

D 7.1 D-E-C Plan

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Project Context:

The SAPHEA project set out to accelerate the adoption of geothermal heating and cooling (geoHC) solutions across Europe, empowering stakeholders and regions to transition toward more resilient, low-carbon energy systems. To achieve this, SAPHEA has developed an integrated Dissemination, Exploitation, and Communication (D-E-C) strategy designed not merely to share results but to create a lasting platform to educate and support future stakeholders.

Objectives & Strategy

SAPHEA D-E-C approach is not only supposed to inform but to enable and inspire — turning technical outputs into adopted solutions that support Europe's climate goals. Dissemination activities ensure that knowledge and tools reach those who need them most; exploitation efforts focus on long-term uptake and practical integration; and communication activities build awareness and shape perceptions around geothermal energy as a cornerstone of a future-proof energy landscape.

Dissemination

Share SAPHEA outputs, tools, and methodologies across Europe and globally to foster adoption and replication

Exploitation

Facilitate long-term use of SAPHEA's Market Uptake Hub, tools, and regional roadmaps beyond the project's lifespan

Communication

Raise awareness of geothermal solutions, shift perceptions, and empower stakeholders for energy transition

Dissemination Strategy

Dissemination activities throughout SAPHEA were designed to be more than information-sharing. By producing detailed technical guidelines, scenario reports, and real-world case studies, the project has equipped planners and decision-makers with tangible tools to move from planning to implementation. The creation and rollout of 10 regional geothermal heating and cooling roadmaps exemplify this practical focus. These roadmaps provide a local blueprint for integrating geoHC into municipal strategies and are already being referenced in policy discussions.

Goals

- Spread tools and methods for geoHC planning and financing.
- Showcase scenario planning, financial roadmaps, and policy alignment.

Key Activities

- Publications: technical guidelines, scenario reports, and case studies.
- Demonstrations of Market Uptake Hub and calculation modules.
- Promotion of 10 regional geoHC roadmaps co-developed with stakeholders.

Channels

- SAPHEA website and MUH

- EU conferences, local events, policy forums
- Social media, newsletters

Exploitation Strategy

SAPHEA's exploitation strategy has been developed toward ensuring that the benefits of its tools and knowledge live on beyond the project's lifetime. A robust sustainability roadmap has been prepared for the Market Uptake Hub, defining governance and financing models to keep it operational and evolving. Uptake of the Website by EGENs gogetothermal.eu and the presentation of the Market Uptake Hub to regional governments, energy agencies, and industry networks have laid the groundwork for continued tool adoption and policy integration. Policy briefs, aligned with the European Green Deal and national energy plans, further embed SAPHEA's results in future regional development.

Goals

- Ensure post-project uptake of SAPHEA tools and Market Uptake Hub

Key Activities

- Support pilot projects and regional demonstrators using SAPHEA tools.
- Deliver policy briefs aligned with EU Green Deal, Fit for 55, NECPs.
- Enable replication via the train-the-trainer approach.

Channels

- Regional energy planning and strategies
- Strategic alliances with European associations (e.g., EGEN, ETIP, CA21156 – Foliage, EHPA, Energy Cities)

Communication Strategy

Recognizing the importance of public support and awareness, SAPHEA's communication strategy focused on creating compelling narratives around geothermal energy. Key messages highlighted geoHC as an affordable, resilient, and climate-friendly solution. Social media storytelling campaigns, infographics, interactive workshops, and the innovative "Choose Your Adventure" gamebook were used to engage diverse audiences — from local communities to technical specialists. Public events and collaborations helped to foster information and demystify geothermal solutions.

Messaging

- "GeoHC: Affordable, resilient energy for a carbon-neutral Europe."
- "SAPHEA: Your guide to integrated geothermal heating and cooling."
- "Empowering cities and regions for energy independence."

Key Activities

- Social media storytelling campaigns

- Interactive materials: infographics, videos, and blog posts
- Public events, expos, and webinars

Channels

- SAPHEA and partner websites
- Social media platforms (LinkedIn, Twitter/X, YouTube channels of the partners E_THINK & EGEC)

Timeline

Period	Activities
Months 1-12	Awareness campaigns, stakeholder mapping, initial workshops
Months 13-24	Intermediate tool dissemination, regional policy engagement
Months 25-30	Final tool testing, pre-launch Market Uptake Hub promotion, intensive training preparation
Months 31-36	Market Uptake Hub launch, advanced training sessions, policy integration, sustainability roadmap finalization

Conclusions

As SAPHEA concludes, it leaves behind a powerful legacy: a fully operational Market Uptake Hub, a comprehensive suite of tools and resources, a network of trained practitioners, and concrete policy and planning frameworks ready to drive change. The project's efforts have paved the way for stakeholders and regions to integrate geothermal heating and cooling into their energy transition strategies, supporting Europe's move toward climate neutrality.

With these achievements, SAPHEA is proving that by connecting knowledge, tools, and people, we can transform ambition into action and deliver sustainable change across Europe.

Digital Annex:

More information on the communication objectives and DEC events are available in the digital annex of D7.1 DEC-Plan

https://gitlab.com/saphea-h2020/deliverables/-/blob/76e95249a566a9ad97073636cc5244fab9f1fd2a/SAPHEA_D7.1_DEC_plan_digital_annex.xlsx