



Communication, Dissemination & Sustainability Plan

Deliverable number: D6.1

Author(s): EGEC

Date of publication : July 2023



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6. Schedule of activities and key deliverables



Project Full Title:	COOLING DOWN
Project Acronym:	COOLING DOWN
Grant Agreement No.	101077140
Title:	Communication, Dissemination & Sustainability Plan
ORCID:	

Approval status			
	Name	Function	Date
Deliverable responsible	EGEC	Draft by Task leader	31/03/2023
WP leader	EGEC	Validation by WP leader	11/04/2023
Review by partners	all	Comments by partners	18/04/2023
Final Version by project coordinator and WP leader	EGEC	Validation	27/04/2023
Rejection letter	EC	Rejection/Comments	11/06/2023
New version with proposed amendments	WP Leader	Amendments	12/07/2023
Final Version by project coordinator	EGEC,	Validation	13/07/2023

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 COOLING DOWN 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, at national, European, and international levels, and identifies the audience and the key messages that should be spread.

The overall objective is to increase awareness about the need of a decarbonised cooling sector fit for the climate of the 21st century. As the cooling demand is seasonal, this communication strategy sets specific actions for a summer and a winter mode.

Introduction

This document provides a formal planning for using, communicating, and disseminating knowledge throughout the COOLING DOWN 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 need for cooling in buildings is a major concern in many parts of the world, but it has not been a pressing issue in Europe due to its mild summer climate and traditional building practices. However, with more frequent and intense heat waves, increasing productivity demands and comfort, and changing standards for buildings, the demand for cooling in Europe is expected to increase significantly in the coming decades. Unfortunately, there is a poor understanding of the cooling sector among decision makers, which is a significant obstacle to the development of a European cooling industry and the implementation of solutions aligned with the EU's climate and energy objectives for 2030 and 2050.

In addition, when it comes to decarbonizing the cooling sector and managing its expected growth, renewable cooling comes in place and is of crucial importance. However, as an emerging field, renewable cooling policy, comes with many barriers such as lack of awareness and biased market structures. The objective of the COOLING DOWN project is to propose a vision for a renewable cooling sector in Europe in the coming decades, and issue policy recommendations and proposals to achieve it. Beyond the technological, economic, and social trends to be assessed through research, expert consultations and modelling, the COOLING DOWN project will also be seeking to address the contribution of renewable cooling technologies to climate change adaptation with a specific focus on the mitigation of the urban heat island effect.

The present document is intended essentially for the project partners.

1. Objectives

The main objectives of this communication strategy are:

- To raise awareness about the COOLING DOWN project and its results among the intended target groups;
- To access and mobilize key stakeholders at EU, national, and international levels using the networks of the project participants;
- To support the objectives of the project by creating a network of stakeholders through dissemination channels, activities, and events;
- To bridge the gap between renewable cooling stakeholders and the COOLING DOWN target groups (see in respective section of this document);
- To attract attention and generate interest among the target groups, and especially financial actors and district cooling project developers, about the challenges and opportunities of the cooling sector;

2. Key target groups

A specific objective is to bridge the gap between the five key target groups and the Cooling market actors.

To reach each target audience, various methods will be used:

- Participation to conferences, publications to reach academia, where the outreach will be evaluated based on the number of participant, reading or references;
- Organization of events, webinars, participation to workshops and webinars organized by relevant organization where outreach will be measured by number of participants;
- Website, where outreach will be measured by number of unique visitors;
- Newsletter where outreach will be measured by number of recipient and where available number of opening of the newsletters;
- Social media where outreach will be measured by engagement tracking, number of impressions, number of subscribers.

For the dissemination activities, five key target groups have been identified:

- Policy and decision makers from National, European and regional Authorities, as well as from cities (municipalities, urban planners);
- Public authorities (from European, national, local and regional level)
- Building stakeholders as well as end users of cooling services, suppliers of these services and investors (individuals, corporations with strong CSR focus, local authorities, etc.),
- Financial institutions (public and private), energy agencies
- Media and press

2.1 Geographical focus

The main target countries are those covered by the project activities: France, Germany, Spain, Italy, Romania, and Belgium. Each country has one or more representatives within the project consortium (**Figure 1**).

