



Final Report on Dissemination and Communication Activities

Deliverable 4.10

WP4:

Author(s):

Communication and dissemination

Bial, Marcel (ESTELA)
Crabs, Bérénice (ESTELA)
Genikomsakis, Konstantinos (ESTELA)
Marsico, Angelica (ESTELA)
Leung, Janis (ESTELA)
Rostoka, Santa (ESTELA)

Date: 30 September 2022





DELIVERABLE FACTSHEET

Deliverable no.:	4.10
Title of Deliverable:	Final Report on Dissemination and Communication Activities
Responsible Partner:	ESTELA
WP no. and title:	WP4 – Communication and dissemination
Task no. and title:	Task 4.1: Plan for Exploitation and Dissemination of the Project Results (PEDR Report)
Version:	1
Version Date:	30 September 2022
Submission Date:	30 September 2022

Dissemination Level	
X	PU = Public
	PP = Restricted to other programme participants (including the EC)
	RE = Restricted to a group specified by the consortium (including the EC)
	CO = Confidential, only for members of the consortium (including the EC)

This report should be cited as:

Project Coordinator, Work Package Coordinator and
Lead Beneficiary



ESTELA, European Solar Thermal Electricity Association



CIEMAT, Centro de Investigaciones Energéticas,
Medioambientales y Tecnológicas



ENEA, Agenzia nazionale per le nuove tecnologie,
l'energia e lo sviluppo economico sostenibile



DLR, Deutsches Zentrum fuer Luft - Und Raumfahrt
EV



METU, Middle East Technical University



DISCLAIMER

The project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 838514.

The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the opinion of the European Union. The European Commission is not responsible for any use that may be made of the information contained therein.

All rights reserved; no part of this publication may be translated, reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, re-cording or otherwise, without the written permission of the publisher.

Many of the designations used by manufacturers and sellers to distinguish their products are claimed as trademarks. The quotation of those designations in whatever way does not imply the conclusion that the use of those designations is legal without the consent of the owner of the trademark.

Project information	
Project Number:	838514
Project title:	Implementation of the Initiative for Global Leadership in Solar Thermal Electricity' — 'HORIZON-STE'
Starting date:	01/04/2019
Duration:	42 months
Call identifier:	H2020-LC-SC3-2018-JA2

ABOUT THE PROJECT

HORIZON-STE is a Horizon 2020 funded project aiming at supporting the Implementation of the Initiative for Global Leadership in Solar Thermal Electricity (STE), also known as Concentrated Solar Power (CSP), which was launched by the European Commission and adopted within the Strategic Energy Technology Plan (SET Plan) of the European Commission.

Since more than a decade, Europe's Solar Thermal Electricity sector holds a worldwide technology leader until its further development abruptly hindered in Europe. To unlock this situation, the European Commission has launched a dedicated Initiative – Initiative for Global Leadership in CSP focusing on 2 targets: a cost reduction target and an innovation target, in order to keep STE/CSP's global technology leadership and rebuild a home market in Europe.

Acting as competence centre of the Implementation Working Group within the Strategic Energy Technology Plan (SET Plan) of the European Commission, the overall goal of HORIZON-STE is to support the execution of the Implementation Plan regarding both STE/CSP Research and Innovation lines as well as First-Of-A-Kind projects that will help steer countries through political, legislative, and institutional shortcomings linked to various national policies concerning solar thermal electricity. Much of the focus centres on improving procurement of manageable RES and increased public funding for STE/CSP research.

TABLE OF CONTENTS

Executive Summary	v
1 Introduction.....	9
2 Target Audience.....	11
3 Tasks of the Project Partners	12
4 Dissemination and Exploitation of the Project Results.....	13
4.1 Communication and Dissemination tools.....	13
4.2 Awareness-raising Events.....	40
5 Evaluation of the Effectiveness	45
5.1 Monitoring Tools	45
5.2 Performance indicators	48
5.3 Contingency Plan	48
6 Exploitation Strategy.....	50
7 Glossary	52

LIST OF FIGURES

Figure 1: Logo of HORIZON-STE.....	13
Figure 2: Screenshot of HORIZON-STE webpage's landing page.....	14
Figure 3: Screenshot of ESTELA Twitter account.....	16
Figure 4: Screenshot of ESTELA LinkedIn account.....	17
Figure 5: Screenshot of HORIZON-STE LinkedIn account.....	17
Figure 6: Screenshot of ESTELA Facebook account.....	18
Figure 7: Leaflet of HORIZON-STE	19
Figure 8: Poster of HORIZON-STE.....	19
Figure 9: Screenshot of HORIZON-STE first newsletter.....	20
Figure 10: Screenshot of EURACTIV publication about HORIZON-STE first video	22
Figure 11: Screenshot of HORIZON-STE webpage's section "GOAL AND DELIVERABLES"	24
Figure 12: Second infographic/factsheet of HORIZON-STE	25
Figure 13: Screenshot of HORIZON-STE first video for the SET Plan IWGs snapshots video session.....	26
Figure 14: Screenshot of HORIZON-STE webpage's landing page with second video.....	27
Figure 15: Screenshot of second webinar within the framework of WP3 in HORIZON-STE	29
Figure 16: Screenshot of CSP stakeholders mapping survey	30
Figure 17: Screenshot of CST Funding Programmes Survey.....	31
Figure 18: International Fair on Energy and Environment GENERA in 2021.....	32
Figure 19: Discussion during the Joint Industry and R&I National Event in Turkey	34
Figure 20: Presentation of HORIZON-STE's main conclusions during the Joint Industry and R&I National Event in Italy	34
Figure 21: Welcome speech of HORIZON-STE coordinator (Secretary General of ESTELA) during the Joint Industry and R&I National Event in Germany.....	35
Figure 22: Panel discussion regarding the HORIZON-STE's key findings from an R&I perspective during the Joint Industry and R&I National Event in Spain	35



Figure 23: Channel Extremadura interviewing ESTELA Secretary General during Joint Industry and R&I National Event in Spain	36
Figure 24: Discussion of the HORIZON-STE's key findings during the Joint Industry and R&I National Event in Portugal	36
Figure 25: Welcome speech of HORIZON-STE coordinator (Secretary General of ESTELA) during the Joint Industry and R&I National Event in France	37
Figure 26: Opening and welcome to the attendees by ESTELA President and Secretary General during the EU Cooperation event	37
Figure 27: Technical visit to METU facilities during the Brokerage Event in Turkey	38
Figure 28: Technical visit to ENEA Casaccia research centre during the Joint Industry and R&I National Event in Italy	38
Figure 29: Technical visit to LNEG facilities during the Joint Industry and R&I National Event in Portugal	39
Figure 30: "Roundtable III: Industry perspective" during the EU Cooperation event.....	40
Figure 31: Website statistics on traffic overview and visit duration	45
Figure 32: Website statistics on Top 10 visits from different countries	46
Figure 33: Tracking of HORIZON-STE's second infographic downloads.....	47
Figure 34: Environment statistics by web hosting provider	48

LIST OF TABLES

Table 1: National, European, and international events attended by consortium partners.....	42
Table 2: Project events organised by consortium partners.....	44
Table 3: Selected KPIs related to Communication and Events	48



EXECUTIVE SUMMARY

This document outlines the implementation of communication and dissemination planning integrated with all the technical activities carried out by project partners. The initial agreed dissemination strategy and plan has been regularly monitored and updated during the course of the project based on key performance indicators (KPIs). In this sense, the final dissemination impact report – D4.10 “Final Report on Dissemination and Communication activities” has been a living document that evolved with and over the course of the project’s duration, learning from the project’s dissemination experiences and adapting to its changing needs. The D4.10 report was finalised at the end of the project (M42).

Based on the defined target groups and objectives described in the WP2 and 3, the communication strategy was designed for these core work packages aiming at maximizing the use of project deliverables, mainly the project findings and ensuring key stakeholders receive the key information from HORIZON-STE’s activities. All performed tasks have been documented in the D4.10 “Final Report on Dissemination and Communication activities” that details the implementation of the “Plan for Exploitation and Dissemination of the Project Results (PEDR)” (Deliverable D4.1). This document provided a timely reality check on progress and what should be improved in light of experience for allowing the project team to adapt to future developments, especially the lessons learned from the first months of the project and its initial activities. Therefore, it has been regularly reviewed, revised and updated as dissemination materials and specific strategies were evaluated for their reach, effectiveness in targeting particular stakeholders and alignment with stakeholder interests and barriers.

The implemented dissemination strategy and plan to maximize the impact of HORIZON-STE and effectively communicate its actions and results, has enabled exploitation opportunities within and outside the project consortium. In this context, the present report outlines the strategy for the dissemination and exploitation of project results among the different target audiences beyond the project lifetime.



1 INTRODUCTION

This document outlines the communication, dissemination and exploitation activities implemented based on the deliverable D4.1 “Plan for Exploitation and Dissemination of the Project Results (PEDR)”, integrated with all the activities carried out by project partners. This document presents the execution of the agreed dissemination strategy and plan, which were regularly monitored and updated during the project.

This monitoring was based on KPIs and timetable of dissemination activities in deliverable D4.1. In this sense, the final dissemination impact report – D4.10 “Final Report on Dissemination and Communication activities” was a living document that evolved with and over the course of the project’s duration, learning from the project’s dissemination experiences and adapting to its changing needs. The D4.10 report was finalised at the end of the project (M42).

The PEDR (deliverable D4.1) outlined the following:

- Identifying target groups, key stakeholders, and other relevant national and international audiences, and listing the identified stakeholder groups the project intends to reach.
- Identifying and classifying effective communication tools and dissemination channels.
- Matching the identified target groups with effectively tools, channels and measures.
- Supporting the communication activities in WP2 and WP3 on specific communication plans, messages, and materials towards targeted stakeholder groups to adapt the content to each of them.
- Listing exploitable main outputs of the project and key milestones throughout the project.
- Developing appropriate communication activities to ensure the dissemination of the project results as developed in the work packages.
- Listing detailed products and deliverables of communication to be made.
- Listing of awareness-raising international and national events and promotion, as well as possible external networking opportunities and networks for HORIZON-STE to link up with.
- Description of the monitoring and control of compliance of the PEDR.
- Naming the possible factors influencing exploitation and wide deployment of HORIZON-STE’s results.
- An exploitation strategy for further making use of results and knowledge transfer.

The main purposes of the communication and dissemination activities of HORIZON-STE are:

- Delivering a set of communication tools that give easy-to-access information addressing the objectives and activities of HORIZON-STE to civil society. Key



messages will be tailored (language adequacy, visuals, etc.) and extended in specific cases beyond HORIZON-STE's own community.

