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COMPASS

COMPASS Deliverable D8.1

Communication plan and outreach visual identity

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Public Deliverable

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GEORG – Rannsokarklasi Í Jarðhita (Iceland)	
HLC - HORNET LASER CLADDING B.V. (The Netherlands)	
ISOR - ISLENSKAR ORKURANNSOKNIR (Iceland)	
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Executive Summary

The present document is a deliverable of **COMPASS** – a project funded by the European Union's Horizon Europe Programme under Grant Agreement 101084623.

The document presents the project's Communication Plan and Visual Identity, touching upon dissemination and exploitation aspects of the project. The plan outlines actions and implementation measures envisioned to efficiently communicate project objectives and activities and disseminate project outputs to ensure the best exploitation of its results, as part of Work Package 8 – "Dissemination, exploitation of results and outreach".

The project will run for 36 months from 1 November 2022, and communication activities are planned throughout this period.

The COMPASS Communication Plan will be reviewed and updated as needed after each consortium meeting.

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1 Introduction to the COMPASS Project

The COMPASS initiative has ambition to solve these current challenges in geothermal well design, ensuring sustainable exploitation of geothermal energy, and unlocking the huge potential from near-magmatic resources, thereby contributing to reduce levelized cost of electricity (LCOE) and lower footprint of geothermal projects[1].

COMPASS' main specific objectives are:

- To establish requirement specifications and sustainable concepts for geothermal wells.
- To develop novel solutions contributing to increase flexibility of the well systems and reduce thermal stresses of casing systems under high-temperature and super high-temperature loadings.
- To develop cost-effective cladding solutions to mitigate corrosion of casing and wellhead in superhot geothermal wells.
- To develop integrated well design and decision-support software platform to efficiently support well concept design, material selections, and investment decision.
- To experimentally verify and demonstrate the developed technologies in relevant conditions and in field conditions.

Within COMPASS, the dedicated Work Package (WP) for dissemination and exploitation is WP8. This WP is tightly connected to WP1 on Project Management and WP7 on Social, Environmental, and Economic Life-Cycle Assessment.

The objectives of WP8 are:

- Dissemination and communication actions, a multi-channel dissemination platform that ensures a continuous dialogue with a widespread audience.
- Develop and maintain a proactive communication and dissemination plan to ensure uptake of project results.
- Outreach to key stakeholders for consultations on the COMPASS results and impacts, to manage targeted consulting actions (e.g., workshops, focus groups) with relevant energy actors.
- IPR management and exploitation strategy as well as market deployment roadmap.

2 Internal Communication

2.1 COMPASS Intranet

For effective internal communication within the consortium, we opted for SharePoint as the intranet platform for the COMPASS project. SharePoint, an award-winning product from Microsoft [2], has become one of the most effective platforms to improve productivity. Its content management feature allows organizations or users to securely store, share and collaborate with each other and perfectly suited for the purpose of the COMPASS project.

[1] COMPASS Grant Agreement
[2] https://support.office.com

Its online version allows users to access SharePoint sites, access/share documents and information from anywhere, anytime and any devices like laptop, desktop, tablet, and mobile. The site has also a forum discussion option to allow members to communicate directly with the project office and with each other. As SharePoint sites are implemented within the Microsoft system, an e-mail address is automatically provided. Partners can use a single email address to reach all members of the discussion group. Invitations were sent to 37 members of the consortium who currently have full access to the sites features.

The structure of the site is straightforward. In order to help members of the consortium make the best out of it, we have implemented news and calendar section (in the home page) and a deliverables planner and discussion forum pages, in addition to conventional document sharing feature.

2.2 Workshops and Meetings

2.2.1 Project Office Meetings

The coordinator ON Power ehf and COMPASS partners OR and GEORG are holding weekly meetings called Project Office meetings, or PrO meetings.

The main objectives of the PrO meetings are to:

- Manage the delivery and the flow of administrative and financial documents.
- Manage the delivery of deliverables and reports to the European Commission.
- Ensure filing of all documentation accompanying the consortium arrangement and finances.
- Organise all project meetings and maintain a high level of communication within the consortium.
- Ensure that the consortium is meeting all contract requirements.
- Besides, it will be a permanent contact point for the coordinator and all the partners regarding their participation, responding to any relevant requests from the members of the consortium.