However, to reach the objectives of the project, dissemination activities are targeted also to other European countries, outside of the consortium. These would include geographical areas with a building cooling demand, divided into the following regions, with the Köppen-Geiger classification, based on patterns of seasonal precipitation and temperature:

- Ds a/b/c/d and Csa= Mediterranean climate in the south
- Cfb = Temperate-oceanic climate in the west of the continent
- Dfb = Temperate-continental climate in the central-east of the continent

A few examples would be Malta, North Macedonia, Greece, Albania, Bulgaria, Montenegro, Bosnia Herzegovina, Croatia, Slovenia, Portugal, Luxemburg, Sweden etc..

2.2 Semestrial focus

While the dissemination activities of this deliverable have a particular geographical focus, related to regional climate factors, the identification of the target groups can be further distinguished on a seasonal basis, namely semestrial.

The cooling demand in Europe increases significantly during the summer months, which results in the respective increase of electricity demand. While district cooling can assist in the strain applied on the electricity grid during summertime, there are certain types of buildings that require a steady cooling process even in winter months. This is due to internal heat loads or specific operational requirements. A few examples would be data centres, hospitals, laboratories, supermarkets, commercial kitchens, greenhouses, etc.

Based on the above, we can further identify target audiences for communicating and disseminating project results. A few more specific examples, falling under the five general target categories are:

- ✓ Building owners and managers of large commercial buildings, such as office towers, shopping malls, supermarkets, etc. For example, the owners of the Mall of Scandinavia in Stockholm, Sweden, installed a district cooling system that reduces the mall's energy consumption by up to 80%, saving around 2,000 tonnes of CO₂ per year.

- ✓ Engineers and architects involved in the design and construction of large buildings with significant internal heat loads, such as data centres or laboratories, may be interested in the technical aspects of district cooling systems. For example, the Barcelona Supercomputing Centre in Spain uses a district cooling system to reduce energy consumption by 30% compared to traditional cooling methods.
- ✓ Industry professionals and associations in the cooling and energy sectors who may be interested in the latest developments and trends in district cooling, as well as the potential business opportunities associated with the technology.