- Showcasing how the collaboration between STE industry and research institutions can be achieved for the sake of realisation of the FOAK project(s) in Europe.
- Making better use of the results by documenting the policy advices and ensuring the messages are taken up by policy makers and inducing a commercial re-launching programme for the CSP/STE technology in Europe.
- Showing how the impacts are relevant to public audiences, such as by creating jobs, introducing a better way of energy mix for a sustainable future.

In this context, section 0 of this report describes the target audience of the communication and dissemination activities of HORIZON-STE, while section 0 details the role and contribution of each partner within the framework of WP4.

Section 0 describes in detail the tools and channels that have supported the communication activities based on specific communication plans, messages and materials, appropriate communication activities towards targeted stakeholder groups to adapt the content to each of them. It also provides a listing of awareness-raising international and national events, promotion as well as external networking opportunities that the project partners have participated in.

Section 0 provides an overview of the procedures and tools employed to monitor the execution of the dissemination plan, while section 6 presents the exploitation strategy for the project results.



2 TARGET AUDIENCE

HORIZON-STE's dissemination activities ensured wide reaching impact, uptake and use of project deliverables among identified stakeholders and direct beneficiaries. According to the D2.1 Stakeholder Mapping, the target audience of this project can be divided into 7 main categories:

1. STE/CSP sector: Industry and R&D.
2. Policy makers: European Institutions, Member States, energy attachés.
3. System operators and regulators: National Transmission system operators (TSOs), ENTSO-E, Agency for the Cooperation of Energy Regulators (ACER), national regulators.
4. International, European, and national financial institutions and consultants.
5. Media (international, EU, national).
6. Civil society, Associations, NGOs.
7. IWG of SET-Plan, other JA2 projects or STE-related projects.

Based on the stakeholder mapping defined in project deliverable D2.1, companies of the STE industry sector and the research institutions, as well as general public were identified as the key target audience of the dissemination activities. Communication and dissemination tools and activities were adjusted depending on the types of stakeholders and activities of the work packages.

We have divided the dissemination dimension into 3 types based on the different activities of the work packages:

- General communication to all stakeholders across all WPs.
- Specific communication to selected stakeholders for WP2 and WP3.
- Specific communication to network partners and other project initiatives for WP5.



3 TASKS OF THE PROJECT PARTNERS

ESTELA, as the project coordinator, is also the Work Package leader in WP4 – Communication and Dissemination. ESTELA is responsible for carrying out all dissemination and communication activities. All partners have contributed to the development of the dissemination actions, coordinated by the WP leader.

All project partners have actively contributed by:

- Identifying and informing about dissemination opportunities (e.g. events, publications, etc.).
- Contributing the contents of their respective work packages to website content, news, press releases, newsletters, presentations, etc.
- Using their network to support the dissemination of project information.
- Presenting the project at relevant conferences, workshops and other events.
- Helping promote the HORIZON-STE project, engaging key stakeholders to act as multipliers and to motivate participants.

HORIZON-STE consortium has a wide-range of profiles from national research centres to European industry association, covering all key actors across the STE sector. For example, ESTELA, as the European association of STE industry, not only represents the whole value chain of the STE industry in Europe, but also have close contacts with the EU institutions and other key actors and stakeholders in the energy sector. With the joint effort from all partners to participate in the dissemination activities through their own networks, this provides huge capacity for dissemination among main stakeholders at national and EU level.



4 DISSEMINATION AND EXPLOITATION OF THE PROJECT RESULTS

4.1 Communication and Dissemination tools

Experience shows that a strong visual identity is essential when there is a need for wide dissemination of the project results. Therefore, HORIZON-STE's logo was designed to be a consistent and recognizable visual identity that has been used across all communication materials to ensure a common look and feel.

4.1.1 Logo

Objective: Building awareness and visibility, elevating HORIZON-STE's presence, prominence and recognition, and providing a clear and consistent documentation around the logo for all partners.

The logo, which was designed in the early stage of the project (M3), is the representative of the HORIZON-STE's concept and vision. Its colours and design determined the look of all the upcoming visual materials in order to keep the consistency of the visual identity of the project.

A set of templates were prepared based on the logo design, such as presentation slide template, report template and letter head template. All these materials have been used by project partners during all their presentations that touch upon the project, so that the visual identity of the project is sustained throughout all events, internal or external to the project. A detail report D4.2 has been documenting the project visual identity, website and social media channels.



Figure 1: Logo of HORIZON-STE

4.1.2 Project website

Objective: Having a versatile dissemination channel to provide comprehensive information about project activities, results and event announcements for the STE sector.

The project website is one of the main channels for general disseminating information and results of the project available to most stakeholders. The website was established at the start of the project (M3) and will be maintained for at least one year after the project ends by the project coordinator ESTELA. The website has been improved, modified and enriched with new content according to the development of the project activities.



The HORIZON-STE website can be accessed via the World-Wide-Web at the following address: <http://www.horizon-ste.eu>.

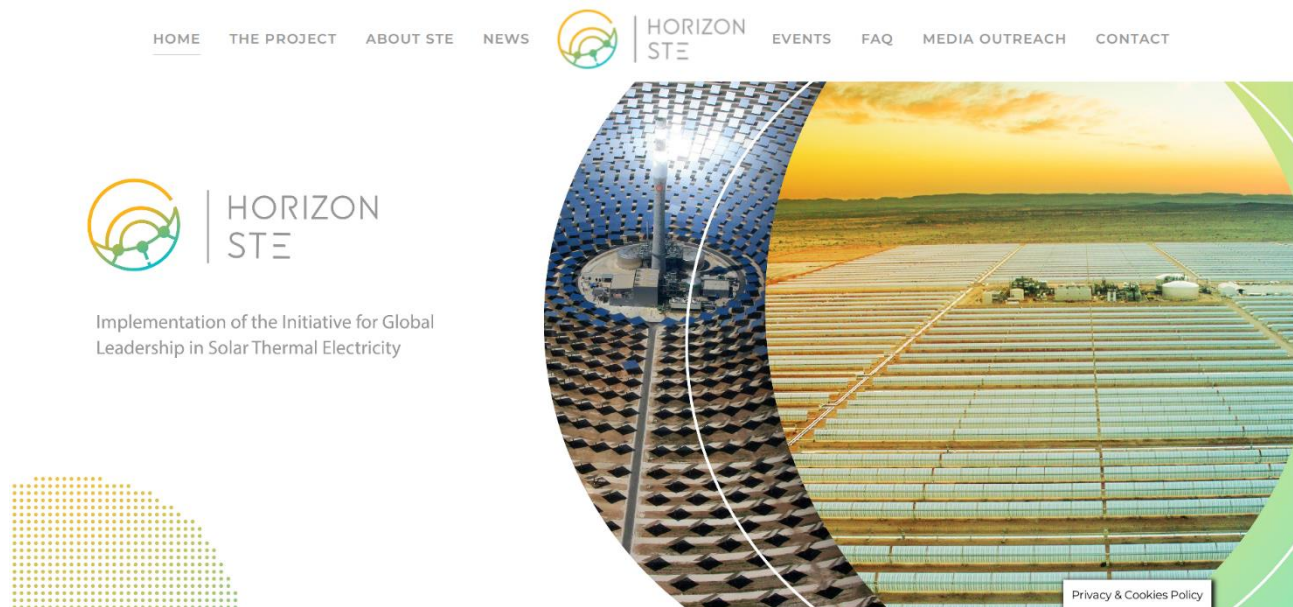


Figure 2: Screenshot of HORIZON-STE webpage's landing page

The website is in English and is designed to be informative yet uncomplicated with clear layout to ensure wide communication with diverse categories of stakeholders and external audience. It contains deliverables produced as part of the HORIZON-STE project as well as other dissemination and communication items aimed at stakeholders, such as news, press releases, project brochures, videos, conference presentations, etc.

To assess how well the website is reaching stakeholders and acting as a source of information, the website uses standard web traffic analysis tools, such as Google Analytics, to track the number of visitors and similar metrics over the life of the project.

The website has been continually updated until M42 and will continue to be updated beyond the project lifetime if necessary. Thus, it will continue to act as a dynamic and up-to-date source of information for stakeholders interested in HORIZON-STE findings and further exploit the results.

4.1.3 Social media

Objective: Connecting with wider audience and drawing attention to news, publications or other HORIZON-STE findings, events and STE-related news.

Online social media channels are an efficient tool to reach the targeted audience and general public at large, and thus comprise an important means of outreach to the public and potential stakeholders. The social media accounts used by project partners have continuously notified “followers” of the availability of documents and their key messages, as well as sharing information with/from SET-Plan and other European institutions.

HORIZON-STE results have been disseminated mainly through ESTELA’s social media platforms, i.e. Twitter and LinkedIn. The project has taken advantage of the well-



established social media channels of partners, e.g., ESTELA already has more than 4000 followers on social media. Posts have been shared by project partners' channels too, reaching out effectively to more stakeholders and having a better outreach rate. To further extend the outreach, a separate social media account on LinkedIn has been created for the project.

Using hashtags strategically is one of the means for a successful social media plan. The hashtag **#HORIZON_STE** is created for all content related to project. Other popular hashtags, such as #HorizonEU, #Renewable, #SETPlan, as well as #STE and #CSP have been used to tie all the posts related to HORIZON-STE project. Mentions have been used to tag relevant parties, such as @SETPlan_eu.

