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Communication and Dissemination Plan for Hybrid Energy Storage System (HESS)

Deliverable D.1.1.



Instytut Technologii Paliw i Energii

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Executive Summary

The Communication and Dissemination Plan for HESS (CDP) facilitates the coordination, synchronization of dissemination and communication activities in order to achieve the best possible awareness of the project activities and results.

The CDP identifies the communication channels and tools according to the needs and capacities of the different stakeholders/users' groups. It also guarantees that the dissemination activities are highly targeted, in content and method, to achieve the highest possible impact. In addition, this CDP establishes guidelines for efficient internal communication between Partners to foster the successful implementation of the project.

The dissemination and communication activities of HESS will make the project and its results visible to the target audiences, establishing a cross-link with public authorities, the scientific community, and EU. The CDP guides project's public activities to guarantee that a coherent of messages is delivered among the different target groups.

The CDP of the HESS project is a living document that will be continuously updated accordingly to the project flow to reach the widest possible audience, create a framework for knowledge transfer between regions, and correct the errors in communication and dissemination activities that may appear.



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1. Introduction

‘Hybrid energy storage system using post-mining infrastructure’ (HESS) is a RFCS-2022 project funded by the European Commission for 36 months. The project has officially started on the 1-st of July 2023.

HESS project Consortium is composed of five partners: Instytut Technologii Paliw i Energii (ITPE), Poland; Instytut Techniki Gorniczej Komag (KOMAG), Poland; Politechnika Slaska (SUT), Poland; Premogovnik Velenje Doo, Slovenia; VSB - Technical University of Ostrava (VSB - TUO), Czech Republic.

The project aim is to develop a Hybrid Energy Storage System (HESS) using post-mining infrastructure. The inventory of post-mining infrastructure will include both mine shafts and underground workings. The analysis of the possibility of its use for parallel energy storage in: Pumped Storage Hydroelectricity System, Compressed Gas – Air/CO₂ Energy Storage System and Thermal Energy Storage system will be made. On the basis of the energy demand of each HESS component, a method of thermal and mechanical integration of the entire system will be developed. An algorithm for the mutual interaction between the elements of the energy storage system will be developed. Optimal cooperation of the various elements of the HESS will be supervised by an energy router. The router will also manage energy exchanges with the national power grid for the intake of low-cost green energy and peak energy production. The single HESS energy router system should take into account the possibility of cooperation of multiple HESS systems working in a distributed system.

HESS project Partners will realize their tasks within seven work packages. The scheme of overall structure of the work plan in the project and collaboration is presented in Figure 1.



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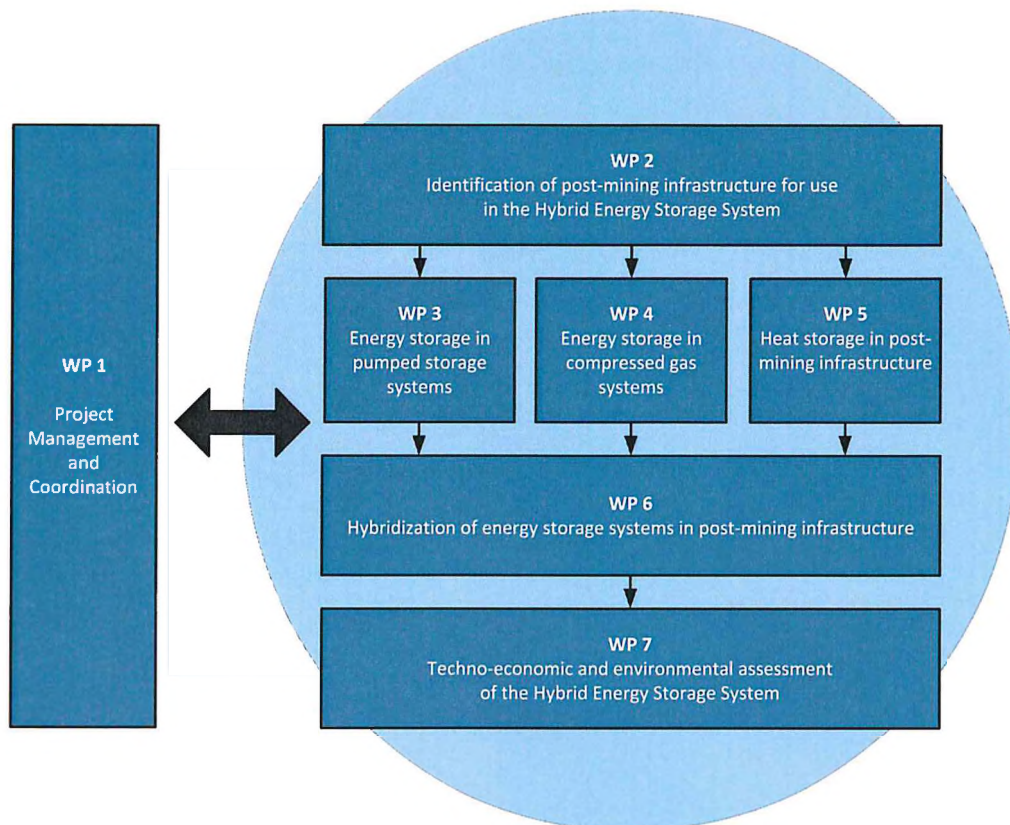


