



**RE-WITCH**

The coolest cold from  
the cleanest heat



## **Communication and dissemination plan**

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Dissemination level	
<b>x</b>	PU – Public
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***Nota bene. This project has used a standard methodology already developed in the HORIS project (Grant Agreement number: LIFE 101120497) by IEECP, following EU recommendations. Ad hoc modifications were added to comply with the Grant Agreement conditions for RE-WITCH (Grant Agreement number: 101138697).***

## Find the Project

Web: <http://re-witch.eu/>

LinkedIn: <https://linkedin.com/company/re-witch>

## About

The overarching aim of RE-WITCH, a project funded by the European Horizon programme, is to deliver cost-competitive, game-changing solutions in the field of sustainable industrial cooling and heating. To do so, RE-WITCH will demonstrate advanced thermally driven industrial cooling technologies based on ADSorption and ABSorption processes driven by an optimized mix of low-grade waste and renewable sources (innovative high vacuum flat plate solar collectors).

Such solutions will be demonstrated in 4 demo sites (3 confirmed as of January 2024, in Greece, Spain and Poland) encompassing food and beverage sectors as well as industrial sectors where heat-to-cold solutions are not yet widely explored (bio-refinery). The activity will be completed by studying the replicability of proposed technologies in replication sites even integrated with District Heating Networks (DHN).

The project will be delivered by an industrial-driven consortium of 26 partners from 10 countries and it is composed by some of the most innovative SMEs, LEs and R&D centres in the field of industrial renewable H&C leveraging experience from industrial and EU-funded projects (HYCOOL, SO-WHAT, Indus3Es).

The multi-disciplinary composition of the consortium ensures that all the challenges (technical and non-) will be addressed to ultimately bring RE-WITCH solutions to the market by 2029. Innovative open access modelling platforms and engineering solutions will also be developed to facilitate the design, upscale, replication and integration in industrial processes of the proposed technologies. Thanks to a stakeholders’ driven dissemination and communication campaign, RE-WITCH will ultimately demonstrate transformative technological solutions that unlock the combined potential of low-grade waste and renewable heat use in industries, hence also targeting integration of heat-to-cold technologies into relevant EU policies.

## Project partners



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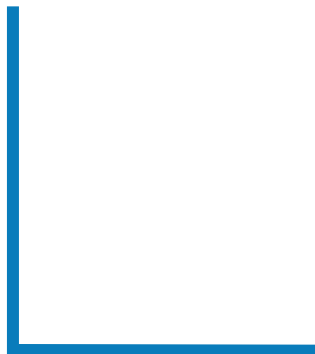
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## Abbreviations

D&C	Dissemination and Communication
EC	European Commission
EE	Energy Efficiency
ESCO	Energy Service Companies
H&C	Heating and Cooling
RHC	Renewable Heating and Cooling
SEP	Stakeholder Engagement Plan
WP	Work Package



## 1. EXECUTIVE SUMMARY

The Horizon Europe project RE-WITCH, kickstarted in January 2024, will, for the coming 4 years, tap existing renewable and waste heat to produce heating and cooling for industrial processes.

The project is based on intensive research, with most results confidential for the project duration: planning targeted communication and dissemination activities early on will ensure we build on what is available/possible to use and that we find collaborations with partners to add on the planned outputs. For instance, briefings, infographics, blogs, and articles as well as podcasts will be planned per period. This plan lists ideas for the first 36 months, while the next version of the plan – D19.2 – will map actions until the project end. It is to be noted that D18.3, which will present the package of C&D material at M18, will also include a more detailed plan for M18-36, completing on the first ideas laid down in this first version of the plan.

The ideas are added based on a brainstorming with partners, through an Excel file circulated before submitted this plan: what could be interesting topics to write on? Who would volunteer to be interviewed or write a blog? The document allowed gathering interesting media, networks and platforms, events, compiling knowledge from all partners: they are available in this communication and dissemination plan. Partners will then support the project communication manager in mapping efforts in a monitoring file. Partners have been invited to review the document as this is a strategy that they should follow, pick from and complete, to increase outreach and engage audiences. It is important that all partners feel involved, as many communication activities will perform better if adapted in national languages and national markets.

The project communication and dissemination action plan defines:

- **Objectives** – Why RE-WITCH?
- **Audiences** – Who needs to know about RE-WITCH?
- **Messages** – What are its messages?
- **Communication Methods** – How will RE-WITCH inform the stakeholders?
- **When** – What is the best period to communicate?
- **Cost** – What are the cost-effective methods to be used?
- **Impact** – How to measure the effectiveness of the communication activities?

Communication and dissemination support and profit to each other in the present strategy and plan, detailing a series of targeted actions. **Dissemination activities** target our audiences with specific and detailed information on project results, to maximise the impact of the project, while **communication activities** target larger audiences to promote the project and enhance its visibility. Another key aspect of the actions is **stakeholder engagement**, part of a separate plan ready in June 2024: it will map stakeholders and ways to reach them in more details.

The project website and electronic communication practices will be compliant with the current EU legislation on personal data and communications - General Data Protection Regulation (GDPR 2016/679). Compliance with GDPR will be ensured in the case of third-party tools used in managing electronic dissemination via the web, such as website traffic analytics, embedded multimedia, and other functionalities.



## 2. INTRODUCTION

**Dissemination and communication activities are key to a successful project. Allowing to disseminate project results, maintain contact with our audiences and increase the outreach, the set of D&C measures will be supported by the rich network of partners, covering the research community, the civil society, industrial sectors, and consultancies. D&C activities will target the mentioned groups to generate market demand for the prompt marketability of project results.**

The communication and dissemination work is divided into three “WPs”: WP18 will range from the first month of the project to M18 (June 2025), the second, WP19, will go from July 2025 to December 2026 while the last period will go from M37 (January 2027) to the project end at M48 (December 2027). The work done in these WPs has interactions with all other work areas of the project and involves all partners (see chapter 14, partners’ budget).

Measures to maximize the impact will be distinguished into:

- Activities aimed at promoting the action, at awareness raising and communication beyond the RE-WITCH’s internal and external communities to wider audiences (media, general public). These activities are mostly led by IEECP, supported by all partners.
- Activities aimed at raising interest among stakeholders and the exploitation-oriented dissemination of the benefits provided by the innovative RE-WITCH technology toward potential target end-users/adopters. These activities are organised between the WPs 14 to 16 and in 18 to 20 in collaboration with FPI.
- Activities aimed at the exploitation of RE-WITCH’s results. These activities are part of the work performed in Wps14 to 16.

The Communication and Dissemination Plan (CDP) strategy answers the following questions: what, when, to whom and how, ensuring a successful dissemination and communication throughout the project, detailing to partners a strategy that all can follow, pick from and complete, to increase outreach and engage audiences. It will be important that all partners feel involved, as many communication activities will perform better if adapted to national languages and national markets. For this reason, one of the first actions from the communication manager was to set up a taskforce, gathering partner organisation representatives into regular calls, specifically addressing communication and dissemination issues. The first ones will start in June 2024 – and complementary activities such as workshops will be planned in the coming project meetings.

The strategy includes a preliminary list of our target groups together with detailed actions on how to effectively reach them (tools and distribution channels, expected objectives and impacts) – these will be detailed in D18.2 – the stakeholder engagement plan prepared by FPI. This plan will include events to be targeted during the project lifetime allowing reaching the project communications’ objectives, lists of (social) networks to use as potential levers, and strategies to reach them.

In our CDP, KPIs and evaluation mechanisms, risks, and challenges as well as modus operandi are detailed. The strategy includes the project identity, guidelines and available templates and

material, to ensure a better recognition and visibility for the project and be used on all material and outputs. It maps ideas for material and actions in the first project period, until M18.

All activities presented in this document and resulting from all partners' actions will be monitored using templates: it is the responsibility of each partner to fill the monitoring file and alert the Dissemination and Communication Manager of future activities that can be promoted in all tools. As such, the strategy presented here is not static. Instead, it will be continuously reviewed in specific time intervals to account for any challenge or opportunity that may arise (at M18 and 36). The project's dissemination and communication results will be reported in a final deliverable to be published by M30.

This first version of the plan lists ideas for the coming 36 months, while the second and final version of the plan – D19.2 – will map actions until the project end. It is to be noted that D18.3, which will present the package of Communication & Dissemination (C&D) material at M18, will also include a more detailed plan for M18-36, completing on the first ideas laid down in this first version of the plan.

### 3. OBJECTIVES

This strategy details actions and plans to increase dissemination and communication of the project results and activities. The main goal of our dissemination activities is to facilitate the widespread adoption of RE-WITCH results, thus, maximising the project impact, while for communication activities, our main objective is to maximise the project outreach, increasing awareness on the project topics.

We aim at spreading knowledge of industrial heat-to-cold solutions further than in agrifood industries where most current EU-funded projects are operating. To this end, this plan outlines the approach to effectively communicate the project outcomes, guiding partners in planning and implementing their respective activities.

Project-specific dissemination and communication objectives are to:

- Kick-start and then continue the stakeholder engagement, C&D actions, preparing plans to guide partners, schedule & monitor actions.
- Engage partners in the activities by setting up a taskforce, preparing D&C materials.
- Set up the project C&D tools, including its identity.
- Build and engage a community of stakeholders.
- Establish and strengthen synergies with relevant clusters, projects, and initiatives.
- Raise awareness and maximise the visibility of RE-WITCH and its achievements among the key target groups.
- Ensure careful attention is put on following the GDPR 2016/679.

#### 4. TASKS, DELIVERABLES, AND MILESTONES

WP18-20 are composed of 12 tasks and many activities described in the next sections. This chapter presents the Work Packages tasks, deliverables, and milestones.

**Table 1 – WP18-20 Tasks.**

Tasks	Lead	Partners	Start	End
T18.1 Communication and dissemination plan and taskforce innovation meetings	IEECP	All	M1	M18
T18.2 Package of material, channels, and tools	IEECP	All	M1	M18
T18.3 Stakeholder mapping, events, knowledge exchange	FPI	All	M1	M18
T18.4 C&D ambassadors: sister projects, industry networks actions, networking with other EU projects	FPI and IEECP	All	M1	M18
T19.1 Communication and dissemination plan update, taskforce innovation meetings and reporting	IEECP	All	M19	M36
T19.2 Package of material, channels, and tools	IEECP	All	M19	M36
T19.3 Stakeholder engagement, events, knowledge exchange	FPI	All	M19	M36
T19.4 C&D ambassadors: sister projects, industry networks actions, networking with other EU projects	FPI and IEECP	All	M19	M36
T20.1 Communication and dissemination: taskforce innovation meetings and reporting	IEECP	All	M37	M48
T20.2 Package of material, channels, and tools	IEECP	All	M37	M48
T20.3 Stakeholder engagement, events, knowledge exchange	FPI	All	M37	M48
T20.4 C&D ambassadors: sister projects, industry networks actions, networking with other EU projects	FPI and IEECP	All	M37	M48

**Table 2 – WPs Deliverables.**

Deliverables	Lead	Category	Level	Date
D18.1 Dissemination and Communication Plan – first version	IEECP	R	PU	M4
D18.2 Stakeholder engagement plan	FPI	R	SEN	M6
D18.3 Package of C&D material – first version	IEECP	OTHER	PU	M18
D19.1 Package of C&D material – final version	IEECP	OTHER	PU	M36
D19.2 Dissemination and Communication Plan – final version	IEECP	R	PU	M36
D20.1 Dissemination and Communication activities monitoring	IEECP	R	PU	M48
D20.2 Project handbook	IEECP	R	PU	M48

**Table 3 – WPs Milestones.**

Milestones	Lead	Date	KPI
MS16 Final event for the presentation of project outcomes	IEECP (+FPI)	M48	> 100 participants

## 5. DISSEMINATION AND COMMUNICATION ACTIVITIES IN SHORT, PROCESSES AND PLANNING

The RE-WITCH team of experts is committed to delivering results and sharing them through dedicated *communication actions* – sharing the project information and results to multiple audiences, *dissemination actions* – making the project results available for use to audiences that may use them, and finally *exploitation actions*, making available results to audiences that will use them.

### 5.1. COMMUNICATION, DISSEMINATION AND STAKEHOLDER ENGAGEMENT

**Communication** activities convey results to raise awareness among a broad audience and aim at:

- Creating the project visual identity.
- Providing regular information and updates.
- Sustaining the diffusion of results to the general public.
- Translating scientific/technical results into messages for public outreach.

**Dissemination** activities will be undertaken from the beginning of the project targeting all relevant stakeholders. The actions listed in the project Grant Agreement are summarised in the graphic below, showing where RE-WITCH actions belong – detailed focus is put on all in the next chapters and in the separate **stakeholder engagement plan**.



Figure 1 – RE-WITCH communication, dissemination, and stakeholder engagement actions.

## 5.2. COMMUNICATION AND DISSEMINATION – A 3-PHASE PROCESS

Under the leadership of IEECP, all partners are expected to proactively contribute to dissemination and communication activities (as well as in collaboration with FPI for stakeholder's engagement). Activities are split into three phases:

### Phase I - Focusing on raising interest among stakeholders (PRE-PILOT – M1-18)

In this first phase, visibility is created for the project and heat-to-cold (WH and thermal RES) relevance in industrial processes via interest-raising activities.

**How?** By developing a strong and recognisable identity, making use of the project web area and social media to regularly post project topic-related content, distributing dissemination materials (e.g. project brochure, leaflets, presentations at events, etc.).

The project and its preliminary results will be launched during a dedicated opening event in Y1 - if possible, in conjunction with a related industrial/P4P event (see events section). In this phase stakeholders are engaged to collect insights for the optimal design of RE-WITCH technology innovations.

#### Responsibilities:

In this first phase, **IEECP** will create a LinkedIn account and manage it, a webpage. Importance will be placed on photo updates, infographics, and text contents for dissemination. The performance of the social media platforms will be evaluated in terms of their content sharing and engagement achieved. The first year's event will be organised by IEECP.

**FPI** will identify relevant sister projects and related networks to create synergies, map stakeholders, events and how to exchange knowledge. The mapping will be based on existing connections and established networks of all project partners, also to ensure coverage of relevant industrial sectors for the application of the project outcomes. This task entails organising regular exchanges on proceedings and upcoming challenges and opportunities with mapped "ambassadors".