- Link to hashtag **#HORIZON_STE**: https://twitter.com/hashtag/horizon_STE
- ESTELA twitter – 1190 followers*: https://twitter.com/ESTELA_SOLAR
- ESTELA LinkedIn – 1749 followers*: <http://www.linkedin.com/company/2104838>
- HORIZON-STE LinkedIn – 293 followers*: <https://www.linkedin.com/showcase/horizon-ste>
- ESTELA Facebook – 1275 followers*: <https://www.facebook.com/ESTELA.ORG>

**Updated end of Sep 2022*



HORIZON STE

Implementation of the
Initiative for Global Leadership in
Solar Thermal Electricity



ESTELA

1,505 Tweets



Edit profile

ESTELA

@ESTELA_SOLAR

European Solar Thermal Electricity Association - ESTELA represents the solar thermal electricity sector in European & Mediterranean countries. RT ≠ endorsement

📍 Brussels 🔗 estelasolar.org 📅 Joined June 2013

796 Following 1,190 Followers

Figure 3: Screenshot of ESTELA Twitter account



HORIZON
STE

Implementation of the
Initiative for Global Leadership in
Solar Thermal Electricity



ESTELA - European Solar Thermal Electricity Association

Renewable Energy Semiconductor Manufacturing

Brussels, Brussels · 1,751 followers

The Voice of Solar Thermal Electricity industry in Europe and MENA
region

Follow



[View all 17 employees](#)

Figure 4: Screenshot of ESTELA LinkedIn account



HORIZON-STE Project

Non-profit Organizations

Brussels, Brussels · 293 followers

HORIZON-STE, a H2020 funded project, aims to support SET-Plan IWG executing the Initiative for Global Leadership in
CSP

Follow

Figure 5: Screenshot of HORIZON-STE LinkedIn account



HORIZON STE

Implementation of the
Initiative for Global Leadership in
Solar Thermal Electricity

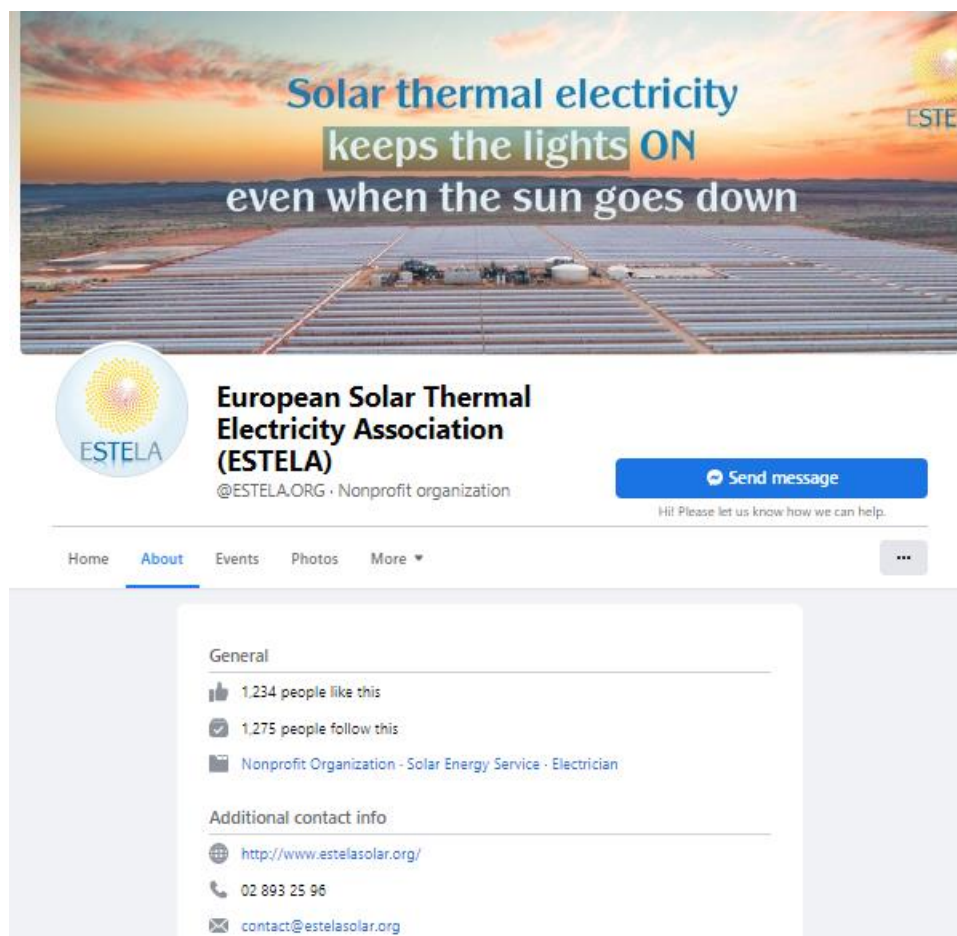


Figure 6: Screenshot of ESTELA Facebook account

4.1.4 Leaflet and poster

Objective: Building awareness and visibility, establishing project position and elevate HORIZON-STE's presence, prominence and recognition, providing a clear and consistent documentation around the logo for all partners.

A leaflet and poster were prepared (D4.3) by the end of M6. The leaflet contains a brief description of HORIZON-STE and its objectives and partners. It has been distributed at events attended and organised by HORIZON-STE partners in order to increase visibility of HORIZON-STE and expand our network of contacts. The poster was used during the physical events organised in the frame of the project. All promotional materials are downloadable from the website of the project.



HOW IT WORKS

HORIZON STE

@ESTELA_IGNIA
HORIZON_STE #CSP_4STE

CONTACT
Coordinator: ESTELA
contact@horizon-ste.eu
+35 28 63 25 96

www.horizon-ste.eu

IMPLEMENTATION OF THE INITIATIVE FOR GLOBAL LEADERSHIP IN SOLAR THERMAL ELECTRICITY

The project aims to build capacity for European countries to meet and overcome global challenges related to energy transition.

INTRODUCING HORIZON-STE

HORIZON-STE is a Horizon 2020 funded project aiming at supporting the implementation of the Initiative for Global Leadership in Solar Thermal Electricity (ISTEL) also known as Concentrated Solar Power (CSP), which was launched by the European Commission and adopted within the Strategic Energy Technology Plan (SET-Plan) of the European Commission.

Since more than a decade, Europe's Solar Thermal Electricity sector holds a world-class technology leader until its further development abruptly hindered in Europe. To unlock this situation, the European Commission has launched a dedicated initiative – Initiative for Global Leadership in Concentrated Solar Power focusing on 2 key areas: cost reduction target and an innovation target, in order to keep STE/CSP's global technological leadership and rebuild a home market in Europe.

OUR GOAL

Acting as competence centre of the Implementation Working Group within the Strategic Energy Technology Plan (SET-Plan) the European Commission, the overall goal of HORIZON-STE is to support the implementation of the Implementation Roadmap through the SET-CSP Research and Innovation Work Programme. The main objective of the project will help steer countries towards political, legislative and financial incentives needed to develop CSP and overcome shortcoming barriers to increase national production – increasing solar thermal electricity.

Much of the focus centres on increasing measurement of awareness, R&D and increased public funding for SET-CSP research.

This project will identify and address the selected targets across the Mediterranean, Latin America, Africa, Middle East and Asia, providing a framework to be generalised across the remaining continents in Europe. This will result in reduced overall spending and in all wide environmental issues that will be externally covered by national policies, models, approaches, dissemination and communication campaigns throughout the whole project duration.

GET INVOLVED

Though this project, we will get in touch with these actors:

- STECSP sector industry and NGOs
- National TSOs and ENTSO-E
- European Commission
- ACEA national regulators
- Member States
- European industrial associations
- Research institutions and consultants
- Civil society NGOs
- EU Media

PROJECTS PARTNERS

PROJECT DURATION

5 YEARS

APRIL 2019 - MARCH 2022

19



4.1.5 Newsletters

Objective: Updating stakeholder about the project progress, news on STE, and raising awareness of the project

Seven electronic newsletters in English have been published throughout the 42 months. ESTELA was the work package leader and received support by all partners.



Figure 9: Screenshot of HORIZON-STE first newsletter

The project newsletters have highlighted key results and activities. An online tool, Mailchimp, was used to send mass mailing to the stakeholder contacts. ESTELA members were the first group of contacts in the mailing lists. Additional mailing list has been added for new subscribers to the newsletter. The subscribe form is provided on website.

All newsletters have been archived under the “Media Outreach” section of the website. The table below provides the details about the release and links to the 7 newsletter issues of the project:

Date	Title	Mailchimp link	PDF download link
18 Dec 2019	Newsletter - Issue 1	https://mailchi.mp/horizon-ste.eu/newsletter-01	https://m.estela.solar/news01
15 June 2020	Newsletter - Issue 2	https://mailchi.mp/horizon-ste.eu/newsletter02	https://m.estela.solar/HSTEnews02
30 Nov 2020	Newsletter - Issue 3	https://mailchi.mp/horizon-ste.eu/newsletter03-2	https://m.estela.solar/HSTEnews03
9 June 2021	Newsletter - Issue 4	https://mailchi.mp/horizon-ste.eu/newsletter04	https://m.estela.solar/HSTEnews04



Date	Title	Mailchimp link	PDF download link
7 Dec 2021	Newsletter - Issue 5	https://mailchi.mp/horizon-ste.eu/newsletter05	https://m.estela.solar/HSTEnews5
25 Apr 2022	Newsletter - Issue 6	https://mailchi.mp/horizon-ste.eu/newsletter06	https://m.estela.solar/HSTEnews06
21 Sep 2022	Newsletter - Issue 7	https://mailchi.mp/horizon-ste.eu/newsletter07	https://m.estela.solar/HSTEnews07

4.1.6 Press releases, media communications and contacts

Objective: Updating project progress, news on HORIZON-STE, eliciting participation and generate interest in project and drawing attention or drive interested parties to project development and keeping good contact with media

A press release is a formal announcement to all stakeholders and decision makers, as well as general public and press journalists. As part of HORIZON-STE dissemination strategy, press releases were published for introducing the project and announcing CSP stakeholders mapping survey. Media was a communication channel to get our activities reported to a wider audience. Activities reported include:

- Release of project video, reported by politico.eu (available for limited time till December 2020) and euractiv.com in November 2020.
- Coverage of Joint Industry and R&I National Event in Spain, reported by Channel Extremadura in July 2022. The coverage included [interviews](#) with Lucia Blanco (Ministry of Ecological Transition and Demographic Challenge), Marcel Bial (ESTELA) and Mercedes Ballesteros (CIEMAT).
- Release of KOJENTURK newsletter (ISSN - 2667-5196) in July 2022, reporting on joint activities of HORIZON-STE with other projects.



EURACTIV The Capitals The Brief Ukraine

Agrifood Economy & Jobs Energy & Environment Global Europe Health Politics Technology Transport

Home / Videos / Energy & Environment / Energy / HORIZON-STE Project: How Solar Thermal Electricity can contribute to decarbonising energy systems

HORIZON-STE Project: How Solar Thermal Electricity can contribute to decarbonising energy systems

Promoted content

By ESTELA | www.estelasolar.org Oct 5, 2020

Watch on YouTube

Print

Decarbonising energy systems is a major challenge in the fight against climate change.

Solar thermal electricity technologies with the outstanding long-term storage assets have a *wide potential and are ready to:*

- deliver today manageable green energy even at night
- decarbonise not only power but also heat sectors via industrial heat and hydrogen production.

