GeoSUSTAIN

CETP-FP-2024-00098
June 2026

D7.1: Dissemination and Communication Strategy and Plan

GeoSUSTAIN – Sustainable Medium-Depth Geothermal Solutions with Solid Media Thermal Energy Storage for Heating & Cooling

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Table of Contents

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Abstract	D7.1 aims to maximise the project's impact by ensuring the effective dissemination of results and structured engagement with relevant stakeholders. The Dissemination and Communication Strategy and Plan establishes the strategic framework and objectives for communicating project activities and disseminating findings throughout the project lifecycle. It identifies target audiences, including researchers, policymakers, industry stakeholders, and the wider community and society, and outlines the tools and channels to be utilised to reach them.
Keywords	All dissemination and communication (DC) activities adhere to the CETPartnership guidelines and are designed to enhance the project's visibility and its contribution to climate neutrality. By ensuring that project outputs – such as innovations, datasets, and publications – are accessible, reliable, and usable, the Plan supports the effective uptake of results, contributing to broader awareness and a long-term impact that extends beyond the project's duration.

Acronyms

CDE	Communication, Dissemination, and Exploitation
DC	Dissemination and Communication
DST	Decision Support Toolkit
GDPR	General Data Protection Regulation
H/C	Heating/Cooling
HP	Heat Pump
IAB	Industrial Advisory Board
IPR	Intellectual Property Rights
MDBHE	Medium-Depth Borehole Heat Exchangers
OA	Open Access
SMTES	Solid-Media Thermal Energy Storage
TES	Thermal Energy Storage
WCAG	Web Content Accessibility Guidelines
AIDA	Attention, Interest, Desire, Action (engagement model)
APC	Article Processing Charge
CDE	Communication, Dissemination and Exploitation
DHCN	District Heating and Cooling Networks
DST	Decision Support Toolkit
EC	European Commission
EU	European Union

FAIR	Findable, Accessible, Interoperable, Reusable
IPR	Intellectual Property Rights
IRES	International Renewable Energy Storage Conference
R&D	Research and Development
RACI	Responsible, Accountable, Consulted, Informed
RTO	Research and Technology Organisation
TES	Thermal Energy Storage
SMTES	Solid Media Thermal Energy Storage
SDEWES	Sustainable Development of Energy, Water and Environment Systems
TRL	Technology Readiness Level
WP	Work Package
R&D	Research and Development

Figures

Tables

1. Project Overview

GeoSUSTAIN develops next-generation geothermal energy solutions that combine medium-depth borehole heat exchangers with a novel underground solid-media thermal energy storage system to deliver renewable, emission-free heating and cooling for industrial applications. The research addresses one of Europe's most pressing challenges: decarbonising industrial heat, which accounts for roughly 66 % of industrial energy consumption and remains largely dependent on fossil fuels. By improving geothermal efficiency, reducing installation costs, and integrating an AI-based digital twin for smart energy management, GeoSUSTAIN enables flexible, reliable, and cost-effective renewable H/C, supporting the EU's goal of climate-neutral industry by 2050.

Key technologies

GeoSUSTAIN develops next-generation geothermal energy solutions that combine medium-depth borehole heat exchangers with a novel underground solid-media thermal energy storage system to deliver renewable, emission-free heating and cooling for industrial applications. The research addresses one of Europe's most pressing challenges: decarbonising industrial heat, which accounts for roughly 66 % of industrial energy consumption and remains largely dependent on fossil fuels. By improving geothermal efficiency, reducing installation costs, and integrating an AI-based digital twin for smart energy management, GeoSUSTAIN enables flexible, reliable, and cost-effective renewable H/C, supporting the EU's goal of climate-neutral industry by 2050.

- Medium-depth geothermal wells (400–1000 m) instrumented for research and demonstration.
- Enhanced Medium-Depth Borehole Heat Exchanger (MDBHE) designs with elliptical geometries and turbulence enhancers.
- Underground Solid Media Thermal Energy Storage (SMTES) using excavated sand and drill cuttings as storage media.
- ML-enabled Digital Twin for real-time energy optimisation and control.
- Open-access Decision Support Toolkit (DST) for industrial users.

Industrial heating and cooling represent one of the largest and most difficult energy sectors to decarbonise. A significant share of European industrial processes require heat below 200 °C — a range in which geothermal energy, combined with heat pumps and Thermal Energy Storage (TES), can displace fossil fuels cost-effectively. The GeoSUSTAIN research agenda is structured around three scientific pillars:

1. Medium-Depth Borehole Heat Exchangers — UiS develops and tests innovative MDBHE configurations (elliptical pipes, turbulence enhancers, optimised flow geometries) to improve thermal performance, reduce pressure drop and extend lifespan. KTH is contributing to this process by carrying out advanced Computational Fluid Dynamics (CFD) simulations. Prototypes are validated at the instrumented 300–650 m geothermal research wells on the UiS campus.

2. Solid Media Thermal Energy Storage — AIT and KTH develop an underground storage concept that replaces water with excavated sand or drill cuttings, enabling higher storage temperatures (80–110 °C), walkable surfaces, reduced material cost and lower environmental footprint. The storage improves system flexibility, supports thermal cascading, and lowers the Levelised Cost of Stored Heat by up to 55 %.
3. Digital Twin and AI-based energy management — TNO develops a digital twin that integrates real-time data, machine-learning algorithms, and process-simulation models to optimise geothermal production, thermal storage, and industrial energy demand dynamically. This enables predictive control, scenario analysis, and decision support for industrial operators.

The Consortium

GeoSUSTAIN brings together 17 partners representing universities, research institutions, non-governmental organisations, and industry from Norway, Sweden, Canada, the Netherlands, Austria, and Poland. The consortium comprises:

- University of Stavanger (UiS, Norway),
- KTH Royal Institute of Technology (Sweden),
- AIT – Austrian Institute of Technology (Austria),
- TNO – Netherlands Organisation for Applied Scientific Research (the Netherlands),
- University of Calgary (Canada),
- WiseEuropa (Poland),
- Bengt Dahlgren Stockholm GEO (Sweden),
- Lyse Neo AS (Norway),
- Helin Data B.V. (the Netherlands),
- Enertrans B.V. (the Netherlands),
- Norconsult Norge AS (Norway),
- Well Intercept AS (Norway),
- ThermaStor Solutions Inc. (Canada),
- Integrated Sustainability Consultants (Canada),
- PNT Euro-Centrum (Poland),
- Reve Kompost AS (Norway),
- Statsbygg (Norway).

2. Objectives

The Plan is designed to ensure the quality, availability, and usability of all project results, datasets, and publications. It provides key messaging and practical tools to support action-oriented dissemination and communication activities, whilst establishing the channels necessary to facilitate the seamless exchange of information throughout the project's lifecycle and beyond.

Furthermore, the Plan introduces the project's visual identity – including the official logo and comprehensive guidelines for its application – alongside essential communication templates. It also stipulates the mandatory protocols for acknowledging the project's funding institutions. These measures ensure consistency in both messaging and visual representation across all consortium partners, thereby empowering them to promote the project effectively within their respective networks and specialist fields.