Fig. 1. Overall structure of the work plan

2. Communication and dissemination goal

The document ‘The Communication and Dissemination Plan for Hybrid Energy Storage System (HESS)’ (CDP) is the first planned deliverable (D.1.1) of the project prepared by ITPE. It is an element necessary for proper and effective HESS project management. CDP has been designed based on GRANT AGREEMENT Project 101112380 — HESS, which correlates to Annotated Grant Agreement (EU Funding Programmes 2021-2027): ARTICLE 17 and Annex 5 [1], as well as according to guidelines set in the publication ‘*Communicating and raising EU visibility: Guidance for external actions*’– 2022 [2].

The CDP is a living document that will be continuously updated accordingly to the project flow to reach the widest possible audience, create a framework for knowledge transfer, and correct the errors in communication and dissemination activities that may appear. It summarizes the strategies and so far obtained feedback, the dissemination key elements including: objectives of the dissemination (mission, vision), subjects of dissemination (what will be disseminated), target audience (to whom it will be disseminated), dissemination methods (how it will be disseminated), and rules for planning and performing of dissemination activities.



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This plan will ensure information about HESS project's objectives and results are effectively disseminated to relevant audiences and to promote the use of project results by the relevant industry.

Communication activities should be thought of as increasing the public visibility of the project and its results using accessible way [3]. The goal of communication is the creation public awareness and enhances the visibility of the project, Consortium, as well as the research programme. It encourages people to use the results, increasing the chances HESS project research will make an impact. Communication activities ensures also efficient management in the project.

Dissemination activities is making sure the projects results are available to the scientific community, policy makers and industry [3]. Dissemination is targeted at specific audiences in the research community, industrial sector, stakeholders, potential investors and future customers. It facilitates scientific reuse of the results and creates long term scientific and commercial impact. The basic goal of dissemination activities of the HESS project is to make awareness of the HESS project concept, objectives and its main results to different target groups and to obtain useful feedback from stakeholders that will be interested in herein developed strategies, in exploitable results, and mainly, in future utilisation of post-mining shafts for energy storage.

Dissemination activities must address multiple audiences (beyond the action's own community), including the media and the public, in a way that can be also understood by non-specialists.

They should highlight the action's goals, results and include the public policy perspective sought, e.g. by addressing aspects such as:

- contribution to competitiveness and to solving societal challenges,
- impact on everyday lives (e.g. creation of jobs, development of new technologies, better quality products, more convenience, improved life-style, etc.),
- actual or likely exploitation of the results by policy-makers, industry and other communities.

3. Communication and dissemination strategies

Communication and dissemination strategy will follow principles and best practices successfully evaluated by the HESS Partners in other projects.

3.1. Internal Communication

The internal communication strategy aims to organise the information flow within the HESS project Consortium to ensure the effective and transparent management of the project, and the efficient communication between the project Partners through a regular exchange of emails, calls and meetings. Effective management and execution of the project is contingent



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on organising a strategic communication between the project Coordinator and the Partners, as well as between the Partners themselves. Keeping members informed of common actions, administrative and financial obligations, as well as monitoring and evaluation activities and results should help overcome any issues that may arise during the execution of the project and should help achieve its objectives.