Figure 10: Screenshot of EURACTIV publication about HORIZON-STE first video



4.1.7 Special reports and journal articles

Objective: *Providing newsworthy articles based on the project findings to media outlets (e.g. Euractiv, and other EU/national news agencies) to make findings known to general public.*

Over the course of the project, news, articles and other publications which the HORIZON-STE project is mentioned have been collected and listed below:

- HORIZON-STE project description at DLR's Institute for Solar Research website in German: [DLR - Institut für Solarforschung - Horizon STE](#) and in English: [DLR - Institute of Solar Research - Horizon STE](#).
- The German Industry association Deutsch CSP released a position paper on the market introduction of CST in Germany and handed it over to the representative of the Ministry for Energy and Climate (BMWK) during the German Event organized by HORIZON-STE. The news about the event was also published at its website (<https://www.deutsche-csp.com/news>) and on LinkedIn to promote CST in Germany.
- Conference papers and presentations:
 - o Erden Topal, Y., E. Erdil and A. U. Aydinoglu (2020). Development of Concentrated Solar Power / Solar Thermal Energy Technologies Sector in Turkey: Local integration to Global Value Chains through International Channels. The 32nd Annual European Evolutionary Political Economy Conference (EAEPE) Conference 2020, The Evolution of Capitalist Structures: Uncertainty, Inequality, and Climate Crisis (online), September 04, 2020.
 - o Erden Topal, Y. A. A Gercek and I.I Gunduz (2022), Alternative Pathways to the Deployment of Concentrated Solar Thermal Technologies in Turkey: Lessons Learnt from Case Studies of German and Spanish CST Industries, The 34nd Annual EAEPE Conference 2022, Tackling inequalities: New paradigms in policy and technology for a just transition and vaccine equity, September, 2022.
 - o Erden Topal, S.D. Akdemir and O.C. Artantas (2022), Promotion of Solar Heat in Industrial Processes: Policy and Law Analysis Method Proposal with Focus on Turkey and Germany, Eurosun 2022: ISES and IEA SHC International Conference on Solar Energy for Buildings and Industry, September 26, 2022.
- Poster presentations in conferences:
 - o Gunduz I. I, Y. Erden Topal, A.A. Gercek (2022), Passive Houses and Its Implications in Turkey - Lessons Learnt from Germany Experience, Eurosun 2022: ISES and IEA SHC International Conference on Solar Energy for Buildings and Industry, September 26, 2022.



4.1.8 Project result reports

Objective: Publishing findings of WPs and Tasks, making data available publicly

The consortium has published several reports (which are not restricted) presenting the project results throughout the course of the project. These reports and publications were included in Newsletters and uploaded to [HORIZON-STE website](https://horizon-ste.eu/), as well as were shared on social media channels. Information from the reports was used in brokerage events, meetings with stakeholder and workshops / webinars, Joint Industry and R&I National Events and EU Cooperation & Closing Event.

Figure 11: Screenshot of HORIZON-STE webpage's section "GOAL AND DELIVERBALES"

As one of the main objectives of HORIZON-STE is to actively support the IWG of SET-Plan to fully execute the Implementation Plan, information from country reports (from WP2) was shared with the IWG. The knowledge of different country needs, regulatory constraints and opportunities in several European countries helps to conceive solutions that can be applied across Europe and have a wider impact (mainly benefits) on STE-Plan.



4.1.9 Infographics/Factsheets

Objective: Presenting information on STE and its benefits and raising awareness

Based on the published reports (which are not restricted), infographics / factsheets were prepared to present information on STE and promoting its benefits in a visual way:

- [First infographic/factsheet](#) that included basic introduction on how STE works, facts and figures, and potential of TES and its benefits.
- [Second infographic/factsheet](#) that raised awareness about the countries reviewed within the project, the Joint Industry and R&I National Events organised as well as the policy recommendations addressed during these events in the framework of the project.

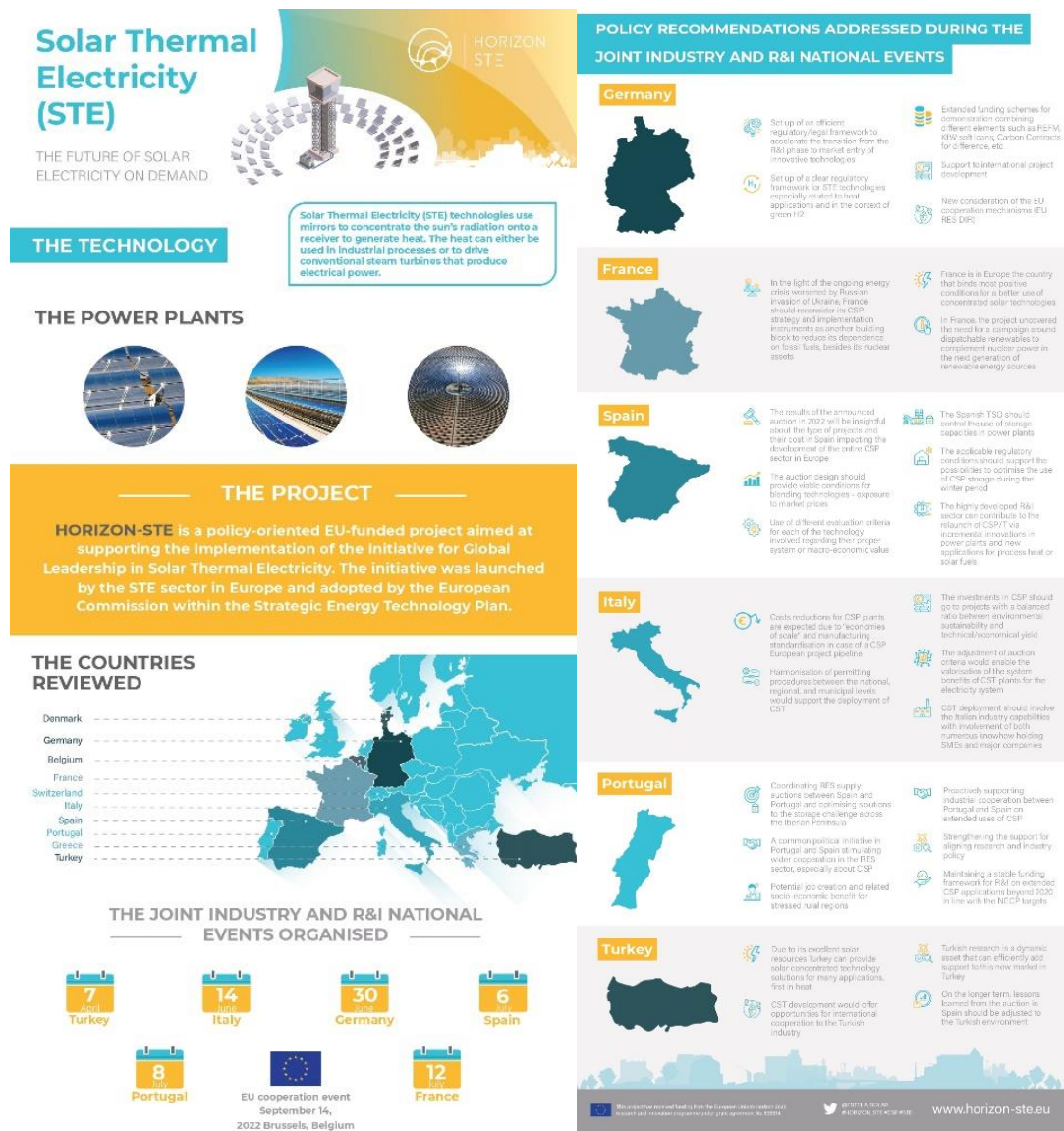


Figure 12: Second infographic/factsheet of HORIZON-STE



Both infographics/factsheets were shared on social media channels and uploaded to HORIZON-STE website. The first infographic/factsheet was used in brokerage event, stakeholder meetings and workshops / webinars to raise awareness, while the second infographic/factsheet was disseminated ahead of the EU Cooperation & Closing Event.

4.1.10 Explainer video(s)

Objective: Visualising the FOAK concepts through a short video to draw public interest

Based on the published reports (which are not restricted), two videos were created to draw public interest:

- The [first video](#) was produced to raise awareness of the wide potential of STE/CSP with its outstanding long-term thermal storage assets.
- The [second video](#) was produced to strengthen the efforts to raise awareness about the policy recommendations for re-launching the STE industry in Europe.

Both videos were uploaded to YouTube and HORIZON-STE website and shared on social media channels. A shorter version of the first video was presented during [15th SET Plan conference](#) in Bled, Slovenia to convey the key messages of the CSP IWG. This video was included in the [video compilation](#) (SET Plan video 2) presented during the SET Plan IWGs snapshots video session to summarise the success stories and achievements of the SET Plan IWGs. The second project video was presented during the EU Cooperation & Closing Event.

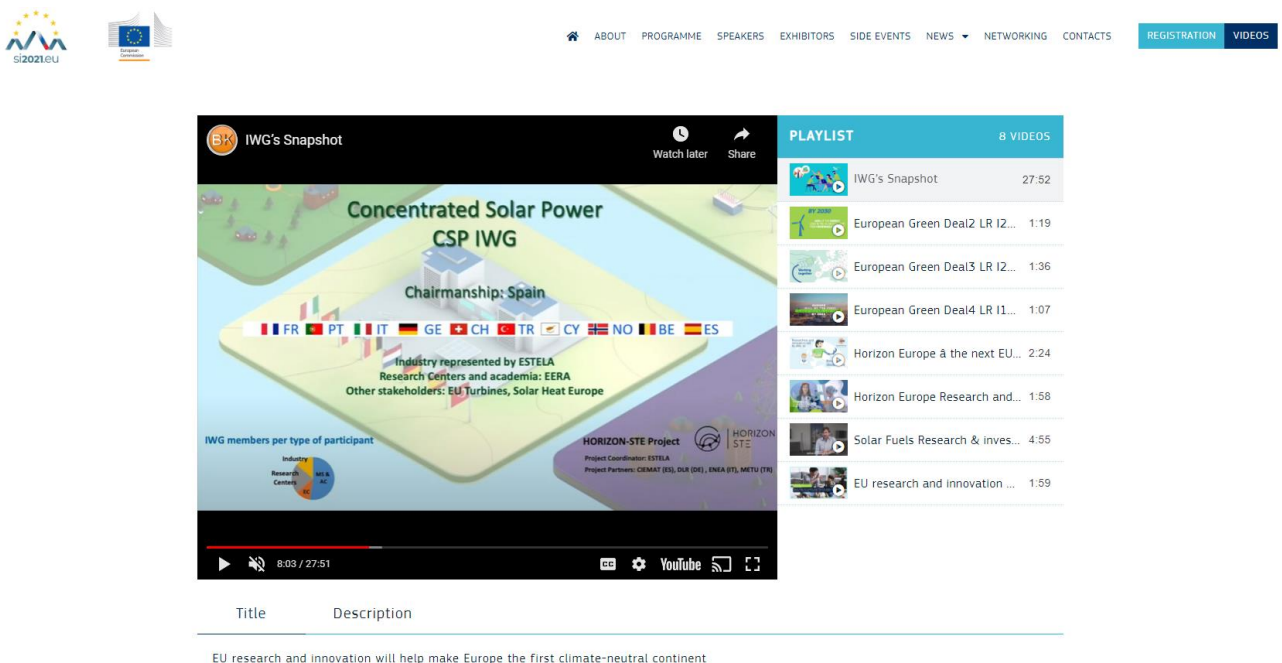


Figure 13: Screenshot of HORIZON-STE first video for the SET Plan IWGs snapshots video session



INTRODUCING HORIZON-STE

HORIZON-STE is a Horizon2020 funded project aiming at supporting the Implementation of the Initiative for Global Leadership in Solar Thermal Electricity (STE), also known as Concentrated Solar Power (CSP), which was launched by the European Commission and adopted within the Strategic Energy Technology Plan (SET Plan) of the European Commission.