3. Target Audiences

The GeoSUSTAIN target stakeholder groups encompass the project's Industrial Advisory Board (IAB), comprising representatives from industry partners, the wider research community, policymakers, and regulators, as well as the industrial sector, energy distributors, and the wider community and society.

Furthermore, the project will establish a formal collaboration framework with selected EU 'sister projects' and initiatives specialising in geothermal energy, heat pumps (HP), and thermal energy storage (TES).

Table 1. Target audiences, key messages and expectations

Stakeholder Group	Key Characteristics	Key Messages	Strategic Objective / Expectations
GeoSUSTAIN IAB	Comprising industry partner representatives, the IAB provides strategic guidance to the project management team, contributing to the project's overall trajectory and focus.	GeoSUSTAIN empowers industry with an innovative, renewable geothermal H/C system that is efficient, cost-effective, and scalable across Europe and beyond.	Industry managers and manufacturers (from industries with low- and medium-temperature H/C demands) are approached and given access to project results. Feedback accelerates TRL upscaling and replicability.
Research Community	Researchers, academics, and stakeholders engaged in the study, development and promotion of innovative geothermal, HP, and TES solutions for renewable H/C	GeoSUSTAIN delivers an innovative, renewable geothermal H/C system while advancing research and collaboration across EU and global projects.	Increased scientific knowledge and promotion of technology development. Promote geothermal penetration in industrial sectors and strengthen EU competitiveness towards

	systems.		2050 targets.
Policy makers & Regulators	Officials and administrators responsible for climate and energy policy, and the regulation of H/C systems at national and regional levels.	GeoSUSTAIN accelerates the transition to renewable and resilient H/C systems by strengthening evidence-based, future-proof policy frameworks, contributing to EU climate targets and a just energy transition.	Support the development of new geothermal-for-industry technologies; remedy bottlenecks and barriers identified in relevant project's tasks (T2.2 and T6.2).
Industrial Sector	State-owned and private enterprises across four priority segments: (i) food and beverage processing (low-medium temperature heat, 60–150 °C); (ii) pulp, paper and wood processing (medium temperature heat, 80–180 °C, frequent retrofit candidates); (iii) chemicals and pharmaceuticals (process heat below 200 °C, integration with steam systems); and (iv) district heating and cooling network operators (50–90 °C distribution, large baseload demand). Financial institutions and innovative ventures financing these segments are addressed alongside.	GeoSUSTAIN delivers a segment-tailored renewable H/C proposition: dependable baseload heat for food and beverage processes; cost-competitive medium-temperature heat for pulp/paper retrofits; reliable, low-emission steam complement for chemical processes; and walkable, land-efficient seasonal storage for district heating networks. The DST quantifies the techno-economic case per segment.	Raise awareness of GeoSUSTAIN solutions and promote geothermal integration for H/C and thermal cascading.
Clustering & EU Sister Projects	Representatives of related EU projects and initiatives collaborating to share knowledge, best practices, and results in geothermal and TES solutions.	GeoSUSTAIN advances research and collaboration in geothermal energy, HP, and TES, contributing to a unified European knowledge base for renewable H/C.	Leverage innovation from EU projects on related topics; create a synergistic replication roadmap through clustering.
Energy Distributors & Aggregators	Organisations managing energy networks, responsible for delivering and optimising H/C services through innovative and environmentally friendly solutions.	GeoSUSTAIN enables energy distributors and aggregators to integrate innovative geothermal H/C systems that are efficient, cost-effective, and compatible with modern energy grids across Europe and globally.	Share feedback and data on energy flexibility and thermal cascading to support distribution use cases.

Wider Community and Society	Citizens interested in innovative, cost-effective, and environmentally friendly H/C systems and climate solution pathways.	GeoSUSTAIN provides accessible knowledge on innovative geothermal H/C solutions, empowering citizens to support the energy transition by highlighting social and climate benefits.	Increase the perception of geothermal energy as a clean, low-impact solution; increase social acceptance.

During stakeholder engagement activities, links will be established with EU sister projects and initiatives addressing analogous themes. This cooperation will involve organising joint activities, sharing datasets and solutions, and identifying opportunities for future collaboration, including the conceptualisation of new projects. Table 2 provides a preliminary list of CETP sister projects, which will be refined and expanded throughout the duration of the GeoSUSTAIN project.

Table 2. Potential sister projects for future collaboration

Project Acronym	Full name	EU Funding Programme/Initiative
CHASE	Combined Heat Pump and Thermal Storage for Energy Efficient Industry	CETPartnership, the Clean Energy Transition Partnership under the 2023 joint call for research proposals
COMHPTES	Flexible Compact Modular Heat Pump and PCM Based Thermal Energy Storage System for Heat and Cold Industrial Applications	CETPartnership, the Clean Energy Transition Partnership under the 2023 joint call for research proposals
GEOTWINS	Digital Twin Components for Deep Geothermal Energy Power and Heat Generation	CETPartnership, the Clean Energy Transition Partnership under the 2023 joint call for research proposals
MYCOBUILD	Innovative bio-based building materials with thermal energy storage function	CETPartnership, the Clean Energy Transition Partnership under the 2023 joint call for research proposals
GEOGUARD	De-risking Geothermal Heat Extraction from Tight Hot Sedimentary Aquifer	CETPartnership, the Clean Energy Transition Partnership under the 2024 joint call for research proposals
CoolHeatDC	Two-Phase Immersion Cooling with Integrated Heat Upgrade in Data Centers	CETPartnership, the Clean Energy Transition Partnership under the 2024 joint call for research proposals

4. Strategic Framework

4.1. Industrial Advisory Board

The Industrial Advisory Board (IAB) is the principal mechanism through which GeoSUSTAIN obtains independent, industry-grounded feedback on project results and validates replication pathways. It is composed of representatives from ten industrial partners committed in the proposal: Bengt Dahlgren Stockholm GEO (BD), Enertrans (ET), Helin Data, Norconsult Norge (NC), Lyse Neo, Statsbygg (SB), Reve Kompost (RK), Well Intercept (WI), ThermaStor Solutions (TSS), and Integrated Sustainability Consultants (IS). The IAB is chaired by WiseEuropa as CDE Manager, with administrative support provided by the Project Coordinator at UiS.

Two formal IAB meetings are scheduled across the project lifetime. The first, held during the Awareness phase (target M9–M11), focuses on design optimisation and manufacturing requirements for the medium-depth borehole heat exchanger and the SMTES system; its primary input feeds back into WP3 specifications. The second, held during the Action phase (target M28–M32), focuses on replication pathways, market opportunities, and barriers identified through WP6 analysis; its input feeds the Replicability Plan (D7.5). Between formal meetings, IAB members are kept engaged through the project newsletter, dedicated briefings on emerging Key Exploitable Result (KERs), and ad-hoc consultations on technical or market questions raised by WP leads.

