

30 June 2025

Author: G. Cittadini, P. Dumas

Team: Anna Bruestle,

Deliverable: D7.4 Dissemination and promotion material and media packages / Version: 2 / Status: final

version

Verified by: WP leader / Approved by: Coordinator / Publicity level: Public Contact: G. Cittadini g.cittadini@egec.org



www.saphea.eu



This article/publication is based upon work from the project SAPHEA, funded By CINEA under the Grant Agreement number 101075510



























2

Table of Contents

1.	Introduction	3
2.	Static website and digital tools	4
3.	Social media communication channels	9
4.	Audiovisual content	.11
5.	Webinars, hybrid events	18



3

Introduction

SAPHEA is a HORIZON Coordination and Support Action (CSA) that addresses the uptake of multivalent heating and cooling networks supplied by geothermal energy and underground storage ('geoHC networks') by creating a durable digital market uptake hub. The hub contains toolboxes and guidelines to support stakeholders in early-stage investment decisions and strategy planning activities, and addresses market actors in districts or municipalities all across Europe. Therefore, the project combines, adapts and expands existing open source tools considering a set of market ready and emerging technological concepts linked to geoHC networks.

The main objectives of the project are:

- Establishing a digital access point for decision making support and consultancy on geothermal energy use in heating and cooling networks
- Adapting and upgrading existing datasets and tools for early stage investment decisions and strategic planning of energy suppliers, communities and municipalities
- Fostering supportive market frameworks to facilitate future investments into 'geoHC networks'
- Reducing social gaps and barriers to bring 'geoHC networks' closer to regional stakeholders across Europe
- Empowering future investors and operators of 'geoHC networks'



1. Static website and digital tools

The SAPHEA project and Market Uptake Hub are presented within the gogeothermal platform. Managed by EGEC, gogeothermal serves as a repository of different geothermal projects funded by the European Union. This approach allows for keeping publicly available all the tools developed within the different projects (even after their end), while providing a single repository source for the sector.





SAPHEA aims to promote geothermal energy in multivalent DHC networks by creating a durable Digital Market Uptake hub for GeoDHC. The Hub gathers a toolbox and a gamebook, plus various reports and guidelines to support stakeholders in early-stage investment decisions and strategic planning. SAPHEA combines and expands existing knowledge, datasets and tools like Hotmaps and Ceophires, to provide targeted training for drafting low-carbon development scenarios that leverage geothermal energy. SAPHEA engages a network of public and private market actors and researchers, including local authorities, community services, and energy suppliers, to ensure sustained results beyond the

project's lifetime. Developing a single access point for the market uptake of geothermal energy use in multivalent heating and cooling networks across Europe.



Figure 1: SAPHEA website (gogeothermal)





SAPHEA INTEGRATING GEOTHERMAL HEATING AND COOLING NETWORKS IN EUROPE

in

Follow <u>SAPHEAs company profile</u>
Join the <u>Community</u> and discuss with other experts

This digital platform serves as the central access point for exploring tools, data, and guidance to support the development of geothermal-based district heating and cooling (geoDHC) systems across Europe. Whether you're a municipal planner, energy utility, policy advisor, or consultant, the Hub is designed to guide early-stage decision-making with tailored, evidence-based resources.

Explore the sections of the site:

Strategies & Guidelines

This section brings together SAPHEA's core strategic outputs. It includes scenario-based planning tools, regulatory overviews, business model recommendations, and financing strategies—providing structured guidance for local and regional geoDHC implementation.

Data & Viewers

Access interactive tools and key datasets to support spatial and financial planning. The GIS Implementation Viewer, based on COST Action Geothermal-DHC, presents existing geoDHC projects across Europe. The EU27 Financial Mapping Tool helps users identify relevant national and regional funding instruments. A separate collection of spatial datasets compiled by SAPHEA supports local resource assessment and energy planning.