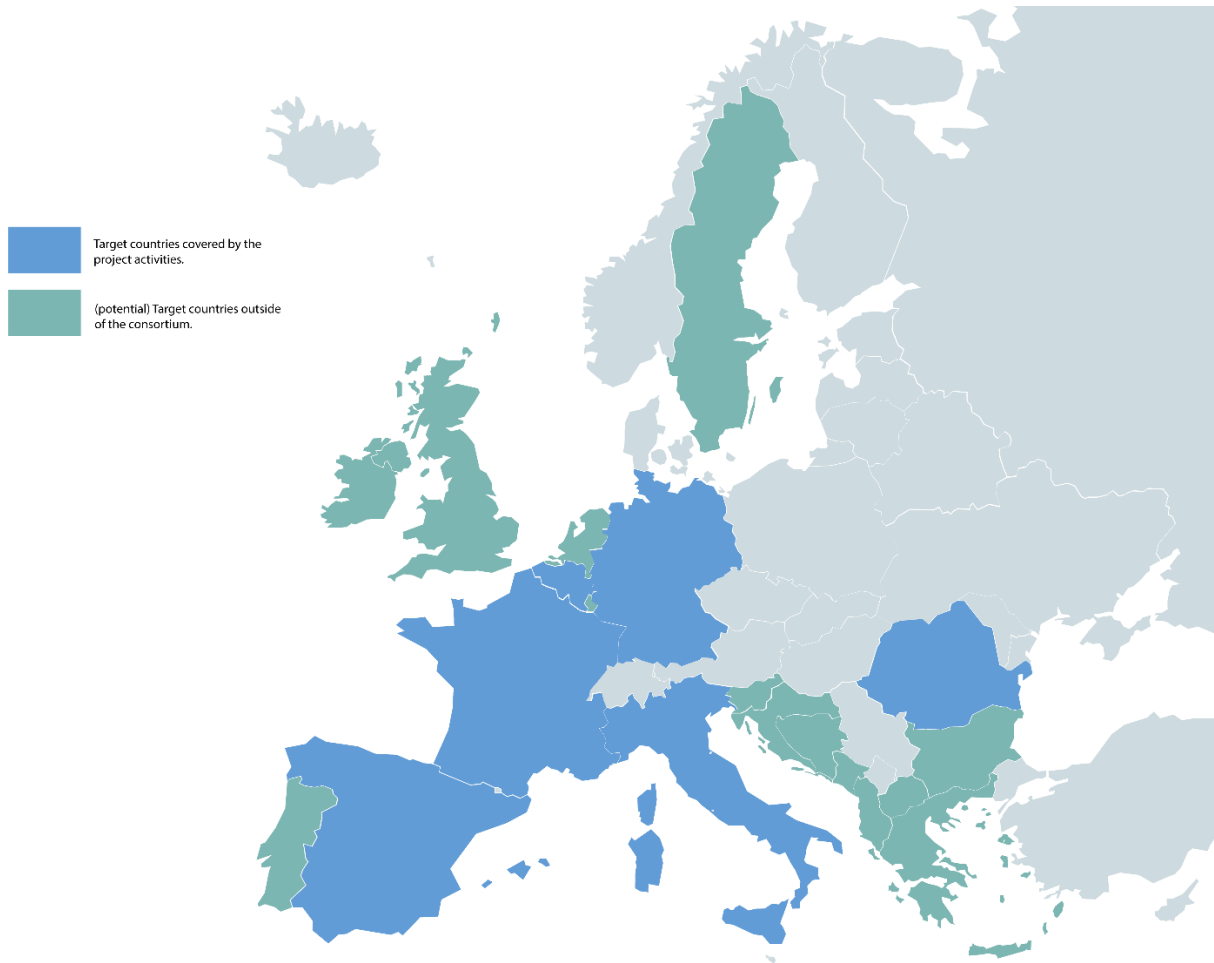


Figure 1 COOLING DOWN map of the target countries.

3. Organization and collaboration

The lead partner for communication is EGEC, assisted by all other partners who will provide input and case studies. WP leaders, in particular, will collaborate on communication of the key results at European and international level. In close relation with EGEC, each partner will facilitate the flow of information into their own countries.

The most important dissemination tools in this project will be produced by the project partners and the stakeholders involved in the project activities. Collectively, these partners and stakeholders represent European, national, and international levels across many target groups. The partners representing the geothermal industry are strongly connected to the public entities and to the financial actors.

This mix of backgrounds will make the networks associated with the COOLING DOWN project an essential resource for promoting and disseminating the results of the project.

3.1 Support network

Networks associated with the COOLING DOWN project are an essential resource for promoting and disseminating the results of the project. It is anticipated that through these networks, it will be possible to access key stakeholders at EU, national, and international levels.

Key stakeholders outside the consortium relevant to ensure the success of the project include:

- Network of cities and local authorities for instance Energy Cities, Eurocities, Climate Alliance, ICLEI, relevant to disseminate findings at the level of local authorities.
- Associations of consumers such as BEUC, public housing stakeholders.
- Architects and engineers of building systems.
- Finance sector.
- Policy and decision makers such as the European Commission, national ministries and Administrations.
- Energy service companies active in the renovation and new built sectors with financing, installing and exploiting cooling or heating/cooling systems until savings have paid back the investments.

- Media and press: increase awareness, provide technical information and communication materials.
- Representatives from each group will play an active role in an advisory committee and during the dissemination phase in order to reach more stakeholders across Europe.

Several other entities have been contacted and showed interest but were not able to provide LOS because internal company or organisation policy. The consortium has already received interests from target groups, see in annex the letters of support from:

- City of Padova
- Romanian Agency for Energy Efficiency & Environment Protection
- Solid Solar Energy Systems
- Energy Efficiency and Renewable Energy Agency AE3R Ploiesti Prahova
- Romanian Association of Hydro-Geologists (AHR)
- Romanian Association of Building Services Engineers (AIR)
- Generalitat Valenciana (Valencia regional government)
- Région Wallonne (regional government which has authority on energy and building policy)

4. Communication tools and channels

4.1 Communication tools

4.1.1. Brand identity [Lead partner: EGEC]

Maintaining a consistent brand identity is essential to ensure the recognition of the project as well as to support the awareness around the project's activities.

The brand identity includes: the logotype of the project, font with relative license, technical guidelines and colours codes, visual guidelines, word template, PowerPoint template, template for publications and a MailChimp template for newsletters.

4.1.2 Website [Lead partner: SHE]

The COOLING DOWN [webpage](#), launched in April 2023, serves as a platform for all project related information, and it will be maintained on a permanent basis in order to serve as an effective promotional tool. It is hosted as part of EGEC's website www.gogeothermal.eu and provides project information in English, with the aim to maximize dissemination in target countries. Additionally, it will be upgraded during and after the end of the COOLING DOWN project period, and its traffic will be monitored to evaluate interest in the project.