**Together, IEECP and FPI** will work on the collection of C&D ambassadors: sister projects, industry networks actions, networking with other EU projects. We'll map and connect to them – first actions are done and described in the chapter on synergies, to build a community of engaged "ambassadors" for the project.

### Phase II - Focusing on the exploitation-oriented dissemination of results (PILOT – M18-M36)

This phase will be spreading results once they are mature enough to clearly show RE-WITCH benefits.

Activities include the publication of papers/articles in journals (all academic Partners received funding for Open access publication) and at relevant conferences, workshops, events as well as the organisation of further stakeholders' workshops (i.e. targeting interaction with P4P, EHP, SolarHeat Europe and others – see stakeholder mapping, D18.2).

Synergies with other projects will lead to common actions, such as preparing communication material, organising joint events, etc.

#### Responsibilities:

**IEECP** will adapt this plan, and report on actions. The focus will be on technologies and demo sites, with material developed to present first results: infographics, technology factsheets, demo sites communication (such as plates), videos, update of our poster and flyer if needed, blogs and

articles, release of available deliverables. IEECP will also organise from M18 to 37 webinars every 6 months with sister projects or industry networks.

**FPI will:**

organise at least 5 workshops, ensure partners present results at over 10 relevant scientific and industry events, over 5 field visits and fairs. Based on the mapping in T18.3, engagement actions will be developed and rolled out. Insights from these actions will be shared with project partners to enable a targeted development. The activities will be continuously monitored and evaluated.

**Phase III - Focusing on the promotion of the overall results beyond the project (END OF PROJECT– M36-M48)**

This last phase will be stimulating replication of the concept and the engagement of potential clients. The results of the project (demo campaign, replication handbook, policy positioning paper) will be promoted during a final event to collect stakeholders' final insights. The D&C strategy will include thematic workshops/webinars on different topics such as:

- i) Market scenarios, KERs and conceptual design of the RE-WITCH lab/pilot-scale prototypes.
- ii) Results from first techno-economic assessments (WP4-5) and LCA (WP17).
- iii) The presentation of a preliminary configuration of the RE-WITCH prototypes (W6-7) (M22).
- iv) Guidelines from integrating RE-WITCH solutions in project demo sites (WP9-10) (M34); and
- v) Business/lessons learned from RE-WITCH project implementation (M46).

**Responsibilities:**

In this last phase, **IEECP** will provide the final version of briefings, demo site comms, podcasts, a visually appealing and comprehensive handbook of results, layout policy material.

Based on the evaluation in T19.3, **FPI** will adopt and modify, if needed, the engagement actions. Presentations at events will be held by R&D partners. The stakeholder community will be approached and surveyed (interviews; online meetings) for feedback on the achievements and results. Feedback will be integrated in the D20.2 project handbook.

Last actions will be planned with C&D ambassadors, and a larger event involving projects and other initiatives, in the shape of a 1 or 2-day conference focused on the industrial efficiency will be planned, potentially in Brussels, as final project event.



### 5.3. COMMUNICATION, DISSEMINATION AND STAKEHOLDER ENGAGEMENT – A TASKFORCE

To kick start the communication and dissemination (C&D) activities, IEECP presented in the KoM how important the implication of all partners is.

All partners have been involved in preparing this strategy, by sending them an Excel file to complete with the audiences they can reach, their potential outreach in figures (accounts, channels, and number of recipients/followers), ideas and availability for blogs, articles, interviews, and podcasts.

In addition, CNR created specific mailing lists for key activities, including communication, dissemination, and stakeholder engagement. IEECP will start making use of the list and gather regularly as from June 2024, in a C&D&E taskforce effort, to generate new ideas for activities. The taskforce will investigate how best to increase outreach. This will allow, with one representative per partner, to have a link with all WPs results and work in collaboration rather than isolation. Complementary activities such as workshops will be planned in the coming project meetings to benefit from the partners presence and organise brainstorm sessions.

IEECP is also organising other meetings with WPs in which actions and results are strongly linked.

**Table 4 – C&D meetings and workshops.**

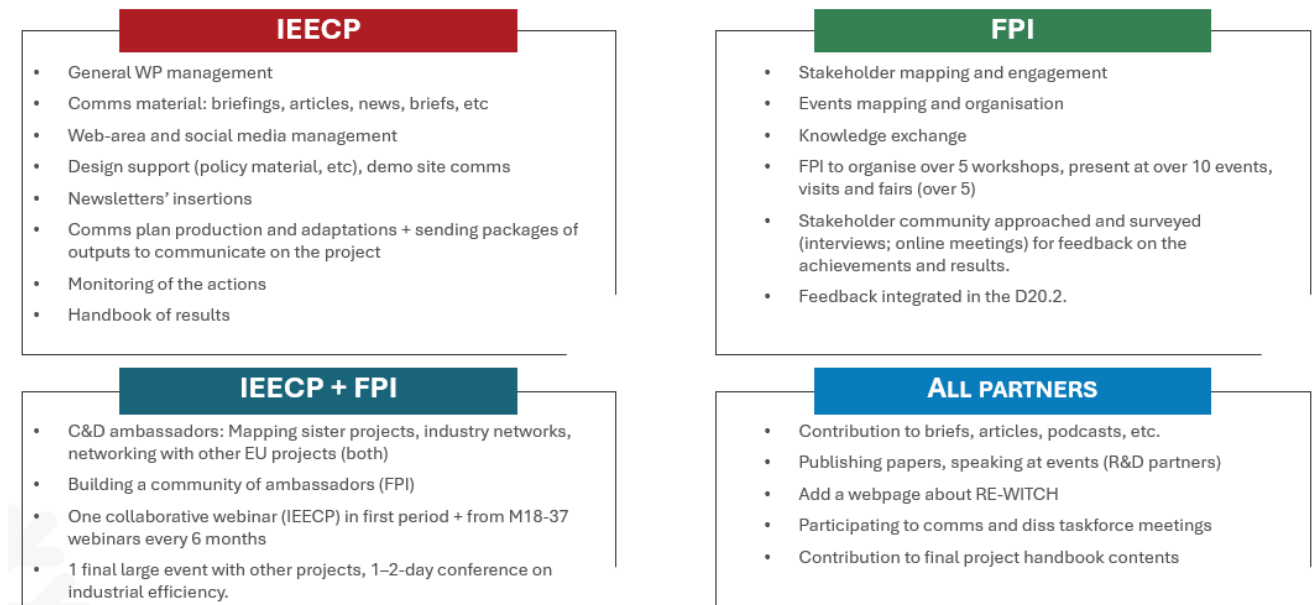
Meeting/workshop	Lead	Who	Timeline
Meetings WP14-16 and WP18-20	IVL	IVL, WP14-16 + a representative of WP18-20	Monthly
Meetings WP18-20 internal team	IEECP	IEECP + FPI	Upon need
C&D&E taskforce meetings	IEECP (+FPI)	All partner (at least those involved in the C&D taskforce)	Bi-monthly or quarterly from June 2024 onwards
C&D&E workshops (ideas: Blogposts: who, what themes, prepare planning / What we need from you to help us communicate / What are the business cases / results that we are allowed to communicate, etc.)	IEECP + FPI	All partners	Every project meeting

Some processes were already agreed among partners and the RE-WITCH communication manager, to ensure the smooth facilitation of action, as presented below:

- **Monitoring of activities:** partners should communicate to the DM any event they attend, prior to it for promotion, and after for reporting. A dedicated chapter is included in this document.
- **Promoting RE-WITCH results:** the project communication manager is available to support any promotional effort (developing banners, posters, press releases, etc.). Partners can always find help, provided they allocate enough time for the activity to happen.

- **Communication with partners:** regular emails are/will be sent sharing social media links, news texts or posts that should be shared by partners to support the communication effort.
- Finally, some **rules related to the funding programme** are to be respected, they are also highlighted in this document (publishing in scientific journals, adding the EU disclaimer, etc.).

All communication tools are in a way co-managed, meaning all partners will have to regularly send ideas and inputs for the web area and Social Media contents (editorials, links to articles, project updates, etc.), present the project at event, etc. This strategy will make sure that all partners participate to a strong project recognition and communication.



**Figure 2 – RE-WITCH activities: a team effort.**

## 6. TARGET AUDIENCES, MESSAGING AND PREFERRED CHANNELS

### 6.1. TARGET AUDIENCES

**Activities described in this plan are targeted, using specific channels (IEECP, FPI) or direct contacts (partners). The target groups for RE-WITCH are listed here: they are approached using specific messages highlighting the relevance of the project and return of knowledge, with specific channels.**

Activities will target a wide range of stakeholders, spanning from potential end-users (e.g., industrial plants, ESCOs), to technology manufacturers (e.g., adsorption/absorption chillers, TES, solar thermal panels), with the objective of showing the value of the solution proposed, build trust, finally leading to real market opportunities.

Besides the already identified industry segments, the communication strategy will target potential investors and policy makers, to communicate both financial and societal appeal – our core focus is in:

- Project application industries (mainly refinery, chemical, food and beverage, pulp and paper, wood processing, data centres) (all phases)
- Resources and Energy Intensive Industries / owners and operators of relevant industrial plants (all phases)
- Energy companies (all phases)
- Technology manufacturers / providers / developers (all phases)
- Respective branch associations (all phases)
- Research and academia (all phases)
- International sectoral platforms and initiatives (all phases)
- Media, civil society organisations (CSOs), cooperatives, NGO, citizens, and media (all phases)
- Policy makers (e.g., local/national/ EU policymakers, etc.) and public bodies/agencies (phases 2 and 3)
- End-users: plant managers (phases 2 and 3), energy utilities, financing entities and ESCOs (all phases)
- Standardisation bodies (phase 3)
- Social communities (phase 3)

The target audiences will be mapped, and engagement strategies will be further developed in D18.2, available in June 2024.

### 6.2. MESSAGING, VALUE PROPOSITION AND TONE OF VOICE

The variety of our target audiences makes it compulsory for our project to use a simple yet comprehensive and effective communication, as well as plan a diversity of material, some targeting more technically savvy professionals (factsheets, handbook), others less (briefs, articles, blogs, etc.).

IEECP has developed a slogan for the project, during the proposal stage, that we kept now that the project started:

*The coolest cold from the cleanest heat.*

Other mottos could be used when needed, such as *Clean Heat for a cooler Europe*.

We will ensure our messages and campaigns:

- Are short, to the point, and easy for readers to understand.
- Mix content and graphics (or video) to show while they tell.
- Entice readers to become leads with a clear call to action.

We will make sure to build on our strong network of partners and their experience, and on the consortia languages.

RE-WITCH partners belong to academia and research, innovative companies and stakeholders' representatives and can therefore help shaping and sharing our messages and results to a spectrum of our target audiences. The presence of experienced EU funded project partners in the field of industrial energy efficiency (STAM, PNO, IDP, JER ) and of key industrial players (COVAP, MILOIL, BROW, CART) guarantees RE-WITCH visibility in the EU industrial sector and in relevant EU fora/agencies such as Processes4Planet (CERTH), SolarHeat Europe (TVP) etc., while the presence of innovative start-ups and SMEs (SOR, TVP, SIGLA, BS-NOVA, GRAD) and of high level innovation/market oriented RTOs (CNR, UoB, TECNALIA, LEI, TUB, UNIGE, IVL, HM) guarantees the development of new market/business and of excellent/unique knowledge at EU level. RE-WITCH D&C&E is structured to ensure results to be replicable, scalable, and impactful.

### Grammar and language

In accordance with the European Commission recommendations (Writing style guidelines, 2022), we will use a British-English spelling for our documents editing.

**Table 5 – Material foreseen, languages and partners.**

Material	Languages
<b>Project PPT (5-slides)</b>	EN + project languages
<b>Web-area</b>	EN
<b>Flyer / brochure</b>	EN + project languages if needed
<b>Poster</b>	EN + project languages if needed
<b>Project visualisation / roadmap</b>	EN
<b>Glossary / key concepts</b>	EN + project languages if needed
<b>Video(s), podcasts</b>	EN + project languages at least in subtitles
<b>Academy material (developed by technology manufacturers to train specific stakeholders)</b>	EN
<b>Banners for social media and campaigns</b>	EN
<b>Leaflets (technologies, pilots, etc.)</b>	EN + project languages if needed
<b>(Policy) and project briefings</b>	EN
<b>Project final handbook</b>	EN

## 7. MAIN PROJECT OUTCOMES TO DISSEMINATE AND LINKS WITH OTHER WORK AREAS

In addition to specific dissemination and communication material or actions produced by the dedicated Dissemination and Communication Work Package, public results from other work packages will be used to increase outreach, generate interest about the project and share results regularly (while we will also extract whatever is not confidential from sensitive deliverables to prepare short outputs). Below outputs will therefore be widely reused, in their original format or transformed (in banners, briefs, factsheets, videos, infographics, posters).

Dissemination and communication activities mostly build on the results from the other workstreams, developing news items or factsheets, social media posts or graphics from the reports produced or activities organised.

WPs 18-20 will make use of outputs from the previous WPs (6 public reports, but also content that can be turned into factsheets or infographics, from the sensitive reports, as well as content created with the partners' support, such as podcasts, blogs, webinars, etc.).

The below (public) reports and tools planned in the project (events are listed into a specific subsection), including deliverable number and submission deadline:

- D4.1 – First release of industrial cooling needs and RE-WITCH technology specifications, M12.
- D4.3 – Key performance indicators for RE-WITCH evaluation and RE-WITCH Academy material prepared, M15.
- D14.1 – Analysis of related EU, national and/or regional policies, and standards, M16.
- D16.1 – Final checklist of alignment of the solutions with standards and policy recommendations at national and EU level, including BREF, M47.
- D17.1 – Replication feasibility studies and assessment of potential integration of REWITCH technologies in different industrial environments and DHNs also considering TES integration, M48.
- D17.2 – Economic, environmental, and social impact assessment of RE-WITCH technologies, M48.

Other project reports are planned to be confidential, yet IEECP and partners will strive to make results available in shorter format such as briefings, infographics, and more. These will be regularly discussed in the C&D&E workshops and taskforce meetings.