Knowledge Base

Browse and download all publicly available project outputs, including reports on market conditions, scenario catalogues, policy recommendations, business model blueprints, and spatial data documentation. These resources are designed for reuse by local authorities, researchers, and practitioners.

Contact & Consortium

Connect with experts in the field of geothermal district heating and cooling as well as the team behind SAPHEA.

Figure 2: SAPHEA Market Uptake Hub (gogeothermal)

Literature repository

The literature used for preparation of SAPHEAs deliverables is collected in a free accessible Zotero library. On this page we provide the complete publication list, the full library is accessable via the following link:

Link to SAPHEAs Group library on Zotero

Group by - = generated by BIBBASE × 2025 (4) Geoenergy in the Styrian Basin. Schreilechner, M. G.; Goldbrunner, J. E.; Gold, M.; Muhr, D.; Dax, F.; Sachsenhofer, R. F.; and Ferstl, M. Geological Society. London. Special Publications, 555(1): SP555-2023-187. September 2025. (27 doi: link: blacker: abstact*) energy in the Styrian Basin. Schreilechner, M. G.; Goldbrunner, J. E.; Gold, M.; Muhr, D.; Dax, F.; Sachsenhofer, R. F.; and Ferstl, M. Geological Society. London, Special Publications, 555(1): SP555-2023-187. September 2025. isher: The Geological Society of London Geotermi: Danmark ligger ovenpå et skatkammer af vedvarende energi – men hvor meget af den kan vi udnytte?. February 2025.

Zink: libbeav slostact v Pierwszy glęboki odwiert geotermalny w Krakowie – znamy szczegóły. January 2025. Section: 1/2025 [Z* link lobtes = abstract = × 2024 (21) A review of hot sedimentary aquifer geothermal resources in Australia. Beardsmore, G. R. New Zealand Journal of Geology and Geophysics, 1-21. July 2024. Countries/Regions. Data, C. 2024. --Denmark Geothermal Energy Market Size & Share Analysis - Industry Research Report - Growth Trends. Intelligence, M. 2024. (2) link bibtex = abstract = EU-27 Country Mapping of Financing Schemes to Decarbonize Buildings, Heating and Cooling, Conforto, G.; and Hummel, M. In Proceedings of the ECEEE 2024 Summer Study, volume paper 3-197-24, pages paper 3-197-24, 2024. EU-27 Country Mapping of Financing Schemes to decarbonize Buildings, Heating and Cooling. Conforto, G.; and Hummel, M. August 2024. European Bond Yields and Spreads. Markets, M. 2024. Financial instruments and models for energy production: investors dialogue on energy. Directorate-General for Energy (European Commission) Publications Office of the European Union, 2024. Financial instruments and models for heating and cooling; investors dialogue on energy. Directorate-General for Energy (European Commission) Publications Office of the European Union, 2024. Geotermia in Italia, impariamo a sfruttarla meglio: ecco come. Bonino, R.; and Levato, L. February 2024. Section: Mercati digitali Geothermal Energy Market in UK - Companies, Trends, Report & Industry Growth. Intelligence, M. 2024.

(2) link bibbes * abstract * Geothermal energy in the regions. Kumar, S. 2024. Government Energy Spending Tracker. IEA 2024. Hauts-de-Seine : création de GéoSud 92. Moniteur, L. . May 2024. Publisher: www.lemoniteur.fr