The structure of the website reflects the needs and focus of the project. It includes a brief description of COOLING DOWN, news, best practices, publications, and a Q&A section. The Q&A section will be managed by EGEC and SHE, liaising with partners, when needed, to provide answers. EGEC and SHE will regularly publish news articles concerning the project activities and results. Website sections will mention which audience is targeted:

- Video,
- News,
- Newsletters,
- Events,
- Reports.

Each 'product' will be tailored by sectors: industries, academia/education sector, government, civil society, public sector, policy makers, municipalities, urban planners, architects, energy service companies (ESCOs)/engineering companies, energy advisers, energy agencies, installers, regulatory bodies, NGOs, end users (individuals, corporations with strong CSR focus, local authorities...) of cooling services and investors, stakeholders from the building sector including tertiary buildings, financial institutions etc.

The project website will feature **a video** presenting renewable cooling solutions (deliverable 6.4).

The traffic will be monitored to evaluate interest in the project.

4.1.3 Print and Electronic Publications [Lead partner: EGEC]

The COOLING DOWN project operation is intended to have minimal environmental impacts. For this reason, all project materials will be available online. This will allow ease of access and

will reduce harmful impacts and pressure on stressed raw materials, such as paper. Printing of publications, project reports and deliverables shall be kept to a minimum necessary to ensure proper dissemination of project results, while minimizing paper waste.

Targeted publications will be produced:

Final report (D6.3): The task coordinator will prepare for month 24 the report in English in pdf format, assisted by other partners who will provide input and case studies. Partners will translate the executive summary to cover the languages of the target countries. The project partners will prepare a final publishable report presenting the key results, main lessons learnt, and recommendations for the future. The final publication should be professionally designed, attractive and tailored to the target group. The content and final draft of the publishable report must be discussed with CINEA before publication. The topics covered will include:

- State of the art of renewable cooling
- Preliminary results of modelisation of market uptake
- Recommendations for business models, financing and policy and regulations
- Overview of case studies

Brochure: a short 1-2 page summary document, will be developed during the project to communicate the status and key outputs of the project to individual end-users. This will ensure that the key points from COOLING DOWN are communicated in a short and concise manner.

Partners will translate the executive summary to cover the languages of the target countries. The project will prepare a final publishable report presenting the key results, main lessons learnt, and recommendations for the future. The final publication should be professionally designed, attractive and tailored to the target group. The content and final draft of the publishable report must be discussed with CINEA before publication. The topics covered will include:

- o State of the art of renewable cooling
- o Preliminary results of modelisation of market uptake
- o Recommendations for business models, financing and policy and regulations
- o Overview of case studies

4.1.4 News media [Lead partner: EGEC]

A media campaign will be designed to promote the results of COOLING DOWN. It will include several communication tools (a video, press pack, press releases....) for promoting the project results. The aim of this campaign is to support the national campaign and to disseminate information all over the world. It will include several communication tools (video, press pack, press releases....) for promoting the project results.

E-News (first issue in M6 (April 2023), reaching all target groups): An online newsletter in English will be published every semester, for a total of 5 issues, to introduce the advantages of renewable cooling and to present project results to the various stakeholder groups (**Table 4**). Dissemination will be done by EGEC and partners to their list of contacts. IGA will be solicited for an international dissemination. In total, more than 6000 people will receive the e-news all over Europe. **Lead partner:** EGEC

Press pack: A series of infographics/factsheets for journalists, in .pdf form, presenting the key results, main lessons learnt, and recommendations from the executive summary of the Final Report (D6.3) to be downloaded from the project's webpage in a section dedicated to media and press. **Lead partner:** EGEC

Press releases: Minimum 2 press releases or articles drafted in English and translated when necessary sent to journalists for announcing publications of the D6.3 final report and mid term results. **Lead partner:** EGEC + Partners for translation in target country when necessary.

Social Media Campaign: The campaign will start with the launch of the website and will emphasised on the **Semestrial Focus**. Using two social media tools (LinkedIn and Twitter) for further engagement with each targeted sectors: industries, academia/education sector, government, civil society, public sector, policy makers, municipalities, urban planners, architects, energy service companies (ESCOs)/engineering companies, energy advisers, energy agencies, installers, regulatory bodies, NGOs, end users (individuals, corporations with strong CSR focus, local authorities...) of cooling services and investors, stakeholders from the building sector including tertiary buildings, financial institutions etc. There is also a

possibility for voting on short statements, which will enrich the outcomes of all WPs. **Lead partner:** EGEC + Partners for translation in target country when necessary.