IEECP, when preparing this strategy, has already listed **below outputs to use in various communication campaigns:**

- Vision, objectives, strategic relevance, and key facts. Campaigns presenting partners, explaining the project, etc.
- Set of C&D materials: short PPT, poster, brochure, articles, and blogs (from project results or sharing from sister projects / related news).

- News and events.
- Glossary of key terminologies.
- Visualisation of project steps infographics.
- Videos and podcasts.
- Campaigns based on technologies, processes (modelling, digital twinning, etc.) and pilots / material developed to present them (articles, factsheets, etc).
- Campaigns explaining key concepts and processes.
- Academy established by the technology manufacturers (TVP, SOR and BS-NOVA) to train specific stakeholders and developed material *if public* (hybrid training package (programme and audiovisual material) on Engineering, Procurement and Construction (EPC) activities addressed to local engineers, installers and operators of RE-WITCH systems based on engineering and installation manuals and videos from real installations/ cases).
- Open source-based RE-WITCH simulation platform /modelling suite, available on GitHub (WP5) -The development will be carried out on pytrnsys and available on GitHub. The software itself will be improved and new components will be added (the absorption machine, for example):
  - **Energetic/exergetic modelling** of all RE-WITCH solutions (OST), to allow for a) technology developers/demo leaders to forecast the performance of their technological solution before implementation, b) industrial stakeholders to understand the technical viability/performance benefits/integration specs of the proposed technology and c) for replication studies in WP17. We will extend the open-source python-based interface for TRNSYS called pytrnsys. This will allow to investigate transiently the energetic benefits of integrating different elements into industrial RE-WITCH heat-to-cold solutions. The information generated by the simulation will be used to assess the performances and benefits that RE-WITCH solution could bring at industrial process level, by STAM.
  - **Thermo-economic modelling** (UNIGE), to assess techno-economic viability and realize a preliminary sizing, also to assess relevant economic KPIs (CAPEX/LCOC/NG and carbon tax saved) to study future replication in WP17. UNIGE will develop specific thermos-economic 0D-1D models using its own WECOMP tool. The tool will be used to optimise the size of RE-WITCH heat to-cold systems according to process heat/cooling demand and heat source (WH/RES), supported by JER, and to study their optimal management according to a time dependent demand of above-mentioned energy vectors, supported by SIGLA.
  - The optimal integration and sizing of TES both at hot/cold level to provide inputs to OST model (sizing based on energy savings) or UNIGE model (sizing based on cost minimization). Partners UoB and CERTH will develop a tool to properly study what (temperature) and where (source/sink) to integrate TES in the industrial process, considering process constraints (temperature/space) and technological specifications (TES materials and layouts at different temperature level).

- Innovative Business model definition / briefings: ESCO, cooling as a service + demonstration of the technical feasibility of industrial WH/thermal RES Heat-to-Cold applications covering 3/4 of the main demanding sectors in the range 70 , 120 °C in demo and replicators.
- Open access scientific publications.
- (Policy) and project briefings.
- Project final handbook.



## 8. IDENTITY AND MATERIAL FOR DISSEMINATION AND COMMUNICATION

All project specific dissemination and communication tools available or planned at M4 are demonstrated in this chapter – while some are still in development to be ready soon. When implementing the project, if other needs arise, more will be developed.

The creation of identity and guidelines, the first step towards building a strong project presence and recognition, was prepared by IEECP, after input received when preparing the proposal and in email exchanges through votes. Logos, colour codes and a first set of material were developed, and then templates for all project activities: Word templates for reports, agendas and minutes, Excel, and PowerPoint.

### 8.1. RE-WITCH IDENTITY AND GUIDELINES

A first selection was provided to partners with few logo options they could vote on, in two steps: first during the proposal and then again when the project was awarded. The most popular option was chosen in a large consensus.

The project guidelines include logo (in colours, black and white, with and without tagline and transparent background), colours, fonts as well as PPT and Word templates to be used throughout the project lifetime, to ensure brand recognition. **The EU emblem and funding source have a prominent space in the project templates.**

Finally, several backgrounds were prepared for the team to add when having online meetings or events.



Figure 3 - RE-WITCH main logo and logo with tagline.

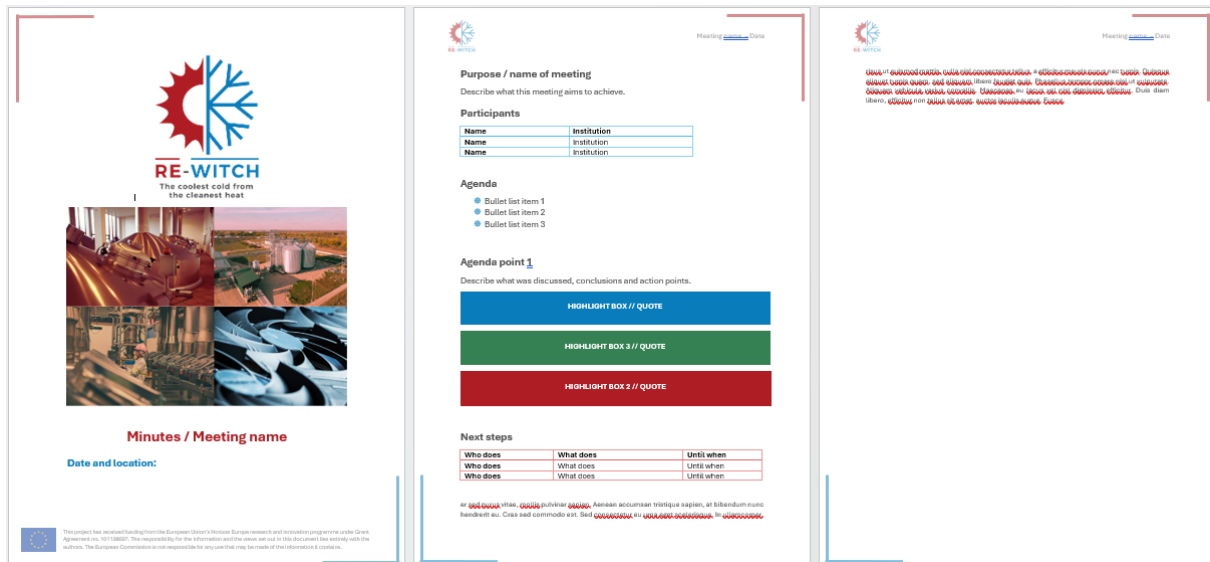


- #097cbb
- #358154
- #ae1d23
- #1A647A
- #525252



## Aptos Montaser Arabica

Figure 4 - Main guidelines, colour scheme, fonts, and imagery/icons.



**Purpose / name of meeting**  
Describe what this meeting aims to achieve.

**Participants**

Name	Institution
Name	Institution
Name	Institution

**Agenda**

- Bullet list item 1
- Bullet list item 2
- Bullet list item 3

**Agenda point 1**  
Describe what was discussed, conclusions and action points.

HIGHLIGHT BOX 1 // QUOTE

HIGHLIGHT BOX 2 // QUOTE

HIGHLIGHT BOX 3 // QUOTE

**Next steps**

Who does	What does	Until when
Who does	What does	Until when
Who does	What does	Until when

Figure 5 - RE-WITCH minutes template.



16



17



18



Figure 6 - RE-WITCH meeting background templates.

## 8.2. EUROPEAN RULES

In line with the European Commission's policy on corporate visual identity, HORIZON is promoted as a verbal brand, meaning no "visual mark" or logotype. When it is promoted by beneficiaries and other third parties, the EU emblem (flag) can be used in conjunction with the following disclaimer.



This project has received funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement no. 101138697. The responsibility for the information and the views set out in this document lies entirely with the authors. The European Commission is not responsible for any use that may be made of the information it contains.

### Figure 7 – Project EU disclaimer.

If the content of the publication / presentation or other action can be deemed controversial or taking a stand, the disclaimer should include further wording, excluding the Agency responsibility:

*“The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the European Commission nor any person acting on behalf of the Commission is responsible for any use that may be made of the information contained therein.”*

## 8.3. PROMOTIONAL MATERIAL

Different levels of material will be produced to ensure outreach and increase the project visibility: a poster/ flyer at the start of the project (and updated when first results are available), video(s), briefings, and more.

A first selection available at the time of writing is presented here, and more will be developed as the project progresses. All communication materials display the EU emblem, the HORIZON funding source and, where appropriate, a disclaimer. The files will be widely disseminated through all project tools and channels. Some will build on the languages of the local partners (Italian, Spanish, Greek and German), translating and adapting to local conditions, whenever needed, the developed material.

### 8.3.1. RE-WITCH “BUSINESS CARD”: BROCHURE, POSTER

A brochure and poster are currently in preparation, they will contain first a generic overview of the project, its objectives, partners, contact details and links to the project channels (web area, social media). Both will be updated towards the project end with some testimonials and results. They will be written in a clear and understandable language and produced with an eye-catching, colourful, and elegant design. Both will be developed in English, and partners will participate to a translation in consortium languages, to maximise the impact – if needed.

IEECP and CNR will also prepare a standard PowerPoint presentation for partners to use at events, in meetings, and have a designed-ready set of slides to use.

Finally, IEECP will develop a roll up using a simpler version of the poster, to be used for events and exhibitions (as well as in MILOIL, COVAP, SOR, BROW pilot open days).

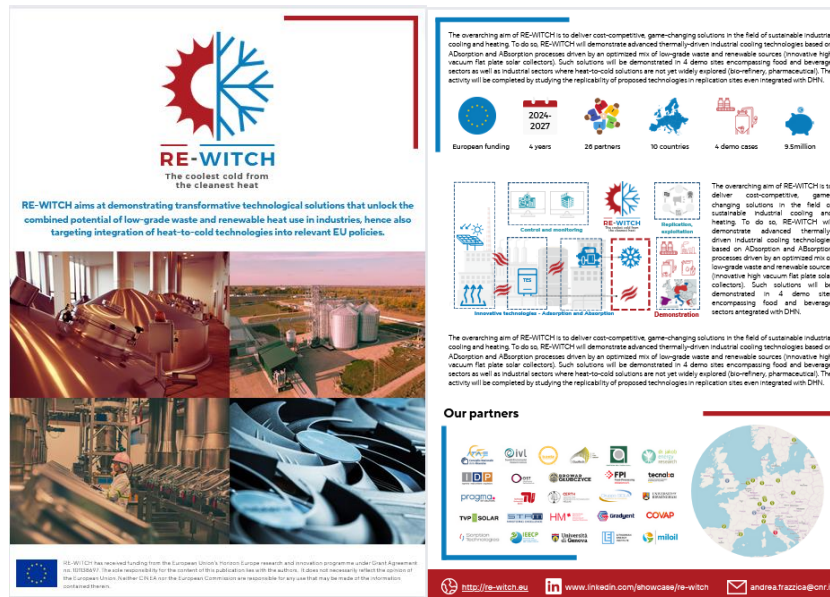


Figure 8 - RE-WITCH first glance into the brochure.

### 8.3.2. GRAPHICS AND BANNERS

IEECP will prepare several banners and graphics to introduce the project, its concepts, roadmap, partners, etc. We could envisage banners to announce RE-WITCH participation in events, the release of the key outputs, briefs, etc. Upon starting the project, IEECP confirmed its availability to support partners in the design of graphics and banners to further support promoting the project, its results and activities. IEECP will also support in preparing special promotional material (plates, roll ups) to be displayed in industrial sites /our “Industrial reference cases”.

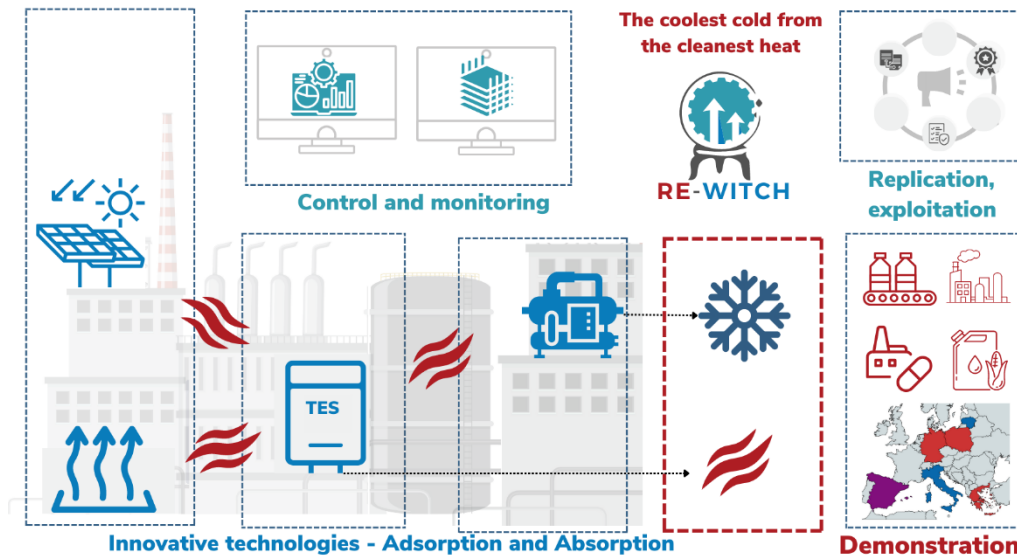


Figure 9 - RE-WITCH graphics explaining the project concept.

The idea of developing a glossary emerged during the project kick off meeting, considering the high number of specific acronyms and terminologies used in RE-WITCH. It is in development, and a first view is available below.



Figure 10 - RE-WITCH graphics explaining the project concept.

### 8.3.3. BRIEFINGS AND FACTSHEETS

**Leaflets/briefings, infographics and factsheets** highlighting other RE-WITCH Work Packages’ results or supporting their activities will be produced on an opportunity basis and on demand, allowing, with additional formats, to target different audiences (policymakers, end-users, financiers, etc.).

Between months 19 and 36 (and before if material is available), we will further enrich digital activities, focusing on the technologies and demo sites: infographics, technology factsheets.

At the end of the project, IEECP will support in designing policy briefings (task 16.2).