Figure 3: SAPHEA literature repository



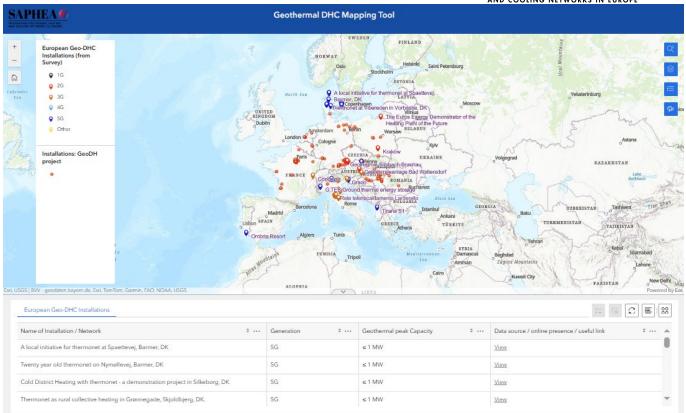


Figure 4: SAPHEA geothermal DHC mapping tool

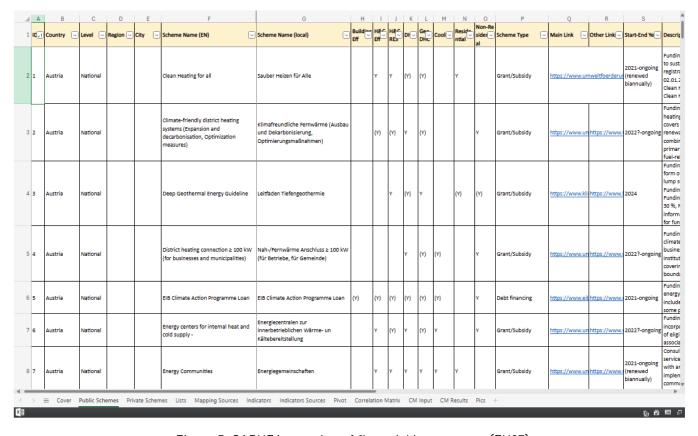


Figure 5: SAPHEA mapping of financial instruments (EU27)



7

SAPHEA_D2.3_Pan_European_dataset_catalogue_V2

Classification	Content	Datal
Geodesy	Elevation	NASA Earthdata
GeoHazards	<u>Landslide risk</u>	ESDAC
GeoHazards	Earthquake risk	EFEHR
Geology	Depth of aquifer	EGDI
Geology	Aquifer types	EGDI
Geology	Groundwater storage	EGDI
Cover Pan-European Available Data		