In order to ensure efficient and effective management of the HESS project, a Steering Committee will be appointed, composed of representatives of the members of the project Consortium. The Steering Committee will be responsible for monitoring the progress of works under the project and their coordination from the point of view of achieving the project's strategic goals, as well as analyzing potential threats and risk management. Different Lead Beneficiary will be responsible for the implementation of individual work packages (Table.1.).

Table. 1. HESS project Work Packages information

WP no	Work Package name	Lead Beneficiary	Start Month	End Month
1	Project Management and Coordination	ITPE	1	36
2	Identification of post-mining infrastructure for use in the Hybrid Energy Storage System	SUT	1	12
3	Energy storage in pumped storage systems	KOMAG	4	30
4	Energy storage in compressed gas systems	SUT	4	30
5	Heat storage in post-mining infrastructure	SUT	4	30
6	Hybridization of energy storage systems in post-mining infrastructure	ITPE	13	33
7	Techno-economic and environmental assessment of the Hybrid Energy Storage System	ITPE	25	36

Committee members will exercise substantive supervision over the implementation of the HESS project between cyclical meetings (organized at least every 6 months) and prepare progress reports of the work performed. Teams members will communicate with each other on an ongoing basis as part of working meetings. Research teams will be responsible for carrying out activities in accordance with the plan in order to achieve the assumed results and indicators of the project, analyzing and archiving the obtained data and informing the R&D Manager about the research progress. Possible difficulties in the implementation of operational and research activities will be eliminated by monitoring the project at working meetings of the project Partner. Continuous control of the implementation of the assumed milestones and deliverables will be extremely important as part of the tasks carried out equally.



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3.2. External Communication and Dissemination

The primary objective of communication strategy is to increase the impact and transferability of the HESS project by disseminating the results, engage target audiences as well as create and maintain the project's constant visibility. In that respect, Project Partners will activate synergies and ensure a continual cohesion between the actions planned at different levels to effectively disseminate project activities and results to target groups and stakeholders, including public authorities, industry, scientific communities and the EU. Strategic communication plays a key role in raising awareness of the EU political priorities and demonstrating the EU's positive contribution to people's lives.

The Communication and Dissemination Plan include a basic communication toolbox that will support researchers in their daily work, and foster the identification with the project.

Communication tools include:

- HESS project logo – visually appealing and reflecting the project idea;
- HESS project website – comprehensive presentation of the project and the Consortium, will be updated on an ongoing basis;
- HESS project roll-ups – useful element promotion during events containing the most important information about the project (activity, objectives, logo, contact details, funding sources, etc.);
- social media notes, e.g. Facebook, LinkedIn, Twitter – sharing information about HESS project like goal, activities and results will allow to reach a wide audience;
- press releases, conferences presentation, flyers;
- EU visual identification on document templates, i.a. reports, e-newsletters, articles, presentations and posters (more in 3.3. EU Visibility);
- presentations at promotional meetings for Local Authorities, Enterprises, State Treasury Companies.

Dissemination actions will make sure the project results will be available to the scientific community, policy makers as well as the industry.

The most important dissemination/exploitation will include:

- publications of scientific articles (cornerstone of dissemination);
- oral and posters presentations during scientific conferences, seminars and congresses;
- patents (project results exploitation);
- organization of meetings and events – establishing long term relationships with future partners, customers or providers, obtaining insightful information about the field;
- training for local governments and entrepreneurs.



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3.3. EU Visibility

Strategic communication and visibility are important parts of all EU programmes which implement the EU political priorities (*'Communicating and raising EU visibility: Guidance for external actions'*– 2022 [2]).

The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding. All HESS project Partners will use the EU emblem in their communication to acknowledge the support received under EU programme and contribute to the visibility of the EU. The EU emblem will be accompanied by a funding statement mentioning the EU's support. The funding statement 'Co-funded by the European Union' shall always be spelled out in full in the operational language of the EU programme and relevant local languages and be placed next to the emblem (Figure. 2).

EU emblem and funding statement information in HESS project will be placed in: HESS project information banners, on banners produced as a backdrop for special events (seminars and conferences), publications, annual newsletters, project reports, flyers, posters, documents digital assets (webpages, visuals, infographics and videos), EU-funded actions display panels and commemorative plaques.