[LEARN MORE...](#)



[LEARN MORE ABOUT STE/CSP](#)

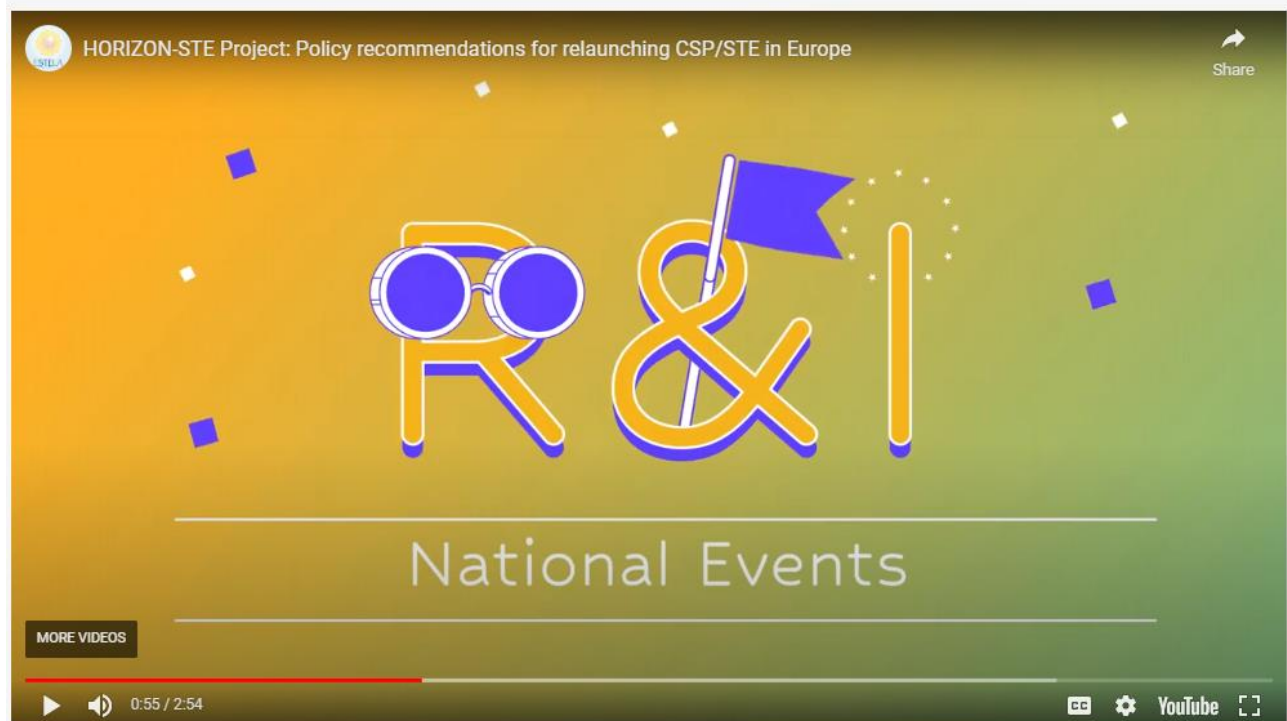


Figure 14: Screenshot of HORIZON-STE webpage's landing page with second video

4.1.11 Positional paper/Policy briefs or recommendations

Objective: Publishing policy recommendations based on HORIZON-STE findings; available to policy, industry audience.

The findings and experience gained during the desk research and meetings with national stakeholders (e.g., institutional, industry and R&I) resulted in drafting the positional papers "[FROM GREEN DEAL TO GREEN RECOVERY: An initiative of the European solar industry](#)" and "[FOR A NEW, BUT INCLUSIVE EU STRATEGY ON SOLAR ENERGY](#)" by ESTELA and supported by project partners, among others.

During the open consultation phase for the preparation of the [EU Solar Energy Strategy](#), ESTELA, CIEMAT and DLR participated in an on-line meeting with DG-ENER



representatives on 15 March 2022 for the elaboration of this strategy based on the activities and findings of HORIZON-STE. The project partners pointed out the important role that CST can play in the decarbonization of the energy sector, with electricity generation, delivery of process heat and green fuels production.

In preparation to the Joint Industry and R&I National Event in Germany (that as held on 30 June 2022), DLR and Deutsche CSP agreed to provide a position paper upon the market introduction of CST in Germany and hand it over during the event to the representative of the BMWK. The whole event was focusing on the national strategy to introduce CST in Germany and support the opening of the CST market to German CSP industry to provide process heat to industrial processes.

During the HORIZON-STE project, CIEMAT has been pointing out to the Spanish energy policy makers the benefits of CST, thus making them aware of the role that these technologies should play in the decarbonization of the Spanish energy sector. CIEMAT performed a study about the optimization of the electricity mix in Spain, and the results were presented at people from the Spanish Ministry for Ecologic Transition and Demographic Challenges, as well as at the seminar on “Solar thermal power plants and the decarbonization of the Spanish electricity sector”, held on 15 June 2022 at the international energy fair GENERA-2022 in Madrid (Spain).

Specific policy recommendations for relaunching CSP/STE in Europe have been included in the public project deliverables D2.2 “[Draft country reports – Industry perspective](#)”, D2.3 “[Integrated country/regional reports](#)”, D2.4 “Final Country Reports” (under review by the EC services at the moment of writing) and addressed during the Joint Industry and R&I National Events organised in the frame of the project. Last, as already pointed out in the previous sections, these policy recommendations comprised the inputs for producing the second project infographic and second project video, targeting wide and diverse audience.

4.1.12 Online webinars

Objective: *Having a common online platform to share information and discuss with stakeholder without travelling.*

During the second annual General Assembly of the project, a webinar was organised to brainstorm with project partners, EC, IWG Chair, industry members and other stakeholders about the first findings of the project.

Furthermore, another webinar was organised within the framework of WP3 to discuss the content of relevant calls for our sector (e.g. from CSP-ERANET) and facilitate consortia building (brokerage event). This webinar was organised on 20 September 2022, with the following main objectives:

- Analyse the presence of CST in the Horizon Europe framework programme, discussing options to increase the funding for CST within the EC framework programmes, not only for electricity generation, but also for process heat applications and green fuels production.



- Present the results obtained from the study performed in HORIZON-STE about possibilities to implement a European Joint Funding Programme for CST.
- Present EU-SOLARIS ERIC to the CST stakeholders.

**HORIZON-STE PROJECT:
EUROPEAN WORKSHOP ON
CONCENTRATING SOLAR THERMAL ELECTRICITY**

Webinar on September 20th, 2022
(From 09:30 to 13:00)

PROGRAM

09:30-09:45	Opening of the Webinar (Eduardo Zarza, PSA)
09:45-10:00	Project HORIZON-STE: introduction and objectives (Marcel Bial, Secretary General of ESTELA)
10:00 -10:15	Concentrating Solar Thermal Technologies in HORIZON EUROPE (Luisa Revilla, CDTI)
10:15 -10:45	Open discussion on how the presence of the CST technologies in the EC Framework Programmes can be increased (Chaired by Luisa Revilla, CDTI)
10:45 – 11:00 Break	
11:00-11:20	Possibilities for a European Joint Funding Programme on CST (Eduardo Zarza, PSA)
11:20-11:40	Open discussion on possibilities for a European Joint Funding Programme on CST (Chaired by Eduardo Zarza, PSA)
11:40-11:55	EU-SOLARIS ERIC (Julían Blanco, PSA)
11:55-12:10	Questions and discussion (Chaired by Julián Blanco, PSA)
12:15	Closing of the Webinar

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 10101914.

Figure 15: Screenshot of second webinar within the framework of WP3 in HORIZON-STE

Finally, HORIZON-STE partners have also participated in international roundtables:

- “How CSP can improve frequency stability of the power grid”, organised on 27 January 2022 with CIEMAT presenting the section “Potential of Concentrating Solar Power in Portugal using Inductive Projection Planning”.
- “The opportunities of the new 200 MW CSP tender in Spain”, organised on 15 February 2022. In this event, experts from the industry and R&I sectors presented their opinion about different aspects related to the Spanish auction.

4.1.13 Online survey

Objective: Gathering opinions and data from stakeholder and engaging with stakeholder and gauge their reactions.

Two surveys were carried out within the WP3 in order to gather STE stakeholders' opinions and their interests in the future calls for proposals:

- First, CSP Stakeholders Mapping Survey, gathered information about the interest and capacities of STE/CSP stakeholders to take part in R&I and FOAK projects.
- Second, CST Funding Programmes Survey, was aimed to check the suitability of current funding programmes at both national and international level. This survey



was launched to get inputs and comments from the CST stakeholders to support the development of the CST technologies.



CSP stakeholders mapping survey

2. Survey motivation

Since more than a decade, Europe's **Concentrating Solar Power (CSP)** sector holds a worldwide technology leadership until its further development abruptly hindered in Europe.

To unlock this situation, the European Commission has launched a dedicated Initiative for **Global Leadership in Solar Thermal Electricity** focusing on 2 targets: a cost reduction target and an innovation target, in order to keep STE/CSP's global technology leadership and rebuild a home market in Europe.

The launched initiative is based on **two parallel Actions**:

Action a): *development of selected R&I Activities that would speed up the technology development*

Action b): *development of "First-of-a-Kind" STE/CSP plants incorporating significant innovations either in the technology or in the business model*

Special funding for the development of the R&I Activities of Action a) will be provided under specific calls of the new CSP ERANET.

This survey has been prepared to identify the interests of the stakeholders in participating in the development of these Actions, and thus promote the setup of consortia with complementarity and similar interests.

In this survey you will be asked about the interest of your organization in Actions a) and b).

The answers provided in this survey will allow the creation of a data base with information about who is willing to participate in the activities comprising Actions a) and b).

Such information will help stakeholders identify entities interested in specific topics, thus promoting the creation of suitable consortia to submit proposals to the expected calls of CSP ERANET and/or initiatives related to the First-of-a-kind STE/CSP plants.