2.2.2 Work Package Leaders Meetings

To follow up on the work progress within the consortium, monthly meetings are planned where work package leaders report on the activities of their respective teams. The reporting is done using a traffic light template that lists tasks in each work package and is colour-coded to indicate if the ongoing tasks of the project are on track and detect delays and challenges. The green colour indicates a timely progress, yellow minor issues and red problematic challenges preventing the progress in the tasks.

2.2.3 Internal Meetings and Workshops

The event planning for the first series of workshops and meetings are so far strongly focused on internal exchanges of knowledge and expertise within the consortium. A kick-off meeting was organized on 2-3 November in Reykjavík, Iceland with the participation of 23 members across the consortium (Figure 1, 2). The event was hosted jointly by GEORG and ON Power.

Figure 1: Group picture of COMPASS Consortium during the kick-off meeting in Reykjavík, Iceland

Figure 2: COMPASS members visiting the ON Geothermal Exhibition and Surroundings

Further within the lifetime of the project, a series of workshops and training modules dedicated to capacity building will be organized in collaboration with the WP7 (Social, environmental, and economic life-cycle assessment). These workshops will be open and held at regional level in target regions with potential to deploy renewable deep geothermal energy projects as well as in conjunction with high-level events in the geothermal sector. These events will present project results and potential risks and benefits for local communities related to deep geothermal facilities. They specifically address the KP17, through increasing the social acceptance and preventing NIMBY (Not-in-mybackyard) Syndrome.

The project consortium aims to attract future students into a career in deep geothermal development and operations and will therefore also be planning a COMPASS Summer School to train the next-generation geothermal engineers and scientists. The event will be held during the last year of the project. A final international conference will be run in the vicinity of one of the partner's sites and with the participation of different stakeholder groups.

3 Visual Identity

A visual identity of COMPASS has been developed to support the overall perception of the project and foster its uniform impression. This identity is incorporated in all communication materials and platforms of the project to ensure clear, consistent, and recognisable brand for all communications.

3.1 Logo

The COMPASS logo can be seen below:

Figure 3: COMPASS logo.

The project logo and visual elements are available to the entire consortium in multiple formats for easy and quick use. In addition to the full logo, a "letter-mark only" version (Figure 4) is available for situations in which space is constrained.

Figure 4: COMPASS "letter-mark only" logo

A logo presentation and brand guide have been formulated to illustrate the concept behind the design and are attached as Annex I and II[3].