Feedback received from IAB members is documented in meeting minutes and structured into two streams: (i) technical observations are routed to the relevant WP lead and Innovation Board for incorporation into ongoing R&D; (ii) market and replicability observations are routed to tasks T7.3 and T7.4 leads for incorporation into the rolling Innovation Report (D7.4) and the Replicability Plan (D7.5). The consortium commits to acknowledge IAB contributions in project communications subject to each member's preference on attribution and confidentiality.

4.2. Phased Engagement Roadmap

GeoSUSTAIN structures its 36-month DC effort around the AIDA model (Attention, Interest, Desire, Action), as committed in the project proposal. The model maps to four successive phases that align with technical milestones in the work plan and progressively shift audiences from awareness toward concrete uptake of project outputs. Each phase carries a dominant objective, a primary audience focus, and a defined set of channels and measurable outputs.

Phase 1 – Awareness (M1–M12)

The opening phase prioritises Attention. Activities focus on establishing the project's identity and presence: launch of the visual identity kit and project website, the first project brochure, establishment of LinkedIn and X (Twitter) channels, the inaugural newsletter, and a launch event in coordination with the Coordinator's communications team. The IAB is convened for a first meeting on design optimisation and manufacturing requirements during this phase.

Primary audiences are the broader research community, industrial actors in geothermal H/C, and policy stakeholders.

Phase 2 – Interest and Desire (M13–M24)

The middle phase moves audiences from Interest to Desire. As technical results emerge from WP3 and WP4 and as demonstration activities begin in WP5, communication shifts from generic awareness to targeted technical content: peer-reviewed publications under Open Access (OA), conference presentations, joint workshops with sister projects, and the first thematic GeoSUSTAIN workshop with industrial managers. The project video is launched, and the YouTube channel is activated. Engagement with energy distributors, aggregators, and policy makers intensifies through one-to-one meetings and participation in EU policy forums.

Phase 3 – Action (M25–M36)

The closing phase drives Action. Communication and dissemination converge with exploitation: the second IAB meeting addresses replication pathways and industrial use cases; observer workshops validate the Decision Support Toolkit (DST) with end users; the final project conference presents results to a wider stakeholder community; press releases and feature interviews target mainstream and specialised media; the final-year newsletter and infographic communicate measurable outcomes; and the Replicability Plan (D7.5) is shared confidentially with the IAB members.

Post-Project – Ensuring Replicability

Beyond M36, individual partner strategies sustain the engagement built during the project. The publicly available website remains hosted by UiS for at least three years after project closure; open-access deliverables remain in ZENODO indefinitely; the IAB members continue to receive material linked to replication pathways; and partner-specific exploitation activities (managed under T7.4) carry KER commercialisation forward.

4.3. Pathways from Dissemination to Market Uptake

GeoSUSTAIN structures its 36-month DC effort around the AIDA model (Attention, Interest, Desire, Action), as committed in the project proposal. The model maps to four successive phases that align with technical milestones in the work plan and progressively shift audiences from awareness toward concrete uptake of project outputs. Each phase carries a dominant objective, a primary audience focus, and a defined set of channels and measurable outputs.

The communication and dissemination effort of GeoSUSTAIN is designed not as an end, but as an instrument for accelerating adoption, replication, and exploitation of the project's technologies. This section sets out the explicit causal chain — activity → engagement → behaviour change → uptake → impact — and articulates per-stakeholder conversion logic so that every dissemination activity can be traced to a measurable contribution to project impact.

Industrial pathway: from awareness to pilot to investment decision

Heat-intensive industrial operators (food and beverage, pulp and paper, chemicals, district heating) are reached first through targeted channels (LinkedIn, sector trade media, the IAB network and one-to-one outreach by partners with existing relationships). Engagement is converted into qualified interest when an operator requests a techno-economic assessment using the Decision Support Toolkit (DST), or visits to the UiS demonstration site. Qualified interest is converted into pilot intent through follow-up workshops with WP3 and WP5 leads, on-site feasibility scoping, and shared use of Digital Twin scenarios. Pilot intent is converted into investment commitment through the Replicability Plan (D7.5), in which individual KER owners and IAB members align on commercial terms. The conversion key performance indicators (KPIs) at each stage are captured under Outcome KPIs below.

Policy pathway: from awareness to regulation to incentives

Policy makers and regulators at EU and national level are reached through targeted briefings, participation in CETPartnership policy events, and the Sustainable Places clustering programme. Engagement is converted into informed dialogue when project results are cited in policy consultations, regulatory impact assessments, or other strategy documents. Informed dialogue is converted into concrete policy levers – building permitting changes for medium-depth boreholes, recognition of underground TES in renewable heat metrics, inclusion in national heat decarbonisation roadmaps – through structured contributions to public consultations, supported by WiseEuropa's policy expertise.

Research pathway: from awareness to standards to scaling

The research and academic communities are reached through OA publications, conference presentations, and collaboration with sister projects under CETPartnership (see the initially identified projects in the Table 2) and Horizon Europe. Engagement converts into scientific influence when project methodologies are cited, project datasets reused, or project tools incorporated into other research projects' workflows. Scientific influence converts into standards contributions when project leads contribute to ISO/CEN technical committees on geothermal systems and to the CETPartnership knowledge community for medium-depth geothermal H/C. This pathway directly underpins industrial scaling by providing the scientific and standards basis for replication beyond the project consortium.

4.4. Geographic Targeting and Replication Strategy

Geothermal H/C deployment is inherently location-specific with subsurface conditions, regulatory regimes, industrial heat demand profiles, and competing decarbonisation options varying considerably across Europe. GeoSUSTAIN's dissemination effort is therefore geographically tiered into a primary (living lab) market, a set of priority replication markets, and a wider European outreach.

Primary market: Norway (UiS Living Lab)

Norway hosts the UiS instrumented research wells (300–650 m), the SMTES demonstration,

and the lead industrial partners Lyse Neo, Statsbygg, Norconsult, Reve Kompost and Well Intercept. Communication in Norway is led in Norwegian and English, leverages partner channels and trade associations (e.g. Norwegian Geothermal Energy Association, Geo-Forum), and culminates with on-site demonstration events at the UiS campus. Norway functions as the project's living lab and as the first reference for replication.

Priority replication markets

Three replication market clusters are prioritised based on alignment of subsurface potential, industrial heat demand, and policy ambition: (i) the Nordics and Baltic states (Sweden, Finland, Denmark, Estonia, Latvia, Lithuania) — addressed via KTH, Bengt Dahlgren and the SDEWES network, with particular relevance for pulp and paper retrofits and district heating; (ii) Central and Eastern Europe (Poland, Czechia, Slovakia, Hungary, Romania) — addressed via WiseEuropa and PNT Euro-Centrum, with strong relevance for industrial heat decarbonisation in transition economies; (iii) Western Europe (the Netherlands, Belgium, Germany, France, Austria) — addressed via TNO, Helin Data, Enertrans and AIT, with strong industrial demand and mature geothermal markets. Each cluster has named partner leads, tailored language strategy, and specific events on the dissemination calendar.