Information provided by people filling in this survey will therefore be of great help for the achievements of the 2 targets defined in the Global Leadership in Concentrating Solar Power.

Figure 16: Screenshot of CSP stakeholders mapping survey



Figure 17: Screenshot of CST Funding Programmes Survey

4.1.14 External awareness-raising events and promotion

Objective: conveying the key messages, increasing the visibility of the project via attending events related to STE/energy/SET-Plan and handing out project leaflets at these events.

The HORIZON-STE coordinator and partners have participated in different international events and conferences to convey the key messages developed during the project WP2 and WP3, as well as to reinforce active international collaborations and increase the visibility of the project objectives, thus increasing and enhancing a strong interest to implement the IP. The international events and conferences attended include (not exhaustive list):

- SolarPACES 2019 (on-spot), 2020 & 2021 (online due to COVID19 pandemic).
- SET-Plan conference in 2019.
- CSP Madrid in 2019.
- SOLARCONCENTRA meeting in 2020.
- Second RENPOWER Greece Investors in 2021 (online due to COVID19 pandemic).
- CSP Projects Joint Webinar in 2021.
- CSP Technology Day in 2021 (online due to COVID19 pandemic).
- Sisecam 36th Glass Symposium in 2021 (online due to COVID19 pandemic).
- International Fair on Energy and Environment GENERA in 2021 & 2022.
- EAEPE 2020 & 2022 (both online).



- Eurosun 2022 Conference.



Figure 18: International Fair on Energy and Environment GENERA in 2021

4.1.15 Seminars/ “International workshop and brokerage” events

Objective: Presenting the identified R&I projects and funding framework to stakeholders at European level and facilitating a dialogue and information exchange platform

Once the R&I projects and their funding framework were determined, specific seminars related to R&I activities (WP3) were organised to inform the stakeholders about the project news, achievements and funding opportunities related to the Implementation Plan:

- DLR coordinated with the German funding agency Projektträger Jülich (PTJ) and with the industry association Deutsche CSP the publication and dissemination of the 1st call for proposals of CSP ERANET. The German stakeholders were also informed and advised via the [website of PTJ](#) about the possibility to participate in the matchmaking process for the set-up of consortia to address the call via the HORIZON-STE project.
- CIEMAT had a seminar with Spanish stakeholders at CIEMAT’s premises in Madrid on 17 October 2019. At this seminar CIEMAT made the presentation “CSP ERANET:



Acción conjunta para acelerar soluciones innovadoras para CSP". CIEMAT also distributed information about the first CSP ERANET Call via the national association of the CSP sector (PROTERMOSOLAR). The main objective of this seminar was to enhance the participation of Spanish stakeholders in the first Call of CSP ERANET. PSA also informed in this seminar about the on-line survey launched in WP3 in October 2019 to facilitate consortia building for project proposals (see section 4.1.13 for further information about this survey).

- METU gave the seminar "Opportunities and Challenges for Concentrating Solar Thermal (CST) at Turkish and European Levels" on 26 September 2022, as part of the *Heat Recovery & Energy Storage Forum* at Cranfield University, UK. The seminar contributed to:
 - o Communication by raising awareness of the HORIZON-STE project;
 - o Dissemination by sharing project results, especially from the HORIZON-STE EU Cooperation & Closing Event and the Turkish country report;
 - o Exploitation by contributing to a post-presentation discussion on opportunities to collaborate on CST R&I, including funding opportunities.

4.1.16 Joint national events/workshops

Objective: *Presenting the findings of the mapping exercise between needs and STE value proposition opening ground for potential cooperation; and facilitating dialogue and information exchange in a bidirectional manner (i.e. incorporate lessons learnt and discuss draft results and findings) – at national/regional level*

The **Joint Industry and R&I National events** were organised based on the outcomes of the country reports from Task 2.3 and Task 2.4 in WP2. Six (6) Joint Industry and R&I National Events with high-level national decision makers and authorities were held in Turkey, Italy, Germany, Spain, Portugal and France after a series of brokerage meetings in WP2. The event in Spain drew interest of the media, as mentioned in the Section 4.1.6.



Figure 19: Discussion during the Joint Industry and R&I National Event in Turkey



Figure 20: Presentation of HORIZON-STE's main conclusions during the Joint Industry and R&I National Event in Italy



Figure 21: Welcome speech of HORIZON-STE coordinator (Secretary General of ESTELA) during the Joint Industry and R&I National Event in Germany



Figure 22: Panel discussion regarding the HORIZON-STE's key findings from an R&I perspective during the Joint Industry and R&I National Event in Spain



Figure 23: Channel Extremadura interviewing ESTELA Secretary General during Joint Industry and R&I National Event in Spain



Figure 24: Discussion of the HORIZON-STE's key findings during the Joint Industry and R&I National Event in Portugal

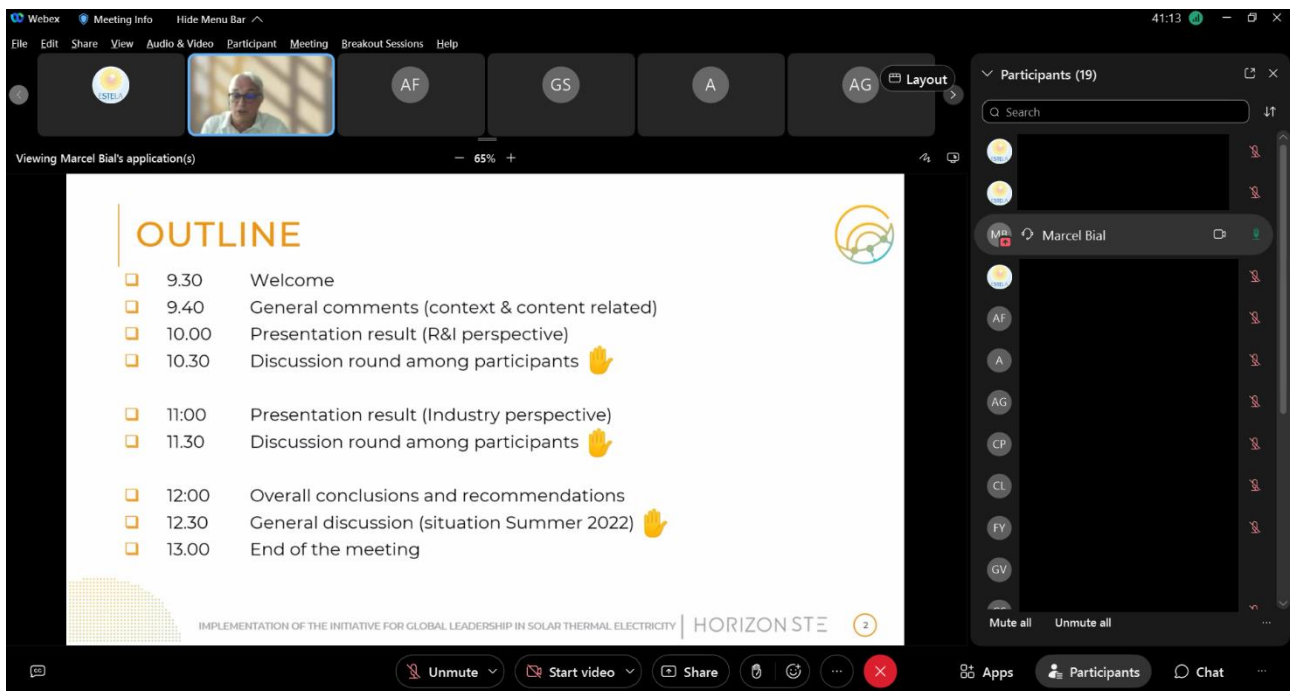


Figure 25: Welcome speech of HORIZON-STE coordinator (Secretary General of ESTELA) during the Joint Industry and R&I National Event in France

4.1.17 EU cooperation event

Objectives: Presenting the findings of the mapping exercise between needs and CSP/STE value proposition opening ground for potential cooperation; and facilitating dialogue and information exchange in a bidirectional manner (i.e. incorporate lessons learnt and discuss draft results and findings) – at European level.

During the above-mentioned national events, potential opportunities for cooperation between countries were identified. The resulting country mapping related to cooperation opportunities were the basis for organising an EU Cooperation event. This event, organised together with Final closing event, took place on 14 September 2022 in Brussels, Belgium and via Webex.



Figure 26: Opening and welcome to the attendees by ESTELA President and Secretary General during the EU Cooperation event



4.1.18 Power plant visits

Objective: Engaging stakeholders by inviting mainly authorities and policy makers to site visit to STE power plant or research institutions. These interactive visits will be organised together back-to-back with General Assemblies and the EU Cooperation Event.

Three visits to CSP/STE research facilities were organised together with other project events, namely technical visit to METU facilities during the Brokerage Event in Turkey and to ENEA Casaccia research centre and LNEG facilities during the Joint Industry and R&I National Events in Italy and Portugal respectively.



Figure 27: Technical visit to METU facilities during the Brokerage Event in Turkey

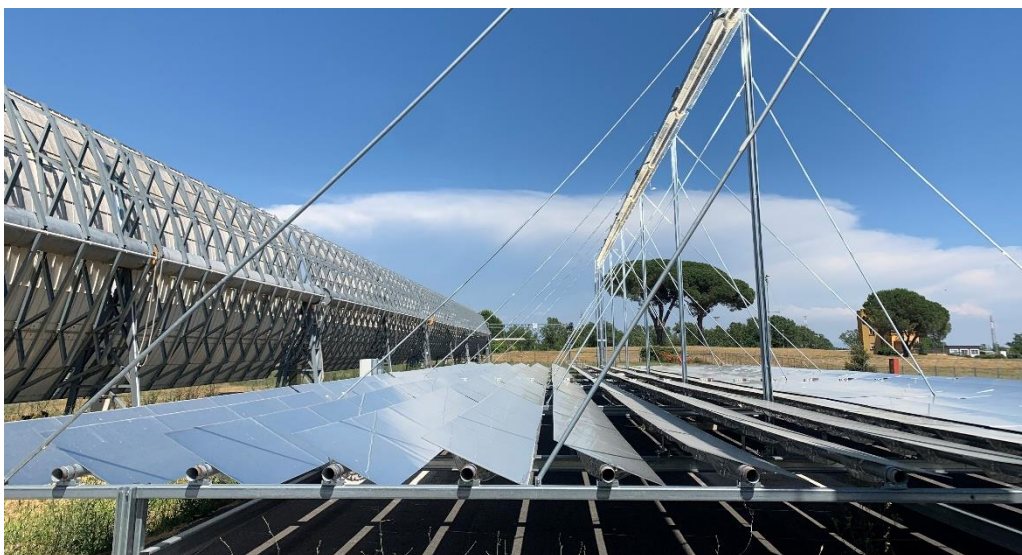


Figure 28: Technical visit to ENEA Casaccia research centre during the Joint Industry and R&I National Event in Italy



Figure 29: Technical visit to LNEG facilities during the Joint Industry and R&I National Event in Portugal

4.1.19 Final closing event

Objective: Summarising the project findings, sharing achievements and experience, and encouraging further discussion on future actions.