Figure 6: SAPHEA catalogue of spatial datasets

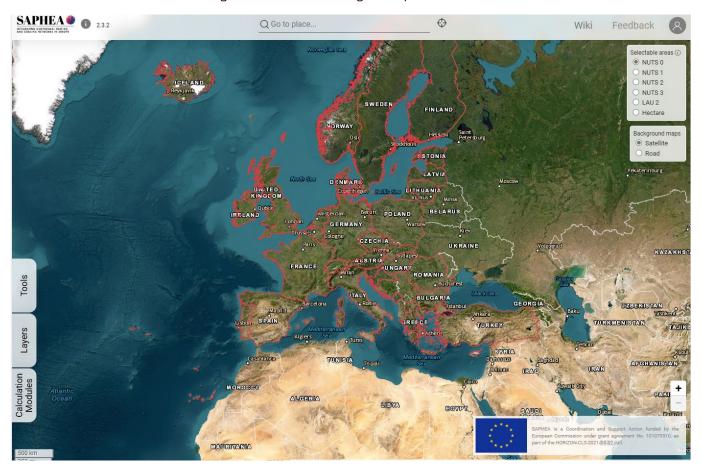


Figure 7: SAPHEA toolbox



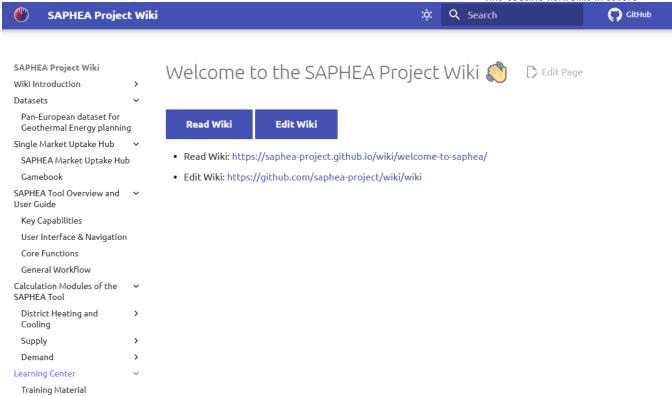


Figure 8: SAPHEA project wiki

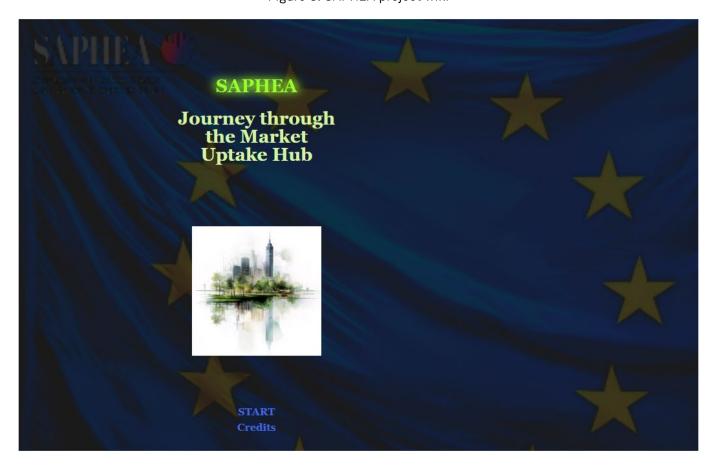


Figure 9: Gamebook



2. Social media communication channels

3.1. LinkedIn page





SAPHEA Horizon Europe

Creating a single access point for the market uptake of geothermal energy use in multivalent heating & cooling networks.

Services for Renewable Energy · 164 followers · 2-10 employees

Figure 10: SAPHEA LinkedIn homepage

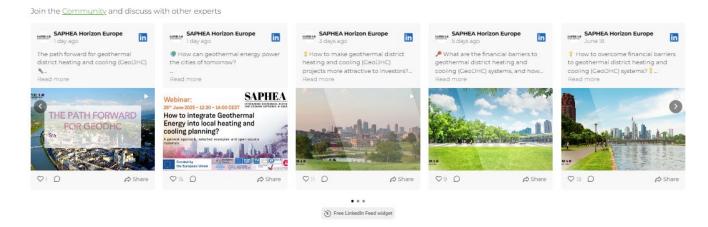
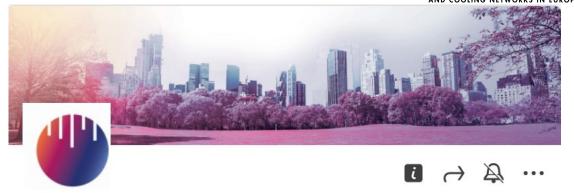


Figure 11: reel of LinkedIn posts as shown in the SAPHEA website

3.2. LinkedIn community





Geothermal district heating and cooling (SAPHEA Horizon Europe)