Wider European outreach and transatlantic dimension

Beyond the priority clusters, GeoSUSTAIN's transatlantic partners (University of Calgary, ThermaStor Solutions, Integrated Sustainability Consultants, all in Canada) extend the project's reach into North American knowledge networks, providing an exchange channel particularly for cold-climate applications. Wider European outreach is achieved through CETPartnership clustering, joint Horizon Europe sister-project workshops, and presence at EU-wide events (European Geothermal Congress, IRES).

4.5. Positioning of GeoSUSTAIN in the Clean Heat Landscape

Industrial decarbonisation strategies typically weigh several competing or complementary technology options. GeoSUSTAIN's communication explicitly addresses where its medium-depth geothermal + SMTES proposition is differentiated, where it competes, and where it complements other clean-heat options. Materials prepared for industrial audiences include comparative content along the following lines.

Versus electrification and large-scale heat pumps

Direct electrification is the leading alternative for low-temperature industrial heat. GeoSUSTAIN positions medium-depth geothermal with SMTES not as a competitor to electrification but as a high-coefficient-of-performance heat source for industrial heat pumps, particularly where electricity grid constraints, peak demand charges, or seasonal load shifting make storage-supported geothermal more economic than air- or water-source alternatives. The Digital Twin quantifies this trade-off for specific sites.

Versus waste heat recovery and biomass

Waste heat recovery - where available - is generally lower cost than any new heat source

and GeoSUSTAIN positions geothermal as a complement that delivers baseload independent of process operation. Biomass faces sustainability constraints, supply variability, and emerging emission regulations; GeoSUSTAIN positions geothermal as a stable, zero-direct-emission alternative for operators looking to reduce reliance on biomass while maintaining heat reliability.

Versus district heating expansion

For district heating operators, GeoSUSTAIN's underground SMTES is positioned as an enabler of renewable share rather than a competitor to network expansion. The walkable surface and reduced land footprint of solid-media TES address a key operational constraint of conventional water-based TES, allowing seasonal storage in dense urban contexts where surface land is unavailable.

4.6. The UiS Living Lab as a Dissemination Asset

The instrumented research wells at the University of Stavanger UiS (300–650 m, plus the planned SMTES demonstration site) are GeoSUSTAIN's principal differentiator in stakeholder engagement. Rather than treating the living lab solely as a technical asset, the dissemination strategy integrates it as a central engagement instrument.

Site visits and demonstration days

Quarterly site visits are organised for IAB members, replication-market industrial managers, policy delegations, and journalists. Each visit follows a standardised agenda combining a technical presentation, a guided site walkthrough, a Digital Twin live demonstration, and a structured Q&A. Visits are coordinated by UiS in liaison with WiseEuropa as WP7 lead. Two open Demonstration Days are scheduled — one during the Awareness phase (target M11) and one during the Action phase (target M30) — combining site visit, demonstration, and a stakeholder workshop into a single intensive event.

Industry testing campaigns

Where IAB members or replication-market operators wish to test specific configurations for their own use cases, a structured Testing Campaign protocol is offered: a written use-case description, a Digital Twin scenario configured to the operator's parameters, and a visit-based validation. This converts the living lab from a project-internal asset into a service that supports industry decision-making and accelerates pilot adoption.

Virtual access for non-visiting stakeholders

For audiences who cannot visit the site, the project produces a virtual-tour video, a 360-degree photographic documentation, and Digital Twin web-based scenarios. This virtual access is deliberately designed to convert online engagement into qualified leads for the IAB and the industrial pathway described above.

4.7. Tools as Engagement Assets: Digital Twin and Decision Support Toolkit

The GeoSUSTAIN Digital Twin (WP4) and Decision Support Toolkit (DST, WP6) are not passive project outputs but active engagement and lead-generation instruments. The

dissemination strategy treats them as platforms through which industrial and policy stakeholders interact with project results.

Interactive demonstrations

A web-accessible demonstration version of the Digital Twin is published on the project website from M18 onwards, allowing visitors to explore reference scenarios (food processing, pulp/paper, chemicals, district heating) without requiring installation or registration. The demonstration version includes pre-configured input ranges, simplified output dashboards, and clear links to request a full sandbox account. Interactive demonstrations are also given live during all site visits, demonstration days, and at major conferences.

Sandbox access for industry

Qualified industrial users – IAB members, replication-market operators who have engaged with the consortium, sister-project teams – can request sandbox access to a richer instance of the Digital Twin and DST, allowing site-specific scenario building. Sandbox accounts are governed by a brief data-handling agreement (no personal data, optional confidentiality on input parameters), managed by TNO as Digital Twin lead and University of Calgary as DST lead. Sandbox usage is tracked and feeds into the conversion KPIs.

Training sessions tied to tool usage

Three training sessions are organised across the project lifetime: an introductory session (M14) for early users, an applied workshop (M24) tied to the second IAB meeting and observer workshops, and a train-the-trainer session (M34) preparing partner organisations to support post-project users. Training materials are released under open licences from M30 to maximise post-project sustainability.

4.8. Alignment with Exploitation Strategy

GeoSUSTAIN is structured as a technology adoption project, not solely a research communication project. The dissemination plan is therefore explicitly aligned with the exploitation activities led under WP7 – task T7.3 (IPR management and innovation services, lead UiS) and Task 7.4 (Replicability and TRL upscaling, lead TNO) – and with the Innovation Board chaired by WiseEuropa.

From dissemination outputs to exploitation inputs

Each dissemination output is intended to correspond with exploitation input. OA publications and conference presentations feed into the rolling Innovation Report (D7.4) by surfacing market interest in specific Key Exploitable Results (KERs). Industrial workshops and IAB meetings feed directly into the Replicability Plan (D7.5) by capturing market validation, willingness to invest, and barriers to adoption. Policy briefings feed the regulatory analysis underpinning the task T7.4. The Communication and dissemination (C&D) tracker records for each output which KER(s) it relates to and which exploitation deliverable consumes its results.

From stakeholder engagement to market validation

Engagement metrics are not collected for their own sake. Each qualified industrial interaction (beyond passive media reach) is logged with the relevant KER tag, audience segment, market geography, and stage in the conversion pathway. This dataset forms the basis of the project's primary evidence for market validation and is reviewed jointly by the WP7 lead, the T7.3 lead and the T7.4 lead at every Innovation Board meeting. The same dataset is also used to inform the Letters of Intent solicitation in the Action phase.

Confidentiality boundary

Dissemination activities may reveal commercially sensitive information from industrial stakeholders, such as specific demand profiles, willingness-to-pay, or sourcing decisions. Such information is documented in confidential annexes to the Innovation Report and Replicability Plan and is not communicated externally without the explicit consent of the source. The publication-clearance workflow applies, which is described under Implementation and Responsibilities.

5. Language, Visibility, and Accessibility Requirements

Language

The official language of this project is English – it should be used for all project deliverables and reports. For stylistic consistency, the European Commission's English Style Guide should be consulted as the primary reference. Depending on the specific target audience, project results may also be translated into other languages to maximise reach. For activities conducted at the national or regional level, communication may be carried out in the respective local language to ensure better engagement and clarity.