### 8.3.4. VIDEO(S) AND PODCASTS

2-3 **short videos** will be developed to communicate on various projects outputs/results and on the demo sites. We will consider filming each field visit when we go to our demo site’s locations, interviewing key stakeholders with a storytelling video approach, presenting the project’s objectives and outcomes. All digital events videos will also be uploaded on YouTube and added to the project webarea. We will investigate broadcasting on Futuris, part of Euronews broadcast channel and others and participating to podcasts (EHPA, CORDIS, ENLIT, etc.).

### 8.3.5. FINAL REPORT: THE PROJECT HANDBOOK

In the last months of the project, IEECP, together with all partners, will develop a project **handbook**: an easy-to-read, visually appealing booklet of the project technologies, demo sites, key lessons learned and challenges, and recommendations to further exploit results. It will be professionally designed by IEECP, attractive and tailored to the target groups.

#### 8.4. CHALLENGES AND ADDITIONAL IDEAS

RE-WITCH being highly relying on the project results in testing, installing, commissioning the technologies, and many (most) sensitive results, we need to build on the few public results we will have, and had to adapt – and adopt- a strategy taking care of this. This is done in this document and will be further adapted in the final version.

At the project kick off meeting, the following risks were assessed:

- How do we address the **low number of (public) deliverables** for communication aspects?
- **Complicated wording and internal way to communicate** about RE-WITCH.
- **Lack of participation by external stakeholders.**

The chosen mitigation strategies are to perform additional workshops, leveraging the connection of many partners with industrial and research communities, create a glossary of terminologies and finally organise in the second (and further) project meeting a workshop on communication and dissemination of results – as written earlier, discussing below ideas:

- Plan to have insertions in magazines – who has contacts / preferential rates, etc.
- Visual campaigns on social media with posts focusing on key figures, etc.
- Debunking fake ideas / myths about DH, RHC, etc. posts.
- Banners “HOW TO” for technologies, simple: how they work, are installed, etc. We could additionally have a survey to gather the questions people ask themselves the most and answer them with banners.

## 9. ONLINE COMMUNICATION

### 9.1. RE-WITCH WEBAREA

A great deal of the RE-WITCH visibility relies on the project's webarea. It was, therefore, a key step to have it released during the first month of project implementation (January 2024). The RE-WITCH website will continuously be updated with new content, news, and events if/when needed.

From 2022, IEECP, as many other organisations working on EU-funded projects, have organised a shift in how we approach project communications, especially for project-specific channels and material, based on suggestions received from the European Commission and during review meetings. Realising that the project websites have a programmed “end of life” (in general 2 years after the projects end), and that it always requires quite some money to develop brand new websites from scratch, the European Commission pushed for that approach, which is now followed for many projects, to rather embed web areas into existing organisational websites. Having in one place various project pages and results allows to navigate from one to the other and find what you are looking for by topic. IEECP's website was redesigned early 2023 following that approach, putting an increased focus on topics and projects. These microsites are easier to develop without (costly) external providers, and can be set up from day one, content being added as it comes. A specific web address for the project can still be created, and re-direct visitors to the microsite. It allows the project to directly benefit from an existing visitor base / engaged audience and an indefinite lifetime for the web-area contents. The project publications and all other project material always become available, and easy to find with search browsers. Finally, the web area has exactly the same content a standalone website would have onto the main page or under different tabs, such as project information, partners, blogs, EU logo and disclaimer, news, and multimedia.

The RE-WITCH [project “integrated” website](http://re-witch.eu), simple yet complete is available on IEECP's website since M1. Having such a subpage in the IEECP website will allow a lasting presence and availability of the material developed. All dissemination documents and public deliverables will be available in electronic format for download, and it will also be possible to subscribe to the project news to receive sector-specific news and event invitations – if we decide to go ahead with FPI while preparing the Ambassador programme. The project micro-site appears under “topics” and complies with the project visual identity. It also accessible through a domain bought for at least 5 years, bringing back to it: <http://re-witch.eu>.

The RE-WITCH web area follows the IEECP privacy policy: committed to being transparent and to ensuring that the privacy of its visitors is respected and protected. A Privacy Policy according to the General Data Protection Regulation (GDPR) applies to the project website and governs personal information and collection usage by the website only. The cookie policy specifically allows people to decide not to be tracked, following the GDPR requirements. The web traffic will be optimized through Search Engine Optimization (SEO) techniques, with the objective of increasing disclosure among the targeted public.

Project webarea sections are:

- RE-WITCH project - About –summary of the project + EU funding disclaimer + Link to LinkedIn account.
- More about the project – concept and activities, objectives, Work Plan and AB.

- Demo cases.
- Focus on the technologies – thermally-driven industrial cooling: pros and cons of RES/WH to cold, RE-WITCH solutions, etc.
- Knowledge sharing – reports, multimedia, glossary.
- Partners.
- Related projects.
- Project updates.
- Contact.

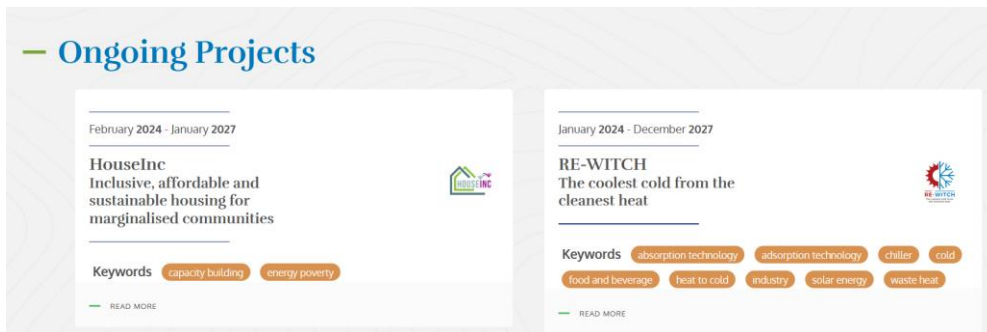


Figure 11 - RE-WITCH web area, accessible from the IEECP projects area.



Figure 12 - RE-WITCH web area as of January 2024.

This website area is in English and could host other languages if need be.

The project key information will also be, as much as possible, **available on each partners’ website**, linking to the main page, and reported below. This strategy ensures long-lasting presence of project content on the internet, while also capitalising on an already engaged and committed audience. The following guidelines were given to partners – as well as standard texts:

- All sites shall link to the main project micro-site on IEECP servers for more info and content.
- A reference structure was provided in Excel format, with pre-written contents. Partners may adjust it to their institution’s templates.
- Partner’s webpages must not comply with the project identity, so not to conflict with their institution’s. They should, however, include the project logo.

**Table 6 – Website inclusions on partners’ organisational sites and languages.**

Partner	URL	Language
IEECP	<a href="https://ieecp.org/projects/re-witch/">https://ieecp.org/projects/re-witch/</a>	EN
CNR	<a href="http://www.itae.cnr.it">www.itae.cnr.it</a> <a href="http://www.cnr.it">www.cnr.it</a>	IT
FPI	<a href="https://www.foodprocessing.de/projektliste/re-witch-the-coolest-cold-from-the-cleanest-heat/">https://www.foodprocessing.de/projektliste/re-witch-the-coolest-cold-from-the-cleanest-heat/</a>	EN
IVL	<a href="https://www.ivl.se/english/ivl/our-offer/research-projects/energy/re-witch.html">https://www.ivl.se/english/ivl/our-offer/research-projects/energy/re-witch.html</a>	EN
LEI	<a href="https://www.lei.lt/projektas/re-witch-lt/">https://www.lei.lt/projektas/re-witch-lt/</a> <a href="https://www.lei.lt/en/projektas/re-witch/">https://www.lei.lt/en/projektas/re-witch/</a>	LT
CiaoTech / PNO	<a href="https://www.pnoconsultants.com/it/progetti/re-witch/">https://www.pnoconsultants.com/it/progetti/re-witch/</a>	IT
HM	<a href="https://www.hm.edu/forschung/forschungsprojekte/projektetails/schw eigler_1/eu_rewitch.de.html">https://www.hm.edu/forschung/forschungsprojekte/projektetails/schw eigler_1/eu_rewitch.de.html</a>	DE
Gruppo Sigla	<a href="https://www.grupposigla.it/re-witch.html">https://www.grupposigla.it/re-witch.html</a>	IT
Pragma IOT	<a href="https://www1.pragma-iot.com/project/re-witch/">https://www1.pragma-iot.com/project/re-witch/</a>	EN
IDP	<a href="https://www.idp.es/proyectos/proyecto-re-witch/">https://www.idp.es/proyectos/proyecto-re-witch/</a>	ES
STAM	<a href="https://www.stamtech.com/">https://www.stamtech.com/</a>	EN
TVP	<a href="https://www.tvpsolar.com/">https://www.tvpsolar.com/</a>	EN

## 9.2. NEWSLETTER INSERTIONS

Instead of creating yet another newsletter and a database of contacts from scratch, all project news will be fed into an IEECP monthly newsletter, enabling the project to benefit from its well-established channel and its closeness to many projects relevant to the topic. IEECP will prepare every month a newsletter gathering key news from all projects it leads or participates in, split per topic area, and sent to over 650 GDPR-proof recipients (contacts agreed to receive news from projects IEECP leads).



Partners will be invited to include the posts (at least 5/ year) in their own newsletters and translate if applicable, counting on the potential outreach brought by all partners, see table 7.

In addition, a yearly e-newsletter will be sent to stakeholders mapped by FPI, the project ambassadors, to announce events, project progresses and milestones. It will be circulated electronically among the dissemination network and at key events.

**How is our KPI measured?** We will sum the recipients of all partners’ newsletters to calculate the total of recipients.

**Table 7 – Newsletter outreach per partner organisation.**

Partner	Number of recipients
IEECP (English)	650
FPI (German)	1800
IVL (in English + Swedish)	19000
SIGLA	1400
IDP	17000
COVAP	10900
PNO	20000 (from two different databases: <10,000 from Innovation Place, while <6,000 from Ricerca & Innovazione. Innovation Place is the PNO online service supporting organizations to achieve their strategic R&D objectives through the matching and managing of R&D projects, organisations, and grants; while Ricerca & Innovazione is the equivalent in Italian)

In addition, COVAP has a magazine in which we could promote RE-WITCH results, <https://www.covap.es/noticias/revista-somos-covap/>.

### 9.3. SOCIAL MEDIA ACCOUNTS AND STRATEGY

Our social media strategy is building on the partners’ existing accounts to share information and get visibility, rather than creating new accounts – except with LinkedIn. Campaigns, including hashtags, banners, and posts, will be regularly shared with partners to ensure consistency and track performance and mentions, via email so they can directly click and share. Importance will be placed on photo updates, infographics, and text contents for dissemination. The performance of the social media platforms will be evaluated in terms of their content sharing and engagement achieved. IEECP is the main responsible for social media work, yet all partners are invited to share news on their accounts and can contribute with content whenever possible.

Upon starting the project, we brainstormed between partners of the best strategy to follow and decided that for Instagram, Facebook, and X, it was best to rely on partners’ existing channels and outreach (not creating new accounts), and to create a more institutional account on LinkedIn, dedicated to the project.

This [account](#) has gathered so far 296 followers, in less than three months, with 33 posts, over 10 000 impressions, nearly 300 reactions.

IEECP has insisted that partners use the project hashtag on other networks, for proper monitoring of the activities and repost by IEECP: #RE-WITCH.

Other hashtags that can/should be used as much as possible:

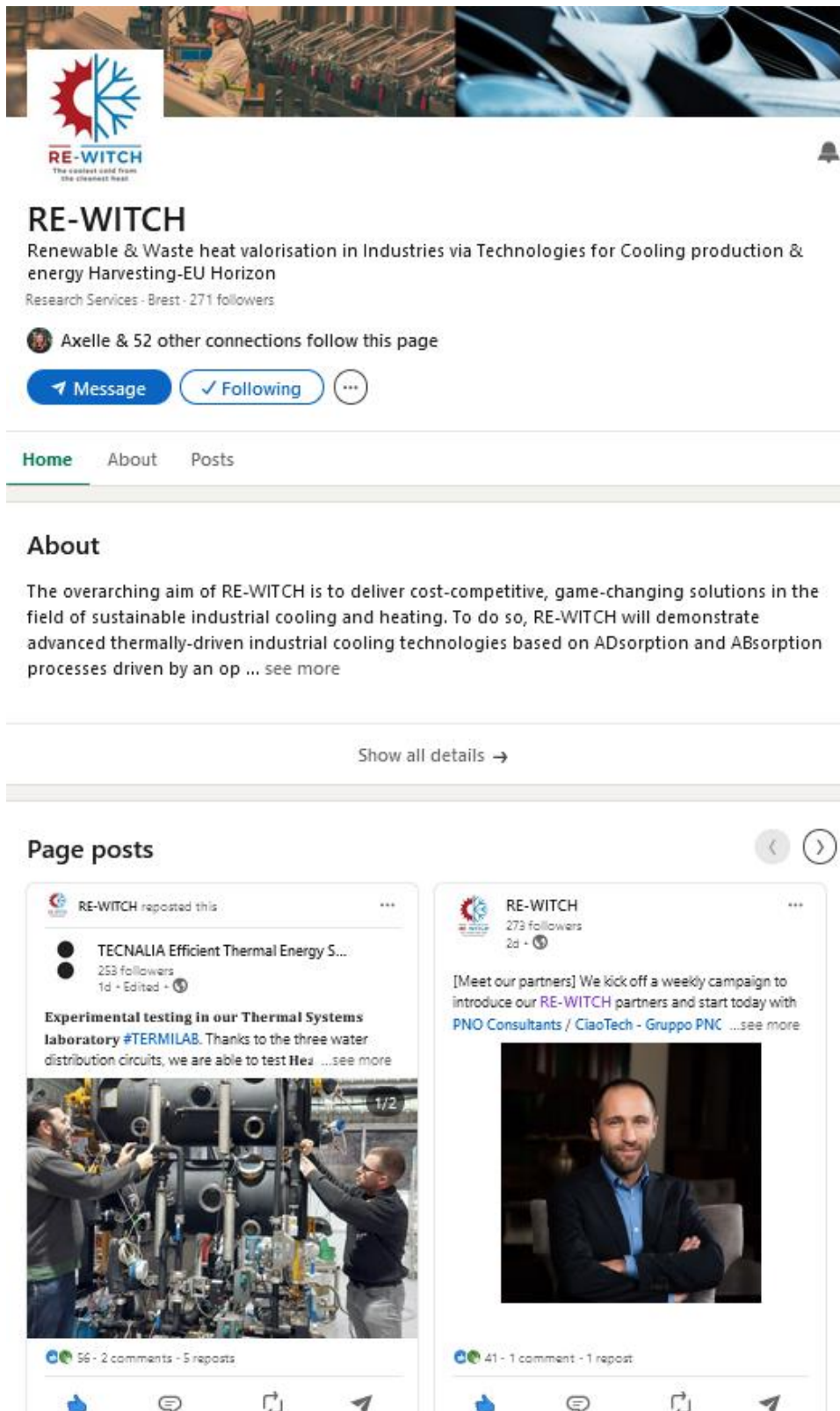
- #EnergyTransition
- #CleanEnergyEU
- #heatrecovery
- #wasteheat
- #cleanheat
- #recoveredheat
- #industrialprocesses
- #industrialheating
- #industrialcooling
- #energyefficiency
- #heatpumps
- #decarbonisation
- #absorption
- #adsorption
- #heatpump,
- #modelling
- #simulation
- #districtheatingnetwork
- #renewableheat

Handles partners can tag:

- @CleanEnergy\_EU
- @cinea\_eu
- @ieecp\_org
- @EU\_Commission
- @REA\_research
- @Energy4Europe
- @CINEA
- @HorizonMagEU
- @CORDIS\_EU

Social media campaigns that we can plan across the project life were added earlier in this plan. So far, we are sharing interesting case studies, news and innovations from other projects and initiatives, always finding connections with the project. We started a campaign to introduce partners. We will vary the content, sharing news, publications, videos, polls, and adding whenever possible graphs and images as they tend to increase the reader's attention.