iii Public group

Figure 12: LinkedIn community homepage

3.3. Twitter/X

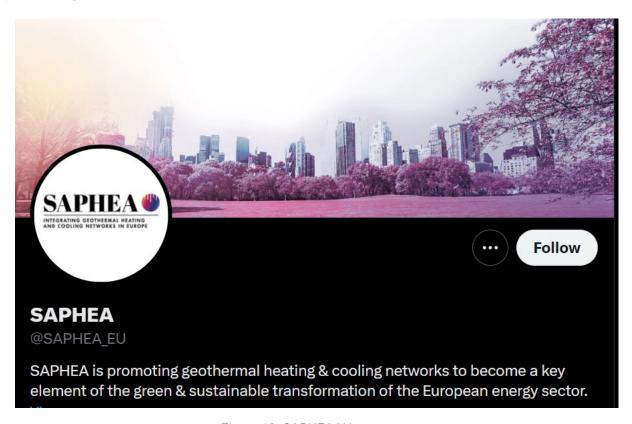


Figure 13: SAPHEA X homepage



11

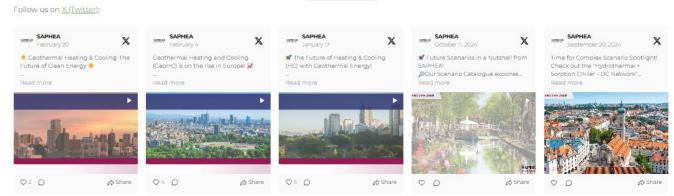


Figure 14: reel of X posts as shown in the SAPHEA website

4. Audiovisual content

Series of short video on scenario catalogue

1st blog series

First video ¹on scenario catalogues



¹ https://www.linkedin.com/posts/saphea-horizon-eu explore-our-scenario-catalogue-developed-activity-7221423833000407043-

 $[\]underline{\mathsf{Gg8p?utm_source=share\&utm_medium=member_desktop\&rcm=ACoAABuoP38BS61L3AH49mhX21DUbZhEUmlPke} \\ \underline{8}$



Figure 15: first video on scenario catalogues



Figure 16: third video on scenario catalogue

2nd blog series

Series of short videos on key market drivers related to the implementation of geoHC networks

The first <u>video</u> ² on key market drivers on the implementation of geoHC network focused on what to expect from the report: (a) discover more innovative technologies to make geothermal more accessible, (b) learn about smart policies and strategies fueling geoHC growth, (c) see how thermal grids and smart cities are adopting geothermal solutions.

² https://www.linkedin.com/posts/saphea-horizon-eu_renewableenergy-geothermalenergy-smartcities-activity-7285957635688837120-

 $[\]underline{ NqAa?utm_source=share\&utm_medium=member_desktop\&rcm=ACoAABuoP38BS61L3AH49mhX21DUbZhEUmlPke8}$





Figure 17: First video on key market drivers on the implementation of geoHC networks

The <u>second</u> video ³ looks at key trends in smart cities and cross-sector growth.



Figure 18: Second video on key market drivers on the implementation of geoHC networks

The third <u>video</u> ⁴ focuses on the drivers of growth: (a) tech innovations, (b) supportive policies, (c) shifting socio-economic demand.

³ https://www.linkedin.com/posts/saphea-horizon-eu_geothermalenergy-smartcities-renewableenergy-activity-7291039902857592832-

 $[\]underline{\mathsf{yCGv?utm_source} = \mathsf{share\&utm_medium} = \mathsf{member_desktop\&rcm} = \mathsf{ACoAABuoP38BS61L3AH49mhX21DUbZhEUmlPke}}$

⁴ https://www.linkedin.com/posts/saphea-horizon-eu_geothermalenergy-energytransition-cleanenergy-activity-7292487327870795776-

YI60?utm_source=share&utm_medium=member_desktop&rcm=ACoAABuoP38BS61L3AH49mhX21DUbZhEUmlPke8





Figure 19: third video on key market drivers on the implementation of geoHC networks

The fourth <u>video</u>⁵ dives deep into the prospects for geoHC: (a) decarbonisation and climate targets, (b) increased investment, (c) regional initiatives.



Figure 20: fourth video on Key market drivers related to the implementation of geoH&C networks

3rd blog series

⁵ https://www.linkedin.com/posts/saphea-horizon-eu_geohc-geothermalnow-cleanenergy-activity-7298262316595204096-

 $[\]underline{\textbf{DsUN?utm_source=share\&utm_medium=member_desktop\&rcm=ACoAABuoP38BS61L3AH49mhX21DUbZhEUmlPke} \ \underline{\textbf{8}}$



Series of short videos on the Status Report on Financial Mechanisms for geoDHC networks

The "Status Report on Financial Mechanisms for GeoDHC Networks" has shed light on the important steps that must be taken to expand GeoDH systems across Europe and unlock their decarbonisation potential. To promote the key findings of this report, a series of videos (4 short videos) has been published on Linkedin, each addressing a specific aspect of financial mechanisms for geoDHC networks.

