

Project webpage dedicated on partners website featuring videos, social media.

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1. Executive summary

The GeoBOOST project page serves as a comprehensive platform for disseminating updates and essential information related to the project. This dedicated webpage encompasses a wide range of content, including the latest project news, best practices, and valuable project results. It also serves as a repository for pertinent information such as event announcements, e-news publications, brochures, and other resources crucial to the project's objectives.

While the primary language of publication is English, the project recognizes the importance of reaching a diverse audience. To achieve this, select content is translated into the national languages of the project partners, ensuring accessibility and inclusivity. These translations are consistently updated on an independent domain to provide stakeholders with accurate and timely information.

It's important to note that, in accordance with the Grant Agreement, GeoBOOST does not maintain its own standalone website. Instead, the project's web presence is hosted within the framework of the gogeothermal.eu website—a repository dedicated to geothermal resources and projects. This strategic approach leverages the existing infrastructure and synergy within the geothermal community.

For more detailed information and to explore the latest updates on the GeoBOOST project, please visit the project's dedicated webpage at gogeothermal.eu/projects/geoboost

2. Introduction

Dedicated GEOBOOST project pages on the beneficiaries' websites – Project webpages provide from month 6 online information in English, with some translations into national languages of the project partners. Regular updates on an independent domain will be made during project duration. They will be maintained beyond the project. The project webpages were created within the first 5 months of the project's start and will be updated during and after the end of the project period. Traffic will be monitored to evaluate interest in the project.

The webpages must:

- Include news, best practices and project results, in this way functioning as the most essential information tool for the project.
- Comprise a partners' area for continuous exchange of internal information (e.g. minutes of the work package and Committee meetings)
- Have a public area for distribution of project results
- Serve as a platform providing a number of documents for downloading such as project brochures, presentations given at project seminars and workshops, all deliverables and other documents produced in the course of the project.

Stakeholders will be able to submit questions in a 'questions and answers' section of the website.

The webpages will be maintained on a permanent basis in order to serve as an effective promotional tool. Partners will regularly publish news articles concerning the project activities and results.

3. Resources

The GeoBOOST project maintains a dedicated webpage hosted at <https://gogeothermal.eu/projects/geoboost/>. This webpage is administered collaboratively by the project's partner, GEK, in conjunction with EGEN, who serves as the owner of the overarching <http://www.gogeothermal.eu> website.

The GeoBOOST webpage is thoughtfully designed and encompasses a single page that provides a concise yet comprehensive overview of the project's key facets. These include:

- **General Project Description:** The webpage offers a succinct description of the GeoBOOST project, outlining its core objectives and mission.
- **News, E-News, Events, and Project Results:** A central focus of the webpage is to provide timely updates and information related to the project. This section features news articles, e-news releases, announcements of upcoming events, and highlights of the project's significant achievements and results.
- **Partner Logos with Links:** The webpage prominently displays the logos of GeoBOOST project partners.

Within the News section, users can filter publications based on their specific type, offering a streamlined approach to accessing project-related content. These filters include:

- Video
- News
- Newsletter
- Report
- Events

Furthermore, the webpage provides interested parties with the opportunity to subscribe to the EGEN Geothermal newsletter, ensuring that stakeholders stay informed about the latest developments in the field of geothermal energy.

4. project's key facets

4.1 General Project Description:

The webpage should include a succinct description of the GeoBOOST project, outlining its core objectives and mission. At this stage, just the following description is included - *GeoBOOST seeks to increase the deployment of geothermal heat pumps and open-loop systems Austria, Belgium, Germany, Ireland, the Netherlands, Poland, Spain and Sweden, as well as provide products and tools relevant for consumers, suppliers and planners in all markets across the EU.*



Image 1 General description of the project

4.2 News, E-News, Events, and Project Results:

A central focus of the webpage is to provide timely updates and information related to the project. This section features news articles, e-news releases, announcements of upcoming events, and highlights of the project's significant achievements and results.

This section includes the possibility of filtering by type of document:

- Video: Videos related to the project.
- News: General news articles and updates.
- Newsletter: Electronic newsletters produced by the project.
- Report: In-depth project reports and findings.
- Events: Announcements and details about project-related events and activities.