Scientific peer reviewed articles: Published by all project partners on project results.

Four (4) scientific peer review articles, two by TUM and two by UNIPD, to implement the media campaign with important information about the project. A dedicated budget will allow scientific publications in journals/technical magazines and reviewed journals targeting industries, academia/education sector, architects, energy service companies (ESCOs)/engineering companies, energy advisers, energy agencies, stakeholders from the building sector including tertiary buildings.

4.1.5 Other media [Lead partner: EGEC]

A video presenting renewable cooling solutions and their benefits, as well as highlighting potential and recommendations for implementation. One video clip (part of D6.4), targeted at investors, public authorities, and RHC stakeholders, on the different financial and risk mitigation mechanisms, on RHC technologies to be developed at an earlier stage and used as promotional tool throughout the duration of the project (month 20); coming from the best practices to be shown during the workshops. **Lead partner:** EGEC

Events at national and European level: The communication outside the selected regions and countries will be done notably through European events. Two sorts of events will be organised by the project: Technical events for WP2-3-4-5 and Dissemination events in WP6 See **Table 3** and **Table 4**.

- A) **Three promotional EU seminars:** one-day for ca 50 people, will be organised by EGEC. The audience will gather the COOLING DOWN consortium, associated partners and the target groups. The objective is to present main project results and to discuss them with key stakeholders. These seminars could be organised within a larger event RES, energy efficiency or on building decarbonisation, etc. The first edition in 2023 will be organised on November, 16 during the Geothermal Heat Pump Days 2023 in Berlin. Editions 2024 and 2025 will also look for cooperation with other events. These seminars aim at attracting representatives from all target groups.

- B) **Series of 4 recorded webinars:** organised by EGEC, in English, for the different target groups, each one focusing on a different topic regarding the implementation of cooling systems. The webinars will allow to amplify the reach across Europe and worldwide. The first edition in 2023 will be organised on November 16th during the Geothermal Heat Pump Days 2023 in Berlin. Editions 2024 and 2025 will also look for cooperation with other events. These seminars aim at attracting representatives from all target groups.
- C) **Key dissemination events on national and European levels:** all partners will present project results during key events at national level and European level. Each partner will have to present these results, during minimum one event, between months 20 to 30. Abstracts and papers for technical congresses will also be provided. At the same time, key conferences (see **Table 3**) will be identified throughout the project's duration to promote COOLING DOWN results.
- D) **Networking:** Networking and liaising with other renewable cooling projects. Upon invitation by the Agency, COOLING DOWN project partners will contribute to common activities related to information (like reporting on impact indicators), dissemination and visibility, and synergies with other LIFE and EU supported actions.
- E) **Technical events in WP5:** A rich training program, with two (2) capacity building events per target country, including three (3) physical capacity building workshops and two (2) online on national level, as well as one (1) EU workshop organised by EGEC. Additionally, a special school will be organized to transfer and share the know-how to push the use of renewable cooling technologies for wide-spread use.

4.2 Communication Channels

4.2.1 Online/Digital

The main online/digital channels that will be used are:

- The COOLING DOWN project webpage (and the ones of the partners)
- The COOLING DOWN project newsletter (and the ones of the partners)
- Social media: Twitter & LinkedIn (using EGEC's and project partners' accounts for diffusion)

4.2.2 Media

A press pack will be available on the website and press releases promoted via partners' network.

4.2.3 Network

ECEC is the responsible partner for the European and International dimensions, other partners for the national and regional dimensions.

4.2.4 Events

Partners will present the COOLING DOWN project and its results during key events at national, European and international level (as mentioned in 4.1.5). A list of potential target events is available in **Table 3** and will be updated constantly throughout the duration of the project.