Project Visual Identity

Developing a consistent visual identity is essential to enhance the project's recognisability and ensure it remains memorable to stakeholders. This involves the mandatory use of the project logo alongside unified graphic elements across all templates – such as presentations and reports – and other communication collateral. The GeoSUSTAIN logo and an illustrative example of its application are presented in Figure 1.

Figure 1. GeoSUSTAIN logo and an example of its application

GeoSUSTAIN uses the CETP-compliant visual system established by the Coordinator (UiS) and the WP7 leader. The primary typefaces are Raleway (bold) for titles and headings and Lato for body text. The palette is deliberately restrained – near-black headings on white pages with light-grey accents – with a small teal-and-orange accent strip used on deliverable covers. The palette is summarised in the Table 3.

Table 3. GeoSUSTAIN visual system – typefaces and palette

Element	Role	HEX	Usage
Near-black	Headings / titles	#1A1A1A	Raleway bold – chapter titles, section headings, strong emphasis
Grey	Body text Subtitle / caption	#595959	Lato 12pt – default body text colour across all deliverables
Light grey	Table header fill	#F2F2F2	Shading for table headers and metadata labels; keeps tables legible without adding colour
Border grey	Rules / borders	#D0D0D0	Table and text-box borders; thin separators
Teal accent	Cover accent strip	#079a86	CETP family accent – used only on the cover and, sparingly, in infographics
Orange accent	Cover accent strip	#ea5b0c	CETP family accent – used only on the cover and, sparingly, in infographics

Acknowledgement Rules

All dissemination and communication activities adhere to CETPartnership requirements, as outlined in the official Communication Guidelines. For all written materials (including papers published in scientific journals, reports, and other dissemination tools), the following acknowledgement statement must be included:

"*The GeoSUSTAIN project is funded by CETPartnership, the Clean Energy Transition Partnership under the 2024 joint call for research proposals, co-funded by the European Commission (GA No. 101069750) and with the funding organisations detailed on https://cetpartnership.eu/calls/joint-call-2024/funding-organisations.*"

In all visual media (including PowerPoint presentations, posters, social media assets, video and podcast covers, and the project website), the CETPartnership logo and the EU emblem must be displayed, alongside the logos of all relevant funding organisations.

To ensure that these elements remain clearly visible and compliant, partners are provided with standardised, ready-made banners. These are available in the project repository accessible to all consortium members. In instances where the full funding statement is not explicitly included within the body of a document, the banner containing the integrated funding statement should be utilised as the primary alternative.

Figure 2. GeoSUSTAIN logo, CETP logo, EU emblem, and funding organisations' logos

Open Science and Data Management Approach

All activities follow the FAIR (Findable, Accessible, Interoperable, Reusable) principles, ensuring that research outputs are robustly documented and available for secondary use. The consortium is committed to Open Science and Open Innovation, prioritising the early dissemination of non-sensitive results whilst maintaining rigorous protection for data with commercial or intellectual property potential.

Project outputs – including publications, presentations, webinars, data, and workflows – will be made openly available via trusted repositories such as ZENODO and, where appropriate, Open Research Europe. This approach ensures maximum transparency, visibility, and the

broad uptake of project findings within the global scientific community.

Accessibility of Audio and Video Materials

To ensure inclusivity, all audio and video materials will be produced in strict accordance with the Web Content Accessibility Guidelines (WCAG). This commitment includes the provision of high-quality subtitles and transcripts to ensure accessibility for deaf and hard-of-hearing audiences, as well as those for whom English is a second language.

6. Communication Activities

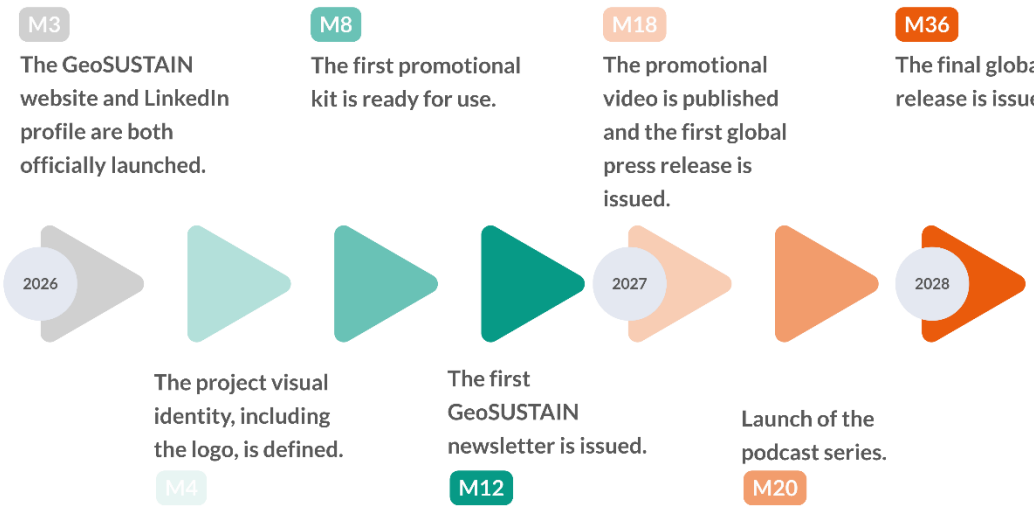
Communication activities targeting the full spectrum of stakeholder groups are intended to ensure that all parties remain well-informed regarding the project's progress and its primary research outcomes. These efforts underpin transparency, foster engagement, and facilitate effective sharing of results throughout the project lifecycle. Activities will be delivered via a diverse range of channels, as detailed in Table 3 below.

Table 4. Communication channels, activities, and key performance indicators

Channel	Description of Activities	KPI
Website	The website serves as the central hub, providing information on non-sensitive project data, open access (OA) reports and tools (see Table 4), alongside project-related events. All partners contribute with content and updates. UiS is responsible for curation and publishing the content with quarterly updates. Developed as an English subpage of the UiS website, the website is fully GDPR-compliant and has a proper cookie policy.	1 project website launched 4,000+ visits received
Newsletter	The project newsletter provides concise updates on progress, key results, and upcoming activities. It is issued periodically in English, with the first issue planned for Month 12. Additionally, project highlights will be featured in external institutional newsletters, with editorial oversight managed by the respective organisations.	6 newsletters issued >6 contributions to external newsletters
Social Media	Regular updates across the GeoSUSTAIN LinkedIn profile (primary channel for professional outreach), X (Twitter) for broader real-time visibility, and from M18 a dedicated. This approach will also facilitate systematic documentation of project-related events and media activities.	500+ followers gained
Mainstream and Specialised Media	Media relations will be used strategically to highlight only newsworthy milestones. Globally distributed press releases, targeting both mainstream and specialised media outlets, will communicate key project results. As the project progresses, the most promising opportunities to engage with national media will be identified, followed by 1 to 1 targeted interviews or media coverage arranged in cooperation with partners responsible for the relevant WPs and tasks.	2 press releases issued 50+ media mentions across project lifetime