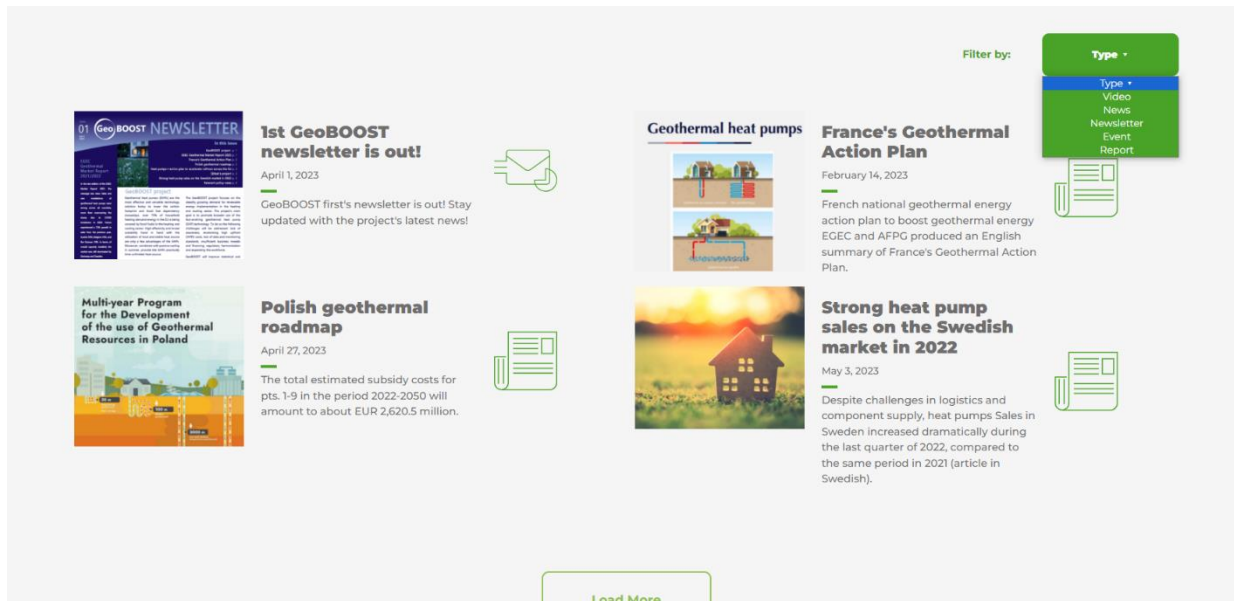


Image 2 Resource's section by type

4.3 Partner Logos with Links:

The webpage prominently displays the logos of GeoBOOST project partners, each linked to their respective websites. This feature facilitates easy access to additional information about the project's collaborators.

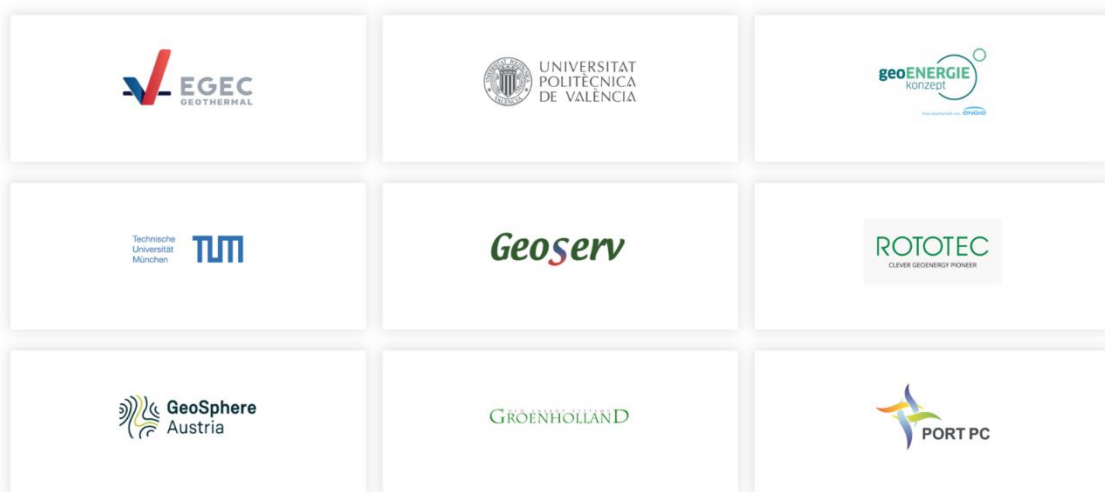


Image 3 Project partner's logos

4.4 Subscription to the Newsletter:

Furthermore, the webpage provides interested parties with the opportunity to subscribe to the EGEC Geothermal newsletter, ensuring that stakeholders stay informed about the latest developments in the field of geothermal energy.

5. Video

A 2 minutes video will be produced before the end of 2023 to be promoted on the GeoBOOST's website. The story board has been defined, including the core message, target-audience and objectives.

- **Core message:** Geothermal Heat Pumps are the affordable, permanent, quiet, efficient, and globally accessible solution to rising energy costs and climate concerns, providing sustainable comfort while transforming spaces across the world.
- **Targets:** The target audience for this video would likely be a broad audience, including homeowners, building managers, environmental enthusiasts, policymakers, and anyone interested in energy-efficient and sustainable heating and cooling solutions.
- **Objectives:** After watching the video, the desired action for the viewer would be to take steps towards exploring and adopting Geothermal Heat Pumps for their own heating and cooling needs. This could involve visiting the provided website or contacting the information given in the video to learn more about the technology, its benefits, and how to implement it in their homes or buildings.

6. Social Media

GeoBOOST is being promoted through various social media channels. As the project's results are not yet available, the promotional efforts are somewhat limited at this stage. Nevertheless, we are actively promoting project events through platforms such as Twitter and LinkedIn. Additional social media activities will be disseminated through the partner's channels following the Social Media Strategy.



Image 4 Twitter post promoting the Geothermal Heat Pump Days 2023, where GeoBOOST will be presented