



COOLING DOWN Website

Deliverable number: D6.4

Author(s): Alexandra Sutu, Leopoldo Mico

Author'(s)' affiliation: Solar Heat Europe/ESTIF



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

Table of Contents

<i>Introduction</i>	3
<i>Content</i>	4
<i>Target audience</i>	6
<i>Conclusions</i>	7

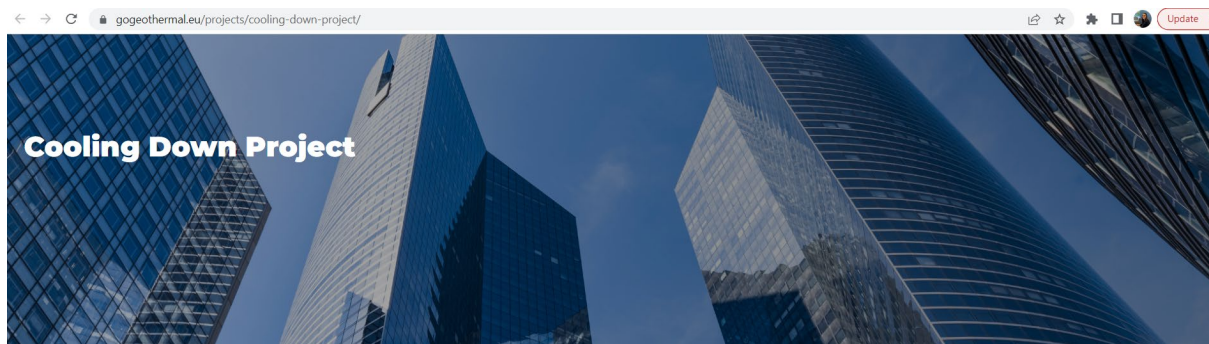
Project Full Title:	COOLING DOWN
Project Acronym:	COOLING DOWN
Grant Agreement No.	101077140
Title:	Communication, Dissemination & Sustainability Plan
ORCID:	

Approval status			
	Name	Function	Date
Deliverable responsible	SHE	Draft by Task leader	27/04/2023
WP leader	EGEC	Validation by WP leader	27/04/2023
Final Version by project coordinator and WP leader	EGEC	Validation	28/04/2023

Introduction

The COOLING DOWN project website (<https://gogeothermal.eu/projects/cooling-down-project/>) is alive since 27th of Pail 2023. It has already been created by Solar Heat Europe and EGEC in collaboration to create webpages on an existing website. It will serve as the main communication channel for the project, enabling the results of COOLING DOWN to reach the target audience and beyond. The website will provide online information in English with regular updates based on the progress of the project, as well as other relevant topics related to renewable heating and cooling in Europe.

The traffic to the website will be monitored to evaluate interest in the project, and the content will be adapted to ensure it reaches the target audience effectively. In order to ensure that the website remains an effective promotional tool even after the end of the project, the lead partners have decided to host the page on an existing website owned by EGEC, which also provides information about other EU projects.



COOLING DOWN

COOLING DOWN seeks 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.

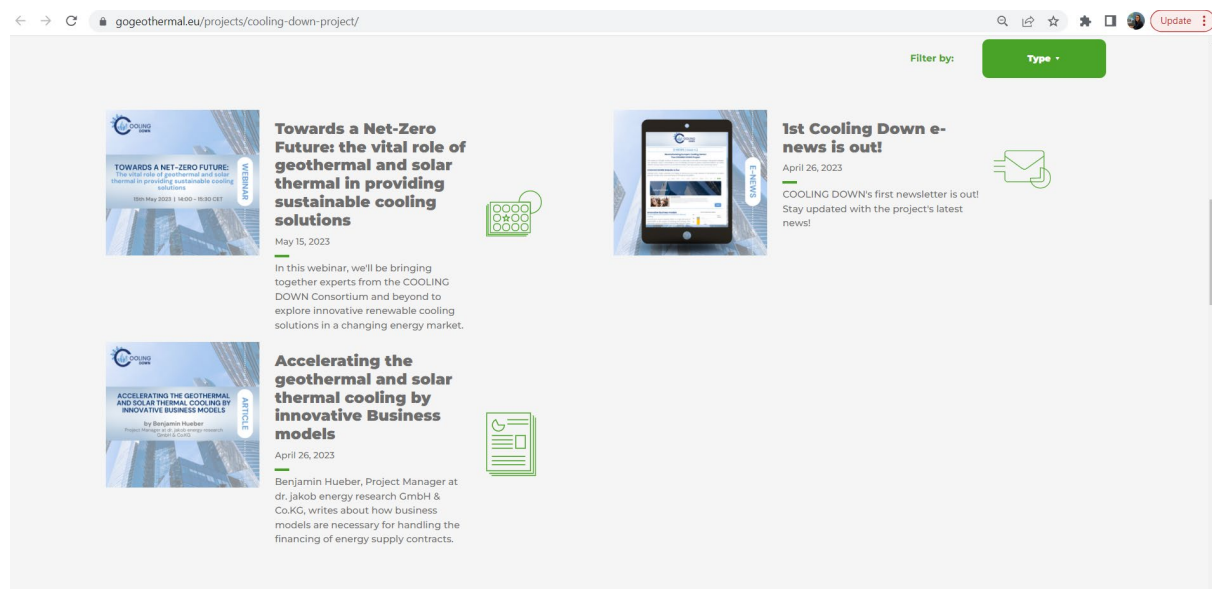
Content

The COOLING DOWN project website has a clear and simple structure designed to provide easy access to relevant information. It includes a public area for news, reports, events, and project results dissemination, as well as a partners' section and a contact form.