4.3 Overview of communication tools & channels

TOOLS & CHANNELS				
	Online/Digital	Media	Network	Events
Brand Identity	X	X	X	X
Website	X	X	X	X
Print Media				
Final Report	X	X	X	X
News Media				
E-news	X	X	X	
Press pack	X	X	X	
Press release	X	X		
Other				
Video	X	X	X	X
Recorded webinars	X		X	
EU Seminars	X		X	

Table 1 Communication tools and channels

PLANNING OF ACTIVITIES AND RELATION TO PROJECT OBJECTIVES			
Project phase	Project month	Project objectives	Communication related activities
1) Development of activities, reflected in the dissemination plan	<i>M1 – M6</i>	<i>Develop a plan for ‘dissemination and communication’. It will present completed and planned communication activities.</i>	<i>Communication strategy and media plan Brand identity & website First e-news Establishment of communication channels</i>
2) Full engagement of target groups, Consultation with stakeholders	<i>M6 – M24</i>	<i>Identification of stakeholders involved in policy making for building cooling policy; Model the performance related to GHG for cooling technologies; Promotion of solutions and technologies consistent with EU renewable, efficiency, GHG and building policies, etc.,</i>	<i>Increase of dissemination efforts through promotional events; communication materials disseminating project results; press pack, press releases, and e-news</i>
3) Establishment of technical-economic schemes; Market uptake of renewable cooling solutions	<i>M24 – M30</i>	<i>Towards conversion of technical-economic schemes into recommendations for policy makers all over Europe.</i>	<i>All above Final report</i>

Table 2 Overview of activities & project objectives

EVENTS PLANNING (possible events of interest)			
Event	Location & Date	Type of event	Activities planned & Purpose of the event
International Conference on Green Energy and Environment	Rome, Italy 18-19 May 2023	Conference	Presentation
Euroheat & Power Congress 2023	Torino, Italy 22-24 May 2023	Conference	Dissemination at booth stand
OMC Med Energy Conference & Exhibition	Ravenna, Italy 23-25 May 2023	Conference	Presentation
RHC Annual Conference	Torino, Italy 25 May 2023	Conference	Dissemination at booth stand
International Conference on Renewable Energy Resources and Applications (ICRERA)	Paris, France 24 June 2023	Conference	Presentation
International Conference on Geothermal Energy and Engineering Applications (ICGEEA)	Barcelona, Spain 16 August 2023	Conference	Presentation, (information about the progress, transfer of best practices)
Geothermal HP Days	Berlin, Germany 15-16 November 2023	Conference	1 st Cooling Down Webinar - Information about the progress, transfer of best practices, spread knowledge, policy, feedback receiving
GeoDH days	Aarhus, Denmark 19-21 September 2023	Conference	Presentation and Policy
MENA DISTRICT COOLING PROJECTS CONFERENCE	Dubai, UAE 1 September 2023	Conference	Presentation (information about the progress, transfer of best practices)
International Conference on Geothermal Technologies and Renewable Energy (ICGTRE)	Auckland, New Zealand 01-02 December 2023	Conference	Presentation
Future Energy Solutions	Lappeenranta, Finland 2024	Conference	Presentation
International Renewable Energy Conference (IREC) -REN21	2024	Conference	Dissemination at booth stand
GENERA	Madrid, Spain 2024	Trade fair	TBD
Mostra Convegno Expocomfort	Milano, Italy 12-15 March 2024	Trade fair	TBD
RENEWABLEMEET2024	Lisbon, Portugal 11-24 March 2024	Conference	Presentation

International Sustainable Energy Conference (ISEC)	Graz, Austria 10-11 April 2024	<i>Conference</i>	<i>Dissemination at booth stand</i>
WEC 2024 Redesigning Energy	Rotterdam, Netherlands 22-25 April 2024	<i>Conference</i>	<i>Presentation</i>
EuroSun 2024	The Hague, Netherlands October 2024	<i>Conference</i>	<i>Presentation</i>
ISH	Frankfurt, Germany 17-21 March 2025	<i>Trade fair</i>	<i>TBD</i>

Table 3 Target events for dissemination

5. Evaluation: Monitoring of results and impacts

5.1 Evaluation of dissemination efforts and project awareness

- Number of visits to project website / website traffic
- Newsletter subscription rate

5.2 Evaluation of stakeholders' involvement

- Number of participants to webinars
- Number of participants to workshops & events
- Newsletter readership rate
- Downloads of publications

5.3 Evaluation of dissemination impacts

- Media coverage
- Video visualisations
- Cross references to COOLING DOWN, e.g. publications, documents produced, etc.

6. Schedule of activities and key deliverables

Table 4 Seminars, Webinars and other communication products, in accordance with project's timeline of deliverables.

	YEAR 1												YEAR 2												YEAR 3						
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	
	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	
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Final Report																															





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