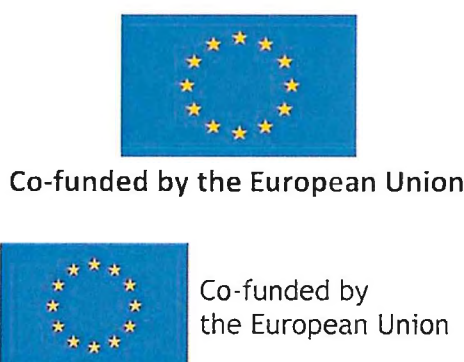


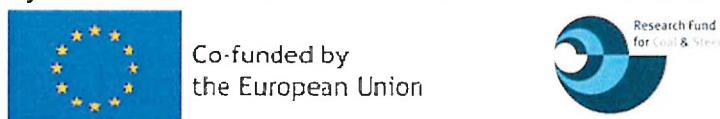
Fig. 2. The EU emblems and the funding statements

According to HESS GRANT AGREEMENT [1]:

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

'Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them'.

The beneficiary that intends to disseminate should give the other beneficiaries advance notice (together with sufficient information on the intended dissemination). Any other beneficiary may object to dissemination if it can show that it would suffer significant harm



(in relation to its background or results). In this case, the results may not be disseminated — unless appropriate steps are taken to safeguard the interests at stake.

4. Communication and dissemination activities / channels

Communication, dissemination and exploitation activities will be realized during and after the HESS project's implementation, in order to show the project's results to the wider public audience. The communication, dissemination and exploitation of the HESS project will not be seen as something separate from core tasks but as part of it. All project Partners will be involved in these activities at all stages and in all parts.

The information about the existence of the HESS project will be spread since the early stage of the project, in order to increase its visibility. Therefore, the main dissemination and communication tools used in this stage will be HESS project website, social network tools and short project presentations e.g. at the scientific conferences, seminars, and workshops. Most significant dissemination activities will take a place in second and third year of project realization, when the HESS project outcomes and its potential impacts will be disseminated to industry and scientific community.

The information channels around which the strategy has been developed range from mass media to mass mailings, from print media to electronic media, from telephone contacts to face-to-face contacts.

The most important distribution channels of project results and outcomes that will be used are described below.

4.1. HESS website

Electronic media will play a very important role in the communication and dissemination of the project. Project Leader (ITPE) will develop a HESS project website informing about all project activities. It will contain general information about project scope, concept, structure, timeline, Consortium Partners, as well as project progress and action, results of research carried out under the project, events and news. Scientific publications, conference materials, publishable reports and reviews, annual newsletters, and deliverables achieved within the HESS project will be posted there. This website will be set down up to six months after the start of the HESS project and it will be updated on an ongoing basis.

4.2. Public reviews and annually e-newsletters

It is planned to prepare comprehensive public reviews of the HESS project, the first – at the end of 2023, the second one – at the end of the project realisation (M35). The reports will be available to all interested parties on HESS website. Annually e-newsletters written in English and national languages of the project Partners will referee actual results obtained under the HESS project.



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4.3. Social networks

It is planned the general communication and dissemination of HESS project throughout Partners own networking channels: social media (e.g. Facebook, LinkedIn, Twitter) as well as Partners' webpages. These actions will be aimed for different audience and will be envisaged to induce different results like interest of public and investors, broad dissemination of the concept and perspectives. It is planned continuously to inform about the HESS project, its assumptions, goals as well as the results of the project, news and events related to its implementation.

4.4. Print media

Project Partners from Academia as well as R&D institutions will be responsible for publishing papers in national and international scientific/technical journals and magazines for example: Journal of Energy Storage, Energy, Renewable and Sustainable Energy Reviews, Energies. It is planned to prepare at least six papers referred to HESS project results. Dissemination of project results will also be carried out through posters at scientific conferences and seminars, as well as through the conference materials and information leaflets.

4.5. Meetings and events

Exceptionally high efficiency of the communication process and dissemination of the project can be achieved through personal contacts like face-to-face and on-line meetings (teleconferences, telephone contacts). Internal Communication within the HESS project was detailed described in Task 3.1.

Project Partners will also present results obtained during HESS project on national and international scientific or/and technical conferences (oral presentations and posters) – at least four during project lifetime.