[3] Annex I: Logo Presentation, Annex II: Brand Guide

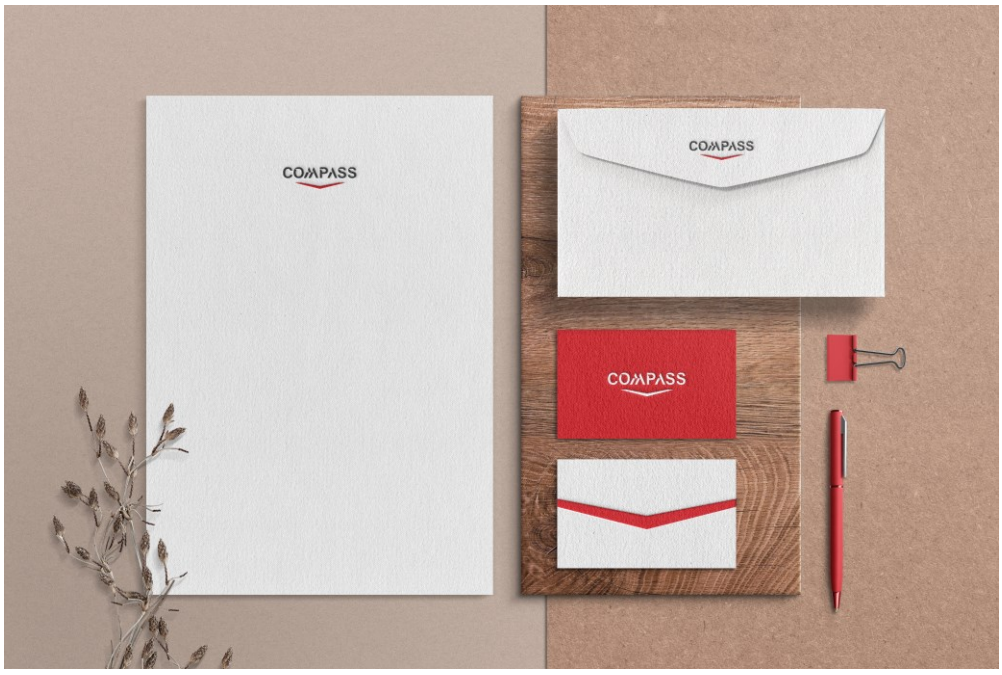
3.2 EU Acknowledgement

The corporate identity of COMPASS also includes the EU emblem as well, highlighting the EU support to the project[4]. In each template the following sentence must be inserted:

"***This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement nº. 101084623***".

3.3 Visual Assets

Based on the project branding, a set of visual assets have been created. These ensure that the COMPASS visual identity is consistent throughout the duration of the project.



This set of assets includes templates (for project deliverables, Power Points presentations, meeting minutes, press releases and articles, cards), photos, and a website.

All project participants will apply the visual basics established of COMPASS communication and dissemination.

3.4 Website

COMPASS' project website is available at the following link: www.compass-geothermal.eu.

The project's website is intended to serve as a main dissemination and communication tool. It will be used as a gateway to diffuse the project's information as widely as possible. The COMPASS project's website is released in M3 and was developed using WordPress. The website was designed in coherence with the visual identity of the project, an original dynamic look, and an easy navigation. It includes multimedia content and informative pages presenting the COMPASS consortium, its concept, vision, objectives, partners, and activities (Figures 5, 6). It is accessible to the public both through classic desktop access and via mobile devices. The website is an important

[4] Dissemination and Exploitation in Horizon Europe (Link)

source of information about the project, its progress, and its results. Statistics on site usage are monitored using the Google Analytics tool.