Promotional Kit	A promotional kit will include a project brochure and infographics tailored for various stakeholder groups. Initially developed in English, with potential for local language translations. The kit will be expanded to reflect emerging project outputs and outcomes, with three editions planned over the course of the project.	3 promotional kits
Project Video	A promotional project video will present the project's objectives, key activities, and impact, highlighting its contribution to climate neutrality goals by developing a flexible and cost-effective geothermal system for industrial H/C. Designed for a broad audience, it will be shared via social media and partner networks.	1 promotional project video published
Podcast Series	A dedicated series featuring discussions with consortium members, industry experts, and/or relevant stakeholders. The podcast will translate technical concepts into engaging and easy-to-understand content. The series will target a broad audience and will be distributed via streaming platforms, social media, and partner communication channels to strengthen outreach, encourage stakeholder interaction, and support effective dissemination of project outcomes.	5 episodes published

Figure 3. Communication milestones on the timeline



7. Dissemination Activities

Dissemination activities are strategically designed to inform and engage all relevant stakeholder groups, supporting GeoSUSTAIN's ambition to accelerate the market readiness of sustainable, cost-effective, and climate-neutral H/C solutions. By bridging the gap between high-level research and real-world industrial application, these activities ensure that the project's innovations reach those who can implement them.

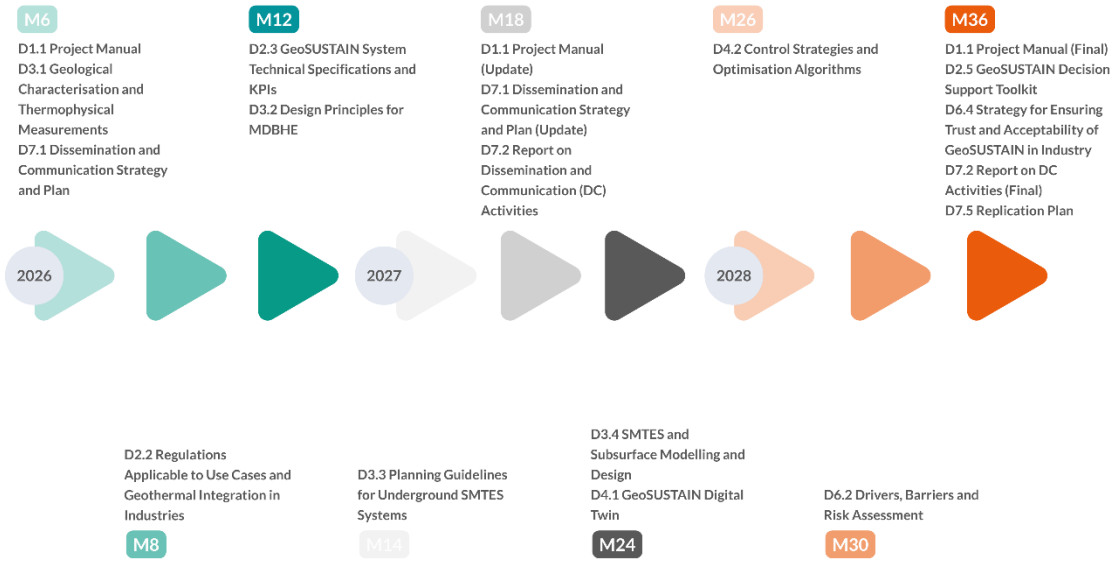
Dissemination will occur primarily through scientific and industrial events, technical workshops, webinars, and the provision of Open Access (OA) reports and tools. Furthermore, targeted outreach to the global scientific community will be secured through peer-reviewed publications in high-impact, leading journals.

Table 5. Dissemination channels, activities, and key performance indicators (KPIs) to be achieved by the end

Channel	Description of Activities	KPI
Scientific & Industrial Events	International conferences, exhibitions, and seminars serve as vital platforms for connecting the scientific community, industry, and public authorities across different regions. Carefully curated to reflect a wide range of perspectives, they foster balanced discussions and involve stakeholders with diverse viewpoints. The project plans to present its results at major scientific and industrial events; preliminary targets include the European Geothermal Congress, GeoTHERM Offenburg, Enerstock Conference, Eurotherm Conference, IRES (International Renewable Energy Storage Conference), Sustainable Places, SDEWES, Eurosun, BauSIM, Building Simulation 2027, Smart Energy Systems, Forum Nowej Gospodarki, Ochrona i Inżynieria Środowiska – Zrównoważony Rozwój, Rynek Ciepła REC, Geoenergetyka i Geotermalne Pompy Ciepła, Konferencja Naukowa „Energetyka Rozproszona", Conference on Sustainable Development of Energy, Water and Environment Systems (SDEWES).	10+ presentations delivered at international events
Technical Workshops & Webinars	Collaborative workshops will facilitate two-way communication, allowing the consortium to disseminate findings while gathering industry feedback. They will also help to identify knowledge gaps and gather feedback on ongoing work. Events organised within the project case studies will present the project's technologies and encourage stakeholders to discuss their applications and benefits, thereby fostering awareness and market acceptance among industrial stakeholders.	5 workshops organized
OA Reports & Tools	All Work Package (WP) outputs and stakeholder contributions will be synthesised into publicly available reports and digital tools. They will be publicly available and issued in English (or, for selected deliverables, also in the EU languages of the consortium partners) to inform implementation processes at international and local levels (see Figure 4 for the publishing timeline).	19 reports and tools published and made accessible
Scientific Articles	These OA articles will be published to ensure transparency and reproducibility of results, informing the broader research community and constituting the project's academic footprint. Targeted journals include e.g., Energy Conversion and Management, Journal of Energy Storage, Geothermal Energy, and International Journal of Thermal Science, Applied Energy, Energy, Renewable Energy, Renewable and Sustainable Energy Reviews, Energy and Environment, Energy and Building, Rynek Energii, Energies, Sustainability. All publications will be curated on a dedicated ResearchGate project page and will demonstrate	8+ OA articles; 2 CORDIS-style publications; 1 EC media piece

	GeoSUSTAIN's contribution to the CET Partnership's TRI4 goal of achieving climate-neutral heating and cooling systems by 2050.	

Figure 4. Dissemination milestones and deliverables timeline



8. Personal Data and Privacy

GeoSUSTAIN processes personal data only where strictly necessary, to deliver the project and its communication and dissemination activities. Three categories of personal data are processed under WP7: (i) newsletter subscriber data (name, email, organisation, country); (ii) IAB and stakeholder contact data (name, role, organisation, professional contact details); and (iii) participant data for events and workshops (registration details, dietary or accessibility requirements where voluntarily disclosed). Image, audio, and video material featuring identifiable individuals (participants, interviewees in podcasts, speakers in project videos) is processed only with explicit written consent obtained at the point of capture.

