Congress, September 2017, Munich

- Abstract for the presentation already submitted and accepted (Deadline was March 31<sup>st</sup> 2017)
- David Bruhn will attend the Geothermal Congress in Munich and give the presentation during “Mittelamerika”-Workshop on 12<sup>th</sup> Sept. 2017
- Project flyer and stakeholder postcard should be prepared by Katrin Kieling and distributed by IGA

### 7.2.2 Geotherm 2018, Offenburg

- Katrin Kieling establishes contact with the organisation of the fair
- Scientists contributing to the side event should be found during next GEMex meeting (October 2017)

### 7.2.3 Descramble Final Conference, Italy, 2018

- Katrin Kieling establishes contact with the organisation of the conference

- Scientists contributing to the side event should be found during next GEMex meeting (October 2017)

#### **7.2.4 EGU 2019 Vienna, special session GEMex**

- Deadlines for submission of special sessions should be checked

#### **7.2.5 EGC 2019**

- No official information yet, will be discussed at a later time

#### **7.2.6 Workshop in conjunction with Deep Geothermal ETIP event, autumn 2017**

- To be organised by EGEC

#### **7.2.7 Webinars**

- To be organised by EGEC, once appropriate results are available

### **7.3 Next steps**

- Develop project flyer
- Develop stakeholder postcard
- Adjust the overview presentation



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