The image shows a screenshot of the RE-WITCH LinkedIn profile. At the top, there is a banner image with the RE-WITCH logo on the left and a factory interior on the right. Below the banner, the profile name "RE-WITCH" is displayed, followed by the tagline "Renewable & Waste heat valorisation in Industries via Technologies for Cooling production & energy Harvesting-EU Horizon" and "Research Services - Brest - 271 followers". A notification indicates that "Axelle & 52 other connections follow this page". There are buttons for "Message" and "Following". The navigation tabs "Home", "About", and "Posts" are visible, with "About" selected. The "About" section contains the text: "The overarching aim of RE-WITCH is to deliver cost-competitive, game-changing solutions in the field of sustainable industrial cooling and heating. To do so, RE-WITCH will demonstrate advanced thermally-driven industrial cooling technologies based on ADSorption and ABSorption processes driven by an op ... see more". Below this is a "Show all details" link. The "Page posts" section shows two posts. The first is a repost from "TECNALIA Efficient Thermal Energy S..." with a photo of two people working in a laboratory. The second is a post from "RE-WITCH" with the text "[Meet our partners] We kick off a weekly campaign to introduce our RE-WITCH partners and start today with PNO Consultants / CiaoTech - Gruppo PNC ...see more" and a photo of a man with his arms crossed.

Figure 13 - RE-WITCH LinkedIn account.

**Table 8 – Social media outreach per partner organisation.**

Outreach (status as of March 2024)	Twitter followers	Twitter handle	LinkedIn followers	LinkedIn page	Facebook followers	Facebook page	Instagram followers	Instagram
IEECP	1426	@ieecp_org	8000	<a href="https://www.linkedin.com/company/ieecp">https://www.linkedin.com/company/ieecp</a>	500	<a href="https://www.facebook.com/ieecp.org/">https://www.facebook.com/ieecp.org/</a>	160	<a href="https://www.instagram.com/ieecp_eu">ieecp_eu</a>
CNR	439 (CNR ITAE) 22108 (CNR)	@CNR_ITAE' '@CNRsocial_	746	<a href="https://www.linkedin.com/company/70374574/admin/feed/posts/">https://www.linkedin.com/company/70374574/admin/feed/posts/</a>		none		none
FPI			435	<a href="https://www.linkedin.com/company/food-processing-initiative-e-v./?viewAsMember=true">https://www.linkedin.com/company/food-processing-initiative-e-v./?viewAsMember=true</a>				
IVL			27000	<a href="https://www.linkedin.com/company/ivl-svenska-miljoinstitutet/mycompany/">https://www.linkedin.com/company/ivl-svenska-miljoinstitutet/mycompany/</a>				
CERTH			21000	<a href="https://www.linkedin.com/company/certh/">https://www.linkedin.com/company/certh/</a>	10000	<a href="https://www.facebook.com/CERTHellas">https://www.facebook.com/CERTHellas</a>	825	certhellas
Gradyent			3000	<a href="https://www.linkedin.com/company/gradyent/">https://www.linkedin.com/company/gradyent/</a>				
OST	500	ost_fh	1000	<a href="https://www.linkedin.com/company/spf-institut-f%C3%BCr-solartechnik/">https://www.linkedin.com/company/spf-institut-f%C3%BCr-solartechnik/</a>	3800	<a href="#">OST - Ostschweizer Fachhochschule   Rapperswil   Facebook</a>	5300	ostschweizerfachhochschule
TVP Solar			4000	<a href="https://ch.linkedin.com/company/tvp-solar-sa">https://ch.linkedin.com/company/tvp-solar-sa</a>				
HM	3.921	<a href="https://twitter.com/hmmuenchen">https://twitter.com/hmmuenchen</a>	61.714	<a href="https://de.linkedin.com/school/hochschule-muenchen/">https://de.linkedin.com/school/hochschule-muenchen/</a>	15.921	<a href="https://www.facebook.com/hochschuleMuenchen">https://www.facebook.com/hochschuleMuenchen</a>	12.977	<a href="https://www.instagram.com/hochschulemuenchen/">https://www.instagram.com/hochschulemuenchen/</a>

<b>SIGLA</b>	22	<a href="https://twitter.com/GruppoSigla">https://twitter.com/GruppoSigla</a>	2553	<a href="https://www.linkedin.com/company/gruppo-sigla">https://www.linkedin.com/company/gruppo-sigla</a>	135	<a href="https://www.facebook.com/grupposigla">https://www.facebook.com/grupposigla</a>	N/A	N/A
<b>PRAGMA</b>			700	<a href="https://www.linkedin.com/company/pragma-iot/">https://www.linkedin.com/company/pragma-iot/</a>				
<b>IDP</b>		<a href="https://www.idp.es/en/news/">https://www.idp.es/en/news/</a>	32.67	<a href="https://www.linkedin.com/company/idp-ingenieria-medio-ambiente-arquitectura/">https://www.linkedin.com/company/idp-ingenieria-medio-ambiente-arquitectura/</a>				
<b>BROWAR</b>			150	<a href="https://pl.linkedin.com/company/browar-g%C5%82ubczyce-s-a">https://pl.linkedin.com/company/browar-g%C5%82ubczyce-s-a</a>	2200	<a href="https://www.facebook.com/browarglubczyce/">https://www.facebook.com/browarglubczyce/</a>	400	<a href="https://www.instagram.com/browarglubczyce/">https://www.instagram.com/browarglubczyce/</a>
<b>COVAP</b>	7711	<a href="https://twitter.com/covap">https://twitter.com/covap</a>	24619	<a href="https://es.linkedin.com/company/covap">https://es.linkedin.com/company/covap</a>	>17000	<a href="https://www.facebook.com/COVAP.EN/">https://www.facebook.com/COVAP.EN/</a>	8900	<a href="https://www.instagram.com/lacteoscovap/">https://www.instagram.com/lacteoscovap/</a>
<b>PNO</b>	1065	<a href="https://twitter.com/PNO_IT">https://twitter.com/PNO_IT</a> and <a href="https://twitter.com/INNOVATION_PL">https://twitter.com/INNOVATION_PL</a>	2837	<a href="https://www.linkedin.com/company/innovation-place/">https://www.linkedin.com/company/innovation-place/</a>				
<b>Tecnia</b>	20100	<a href="https://twitter.com/tecnalia">https://twitter.com/tecnalia</a>	213 + 59000	<a href="https://www.linkedin.com/showcase/tecnalia-efficient-thermal-energy-systems/">https://www.linkedin.com/showcase/tecnalia-efficient-thermal-energy-systems/</a>				
<b>TU Berlin</b>	23265	<a href="https://twitter.com/TUBerlin">https://twitter.com/TUBerlin</a>			50.184	<a href="https://www.facebook.com/TU.Berlin">https://www.facebook.com/TU.Berlin</a>		
<b>Cartiera dell'Adda</b>			2345	<a href="https://www.linkedin.com/company/paper-board-alliance/">https://www.linkedin.com/company/paper-board-alliance/</a>	645	<a href="https://www.facebook.com/PaperBoardAlliance">https://www.facebook.com/PaperBoardAlliance</a>	100	<a href="https://www.instagram.com/paperboardalliance/">https://www.instagram.com/paperboardalliance/</a>
<b>Sorption Technologies</b>				<a href="https://www.linkedin.com/company/sorption-technologies">https://www.linkedin.com/company/sorption-technologies</a>				

STAM			5313	<a href="https://www.linkedin.com/company/stam-s-r-l/">https://www.linkedin.com/company/stam-s-r-l/</a>			
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Please note that not all partners have such accounts, or responded to the survey, so we only showcase here those who do/did.

## 10. MEDIA AND SCIENTIFIC PUBLICATIONS

### 10.1. MAINSTREAM AND SPECIALISED MEDIA (COVERAGE AND ARTICLES)

Media will be leveraged substantially to communicate about the project, its technologies, demo cases and results. We have started identifying relevant media channels to promote the project findings in specialised press. There is no strong target listed in the project Grant Agreement, yet we foresee at least 5 blog/article or interview per year, for a total of at least 20 in the project life. IEECP has the lead on this, yet all partners can contribute with ideas. The excel we circulated to prepare this plan already brainstormed on ideas for articles, with a glimpse on the results added in the table 9. IEECP will coordinate efforts to ensure that the project is covered in outlets with a wider reach. IEECP will share the project results with EU media and English-speaking professional press at Member State level, through press releases and articles. Partners will support in getting closer to media contacts at the national level and to list other interesting media targets in the CDP, as well as translate if deemed necessary media pieces. The project [first press release](#) is already published and available on the project web area.

In addition to ideas added below, we suggest below themes as potential articles:

- Thermally driven industrial cooling, what and why?
- The pros and cons of RES/WH-to-Cold
- The various sources of WH to cold, and why RE-WITCH focus on air compressors?

The below articles could be prepared after related workshops (FPI lead):

- Market scenarios, KERs and conceptual design of the RE-WITCH lab/pilot-scale prototypes (after workshop at M10)
- Results from first techno-economic results / analyses (WP4-5)
- Results from the LCA (WP17)
- The presentation of a preliminary configuration of the RE-WITCH prototypes (W6-7) (M22)
- Guidelines from integration of RE-WITCH solutions in project demo-sites (WP9-10) (M34)
- Business/lessons learned from RE-WITCH project implementation (M46)

Articles will be regularly posted on the website and shared with media (focused, such as REHVA, and mainstream). Importance will be placed on press releases (disseminated through specialised and generic magazines), interviews distributed across TV and radio, newspapers.

A pre-selection of our key media targets and organisations' contacts at EU and national levels is displayed in table 10. This selection was made to ensure reaching all identified target groups.

**Table 9 – Brainstorming ideas for articles, interviews, and blogs until M18.**

Partner	Ideas for blogposts, articles, interviews, briefings, podcasts, or other ideas - mapping first period (until M18)	Tentative timing
IEECP	We could work on a joint briefing involving our COVAP demo and the BETTED project.	2025

<b>IEECP</b>	Prepare release campaign for D14.1 – Analysis of related EU, national and/or regional policies, and standards.	M16
<b>CNR</b>	Presentation of the overall RE-WITCH innovative concept and expected project outcomes. (in layman’s term – popularised)	
<b>IDP</b>	Scientific papers and articles about BIM and Digital Twins applications in the WH at industrial level. Posts at IDP's channels.	M16
<b>IVL</b>	- Info graphic /short informative film about the global need of cooling, how it is generated and how RE-WITCH solutions relates. Should be suitable to share on social media. - A podcast with several episodes on the theme cooling.	2024
<b>PNO</b>	Short videos for social media; joint publications with sister projects - both scientific and popularised.	
<b>UoB</b>	Prepare an article + brief or other from D4.1 First release of industrial cooling needs and RE-WITCH technology specifications?	M12
<b>Tecnalia</b>	Article + brief + academy material promo (D4.3 – Key performance indicators for RE-WITCH evaluation and RE-WITCH Academy material prepared, M15).	M15
<b>SOR</b>	Post explaining the WH reuse through air compressors. Presenting sorption technologies with pros and cons.	tbd
<b>STAM</b>	Short explanatory interviews of project partners about the results of REWITCH ; joint publications with sister projects (scientific and popularised);  It could be interesting to design a weekly blog in LinkedIn to explain the overall project and where it is positioned in the EU strategy	tbd



**Table 10 - Pre-selection of media targets.**

Target groups	EU media	Polish media	Spanish media	Greek media	Italian media	Other countries (country)
<b>No specific target group OR all / multiple audiences</b>	Fleishmann Hillard <a href="https://sciencebusiness.net">https://sciencebusiness.net</a>	Agroindustry, Puls Biznesu	Mundo energia El periodico dela energia Energy News todo energia Energias renovables, Retema Calor y Frio FuturENERGY Construible Energias Renovables Casa Domo Inmediario Energetica Climaeficiencia Infoconstruccion Ecoconstruccion Ecoticias	<a href="https://energypress.eu/">https://energypress.eu/</a>	Rinnovabili.it (CNR) QualEnergia.it Sole 24 ORE (Cart)	Sweden (IVL): -NyTeknik <a href="https://www.nyteknik.se">https://www.nyteknik.se</a> , (IVL) - Energi&Miljö Sweden