The public area will be regularly updated with news and upcoming events and serves as a platform for the European and international distribution of project results to key actors in the renewable and efficient cooling market, such as decision-makers and financiers, as well as the best practices.

Moreover, the website will offer a variety of documents for download, such as project brochures, presentations given at project seminars and workshops, all deliverables, and other documents produced during the project.

Public area for materials dissemination

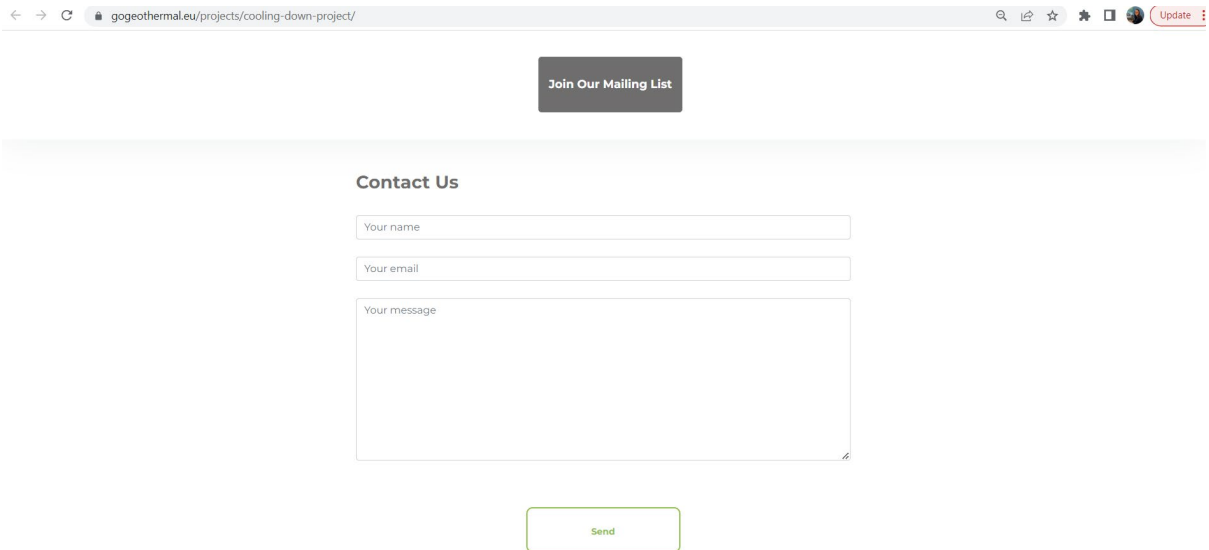


The screenshot shows the public area of the COOLING DOWN project website. The URL is gogeothermal.eu/projects/cooling-down-project/. The page features a search bar and a filter button labeled 'Type'. Three main content items are displayed:

- Towards a Net-Zero Future: the vital role of geothermal and solar thermal in providing sustainable cooling solutions**
May 15, 2023
In this webinar, we'll be bringing together experts from the COOLING DOWN Consortium and beyond to explore innovative renewable cooling solutions in a changing energy market.
- Accelerating the geothermal and solar thermal cooling by innovative Business models**
April 26, 2023
Benjamin Hueber, Project Manager at dr. jakob energy research GmbH & Co.KG, writes about how business models are necessary for handling the financing of energy supply contracts.
- 1st Cooling Down e-news is out!**
April 26, 2023
COOLING DOWN's first newsletter is out! Stay updated with the project's latest news!

Visitors can also use the 'questions and answers' section of the website to submit queries and receive answers from the task leader, who will address their questions and concerns.

Contact form



The screenshot shows a web browser window with the URL gogeothermal.eu/projects/cooling-down-project/. A dark button labeled "Join Our Mailing List" is positioned above a light gray contact form. The form is titled "Contact Us" and contains three input fields: "Your name", "Your email", and "Your message". A green "Send" button is located below the message field.

Cooling Down Video

The COOLING DOWN website features a promotional video presenting the main benefits of renewable cooling.

- Video: https://www.youtube.com/watch?v=T0PtqR_T7fo

The video was released as part of the “Cool Revolution: Cooling the EU” campaign on 26 June 2024 in YouTube and uploaded to the Cooling Down website. This promotional campaign is designed to raise awareness about the importance of implementing renewable cooling technologies. The video aims to educate policymakers and end users about the urban heat island effect and the impact of the rising temperatures in Europe and advocate for policy changes and support for renewable cooling solutions in Europe. As part of the campaign, the video was promoted through the EGEC and partners social media channels (Twitter, LinkedIn and YouTube), and it is available at the Cooling Down website.



Target audience

The COOLING DOWN project is targeted at a diverse range of stakeholders, including public authorities at European, national, regional, and local levels, policy and decision-makers, financial institutions, media and press, and other actors in the renewable cooling sector. The project seeks to propose a vision for a renewable cooling sector in Europe in the coming decades, and issue policy recommendations and proposals to achieve it. In addition to assessing technological, economic, and social trends through research, expert consultations, and modelling, the project also addresses the contribution of renewable cooling technologies to climate change adaptation, with a specific focus on the mitigation of the urban heat island effect. Through its communication activities, including the project website, COOLING DOWN aims to engage and build relationships with its target audience, disseminate project results, and promote the implementation of renewable cooling technologies.

Conclusions

In conclusion, the project website will be maintained on a permanent basis in order to serve as an effective promotional tool for project results and increased awareness of renewable cooling solutions. The task and WP leader will regularly publish news articles concerning the project activities and results. The website will be maintained on a permanent basis and will continue to be upgraded during and after the project period.



COOLING DOWN Website



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