The first <u>video</u> ⁶ (18 June 2025) introduces the report and the elements that are addressed within it.

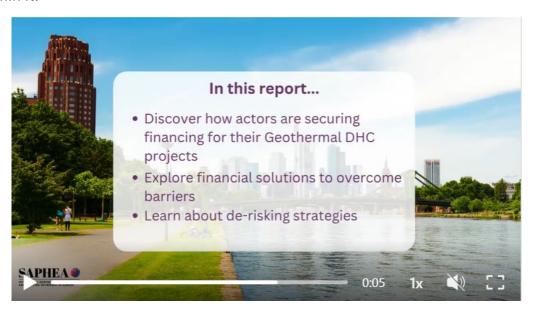


Figure 21: First video on the Status report on Financial Mechanisms for geoDHC networks

The second <u>video</u> ⁷ (20 June 2025) focuses on the three key barriers to securing funding: high upfront costs, perceived risks, regulatory uncertainty.

https://www.linkedin.com/posts/saphea-horizon-eu_geodhc-cleanenergy-geothermal-activity-7341082138735173632-Cmn5?utm_source=share&utm_medium=member_desktop&rcm=ACoAABuoP38BS61L3AH49mhX21DUbZhEUmlPke8

https://www.linkedin.com/posts/saphea-horizon-eu_geodhc-renewableenergy-geothermal-activity-7341770548336549889iZSe?utm_source=share&utm_medium=member_desktop&rcm=ACoAABuoP38BS61L3AH49mhX21DUbZhEUmlPke8



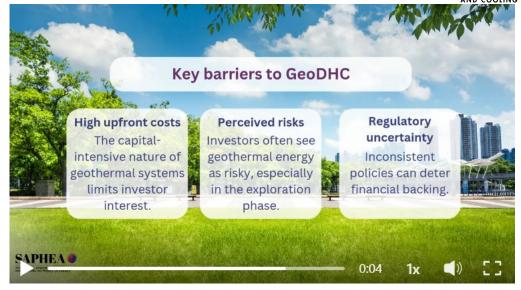


Figure 22: Second video on the Status report on Financial Mechanisms for geoDHC networks

The third <u>video</u> ⁸ (23 June 2025) addresses key de-risking mechanisms that have been considered within the report.



Figure 23: Third video on the Status report on Financial Mechanisms for geoDHC networks

The fourth <u>video</u>⁹ (24 June 2025) focuses on the measures that are needed to fully unlock the potential of geoDHC systems.

https://www.linkedin.com/posts/saphea-horizon-eu_geodhc-riskmitigation-geothermalenergy-activity-7342808666925928449-ebCM?utm_source=share&utm_medium=member_desktop&rcm=ACoAABuoP38BS61L3AH49mhX21DUbZhEUmlPke8

https://www.linkedin.com/posts/saphea-horizon-eu_energytransition-geodhc-climateaction-activity-7343295601322659841oNDb?utm_source=share&utm_medium=member_desktop&rcm=ACoAABuoP38BS61L3AH49mhX21DUbZhEUmlPke8



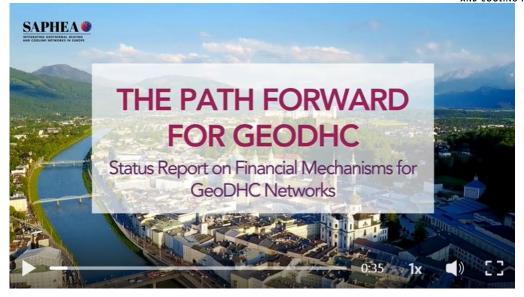


Figure 24: Fourth video on the Status report on financial mechanisms for geoDHC networks

SAPHEA video on business models for geoHC networks in Europe

This video ¹⁰showcases the innovative business models that have been analysed in the Reports on the Status of business models relevant for geoHC and Blueprints for business models.