A final European project closing event was organised together with the EU Cooperation event both in Brussels, Belgium and via Webex for all stakeholders, including general audience, so that the key project findings can be widely spread and taken up as messages by various pressure groups directed to policy makers. The aim of the event was to spread and anchor the final findings of HORIZON-STE in policy and academic communities, and to the CSP / CST industry.



Figure 30: “Roundtable III: Industry perspective” during the EU Cooperation event

4.2 Awareness-raising Events

Throughout the duration of the project, consortium partners have been actively taking part in different types of national, European, and international events in order to promote and raise awareness about the project objectives and findings, as well as the benefits of the STE technology. A list of selected events (updated over the course of the projects) is provided below:

Date	Location	Event	Type & Size of Audience	Contribution	Attended by
1-4 Oct 2019	Daegu, S. Korea	SolarPACES	Industry companies and research centres, national and EU officials.	Leaflet	ESTELA
13-15 Nov 2019	Helsinki, Finland	SET-Plan Annual Conference	Industry companies and research centres, organisations, national and EU officials.	Presentation, leaflets, etc.	ESTELA
19-20 Nov 2019	Madrid, Spain	CSP Madrid	Industry companies and research centres, organisations, financial consultants, etc.	Presentation, leaflets, etc.	ESTELA



Date	Location	Event	Type & Size of Audience	Contribution	Attended by
2-4 Sep 2020	Remotely	32nd Annual EAEPE Conference 2020	Research centres and organisations	Presentation	METU
24 Sep 2020	Remotely	SOLARCONCEN TRA meeting	Industry companies	Presentation	ESTELA
28 Sep – 2 Oct 2020	Remotely	SolarPACES 2020	Industry, research, political and financing stakeholders and experts	Attendance	ESTELA
20 May 2021	Remotely	23rd World Petroleum Congress	Industry companies and research centres	Presentation	CIEMAT
25 June 2021	Remotely	CSP Projects Joint Webinar	Research centres and agencies	Round table participation	CIEMAT
27 Sep – 1 Oct 2021	Remotely	SolarPACES 2021	Industry, research, political and financing stakeholders and experts	Attendance	ESTELA
30 June – 1 July 2021	Remotely	RENPOWER Greece Investors 2021	National authorities, industry companies, funding entities	Attendance	ESTELA
21 Oct 2021	Remotely	CSP Technology Day	Industry companies and research centres, organisations, national and EU officials, etc.	Presentation	ESTELA
12 Nov 2021	Remotely	Sisecam 36 th Glass Symposium	Industry companies and research centres	Presentation	METU
18 Nov 2021	Madrid, Spain	GENERA 2021	Industry companies, research centres and national officials.	Organisation and presentation	CIEMAT



Date	Location	Event	Type & Size of Audience	Contribution	Attended by
27 Jan 2022	Remotely	ATA Insights webinars	Industry companies and research centres	Presentation	CIEMAT
15 Feb 2022	Remotely	ATA Insights webinars	Industry companies and research centres	Round table participation	CIEMAT
7-9 April 2022	Istanbul, Turkey	SOLAREX 2022	Industry companies, research centres and national officials	Presentation	METU
15 June 2022	Madrid, Spain	GENERA 2022	Industry companies and research centres	Organisation and presentation	CIEMAT
7-9 Sep 2022	Naples, Italy	34 th Annual EAEPE Conference 2022	Research centres and organisations	Presentation and leaflets	METU
25-29 Sep 2022	Kassel, Germany	EuroSun 2022	Industry companies and research centres	Presentation and leaflets	METU

Table 1: National, European, and international events attended by consortium partners

Apart from promotion in external events, the HORIZON-STE partners have organised a series of project events to disseminate its key findings.

Date	Location	Event	Audience	Contribution	Organised by
17 Oct 2019	Madrid, Spain	Seminar and brokerage event with Spanish stakeholders	Research institutions, industry, national decision makers and authorities, funding agencies	Organisation, presentation of HORIZON-STE and first Call of CSP-ERANET	CIEMAT
26 Feb 2020	Ankara, Turkey	HORIZON-STE brokerage event as part of ODAK2023 Kick-Off Event	Research institutions, industry, national decision makers and authorities, funding agencies	Organisation, presentation and leaflets	METU and ESTELA



Date	Location	Event	Audience	Contribution	Organised by
23 Apr 2021	Remotely	HORIZON-STE General Assembly – Dissemination session	Industry companies, research centres, CSP IWG Chair, EC officials and national representatives	Organisation and presentation	ESTELA, CIEMAT, DLR and METU
7 Apr 2022	Istanbul, Turkey	HORIZON-STE Joint Industry and R&I National Event in Turkey	Research institutions, national decision makers and authorities	Organisation, presentation and leaflets	METU, ESTELA and CIEMAT
14 June 2022	Rome, Italy	HORIZON-STE Joint Industry and R&I National Event in Italy	Research institutions, industry, national decision makers and authorities	Organisation, presentation and leaflets	ENEA and ESTELA
30 June 2022	Berlin, Germany	HORIZON-STE Joint Industry and R&I National Event in Germany	Research institutions, industry, associations, consultants, national decision makers and authorities	Organisation, presentation and leaflets	DLR and ESTELA
6 July 2022	Madrid, Spain	HORIZON-STE Joint Industry and R&I National Event in Spain	Research institutions, industry, national decision makers and authorities	Organisation, presentation and leaflets	CIEMAT and ESTELA
8 July 2022	Lisbon, Portugal	HORIZON-STE Joint Industry and R&I National Event in Portugal	Research institutions, industry, national decision makers and authorities	Organisation, presentation and leaflets	ESTELA
12 July 2022	Remotely	HORIZON-STE Joint Industry and R&I National Event in France	Research institutions and industry	Organisation and presentation	ESTELA



Date	Location	Event	Audience	Contribution	Organised by
14 Sep 2022	Brussels, Belgium	HORIZON-STE EU cooperation and closing event	Industry companies, research centres, CSP IWG Chair, EC officials and associations	Organisation, presentation and leaflets	ESTELA, CIEMAT, ENEA, DLR and METU
20 Sep 2022	Remotely	HORIZON-STE European webinar on CST technologies	Industry companies, research centres and funding agencies	Organisation and presentation	CIEMAT and ESTELA

Table 2: Project events organised by consortium partners



5 EVALUATION OF THE EFFECTIVENESS

Evaluation is a transversal action of the project, thus continuous monitoring actions have been carried out throughout the project duration. As mentioned earlier in the objective, this strategy and plan has been regularly monitored, updated and reported upon during the project.

All performed tasks with respect to the implementation of the Dissemination and Communication Plan have been documented in the previous section. To provide a timely reality check on progress and potential improvements, based on the lessons learned from the first months of the project and its initial activities, the monitoring of the relevant activities was based on KPIs. In this sense, this report has been a living document that evolved with and over the course of the project's duration, learning from the project's dissemination experiences and adapting to its changing needs. In other words, it has been regularly reviewed, revised and updated as dissemination materials and specific strategies were evaluated for their reach, effectiveness in targeting specific stakeholders and alignment with stakeholder interests and barriers.

5.1 Monitoring Tools

Several monitoring tools and services have been used in order to provide a timely reality check on progress.

5.1.1 Google Analytics

It is a standard and free application to monitor and analysis the website activities, such as demographics of the audience, user activities, etc. At the moment of writing (end of September 2022), the HORIZON-STE website (<https://horizon-ste.eu/>) yielded more than 47000 unique visitors, who generated more than 71000 pageviews. Figure 31 provides the details on traffic overview and visit duration of the website, while Figure 32 presents the top 10 countries in terms of website visits.

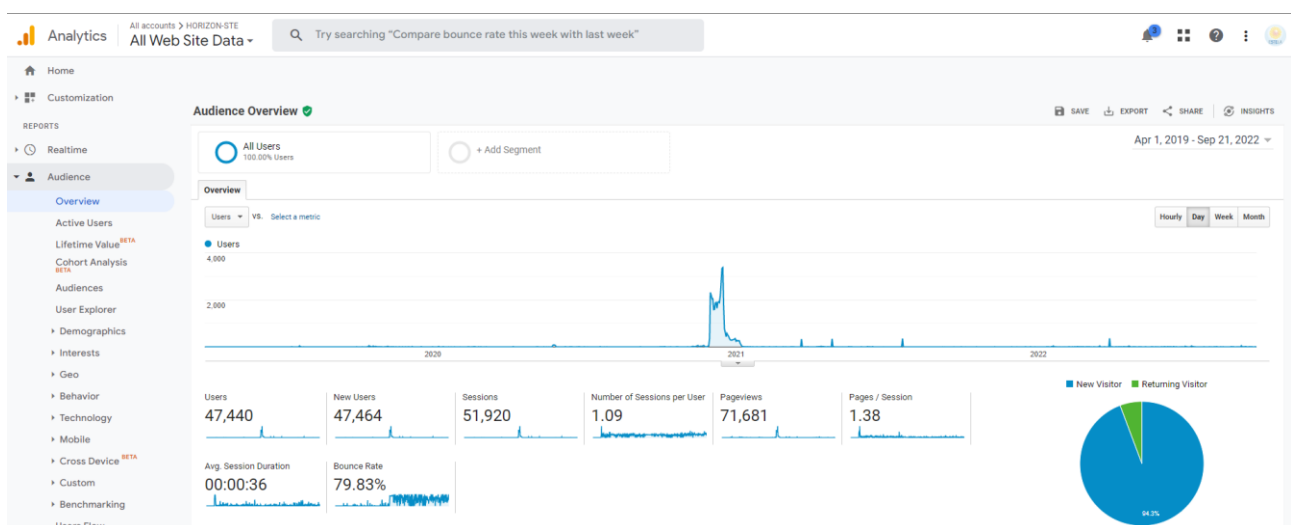


Figure 31: Website statistics on traffic overview and visit duration



Country ?	Acquisition
	Users ? ↓
	47,440 % of Total: 100.00% (47,440)
1. United States	8,173 (17.27%)
2. India	3,980 (8.41%)
3. Indonesia	2,256 (4.77%)
4. United Kingdom	1,519 (3.21%)
5. Nigeria	1,318 (2.79%)
6. Burkina Faso	1,250 (2.64%)
7. Germany	1,133 (2.39%)
8. Canada	1,103 (2.33%)
9. Philippines	1,029 (2.17%)
10. Spain	978 (2.07%)