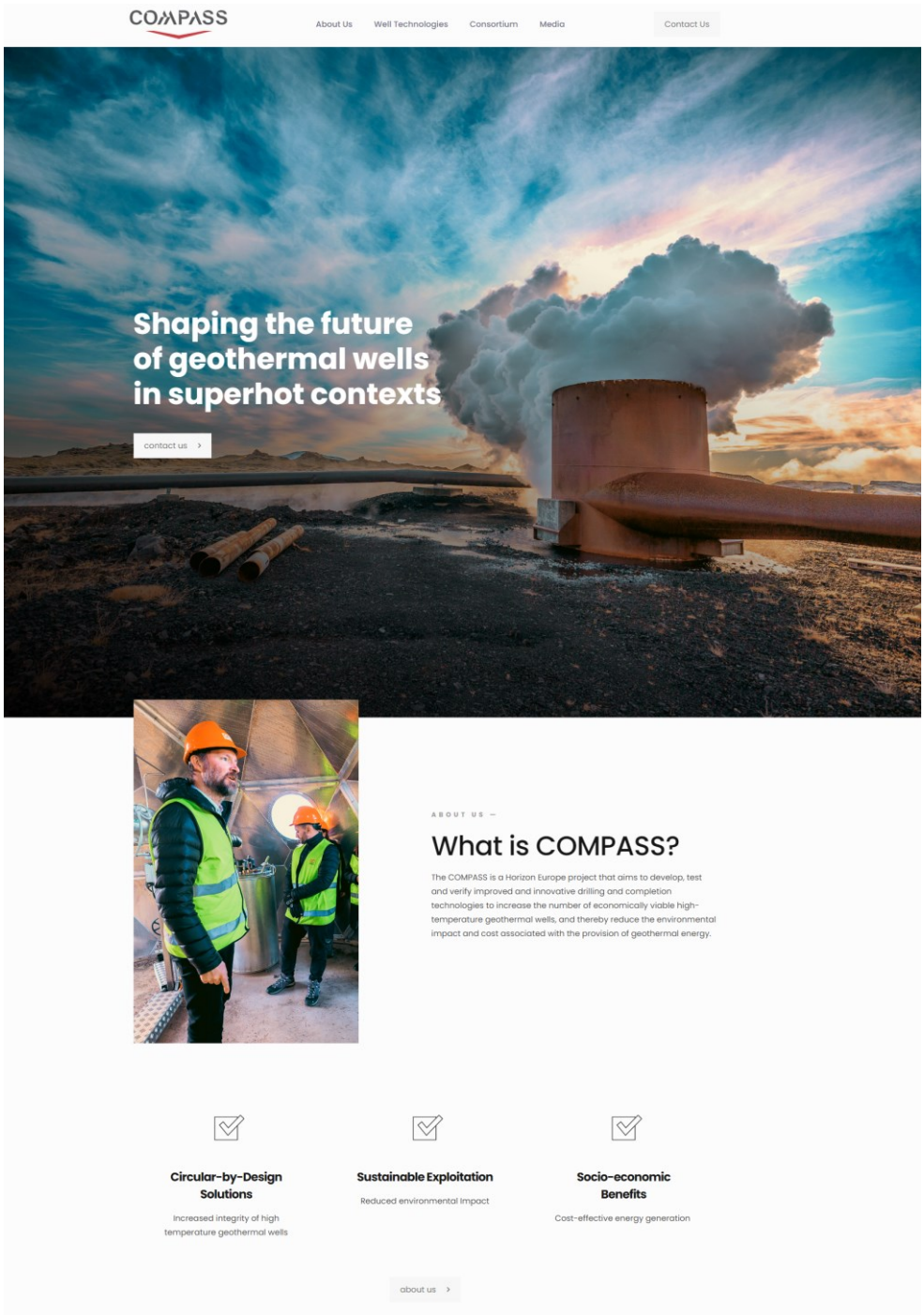


Figure 5: Screen capture of the 'Home' page of COMPASS website[5]

GEORG will be responsible for the maintenance of the web page until the end of the project's duration. After the project ends, the website will continue for at least 3 years to support dissemination of results and promote information on deep geothermal energy developments. A

[5] COMPASS Website link: www.compass-geothermal.com

link directed to the COMPASS website will be established on all partners' websites and on the websites of other interested stakeholders.

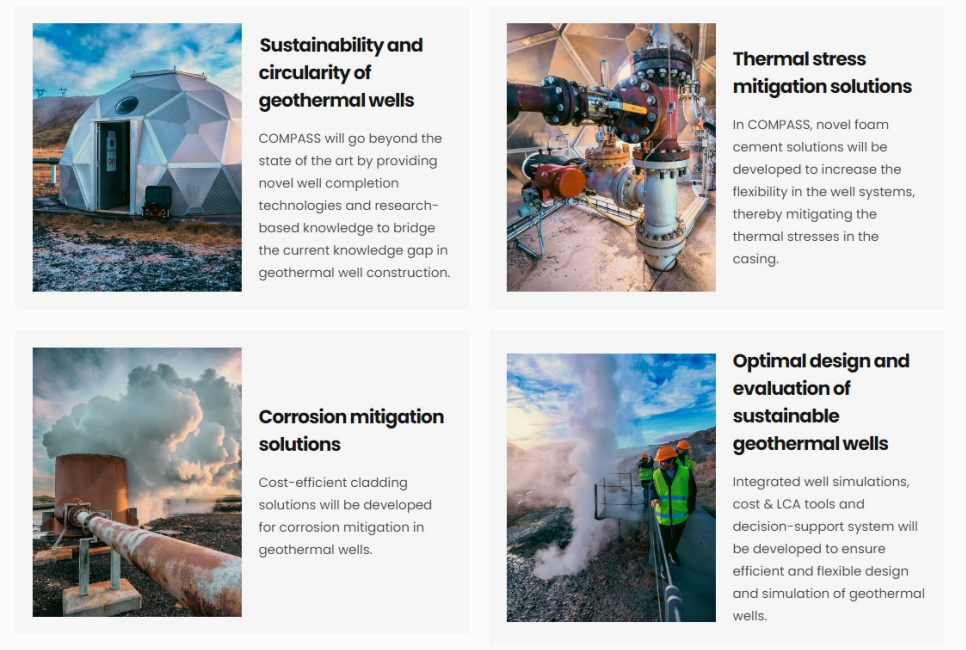


Figure 6: Showcase of COMPASS well solutions on the project's website

A dedicated media page (Figure 7) was created, incorporating the project's logo package available for download, and a photo gallery showcasing project's activities and events.