<p><b>Technology providers and respective branch associations + Application industries (mainly refinery, chemical and food)</b></p>	<p>REHVA journal (IEECP) Voice of renewables Renewables now Renewable Energy Magazine Energy Monitor Theengineer.co.uk <a href="https://engineeringmagazine.co.uk/">https://engineeringmagazine.co.uk/</a> <a href="https://www.engineerlive.com/">https://www.engineerlive.com/</a> (process engineer) IEN <a href="https://www.ien.eu/themes/energy-efficiency/">https://www.ien.eu/themes/energy-efficiency/</a> Heat Exchanger World Magazine Heat Exchanger World Featured stories</p>		<p>El instalador, Engineered Systems</p>		<p>Casa &amp; Clima Solar b2b La Termotecnic a Carta &amp; Cartiere (Cart)</p>	<p>Techni.Cités Revue (France) Techniques de l'ingénieur (France) Sweden: -Installationsföretagen <a href="https://www.in.se/">https://www.in.se/</a> -Energiföretagen Sweden/Nordics (IVL): <a href="https://www.industrinyheter.se/">https://www.industrinyheter.se/</a> / Nordiska Projekt Industri EnergivärldenTidningen Energi - El, värme och kyla Branschaktuell <a href="https://www.lebensmitteltechnik-online.de/">https://www.lebensmitteltechnik-online.de/</a> (Germany FPI) Tissue World Magazine (Cart)</p>
<p><b>Policymakers</b></p>	<p>European Energy Innovation magazine (IEECP) REVOLVE (IEECP) Euractiv (IEECP) EU Observer (IEECP) ENDS Europe (IEECP) Energy in Demand (IEECP) Energy Post (IEECP) Foresight climate &amp; energy (IEECP) The Parliament magazine Horizon Magazine, CORDIS</p>					<p>Swedish Energy Agency (IVL)</p>
<p><b>Standardisation bodies</b></p>	<p>CEN CENELEC</p>		<p>UNE</p>		<p>UNI</p>	<p>Sweden (IVL): Svenska Institutet för Standarder <a href="https://www.sis.se/">https://www.sis.se/</a></p>

## 10.2. SCIENTIFIC PUBLICATIONS

To demonstrate the research findings and raise awareness in the scientific community, publications in technical literature and dedicated journals are foreseen by academic and technological partners through publications in peer-reviewed journals and magazines and through papers presented at conferences and other events.

The project results will be published in full open access international scientific/technical literature. The highest impact OA journals within the relevant sector have been identified, at the proposal stage and again now through a brainstorming with partners.

At least 10 publications are foreseen, 12-15 conferences\events presentations and 100-200 participants to workshops.

- Applied Thermal Engineering
- Advances in Building Energy Research
- Applied Energy
- Energy
- Energy Conversion and Management
- Energy Efficiency (Springer)
- Energy and buildings
- Energy Policy (Elsevier)
- Frontiers in Energy Research
- International Journal of Energy Research
- International Journal of Refrigeration
- International Journal of Thermal Science
- International Journal of Sustainable Energy (Taylor and Francis)
- International Conference on Applied Energy
- International Journal of Energy Sector Management (Emerald)
- Materials for renewable and sustainable energy
- [Open Research Europe](#)
- Renewable & Sustainable Energy Reviews
- Sustainability (MDPI)
- The Structural Engineer magazine
- Thermal Engineering International Journal of Thermofluids

The partner responsible for a publication will ensure the papers follow the open access standards (through self-archiving (green open access) or open access publishing (gold open access)), i.e., without costs for the readers. It is to be noted that Article Processing Charges (APCs) for Open-Access-Publications are eligible costs for project accounting. Results will also be presented, either through oral or poster presentations, at relevant conferences such as Industrial Energy Efficiency Conference, European Energy Efficiency Conference, European Heat Pump Summit, and more, listed in the events section.

All publications will be collected in a dedicated space within the Project website for open access/download.

Depending on the selected journal or other type of publication, project partners will have to use one of the three different possibilities for open access, namely:

- **Open access publishing** (without author processing charges): partners may opt for publishing directly in OA journals, i.e., journals which provide open access immediately, by default, without any charges,
- **‘Gold’ OA publishing**: partners may also decide to publish in journals that sell subscriptions, offering the possibility of making individual articles openly accessible (hybrid journals). In such a case, authors will pay the fee to publish the material for open access, whereby most high- level journals offer this option.
- **Self-archiving (‘green’ OA)**: alternatively, beneficiaries may deposit the final peer-reviewed article or manuscript in an online disciplinary, institutional, or public repository of their choice, ensuring open access to the publication within a maximum of six months. When relevant, beneficiaries will moreover deposit at the same time the research data needed to validate the results presented in the deposited scientific publication into a data repository.

Another opportunity arose in 2020, a new way to disseminate the papers: [Open Research Europe](#) provides all Horizon 2020 and Horizon Europe beneficiaries and their researchers with an easy, high quality peer-reviewed venue to publish their results in open access, at no cost to them, and in full compliance with open access policies.

## 11. EVENTS

The following chapter provides a light introduction to the events organised by RE-WITCH as well as the ones partners could speak at, as a more comprehensive overview is planned in D18.2, the stakeholder engagement plan.

### 11.1. PROJECT EVENTS

In the four project years, partners have planned to organise a couple of events, mostly through WPs 18 to 20, and to join existing events (see 11.2).

#### **Phase I - Focusing on raising interest among stakeholders (PRE-PILOT – M1-18)**

The first year, one launch event will be organised by IEECP: the project and its preliminary results will be promoted, in conjunction with a related industrial/P4P event.

When the first approaches to sister projects are made, we will discuss a potential joint event, and otherwise organise our own/join an existing event:

- The [EU Industry Days](#) -the former edition was in October 2023, so we will monitor closely in case it happens around this month again in 2024.
- [Euroheat & Power Summit](#) 2024, 5-6/11/2024, Brussels.
- The [ecee industry days](#) – the former edition was in January this year, but this is normally an event organised every 2 years. Again, we will monitor this.
- The [International Industry Fair](#) organised in Slovenia in April 2025 could be an alternative (though after the first project year).

#### **Phase II - Focusing on the exploitation-oriented dissemination of results (PILOT – M18-M36)**

This phase will be spreading results once they are mature enough to clearly show RE-WITCH benefits. Activities include the organisation of further stakeholders' workshops (i.e. targeting interaction with P4P, EHP, SolarHeat Europe and others – see stakeholder mapping, D18.2). FPI will organise over 5 workshops.

IEECP will also organise from M18 to 37 webinars every 6 months with sister projects or industry networks.

#### **Phase III - Focusing on the promotion of the overall results beyond the Project (END OF PROJECT – M36-M48)**

Last actions will be planned with C&D ambassadors, and a larger event involving projects and other initiatives, in the shape of a 1 or 2-day conference focused on the industrial efficiency will be planned, potentially in Brussels, as final project event.

Other events include exploitation and standardisation workshops yet might not be open to an external audience. (WP15: Subcontracting standardization body for CEN workshop agreement definition - Two exploitation workshops towards the formulation of a final exploitation plan as well as business models/plans (IVL +PNO).

**Table 11 - Project-led events – first version of the planning.**

Event	Lead organiser	Tentative date
Launch event (target: EU Industry days // Euroheat & Power Summit or own event.	IEECP	September 2024 to December 2024
At least 5 seminars per year on RE-WITCH topics (mapping to include in D18.2) for education and learning	UNIGE, HM, UoB, TUB, OST	Every year
Workshop 1 - Market scenarios, KERs and conceptual design of the RE-WITCH lab/pilot-scale prototypes	FPI	M10
Webinar with sister projects or industry networks	IEECP	M18
Workshop 2 - Results from first techno-economic assessment (WP4-5) and LCA (WP17)	FPI	M16?
Workshop 3 - The presentation of a preliminary configuration of the RE-WITCH prototypes (W6-7)	FPI	M22
Webinar with sister projects or industry networks	IEECP	M24
Webinar with sister projects or industry networks	IEECP	M30
Workshop 4 - Guidelines from integration of RE-WITCH solutions in project demo sites (WP9-10)	FPI	M34
Webinar with sister projects or industry networks	IEECP	M36
Workshop 5 - Business/lessons learned from RE-WITCH implementation	FPI	M46
Large final event involving projects and other initiatives (1 or 2-day conference focused on the industrial efficiency as a whole) in Brussels	IEECP +FPI	M48

## 11.2. EXTERNAL EVENTS

Partners will be required to participate in events and share the project results, with a goal to have the project presented at events at least twice per year, starting mostly from phase 2. A preliminary list of events is included here.

### Phase II - Focusing on the exploitation-oriented dissemination of results (PILOT – M18-M36)

This phase will be spreading results once they are mature enough to clearly show RE-WITCH benefits. Activities include the publication of papers/articles in journals and at relevant conferences, workshops, events. **FPI** will ensure partners present results at over 10 relevant scientific and industry events, over 5 field visits and fairs.

### Phase III - Focusing on the promotion of the overall results beyond the Project (END OF PROJECT – M36-M48)

Based on the evaluation in T19.3, **FPI** will adopt and modify, if needed, the engagement actions. Presentations at events will be held by R&D partners.

Partners are invited to present the RE-WITCH project in at least one conference /workshop /fair / university summer course that they will attend at a national and/or EU level if applicable, also linking it with other related EU-funded projects.

For partners travelling to attend events, **an active role is expected**: i.e., info stand, presentation, meetings with key stakeholders, etc. Partners can use brochures, posters, or presentations, and can always ask for support from the Dissemination and Communication Manager for the design of a poster. They will have to report and document their participation using the indicated monitoring tools. **IEECP** requires partners to communicate, before they participate to support promotion and after they participate to events, details such as tentative number of participants, presentations or website link, target group reached, etc. to be added to the monitoring file.

Moreover, project partners will contribute, upon invitation by the European Commission, to common information and dissemination activities to increase the visibility and synergies between projects.

Some sites where partners can regularly look for information on coming events:

- <https://industrialconferences.com/>
- <https://www.eitmanufacturing.eu/what-we-do/events/>
- <https://www.ien.eu/events/>
- [https://www.eventseye.com/fairs/t1\\_trade-shows\\_industrial-fairs.html](https://www.eventseye.com/fairs/t1_trade-shows_industrial-fairs.html)
- [https://www.eventseye.com/fairs/t1\\_trade-shows\\_consumer-goods.html](https://www.eventseye.com/fairs/t1_trade-shows_consumer-goods.html)
- [https://www.eventseye.com/fairs/t1\\_trade-shows\\_chemistry-energy-materials.html](https://www.eventseye.com/fairs/t1_trade-shows_chemistry-energy-materials.html)
- [https://www.eventseye.com/fairs/t1\\_trade-shows\\_agriculture-food-processing.html](https://www.eventseye.com/fairs/t1_trade-shows_agriculture-food-processing.html)

in addition, FPI and IEECP will be force of proposition and share regularly with partners lists of events coming up. Here in table 12 is a first list.

**Table 12 – International and national events – mapping events happening in the first period.**

Event	Website	Date and location	Partner interested
European Research and Innovation Days	<a href="https://projects.research-and-innovation.ec.europa.eu/en/events/upcoming-events/research-innovation-days">https://projects.research-and-innovation.ec.europa.eu/en/events/upcoming-events/research-innovation-days</a>	20-21/03/2024, Brussels, Belgium + online (check for 2025)	X
Global Industrie	<a href="https://www.global-industrie.com/en/presentation">https://www.global-industrie.com/en/presentation</a>	25-28/3, Paris, France (check for 2025)	X
3rd International Sustainable Energy Conference for renewable heating and	<a href="https://www.aee-intec-events.at/isec2024.html">https://www.aee-intec-events.at/isec2024.html</a>	10-11/04/2024, Graz, Austria	

<b>cooling in integrated urban and industrial energy systems</b>			
<b>The Cleantech conference</b>	<a href="https://cinea.ec.europa.eu/programmes/innovation-fund/cleantech-conference-driving-sustainable-innovation_en">https://cinea.ec.europa.eu/programmes/innovation-fund/cleantech-conference-driving-sustainable-innovation_en</a>	11/04/2024, Brussels	STAM
<b>Advanced Manufacturing Industry Conference</b>	<a href="https://single-market-economy.ec.europa.eu/events/advanced-manufacturing-industry-conference-2024-04-16_en">https://single-market-economy.ec.europa.eu/events/advanced-manufacturing-industry-conference-2024-04-16_en</a>	16/04/24, online and in Brussels, Belgium	
<b>Hannover Messe</b>	<a href="https://www.hannovermesse.de/en/">https://www.hannovermesse.de/en/</a>	22-26/04/2024	STAM
<b>A look at the future of Heating and Cooling in Europe</b>	<a href="https://actionheat.eu/events/look-future-heating-cooling-europe">https://actionheat.eu/events/look-future-heating-cooling-europe</a>	25/04/24, online	
<b>Industrial Decarbonisation Europe 2024</b>	<a href="https://events.reutersevents.com/energy-transition/industry-europe?utm_source=r.com&amp;utm_medium=event%20listing">https://events.reutersevents.com/energy-transition/industry-europe?utm_source=r.com&amp;utm_medium=event%20listing</a>	22–23 May, 2024 Amsterdam	STAM, CART
<b>Shaping the Future: Emerging #Skills for a Sustainable EU process Industry</b>	<a href="https://www.aspire2050.eu/sais/New-Event/spire-sais-final-conference-registration-open">https://www.aspire2050.eu/sais/New-Event/spire-sais-final-conference-registration-open</a>	23/05/2024, Dortmund, Germany	STAM
<b>SPS Italia</b>	<a href="https://www.spsitalia.it/en/home/">https://www.spsitalia.it/en/home/</a>	28-30/05/2024, Parma, Italy	STAM, CART
<b>Euroheat &amp; Power Congress 2024: Scale up, CO2 down!</b>	<a href="https://www.euroheat.org/events/euroheat-and-power-congress-2024">https://www.euroheat.org/events/euroheat-and-power-congress-2024</a>	3-5/06/2024, Rotterdam, The Netherlands	
<b>Let's make the West (of Europe) heat the best!</b>	<a href="https://euroheat.glueup.com/event/lets-make-the-west-of-europe-heat-the-best-105026/">https://euroheat.glueup.com/event/lets-make-the-west-of-europe-heat-the-best-105026/</a>	5/06/2024, Rotterdam, The Netherlands	