Figure 25: SAPHEA video on business models

¹⁰ https://gogeothermal.eu/projects/saphea/



5. Webinars, hybrid events

Project results have been disseminated during physical and virtual events. Regarding digital media content, during the first phase of the project, webinars have been organized to collect data for WP2,3,4 and 5 and the to promote results from these work packages.

For the 2nd phase of the project webinars and hybrid events were organized to promote all results from SAPHEA project:

Italian dissemination hybrid event: Geothermal Energy for District Heating: Discover the Results of the SAPHEA Project (June 2025)

On 6 June, the final event of the European SAPHEA project took place in Italy, with the option to join online. The event showcased tools and results supporting the integration of geothermal energy in district heating and cooling (DHC) networks. Experts presented scenario catalogues, datasets, and open-access resources developed to help cities design low-carbon heating strategies.



Figure 26: Cover picture of SAPHEA event: la geotermia per il teleriscaldamento/raffrescamento risultati del progetto europeo "SAPHEA" (June 2025)



SAPHEA online workshop: How to integrate Geothermal Energy into local heating and cooling planning? (June 2025)

The workshop aimed to show the variety of options to integrate geothermal energy into H&C networks, how geothermal energy can be integrated into local H&C planning activities in exemplary cities, and to showcase available open-source materials to be used in local H&C planning.

The target group of the webinar are persons working on the H&C decarbonisation in cities across Europe, like persons in city administrations, (local and regional) energy agencies, H&C planners and consultants, as well as research, NGOs and other interested persons.

Date: 26 June 2025, 12:30-14:00







Figure 27: Cover of the SAPHEA workshop: How to integrate geothermal energy into local heating and cooling planning (June 2025)

SAPHEA webinar: Explore the SAPHEA Tools and Market Uptake Hub for Geothermal DHC (June 2025)

This webinar aimed at showcasing SAPHEA tools and the Market Uptake Hub.

Date: 26 June 2025, 14:30-15:30

Recording available here: Explore the SAPHEA Tools and Market Uptake Hub for Geothermal DHC –

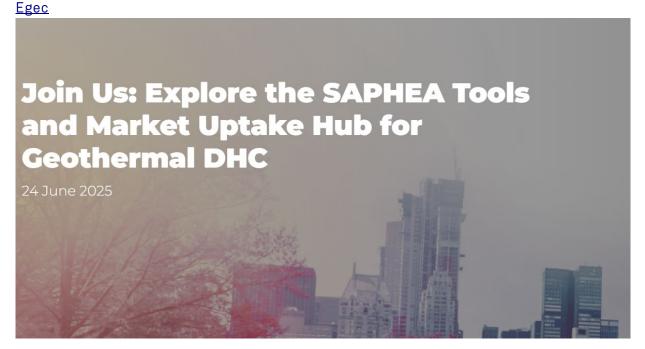


Figure 28: SAPHEA webinar: Explore the SAPHEA tools and market uptake hub for geothermal DHC (June 2025)

6. Newsletters

A total of 4 communication newsletters have been released. All 4 newsletters are available on the website: https://gogeothermal.eu/geothermal-dhc-market-uptake-hub/knowledge-base/





Figure 29: Newsletter 111



Figure 30: Newsletter 2¹²

¹¹ SAPHEA_Newsletter_final

 $^{^{12}\,}gogeothermal.eu/wp-content/uploads/2025/07/SAPHEA_Newsletter_2.pdf$





Figure 31: Newsletter 313



Figure 32: newsletter 4 14

¹³ <u>SAPHEA_Newsletter_May</u>

¹⁴ <u>SAPHEA_Newsletter_June</u>