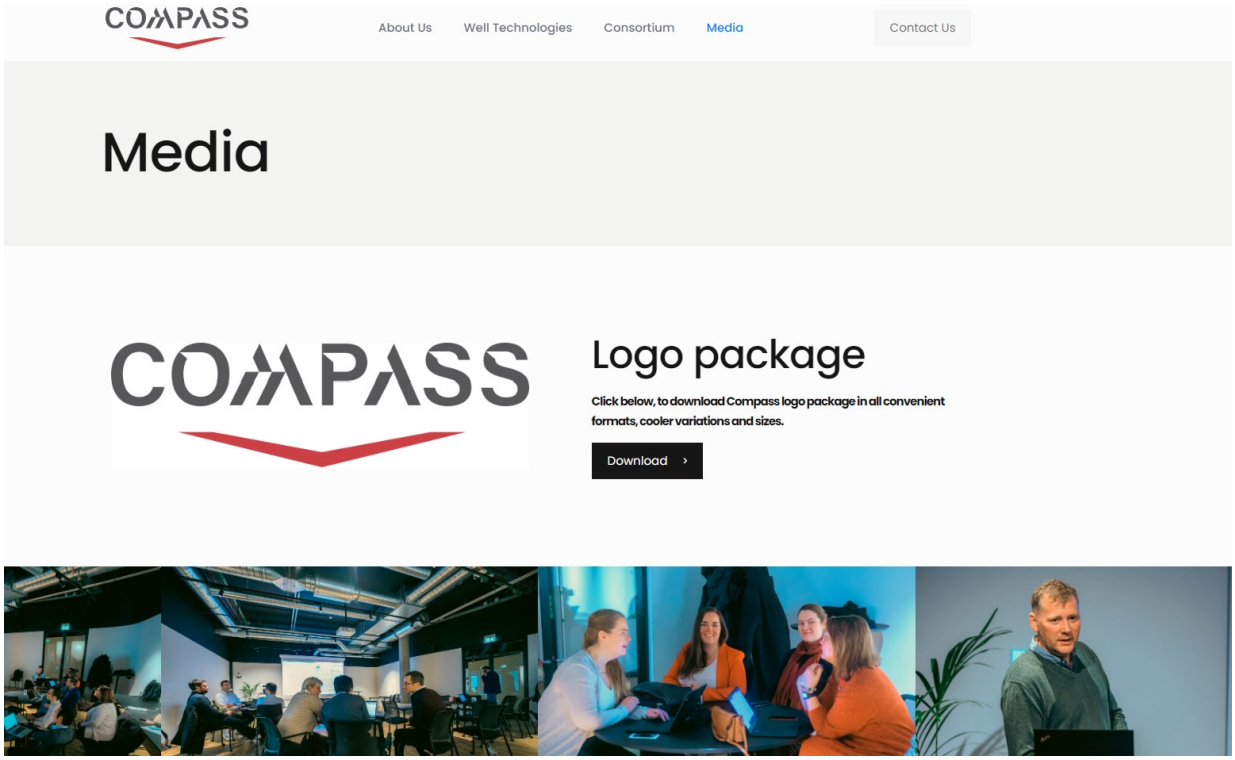
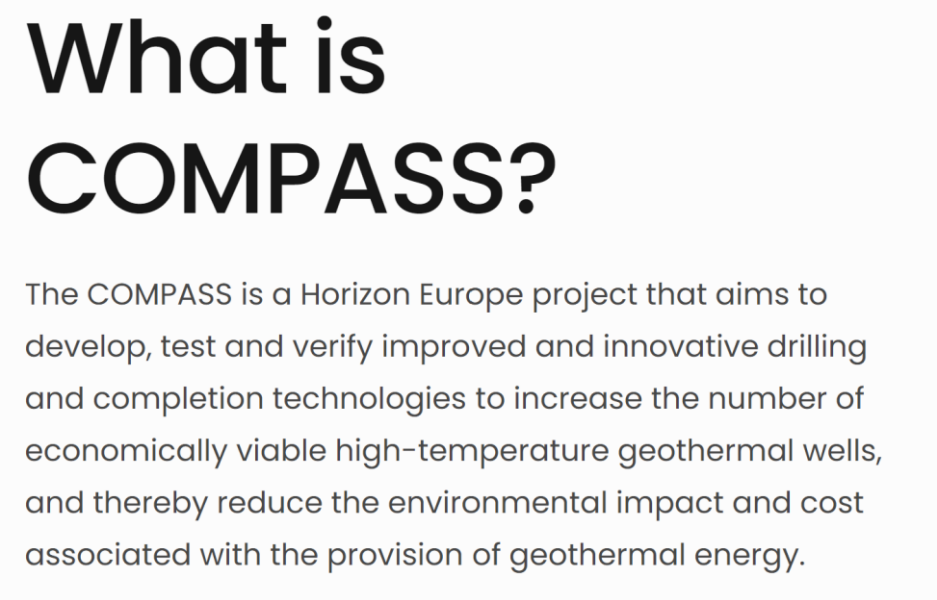