The lawful basis for processing is consent (Article 6(1)(a) GDPR) for newsletter subscriptions and media content, and legitimate interest (Article 6(1)(f) GDPR) for professional stakeholder contacts necessary for project delivery. Subscribers and contacts can withdraw consent or request erasure at any time through a contact channel published on the project website. Data retention is limited to the project duration plus the contractual record-keeping period required by the Grant Agreement (typically five years post-project closure for project records, three years for marketing contacts), after which data is securely deleted. Personal data processing is fully aligned with the project Data Management Plan (D1.3) and with the

ethics requirements documented in D1.2. Any cross-border transfer of personal data within the consortium is governed by the Consortium Agreement and standard contractual clauses where applicable.

The project website (hosted as a subpage of the UiS website) is fully GDPR-compliant, includes a cookie consent banner, and conforms to Web Content Accessibility Guidelines (WCAG) 2.2 Level AA. A privacy notice and accessibility statement are published on the website at launch.

9. Implementation and Responsibilities

As the WP7 leader, WiseEuropa is responsible for the overall implementation of the communication and dissemination strategy. This includes ensuring coherence, quality and alignment with the Grant Agreement and project milestones. In this capacity, WiseEuropa coordinates activities across the consortium, establishes priorities, monitors progress, and provides guidance, templates, and practical tools to support the effective delivery.

Simultaneously, all partners are expected to engage actively in disseminating project results within their specialist networks and fields of expertise. Partners contribute content and insights derived from their respective Work Packages (WPs) and tasks. This collaborative framework ensures consistent messaging while leveraging the collective reach and technical strengths of the entire consortium.

Roles and decision-making

Communication and dissemination activities are governed by a layered structure. WiseEuropa, as the WP7 lead, holds overall accountability for the strategy, the Dissemination and Communication Strategy and Plan, and the M18 and M36 plan updates. UiS, as Project Coordinator, is responsible for the project website (the task T7.2) and for ensuring brand and visual identity consistency across all consortium outputs. The CDE Manager, designated within WiseEuropa, operates the day-to-day C&D activity tracker, reviews partner-submitted content, and curates the editorial calendar. The Innovation Board - chaired by WiseEuropa and convening representatives of UiS, KTH, AIT, TNO, and the Coordinator's IPR office - reviews any output that contains jointly developed material before its external release. All consortium partners have an obligation to: (a) submit news, results, and publication notices to the CDE Manager in line with the editorial calendar; (b) acknowledge funding in every external output; and (c) report C&D activities monthly into the project tracker.

Approval workflow for outputs

Standard workflow: (1) the originating partner submits draft content to the CDE Manager at least five working days before planned release; (2) the CDE Manager reviews for funding statement, consistency with the strategy, and brand compliance; (3) for content involving

jointly developed results, the Innovation Board provides a clearance decision within five working days; (4) the originating partner releases the output and logs it in the C&D tracker. Press releases and high-visibility outputs are additionally reviewed by the Project Coordinator. In the event of non-compliance with these obligations, the WP7 lead raises the issue at the Steering Committee; persistent non-compliance is escalated to the General Assembly.

10. Risk Management for Communication and Dissemination

Six project-level risks bear on communication and dissemination outcomes. Three are inherited from the GeoSUSTAIN proposal Table 3e; three additional risks have been added on review. Each is assessed for likelihood and impact on a Low/Medium/High scale, paired with concrete mitigation measures and an accountable owner. The risk register is reviewed at each consortium meeting and formally re-assessed at the M18 and M36 plan revisions.

Table 6. Communication and dissemination risk assessment and mitigation measures

ID	Risk	Description	Likelihood	Impact	Mitigation	Owner
R-DC-1	Poor stakeholder engagement	Industrial managers, energy distributors, or policy makers do not engage with project activities.	Medium	High	Targeted one-to-one outreach via partners with existing relationships; staged workshop programme with the IAB at the centre; quarterly review of engagement metrics.	WP7 lead (WiseEuropa) with WP2 lead (KTH)
R-DC-2	Joint IPR ownership conflicts	Disputes over ownership, access rights, or timing of public communication delay or block dissemination outputs.	Low	High	Background-IPR register agreed in M1–M3; Innovation Board clearance for all jointly developed material; confidentiality flags on draft outputs in the project repository.	Innovation Manager (WiseEuropa) with T7.3 lead (UiS)
R-DC-3	Limited dissemination impact	Activities reach intended audiences but fail to translate into uptake, replication, or policy interest,	Medium	High	KPI dashboard reviewed at every consortium meeting; channel-mix rebalancing at the M18 review point if engagement metrics fall below threshold; addition of new channels (podcasts, targeted media partnerships) within budget envelope	WP7 lead (WiseEuropa)

R-DC-4	Overestimated industrial interest	Initial industrial engagement does not convert into qualified pilot discussions, leaving the project without the market evidence needed for the Replicability Plan.	Medium	High	Conversion-funnel tracking from M6 with monthly review; early diversification across industrial segments rather than concentration on one; structured fallback to research and policy pathways if industrial conversion lags; intensified IAB engagement to surface barriers and adjust value proposition.	T7.4 lead (TNO) with WP7 lead (WiseEuropa)

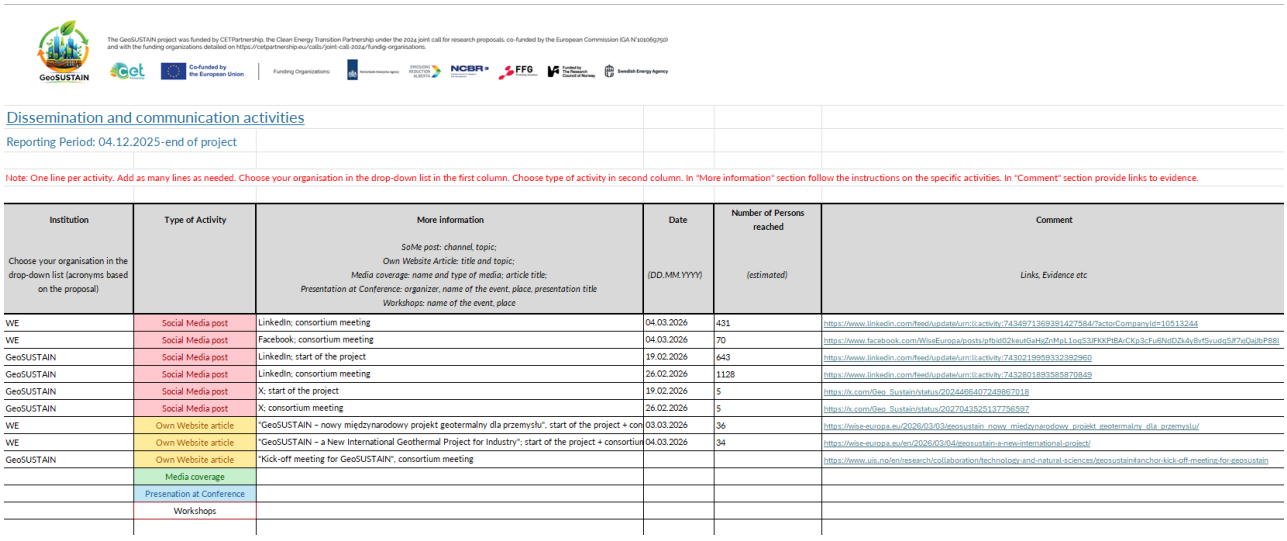
11. Communication and Dissemination Monitoring