It is planned to organize final international seminar either as a standalone event or as a special day to an existing conference. During this seminar all HESS project results and achievements will be presented. Seminar materials will be published on HESS project website.

The HESS project's final international seminar will be open to stakeholders from different backgrounds expressing interest in mine waste dumps recultivation, such as scientists, policy makers, and European, national, regional, and local authorities.

One of the main elements of the promotion of project results and dissemination of knowledge will be participation in Silesian Energy Storage Forum (SRK). The forum is organized by KOMAG and is attended by the presidents of the greatest Silesian cities, representatives of the government and the Silesian provincial assembly as well as representatives of Katowice Special Economic Zone Co., Mine Restructuring Company, and



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the Institute for Ecology of Industrial Areas. The SRK mission is effective management, reclamation and revitalization of post-mining areas, caring for the natural environment and protection against destruction of cultural and industrial heritage. The SRK vision is restoration of land and post-mining objects facilitate development of other economy sectors and acquisition of new investors allows to create workplaces alternative to the mining industry. It is planned to participate in the next annual meetings of the SRK and present HESS project idea as well as project results at the end of project time life.

It is also planned to share results with relevant stakeholders within the framework of the Energy Transition Cluster DEsire, which is a platform for communicating and organizing research, industry and local government entities involved in decarbonization processes. The cluster is a platform organized and managed by the Silesian University of Technology.



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5. Dissemination subject

The following general subjects of communication and dissemination have been identified:

- HESS project itself, i.a. general scope and goals, structure, timeline;
- information about Consortium Partners and programme;
- project results relates to with HESS development using post-mining infrastructure consisting of three different energy storage systems;
- techno-economic assessment of hybrid energy storage technology in post-mining infrastructure;
- sustainability assessment results (from LCA) of the Hybrid Energy Storage System, which will be the basis for the validity of further industrial implementation of this technology;
- project deliverables (Table 2.) and milestones (Table 3.).



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Table 2. Deliverables list of HESS project

no	Deliverables name	Beneficiary	Dissemination Level	Planned achievement date
D1.1	The communication and dissemination plan	ITPE	PU	M1
D1.2	Webpage created and initiated	ITPE	PU	M6
D1.3	The comprehensive public overview of the project	ITPE	PU	M6
D1.4	Publishable Report	ITPE	PU	M35
D1.5	Final international seminar – project results presentation	ITPE	PU	M36
D2.1	Guidelines on the adaptation and use of inactive shafts possible to energy storage	KOMAG	PU	M12
D2.2	Guidelines on the conversion of underground mine working into water reservoir	SUT	PU	M12
D3.1	The pumped storage systems in mine shafts	KOMAG	PU	M30
D3.2	Technical parameters of the example underground water reservoir model	SUT	PU	M18
D4.1	Thermodynamic analysis of the proposed systems	SUT	PU	M18
D4.2	Guidelines for the baseline condition of the reference shafts	SUT	PU	M30
D4.3	Lining materials selection and properties	SUT	PU	M27
D5.1	Thermal energy storage material studies	SUT	PU	M12
D5.2	TES performance report	SUT	PU	M30
D6.1	Integration of particular components of the HESS	ITPE	PU	M33
D6.2	Energy router software	KOMAG	SEN	M33
D7.1	Techno-economic assessment of hybrid energy storage technology in post-mining infrastructure	ITPE	PU	M36
D7.2	Life cycle assessment (LCA) of the HESS	ITPE	PU	M36



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Table 3. Milestones list of HESS project

no	Milestone name	Means of Verification	Planned achievement date
1	Recognition of mine shafts and water reservoirs	Indication of specific postmining site suitable for the HESS implementation, at least 1 from each country with minimum storage capacity of 10 MWh meeting specific criteria set out in the multicriteria assessment cubic capacity of 10000 m ³ /h.	M1
2	Parameters of the underground power generation unit and water pumping system	Storage capacity of PSH equal 10 MWh (according to the project assumptions).	M6
3	System analysis for compressed air storage system	Selection of two optimal configurations of energy storage system.	M6
4	Instructions for compressed gases storage in mine shafts	Definition of instruction for a system with a system storage capacity of at least 10 MWh for at least two cases.	M35
5	Selection of accumulation materials	Ranking of the selected materials in terms of their suitability for TES according to their heat capacity, mechanical strength, and market availability and cost.	M36
6	Numerical model validation of TES system	A numerical model whose the discrepancy between experimental results will be not more than 20%.	M12
7	Technical and process dataset necessary to develop the assumptions for the router, and to carry out the techno-economic and LCA analysis	Reports and datasets containing heat and mass balances of the particular components of the HESS - PSH, CAES, TES (based on WP3-WP5).	M12



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6. Target audience of the project dissemination

Dissemination process will be carry between two main kinds of audience: within project Partners and beyond project Consortium Members. In Table 4. is presented segmentation of HESS project audience.