Figure 32: Website statistics on Top 10 visits from different countries

5.1.2 Bitly

It is a helpful management tool to shorten URL links and monitor audience activities by reporting how many clicks on each link, from where and from which channels, etc. Figure 33 shows the tracking on the number of downloads of the HORIZON-STE's second infographic released in September 2022.



https://www.horizon-ste.eu/Docs/Infographics/HorizonSTE_infographic_no2_FINAL_web.pdf

Edit Delete

September 2, 2022 9:38 AM GMT+2 by ESTELA - European Solar Thermal Electricity Association

m.estela.solar/HSTEinfograph2

Copy Tweet QR Code

Destination: https://www.horizon-ste.eu/Docs/Infographics/HorizonSTE_infographic_no2_FINAL_web.pdf

Redirect

Add to link-in-bio page

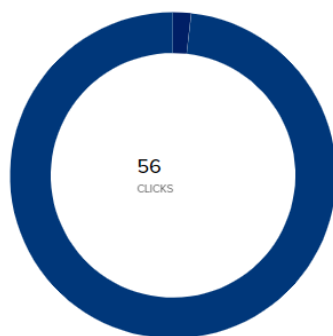
Add tags

56
CLICKS



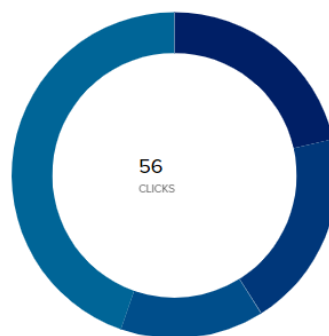
Referrers

Locations



Google
+1 more

1
55



Italy
Spain
Germany
+10 more

12
11
8
25

Figure 33: Tracking of HORIZON-STE's second infographic downloads

5.1.3 Web hosting monitoring

Web hosting provider offers tools to monitor the website usage activities. These analyses have been regularly monitored over the course of the project to check whether increasing the capacity of the web server is needed or not, e.g., in terms of storage or bandwidth. Figure 34 shows the environment statistics available by the web hosting provider of the HORIZON-STE website, namely WPengine.

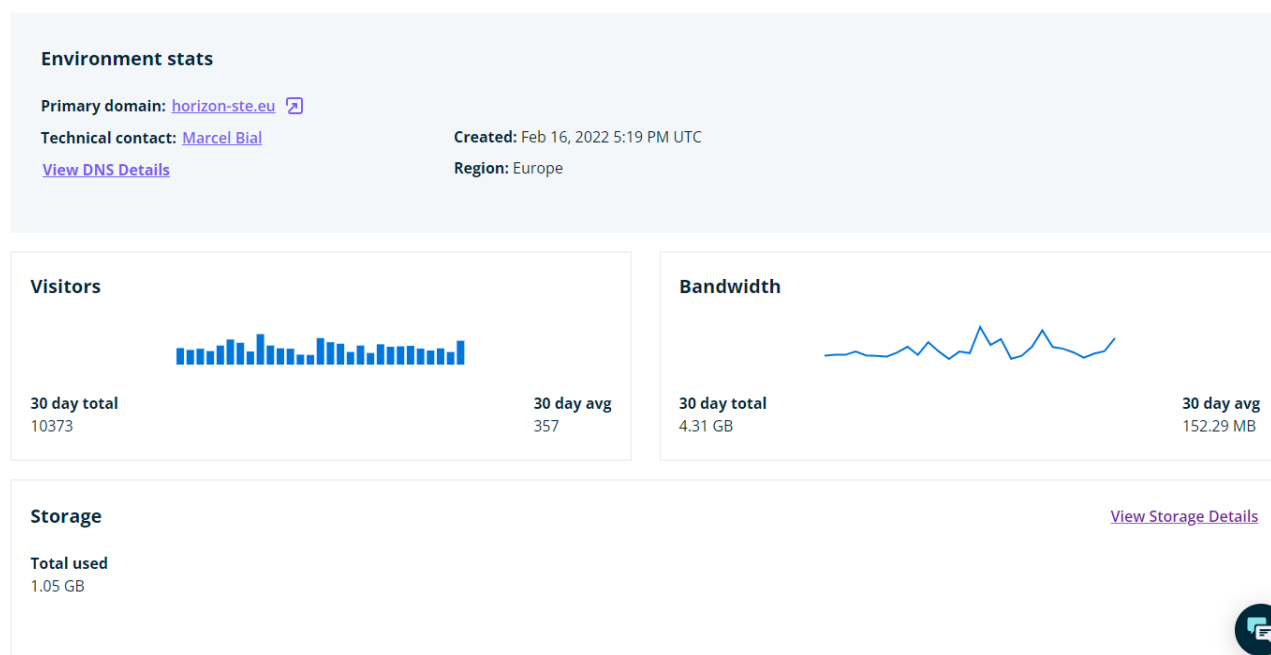


Figure 34: Environment statistics by web hosting provider

5.2 Performance indicators

To effectively execute the Communication and Dissemination Plan, strategies and actions have been regularly monitored and updated during the project. This monitoring was based on KPIs assigned to most of the planned tools and activities in the project deliverable D4.1 “Plan for Exploitation and Dissemination of the Project Results (PEDR)”. Table 3 summarises the status (at the moment of writing this report – end of September 2022) of selected KPIs related to Communication and Events, as defined in the Grant Agreement.

KPI no	KPIs related to Communication and Events	Goal	Status
13	Number of visitors to website	2500	>47000 / Achieved
14	Number of hard-copies of Brochures/Flyers	500-1000	5000 / Achieved
15	Number of issues of newsletter	6	7 / Achieved
16	Number of subscribers (mailing list)	400	>440 / Achieved
17	Number of issues of factsheet/infographic	2	2 / Achieved
18	Number of views of videos	100	(1 st video >880, 2 nd video > 180) / Achieved
19	Number of Joint Industry and R&I National Events	6	6 / Achieved
20	Number of EU cooperation event	1	1 / Achieved
21	Number of expected participants per event	50	>75 on average / Achieved

Table 3: Selected KPIs related to Communication and Events



5.3 Contingency Plan

To ensure that the implementation of the Communication and Dissemination Plan handles any risk and obstacle promptly, the project partners employed the risk management plan defined in the project deliverable D4.1 (PEDR), detailing the risk factors identified along with the set of mitigation actions and respective contingency plan to reduce the impact of risks.



6 EXPLOITATION STRATEGY

The Exploitation Strategy was developed in order to ensure that project results are mainstreamed, multiplied and sustained, as well as transferred to other stakeholders at national and EU level. This plan describes the activities to perform in order to ensure the exploitation of the HORIZON-STE results well beyond the project period.

By ensuring that the project results are used by specific target groups, stakeholders and end-users, this plan has and will continue to stimulate the continuity and transfer of outputs to other stakeholders at national and EU level. The goal is to allow others to benefit and be influenced by the project outputs.

The exploitation strategy focuses on these products with higher transferability potential:

- Current policy framework and market conditions (WP1)
- Integrated country reports (Industry and R&D) (WP2&3)
- STE potential case studies for each country (WP2)
- Event proceedings (WP4)
- All communication products and materials (WP4)

In general, all materials, documents (including public deliverables after the approval by the EC services) and media produced will be available to the wider public through project website and social media channels via open access approach.

English is the main language used in all written reports and communication products, therefore, the website and dissemination materials enables the project to reach all target audience in Europe and worldwide, fulfilling the first objective of transferring the knowledge developed to other countries. Moreover, the project coordinator will maintain the project website and its online content at least one more year after the completion of the project.

The consortium will take following actions after the project lifetime:

- Maintenance of the project website;
- Free access to 100% available project results, at least 1 year after project lifetime;
- Maintenance of the social media channels;
- Send out one more newsletter 6 months after the project updating the current situation;
- A workshop may be organised for reality check, comparing the project results and current situation;
- Making use of project content for further promotional actions;
- 100% available content of the project should be accessible for SET-Plan IWC members.

The main tools which will provide sustainability to the project after the project lifetime are:

1. Project website



2. Social media channels

These two products will be maintained after the project lifetime. The project coordinator will be in charge of the maintenance of the website after the completion of the project.

Beyond the above mentioned, practical communication measures to be carried out, the further exploitation of the project results is recommended and appears possible along two paths.

The first path is to reflect the results of the project in the way how the CST sector will organize itself and better coordinate its efforts towards the institutional targets, with a primary focus on the national level.

This level was consistently reported by the project as the sole action level that may deliver better conditions for CST to deploy, followed (but not anticipated) by an intensified action at European and possibly international level. The reason is that a stronger development of CST appears more likely in sunbelt countries based on the given natural resources and offering also substantial business opportunities to the industry.

At national level, the first path should be for the industry to demonstrate at decision-making level (ministry level) and possibly in alliance with major energy industry players the short-term contribution of the technology to:

- a) match the national energy policy priorities and
- b) to achieve via cross border cooperation (e.g. between Portugal and Spain) a balanced (win-win) advance toward the energy transition to non-fossil economies at European level.

To that extent, the expected exploitation of the project results is also directed to the industry itself and the way how it will adjust its action modes: from data sharing to strategy coordination including a more active cooperation for promoting new project concepts without breaching commercial confidentiality limitations involving CST across the 3 sectors electricity, heat and transport.

Equipped with a new narrative, new conceptual contents and data, the second path could consist in regular contacts with the European institutions via mixed delegations of national and European representative (associations) including direct industry representatives besides association staff.

The a.m. actions across the national and the European level should be relayed by national officials into the Commission organs (from Council over Parliament to EC services and their respective working structures, e.g., SET Plan IWGs). This would not only avoid discarding the essential assets of the CST in institutional products (communication, guidelines, reports, etc.) but achieve a substantially higher support to this industry by the institutions.



7 GLOSSARY

<i>ACER</i>	Agency for the Cooperation of Energy Regulators
<i>BMWK</i>	Ministry for Energy and Climate
<i>CSP</i>	Concentrated Solar Power
<i>CST</i>	Concentrated Solar Technology
<i>EAEPE</i>	European Evolutionary Political Economy Conference
<i>KPIs</i>	Key Performance Indicators
<i>PEDR</i>	Plan for Exploitation and Dissemination of the Project Results
<i>RES</i>	Renewable Energy Sources
<i>SET-Plan</i>	Strategic Energy Technology Plan
<i>STE</i>	Solar Thermal Electricity
<i>TSOs</i>	National Transmission System Operators
<i>WP</i>	Work Package