The Dissemination and Communication Strategy and Plan is a living document with two formal revision points scheduled at M18 and M36, in line with the deliverable schedule for D7.1. The M18 revision focuses on: (a) verification of KPI achievement progress; (b) reallocation of effort across channels based on the prior 18 months of engagement data; (c) refresh of the audience mapping considering stakeholder feedback collected through the IAB and observer workshops; and (d) integration of lessons from sister-project clustering. The M36 revision delivers a final summary of activities completed, KPI achievement, and post-project sustainability commitments by individual partners. Both revisions are drafted by the CDE Manager, reviewed by the Innovation Board, approved by the Steering Committee, and submitted by the WP7 lead. Evidence supporting the revisions is drawn from the C&D activity tracker, web analytics, social-channel analytics, attendance records from events, and feedback from the IAB.

Dissemination and communication activities will be logged and monitored on an ongoing basis via the GeoSUSTAIN C&D tracker. This tool, an Excel-based repository hosted on the shared drive, requires partners to record and detail social media posts, website articles, media coverage, conference presentations, workshops, and scientific publications using a standardised template. This systematic approach will facilitate the measurement and synthesis of the project's communication and dissemination impacts at various intervals throughout its lifecycle.

The first tab is designed to track most of these activities, with the exception of scientific articles. Partners are expected to describe each activity in accordance with the provided guidelines, specifying the date and estimated reach, whilst including a link to supporting evidence, as illustrated in Figure 5.

Figure 5. Dissemination and communication activities



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Dissemination and communication activities

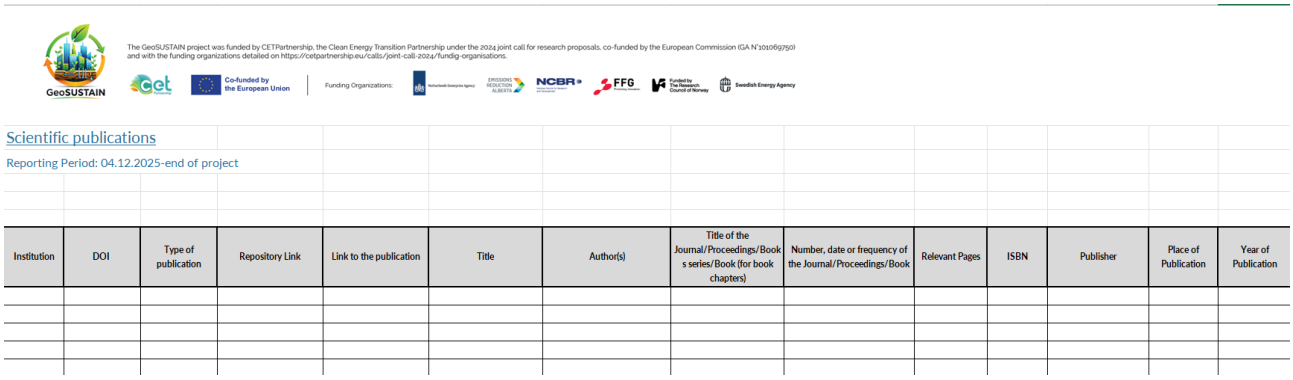
Reporting Period: 04.12.2025-end of project

Note: One line per activity. Add as many lines as needed. Choose your organisation in the drop-down list in the first column. Choose type of activity in second column. In "More information" section follow the instructions on the specific activities. In "Comment" section provide links to evidence.

Institution Choose your organisation in the drop-down list (acronyms based on the proposal)	Type of Activity	More information *SoMe post: channel, topic;* *Own Website Article: title and topic;* *Media coverage: name and type of media; article title;* *Presentation at Conference: organizer, name of the event, place, presentation title* *Workshops: name of the event, place*	Date *(DD.MM.YYYY)*	Number of Persons reached *(estimated)*	Comment *Links, Evidence etc*
WE	Social Media post	LinkedIn; consortium meeting	04.03.2026	431	https://www.linkedin.com/feed/update/urn:li:activity:7434971389391427584/?actorCompanyId=10513244
WE	Social Media post	Facebook; consortium meeting	04.03.2026	70	https://www.facebook.com/WiseEuropa/posts/pfbid02keutGaHqZnMpL1oqS3iFKKPtBArCKp3cFu6NdDZk4y8vfSvudqSJf7xiQaJbP88l
GeoSUSTAIN	Social Media post	LinkedIn; start of the project	19.02.2026	643	https://www.linkedin.com/feed/update/urn:li:activity:7430219959333392960
GeoSUSTAIN	Social Media post	LinkedIn; consortium meeting	26.02.2026	1128	https://www.linkedin.com/feed/update/urn:li:activity:7432801893585870849
GeoSUSTAIN	Social Media post	X; start of the project	19.02.2026	5	https://x.com/Geo_Sustain/status/2024466407249867018
GeoSUSTAIN	Social Media post	X; consortium meeting	26.02.2026	5	https://x.com/Geo_Sustain/status/2027043525137756597
WE	Own Website article	"GeoSUSTAIN – nowy międzynarodowy projekt geotermalny dla przemysłu", start of the project + con	03.03.2026	36	https://wise-europa.eu/2026/03/03/geosustain_nowy_miedzynarodowy_projekt_geotermalny_dla_przemyslu/
WE	Own Website article	"GeoSUSTAIN – a New International Geothermal Project for Industry"; start of the project + consortiu	04.03.2026	34	https://wise-europa.eu/en/2026/03/04/geosustain-a-new-international-project/
GeoSUSTAIN	Own Website article	"Kick-off meeting for GeoSUSTAIN", consortium meeting			https://www.uis.no/en/research/collaboration/technology-and-natural-sciences/geosustain#anchor-kick-off-meeting-for-geosustain
	Media coverage				
	Presenation at Conference				
	Workshops				

In the "Scientific Articles" tab, the following data points will be collected: Institution; DOI; Type of Publication; Repository Link; Link to the Publication; Title; Author(s); Title of the Journal/Proceedings/Books Series/Book (for book chapters); Number, date or frequency of the Journal/Proceedings/Book; Relevant Pages; ISBN; Publisher; Place of Publication; Year of Publication (see: Figure 6).

Figure 6. Dissemination and communication activities tracker: Scientific Articles



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Scientific publications

Reporting Period: 04.12.2025-end of project

Institution	DOI	Type of publication	Repository Link	Link to the publication	Title	Author(s)	Title of the Journal/Proceedings/Books series/Book (for book chapters)	Number, date or frequency of the Journal/Proceedings/Book	Relevant Pages	ISBN	Publisher	Place of Publication	Year of Publication

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Co-funded by
the European Union

The Consortium