Table 4. Segmentation of HESS project audience

Type of audience	Audience description
Project Partners	Communication with in the HESS project should ensure an orderly flow of information, efficient communication within the Consortium in order to ensure effective project management. <i>Main communication channels: e-mails, WhatsApp, telephone calls, tele- and videoconferenes, meetings.</i>
Academic and research community	This group targets all research communities interested in the project's developments, results and innovation which can be beneficiary for their own research activities. Scientific contributions of HESS are particularly interesting for researchers working in the field of energy storage systems, analysis of the possibility of its use for parallel energy storage in Pumped Storage Hydroelectricity System, Compressed Gas – Air/CO ₂ Energy Storage System and Thermal Energy Storage. <i>Main communication channels: publications, scientific conferences and seminars (oral and/or poster presentations), HESS project website, newsletters, public reveivs, mass and social media, etc.</i>
Industrial sector	Entrepreneurs potentially interested in implementation of Hybrid Energy Storage System with post-mining infrastructure used. <i>Main communication channels: open events, meetings, seminars, mass and social media, HESS project website, publications, etc.</i>
Local Authorities, Enterprises, State Treasury Companies	This is a wide group encompassing innovation driven local, regional authorities, representatives and associations, Ministries, and Public Administrations at national and international level. The main significant goal that should be promoted is supporting strategic decision-making for the equitable transformation of post-mining regions. <i>Main communication channels: meetings, seminars, trainings, mass and social media, newsletters, HESS project website with the current project progress, etc.</i>
EU projects working in similar domain	The participation of project Partners in other relevant projects offers the opportunity to establish quick links among parties through common participants. <i>Main communication channels: HESS project website, mass and social media, scientific conferences and seminars, EU meetings, etc.</i>
Public community	Public community shall be aware of the HESS project objectives and



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	progresses. The main reason is to inform them on how public funds are spent for the benefit of the EU community; the second reason is because many of HESS results are of general interest and they will have a strong impact at environmental and social level. <u>Main communication channels:</u> mass and media, open events (exhibitions, fairs), HESS website, public reviews, etc.
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7. Report on activities undertaken and achievements of communication and dissemination

This chapter will be a summary of communication activities, dissemination and exploitation implemented during the HESS project. It will be replenished on a regular basis. Activities undertaken and achievements are presented in the table below (Table 5.)



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Table 5. Report on Activities Undertaken and Achievements

NO	Date	DESCRIPTION	LEAD PARTNER
1	07.07.23	HESS project LOGOTYP 	ITPE
2	14.07.23	HESS project presentation on Facebook including: project summary, coordinator contact details, list of participants, European flag and funding statement and HESS logo. https://m.facebook.com/story.php?story_fbid=pfbid0H5xA6jsnyxsQq2BV8Ywk9dtMSjUdAiWepjN8qdjZYq6ADeKiB9v1swWhvaQdWtKhl&id=100063643563740	ITPE
3	14.07.23	HESS project presentation on ITPE websites: ITPE – http://www.itpe.pl/en/hess	ITPE



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¹ EU Grants, Annotated Grant Agreement (EU Funding Programmes 2021-2027): ARTICLE 17 (COMMUNICATION, DISSEMINATION AND VISIBILITY) and Annex 5 (SPECIFIC RULES ON COMMUNICATION, DISSEMINATION AND VISIBILITY), aga_en.pdf (europa.eu)

² https://international-partnerships.ec.europa.eu/system/files/2023-04/communicating-and-raising-eu-visibility-guidance-for-external-actions-july-2022_en_0.pdf

³ <https://eufunds.me/what-is-the-difference-between-communication-and-dissemination/>

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