<b>SETPlan IWGIndustry 2024 Annual Event</b>	<a href="https://www.linkedin.com/feed/update/urn:li:activity:7171052241896894464/">https://www.linkedin.com/feed/update/urn:li:activity:7171052241896894464/</a>	5/6/2024, Namur, Belgium	
<b>Eceee summer study</b>	<a href="https://www.eceee.org/">https://www.eceee.org/</a>	10-14/6/2024	IEECP is present and might organise an informal event.
<b>ACHEMA 2024</b>	<a href="https://www.achema.de/en/">https://www.achema.de/en/</a>	10-14/06/2024, Frankfurt, Germany	STAM, CART
<b>PCIM Europe</b>	<a href="https://pcim.mesago.com/">https://pcim.mesago.com/</a>	11-13/06/2024, Nürnberg, Germany	
<b>37th International Conference on Efficiency, Cost, Optimization, Simulation and Environmental Impact of Energy Systems</b>	<a href="https://ecos2024.com/">https://ecos2024.com/</a>	30/06/24 to 05/07/24, Rhodes, Greece	
<b>Sustainable Places 2024</b>	<a href="https://www.sustainableplaces.eu/">https://www.sustainableplaces.eu/</a>	23-25/09/2024, Luxembourg	STAM
<b>Eurosun 2024</b>	<a href="https://www.eurosun2024.org/">https://www.eurosun2024.org/</a>	26-30/8/2024, Limassol, Cyprus	CNR submitted an abstract
<b>ISHPC2024 – The International sorption heat pump conference</b>	<a href="https://ishpc2024.scimeeting.cn/en/web/index/">https://ishpc2024.scimeeting.cn/en/web/index/</a>	1-4/09/24, Beijing, China	TUB submitted abstract
<b>EU Industry Days</b>	<a href="https://commission.europa.eu/strategy-and-policy/policies/business-and-industry/eu-industry-days_en">https://commission.europa.eu/strategy-and-policy/policies/business-and-industry/eu-industry-days_en</a>	October 2024?	STAM, CART
<b>Euroheat &amp; Power Summit 2024</b>	<a href="https://www.euroheat.org/events/euroheat-and-power-summit-2024">https://www.euroheat.org/events/euroheat-and-power-summit-2024</a>	5-6/11/2024, Brussels	To contact to be part of the programme

<b>EcoMondo 2024</b>	<a href="https://en.ecomondo.com/">https://en.ecomondo.com/</a>	05-08/11/2024, Rimini, Italy	STAM
<b>Eceee industry days</b>	<a href="https://www.eceee.org/industry/">https://www.eceee.org/industry /</a>	2025 or 2026?	
<b>EU Green Week 2025</b>	<a href="https://green-week.event.europa.eu/index_en">https://green-week.event.europa.eu/index_en</a>	2025, Brussels, Belgium (TBC)	STAM
<b>International Industry Fair</b>	<a href="https://ce-sejem.si/en/fairs/international-industry-fair/">https://ce-sejem.si/en/fairs/international-industry-fair/</a>	8-11/04/2025, Slovenia	STAM, CART
<b>Heat Powered Cycles Conference</b>	<a href="https://heatpoweredcycles.eng.ed.ac.uk/">https://heatpoweredcycles.eng.ed.ac.uk/</a>	2025	Sorption technologies
<b>15th IEA Heat Pump Conference</b>	<a href="https://www.hpc2023.org/program/">https://www.hpc2023.org/program /</a>	2026 (every 3 years)	
<b>Anuga foodtec</b>	<a href="https://www.anugafoodtec.com/">https://www.anugafoodtec.com/</a>	23-26/02/2027, Cologne, Germany	FPI
<b>Smart Energy Systems</b>	<a href="https://smartenergysystems.eu/">https://smartenergysystems.eu/</a>	10-11/09/2024 (yearly conference)	IVL

This table will be completed as the project goes, and as partners find opportunities to attend / speak at other conferences, fairs, and more.

### 11.3. EDUCATION SESSIONS AND E-LEARNINGS

For education/training opportunities, the 5 academic partners (UNIGE, TUB, HM, UoB, OST) will promote project results in university courses and seminars (in their Energy and Industrial Engineering courses).

Furthermore, a RE-WITCH academy will be established by the technology manufacturers to train specific stakeholders.

## 12. DIGITAL NETWORKING / PARTNERING – AMPLIFYING OUR WORK

### 12.1. WHY AND HOW? STAKEHOLDER ENGAGEMENT

Please note that this section will be further developed by FPI in the deliverable focusing on stakeholder engagement, yet IEECP chose to include it as it also belongs to the C&D activities that are performed.

Digital Networking refers to the outreach to interesting organisations (such as platforms, blogs, associations, the European Commission, etc.) that can help us spread RE-WITCH’s messages. Some of these booster targets that are used by RE-WITCH dissemination manager are listed below. These platforms will be used regularly to share /upload every project news and can be a media channel as well. The impact of our awareness raising actions will be significantly enhanced by networks and federations with which RE-WITCH has close contacts and cooperation. We will also count on RE-WITCH’s Advisory Board.

These organisations will be contacted through emails, engaged through social media activities and direct meetings. We will get in touch with other EU-funded projects to look for potential clustering activities and collaborations.

### 12.2.WHO?

The consortium will seek liaison with the most relevant EU communities involving potentially interested stakeholders, including the relevant European Technology Platforms (ETPs), and associations such as BRIDGE, EHP (IVL), EERA (CNR), Alliance4ECEI (UoB), P4P (CERTH), SOLAR HEAT EUROPE (TVP leader), RHC-ETIP (TVP) as well as international committees to promote project results at policy-making level through IEECP’s expertise in this sense and collect relevant stakeholders’ insights. IEECP has already subscribed to their newsletters and follows them on LinkedIn, to access first hand events and news, and share the most interesting ones with partners / with our “followers” on LinkedIn.

Below is a first list of targets that can work as multipliers to share information and results about the project and lists indicators and targeted audience for the communication and dissemination activities- at the EU level (again, FPI will map further networks, partners have already filled the Excel that IEECP circulated with networks at national level):

- The just launched [Cool Heating Coalition](#).
- The [RHC ETIP platform](#), European Technology and Innovation Platform on Renewable Heating and Cooling.
- [The Cool Coalition](#).
- [Cool Up programme](#).
- [The Clean Cooling Coalition](#).
- [Alliance4ECEI - Alliance for Energy Cooperation in European Industries](#) (first contact made to join it).

- [INCUBIS Energy Symbiosis Incubator](#) - An Industrial Symbiosis Incubator for Maximizing Waste Heat/Cold Efficiency in Industrial Parks and Districts.
- [SET IndEU project](#) - Secretariat to support the SET Plan IWG6, “Sustainable and efficient energy use in industry”. We will contact them with FPI.

And further - Some of the below networks can also be accessed through many of the partners, reinforcing our capacities:

- Coalition for energy savings
- EuroHeat & Power
- CEDEC (European Federation of Local Energy Companies)
- Qualicheck
- Renovate Europe / EuroACE
- Climate Action Network Europe
- World Green Buildings Council
- EURIMA
- European Builders Confederation
- Cembureau
- Eu.ESCO
- Energy Centres Agency (EUREC)
- Smart Networks for Energy Transition
- European Forum for Renewable Energy Sources (EUFORES)
- European Energy Research Alliance (EERA)
- EDMA
- The Innovation News Network
- As-pire2050
- European Heat Pump Association (EHPA)
- Zero Energy Cluster
- Construction21
- Build UP
- Industrie online
- [IEA SHC programme](#)

### 12.3. MAKING USE OF THE EUROPEAN COMMISSION’S TOOLS

The project can – and should- rely on the European Commission to help amplify our reach, sharing our key actions (posts, articles, etc). These could indeed feed into several Commission tools<sup>1</sup>: the REA news and its Twitter account, the CORDIS and [HORIZON magazines](#) and [podcasts](#), the CINEA Clean energy newsletter and many more.

- News updates and newsletters.
- Project [success stories](#) upon reaching important milestones.
- Journals / magazines such as: [Horizon Magazine](#); [research\\*eu results and research\\*eu focus](#).
- Social media accounts (CORDIS, REA, DG ENER).

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<sup>1</sup> Read more here: [https://rea.ec.europa.eu/communicating-about-your-eu-funded-project\\_en](https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en)

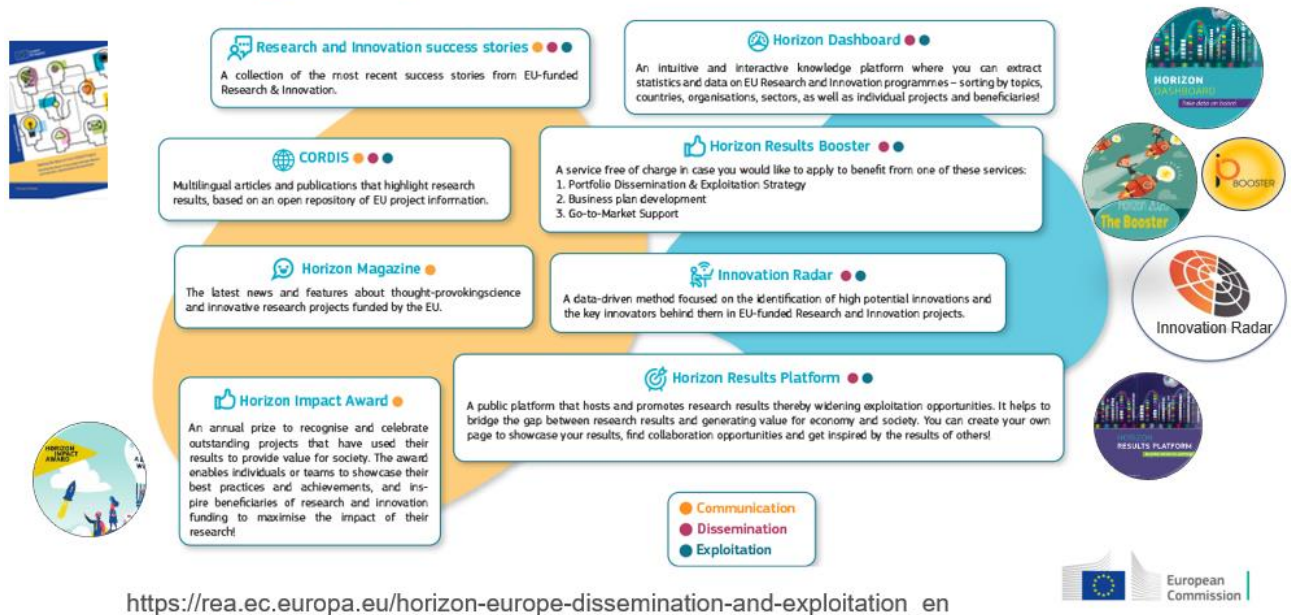
### Being promoted by CORDIS

CORDIS is a service that brings the results of EU research and innovation to all, sharing comprehensive information about EU Research & Development projects, with information on projects, topics, and publications funded by the EU's research programs - in multiple languages. CORDIS belongs to the Research and Innovation community platform of the European Commission and complements the Funding and tender opportunities website. There are three ways to promote your project on or via CORDIS, depending on the state of completion of our project: when communicating exciting developments taking place within our project, we will tag @CORDIS\_EU. If and when our project has reached its midway mark and has good intermediate results, another option will be to feature it on CORDIS' online News portal, updated with several articles weekly (we can then email [editorial@cordis.europa.eu](mailto:editorial@cordis.europa.eu), briefly summarising our results). Four months after our project is completed, we will share with CORDIS a summary of our results, to be considered to produce a Results in Brief article.



Figure 14 - European Commission 8 tips for communicating your project.

## Free-of-charge European Commission dissemination tools



2

**Figure 15 - European Commission free-of-charge dissemination tools.**

### 12.4. BUILDING SYNERGIES

All stakeholders of related innovation eco-systems will be mapped in D18.2, while an engagement plan and a compilation of relevant events for D&C of the project goals and results will be prepared. These actions fit into tasks 18.4, 19.4, and 20.4, “C&D ambassadors: sister projects, industry networks actions, networking with other EU projects”. RE-WITCH will also map and gather what we call “sister” projects – projects working on the same topics or funded under the same call - to build on each other’s strength and knowledge, sharing results and planning collaborative actions.

Gathering into a group of sister projects is something that has been done for many years, in order not to work on EU-funded projects in isolation. Both outreach potential and research actions can benefit from shared strategies across projects. Focus can be put on a mechanism to create multiplicative effects by creating synergies with other projects and initiatives with relevant projects. The idea of sharing interesting results between projects and using each project tools and audience (by including news items from the other projects for instance) is key.

We can summarise the objectives as follows:

- Discover other projects working on similar topics,
- Feeding into our literature review and knowledge base,
- Share ideas and workforce / outreach for dissemination and communication activities,
- For research, combine forces to produce papers, briefings, or publications together,

<sup>2</sup> <https://op.europa.eu/en/publication-detail/-/publication/58ad3394-0a63-11ee-b12e-01aa75ed71a1/language-en/format-PDF/source-287940279>

- Support each other's on specific needs.

IEECP/FPI could then gather projects into **monthly calls**, to present actions and imagine new ones collaboratively – the engagement plan will be defined under 18.2.