Figure 7: Media Page of COMPASS Website

The web design and usability were created to make it user-friendly and practical. Design is minimalistic and professional, no sound in the background. Content was prepared by GEORG.

3.5 Key Message of COMPASS



A couple of mottos are included on the website to highlight the vision of the project:

"***Shaping the future of geothermal wells in superhot contexts***"

and

"***Towards sustainable exploitation of geothermal energy***"

4 Dissemination and Exploitation

4.1 Dissemination and Communication Activities

The COMPASS project will focus on innovative and engaging ways to share results with diverse technical and non-technical audiences.

The consortium partners will emphasise dissemination and communication of actively managed and reviewed knowledge and results. Industrial and technical communities are kept well informed of developments, to facilitate widespread acceptance of the results whilst ensuring that relevant intellectual property rights of the participants are protected. Initially the dissemination activities will target the geothermal sector related organisations forming the primary exploitation route for the COMPASS results. This would be followed with targeted approaches to policy makers at various levels of the geothermal sector.

Some results from the project will be of general technological, industrial, and scientific interest. The partners will promote the dissemination by publication of technical papers in international scientific journals, in presentations at relevant international and national conferences and organised workshops as well as other workshops/seminars organised by the partners. Furthermore, COMPASS will use its

website, and social media tools to regularly provide public deliverables and information about the achieved progress of the project.

Promotion of the COMPASS outcomes will focus on two objectives:

- Generate support and reinforce networks among the stakeholders' communities and raise awareness.
- Communicate project activities throughout the project lifecycle and disseminate widely results achieved by COMPASS project.

Communication Activities:

Early in the project, stakeholder mapping will be carried out to define communication strategies appropriate for different types of stakeholders. The COMPASS dissemination Officer is Dr Amel Barich (GEORG)[6]. A communication task force will be established in the first months of the project to ensure consistency throughout the consortium. The various COMPASS stakeholders will be targeted by specific communication measures suiting the different interest groups.

Since societal engagement and social acceptance are key objectives in COMPASS, a high synergy is expected between WPs 7 and 8 through a variety of activities such as press campaigns, workshops for local communities and participatory initiatives. Several regional meetings will be organised by partners to engage local stakeholders as part of the outreach and co-creation needs of the project. Such measure will help promoting the project among citizens and support trust building and transparency between the public and the geothermal renewable energy sector.

Communication Channels:
To maximise communication and outreach among identified stakeholders, the following channels will be employed (additionally to the website):

- **Social Media:** information on the project will be actively communicated through social media platforms (Twitter, LinkedIn, Facebook, and Instagram)

Twitter: @COMPASS_Geo Facebook: @COMPASS_Geo LinkedIn: @ COMPASS Project Instagram: @COMPASS_Geo	Hashtag: #COMPASSgeothermal

  It is envisaged as well in a later stage to create dedicated multilingual channels, namely in Italian and Icelandic, as part of the geothermal social engagement activities linked to WP7.
- **Newsletters:** issued throughout the project (4 newsletters).
- **Educational material and videos** on the specific technological and methodological outcomes for outreach toward the public and targeted focus groups (4 videos, 1 mini-book (supporting social engagement guidelines in WP7) on geothermal energy for non-technical audiences.

4.2 Exploitation of the Project's Results

The COMPASS innovations are expected to drive several practical applications and recommendations for uptake within European geothermal value chains, both directly and indirectly. The COMPASS consortium will exploit commercial applications to TRL5 during the project.

The following strategy is anticipated:

[6] COMPASS Kick-Off Meeting Minutes

Table 1: Preliminary Exploitation Strategy.

Exploitation Type	Activity Description
Academic and research exploitation	University courses, sector training modules (WP7). ➔ COMPASS will produce several open access scientific publications, and these will be extremely important to enable third-party leverage and exploitation**.**
Policy-oriented exploitation	Tied to the policy recommendations developed in the project and with the support of COMPASS partners. ➔ This will maintain them after the end of the project and keep on leveraging them for replicability purposes as well as for other initiatives in the geothermal sector**.**
Replication-oriented exploitation	Tied to the upscaling of tools in other renewable energy areas (beyond those of the superhot/supercritical zones) and to the replication in other geothermal zones at lower temperature conditions. ➔ The geographical scope of the consortium and the connected networks including the strong connection to the ETIP-DG network will support replication EU-wide**.**
Commercial exploitation of new enabled services	Tied to the knowledge generated, and whose business opportunities and model will be evaluated during the project's execution. ➔ The ambition is to solve critical technology barriers to TRL 5 and provide a baseline for future exploitation to TRL8/9 based on the project outcomes.

GEORG will act as exploitation leader of WP8 and will support the development of business plans targeted for any exploitable results for each partner within the consortium.

The demand side in general and consumer concern in particular regarding the range of services and products being developed in the COMPASS project will be studied through consumer acceptance studies and stakeholder workshops, to develop recommendations on how to communicate the harnessing of geothermal energy and acceptance issues and concerns regarding e.g. induced seismicity to consumers, to inform and alleviate concerns and reduce misinformation and thereby minimise the likelihood of rejection of the new services and products.

4.3 IPR Management

Management of IPR and exploitation within COMPASS will be coordinated by the Project Office with the aim (i) to successfully exploit project results for the benefit of science, economy, and the public, (ii) to protect project results by proper management of intellectual property and (iii) to enable the sustainable use of project results after project end. The IPR strategy will follow three main aspects to

maximise impact and protection of the knowledge created within COMPASS: (1) Proper assessment of the background knowledge and contribution to the innovative results; (2) Evaluation of the new knowledge created during the development of COMPASS considering the state of the art and continuous technology watch and patent search to ensure freedom to operate; (3) Overall IPR strategy and assessment of the best route for the protection of the Knowledge created. Three audits to monitor achieved results will be conducted by the project Steering Committee and the most suitable solutions for protecting the results will be analysed. Such solutions will depend on the nature of the result, as well as its related TRL, and can include patents, trademarks, design rights, copyright, and trade secrets.

This strategy will allow to better define exploitation routes and dissemination activities, leading to a shorter time-to-market of project results.

4.4 Impact of Communication and Dissemination Activities:

A series of Key Performance Indicators (KPIs) has been defined to measure the impact of the dissemination and communication activities carried out by the project consortium from the project start, these can include the expected results displayed in Table 2.

Table 2: COMPASS Communication and Dissemination KPIs.

Communication Tool	Key Performance Indicator (KPI)	
Social Media	Number of Campaigns	20 social media campaigns (promoting project's goals, methodologies, and results, as well as campaigns supporting WP7 qualitative and quantitative surveying for social acceptance in Italy and Iceland).
Conferences/Events	Number of events organized and attended	>7 events organized Attend >8 key events in each country and 1-2 high level international conferences
Press Releases/Briefs	Number of press releases and briefs	5 Press releases 6 briefs
Scientific Publications / Conference Proceedings	Number of scientific publications and conference proceedings	> 6 scientific peer-reviewed papers >6 conference proceedings

5 Conclusion

All internal communication tools and visual identity package are ready and running smoothly. This lays a good foundation for the dissemination and external communication activities whose report will be submitted under the deliverables D8.2 and D8.3 on months 18 and 36 of the project's lifetime, respectively.

The Communication Plan can, however, always be adapted to the project and to the strategic changes of the latter when seeking continuous improvement. This is a living document which can be updated. The methodology applied to the internal communication (planning, execution, control, identification of improvement areas) ensures the continuous improvement of the results during the project.

The communications manager will contact the project officer from CINEA on the updates to the plan and will request the re-opening of this deliverable to reflect the updates.