#### **First list of targeted projects (from the same “call” and further)**

- [SEEDS](#) - Cost-effective and replicable RES-integrated electrified heating and cooling systems for improved energy efficiency and demand response (SEEDS).
- [PUSH2Heat](#) - The project aims to overcome the barriers to the deployment of heat pump technologies for heat upgrading in the industrial sector.
- [HEATWISE](#) - Holistic Energy management And Thermal Waste Integrated System for Energy optimization.
- [META BUILD](#) - Powering the METAmorphosis of BUILDings towards a decarbonised and sustainable energy system.
- [InterPED](#) - INTERoperable cloud-based solution for cross-vector planning and management of Positive Energy Districts.
- [SUSHEAT](#) - SUSHEAT introduces a rational concept to harvest energy from renewable sources and waste heat to replace fossil energy for industry. Until April 2027.
- [BETTED](#) - Boosting Energy Transition of ThE Dairy value chain.
- [HYCOOL-IT](#) - HYbrid COOLing & management for IT infrastructures.
- [FUTURHIST](#) - An integrated typology-based approach to guide the future development of European historic buildings towards a clean energy transition.
- [TRANSLATE](#) – Waste heat to electricity.
- [SENERGY NETS](#) - demonstrating the technical and economic capability of multi-energy systems to decarbonize the heating and cooling, power and gas sectors through renewable energy sources produced locally as well as sector integration.
- [REWARDHeat](#) - Renewable and Waste Heat Recovery for Competitive District Heating and Cooling Networks. (ends soon)
- [FlexIndustries](#) - European project promoting the most suitable energy efficiency measures and process flexibility methods for energy intensive industries worldwide. We have many partners in common. Until May 2026.
- [FLEX4FACT](#) - Industrial Cluster FLEXibility platform for sustainable FACTories to reduce CO2 emissions and to enable the Energy Transition. Until November 2025.
- [CO2OLHEAT](#) - Unlocking the potential of industrial waste heat and its transformation into electricity via supercritical CO2 (sCO2) cycles. Until May 2025.
- [TRINEFLEX](#) - Transformation of energy intensive process industries through integration of energy, process, and feedstock flexibility. Ends in August 2026.

- [SPIRIT](#) - The waste heat from industry provides a potentially valuable and climate-friendly resource for reuse within industry. The EU-funded SPIRIT project plans to take advantage of this heat source, building three full-scale (> 0.7 MWth) demonstration systems of industrial heat pumps that upgrade waste heat to valuable temperatures (135-160 °C). Ends in February 2026.
- [ConnectHeat](#) - First European initiative developing heating and cooling communities across Europe. Until September 2025.

**Ended projects (we can still share interesting results from them or invite them to share results):**

- [ETEKINA](#)
- [Wedistrict h2020](#)
- [INCUBIS](#) - An Industrial Symbiosis Incubator for Maximizing Waste Heat/Cold Efficiency in Industrial Parks and Districts.
- [SPIRE-SAIS](#) and A.SPIRE - Skills Alliance for Industrial Symbiosis – a Cross-sectoral Blueprint for a Sustainable Process Industry.
- [SoWhat?](#)
- [Alliance4ECEI](#)
- [CORALIS](#) – Industrial symbiosis in energy intensive industries.
- [Emb3rs](#), A platform to calculate energy recovery options.
- [IN-POWER](#) - Advanced Materials technologies to QUADRUPLE the Concentrated Solar Thermal current POWER GENERATION.
- [SHIP2FAIR \(Solar Heat for Industrial Process towards Food and Agro Industries commitment in Renewables\)](#).
- [HyCool – The Industrial Solar Cooling Solution.](#)
- [BAMBOO](#) – Can Heavy industry Become more sustainable?
- [HYPERGRYD](#) - Hybrid Coupled Networks for Thermal-Electric Integrated Smart Energy Districts.
- [INSHIP](#) - Solar Heat for Industrial Processes (SHIP).
- [R-ACES](#) – energy cooperation platform.
- [ECOFAC](#) - The EU-funded ECOFACT project aims to support manufacturing industries in optimizing the energy performance of their production systems with regard to restrictions such as time and resources. The project will introduce an innovative green marketing method based on the concept of energy and the environmental signature of the products. Ends in September 2024.
- [REUSEHEAT](#) - Recovery of Urban Excess Heat.
- [Act!onHeat](#) - Supporting municipalities in strategic heating and cooling planning, ends in May 2024.



### 13. EFFORT PER PARTNER AND BUDGET AVAILABLE

IEECP leads this work package, nevertheless, relies on all partners’ participation and engagement. We can only acknowledge the great support received by all partners so far, to share messages, suggest some, and much more!

IEECP uses its own channels to increase the communications outreach and include news items in its newsletters when available, post news on its social media accounts, as well as include information on its website.

All partners will contribute and carry out national dissemination activities, speak at events, produce material in pilot languages, supporting when needed in other translations / adaptations (video, newsletter, etc.).

We remind below the split of tasks between partners, and the effort in person-months and budget allocated to partners.

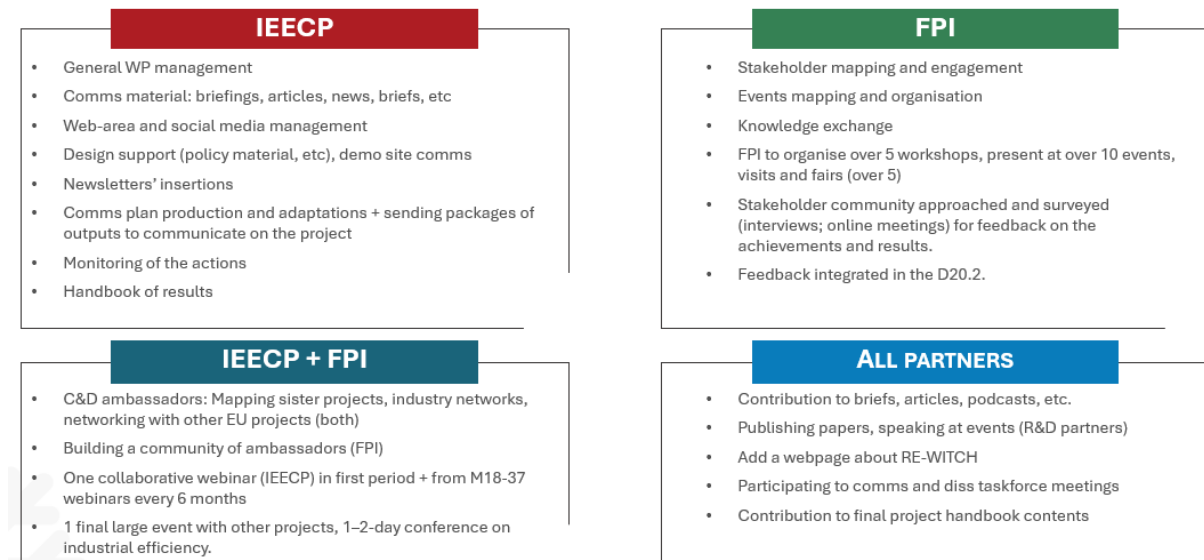


Figure 16 - Split of activities among partners.

Table 13 - Effort per partner in person-months.

	WP18	WP19	WP20	Total PM for C&D
CNR	1.5	1.5	1.5	4.5
UNIGE	1	1	1	3
SOR	2	2	2	6
Tecnalia	1	1	1.5	3.5
TUB	1.5	1.5	1	4
HM	0.3	0.3	0.3	0.9
BS-NOVA	1	1	2	4
STAM	1	1	1	3

SIGLA	1	1	2	4
PRAGMA	0.6	0.6	0.6	1.8
IDP	1	1	2	4
BROWAR	0.5	0.5	0.5	1.5
COVAP	1	1	1	3
MILOIL	0.6	0.6	0.6	1.8
CERTH	0.6	0.6	0.6	1.8
IVL	2	2	1.8	5.8
PNO	1.5	1.5	1	4
IEECP	7	9	7	23
FPI	3.5	3.5	3.5	10.5
Dr Jakob	1	2	2	5
Gradyent	0.5	0.5	0.5	1.5
Cartiera dell' Adda	1.5	1.5	1.5	4.5
LEI	1	1	1	3
TVP Solar	0.3	0.3	0.3	1.1
OST	1.5	2	1.5	5
UoB	1	3.5	1.3	5.8
<b>TOTAL PMs</b>	<b>35.4</b>	<b>41.4</b>	<b>39.2</b>	<b>116</b>

N.B: Additional budget is available in other WPs for marketing, awareness raising and capacity building (workshops, trainings, info days, supporting material, etc.).

## 14. DISSEMINATION AND COMMUNICATION RELATED KPIS

Our dissemination and communication actions key performance indicators are listed below, and how we will monitor them.

**Table 14 - Dissemination and communication related activities and KPIs.**

Activity	Expected audience	Monitoring tool
<b>Website</b>	Visits in 4 years of the webarea: <ul style="list-style-type: none"> <li>• &lt;5000 = poor</li> <li>• 5000 to 10000 = good</li> <li>• &gt;10000 = excellent</li> </ul> Material downloads: <ul style="list-style-type: none"> <li>• &lt;100 = poor</li> <li>• 100 to 200 = good</li> <li>• &gt;200 = excellent</li> </ul>	Google Analytics account.
<b>Scientific publications and peer-reviewed papers + conference proceedings</b>	Number of papers published: <ul style="list-style-type: none"> <li>• &lt; 8 = poor</li> <li>• 8-10 = good</li> <li>• &gt; 10 = excellent</li> </ul>	Papers published in open access, added to the web area.
<b>Video</b>	Video sharing on YouTube channels (reposted on website/social) and investigation for its broadcast on Futuris, part of Euronews broadcast channel and others. Views of project videos: <ul style="list-style-type: none"> <li>• &lt; 200 = poor</li> <li>• 200-500 = good</li> <li>• &gt; 500 = excellent</li> </ul>	
<b>Number of participants to our events</b>	<ul style="list-style-type: none"> <li>• &lt; 100 = poor</li> <li>• 100-200 = good</li> <li>• &gt;200 = excellent</li> </ul>	Presence lists, registrations / attendance.
<b>Education sessions and E-Learning</b>	At least 5 seminars per year on RE-WITCH topics to be organised by UNIGE, HM, UoB, TUB, OST, at least 5 PhD specific programmes in UNIGE, HM, UoB, TUB, OST.	Promotion links and after seminar material available.

<b>Social Media channels</b>	<p>Shares per post:</p> <ul style="list-style-type: none"> <li>• &lt; 2 = poor</li> <li>• 2-4 = good</li> <li>• &gt;4 = excellent</li> </ul> <p>Likes per post:</p> <ul style="list-style-type: none"> <li>• &lt; 4 = poor</li> <li>• 4-8 = good</li> <li>• &gt; 8 = excellent</li> </ul>	<p>Twitter and LinkedIn own analytics, partners' reporting.</p>
<b>Media, articles, blogs</b>	<p>There is no strong target listed in the project Grant Agreement, yet we foresee at least 5 blog/article or interview per year, for a total of at least 20 in the project life.</p>	<p>Publication on website + monitoring.</p>
<b>Participation to events and conferences</b>	<ul style="list-style-type: none"> <li>• &lt; 12 = poor</li> <li>• 12-15 = good</li> <li>• &gt;15 = excellent</li> </ul>	<p>Number reported in the monitoring file with information available.</p>
<b>Brochures</b>	<ul style="list-style-type: none"> <li>• &lt;500 copies = poor</li> <li>• 500-1000 copies = good</li> <li>• &gt;1000 copies =excellent</li> </ul>	<p>Web area downloads+ number of copies distributed at events.</p>
<b>Final conference</b>	<p>100 participants.</p>	<p>Monitoring file, photos, presentations and minutes.</p>

## 15. MONITORING OUR IMPACT

Partners have access to an Excel file located in the project SharePoint, where they are asked to keep track of all the dissemination work they undertake over the project lifetime: this includes press coverage, specialised journal contributions, events’ presentations, mentions by relevant stakeholders in different kinds of public files.

This alternative avoids logging in to ECAS to submit one by one the actions and allows getting more easily reporting graphs. The monitoring file is checked constantly during the project to check if we are in line with our communication KPIs and ensure we don’t miss anything. Partners can add which target groups were reached by the action and an estimation of how many stakeholders were reached. A report presenting all activities reported and monitored will be prepared by the end of the project (D20.1).

Type of dissemination	
Orga of national events	0
Presentation in national events	0
Presentation in EU events	0
Organisation of webinars	0
Scientific publications	0
Media publications	0
Webpage	0
Communication campain (TV/Radio)	0
Press release	0
Newsletter	0
Participation to a panel	0
Flyers distributed	0
Other mentions (platforms, non-med	0

Figure 17 - Type of activities that can be reported by partners.

No*	Date	Title	Was it organised with another project/initiative? (Please write the name of the projects in the comments)	Venue/ Source (name of paper, newsletter etc.)	Type of dissemination	Proving documents/ Links	Audience	outreach	Partner	Country	Language	Comment
1							[Forest managers / forest owners] [EU policy makers] [National and regional policy makers] [Local and regional Energy agencies] [Industry] [Scientific Community] [Financing / investors] [Civil Society] [Media] [General public] [Others] TOTAL 0					
2							[Forest managers / forest owners] [EU policy makers] [National and regional policy makers] [Local and regional Energy agencies] [Industry] [Scientific Community] [Financing / investors] [Civil Society] [Media] [General public] [Others] TOTAL 0					

Figure 18 - RE-WITCH dissemination work monitoring file.

## 16. NEXT STEPS

As usual upon starting projects, it was useful laying down the tasks we would like to deliver in the project communication and dissemination activities, and to engage partners in the brainstorming. We will repeat the exercise several times during the project life, as written in the plan, by organising dedicated workshops in project meetings (online and offline). We will therefore map further ideas for blogs, interviews, and engagement actions.

The stakeholder engagement work will start in the coming months, with a strong link with the communication and dissemination actions. We will plan first contacts with sister projects and continue sharing news from them with our communities (mostly on LinkedIn now).

The next version of the plan at M36 (D19.2) is planned for M36 – this will allow to include an evaluation of the first months' actions and a refined planning for the remaining year.

Finally, IEECP will keep on sending regularly posts and event ideas to partners, using the internal group created on LinkedIn and by email.



## 17. CONCLUSIONS

With this document and its suggested actions / content, serving as guide to all partners for dissemination and communication activities, RE-WITCH will benefit from a general effort to increase the project's outreach. The main aim of the document was to develop a tailored strategy and plan for dissemination and communication with a view to effectively conveying the key messages of RE-WITCH to its target audiences as well as increasing the visibility of the project along with its activities and results, thus paving the road for their post-project deployment and uptake. We include first lists of media, events, and networks all partners – as well as the C&D actions – can benefit from.

