



D5.5

Updated communication strategy

Date 31.10.2025



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Executive Summary

The present Updated Communication and Dissemination Strategy (D5.5) builds upon the foundations established in D5.1 and reflects the evolution of the Low2HighDH project from its initial awareness and engagement phase toward replication, consolidation, and legacy-building. Its main objective is to ensure continued visibility and impactful dissemination of the project's activities, results, and outcomes during the final implementation period, while supporting the long-term adoption of low-grade and waste heat technologies in district heating networks across Europe.

In summary, the following updated Communication and Dissemination Strategy provides information on:

- **The vision and objectives** for communication and dissemination in the final year of the project, including the focus on replication and long-term impact;
- **Implementation of communication and dissemination activities in the last year**, including targeted campaigns for the 2nd Call for Applications, the selection and promotion of replication sites, and the communication of results from pilot site implementation and community engagement (as described in D3.5);
- **Monitoring of Communication and Dissemination KPIs**, measuring audience reach, stakeholder interaction, and the replicability potential of project results, as well as approaches for evaluating overall performance and impact;
- **LIFE Programme communication requirements** and continued compliance with visibility rules and guidelines, ensuring alignment with the European Commission's standards;

This updated Strategy serves not only as a continuation but as an expansion of the original plan, addressing the project's transition into its final stage. It incorporates lessons learnt from previous campaigns and outlines forward-looking activities designed to ensure that the visibility, impact, and legacy of the Low2HighDH project extend well beyond its formal conclusion at Month 36.

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List of Acronyms and Abbreviations

Abbreviation	Definition
EU	European Union
WP	Work Package
DH	District Heating
RES	Renewable Energy Sources
NSC	National Stakeholder Community
LLG	Local Liaison Group

General information

Dissemination and communication of scientific knowledge and results remain essential in the final phase of the project, as broad awareness and social inclusion are vital to ensuring lasting environmental and economic impact. For the district heating sector, this is particularly relevant, as the adoption of innovative low-grade and waste heat solutions depends on the continued understanding and acceptance of their benefits among key stakeholders.

The ultimate success and legacy of the Low2HighDH project will depend on the effective coordination of communication, dissemination, and engagement activities during this final stage. The updated plan sets out clear and targeted goals to maximise visibility of the project's outcomes, promote replication, and support the long-term implementation of investment plans. It identifies the most relevant stakeholder groups for this phase—pilot and replication sites, policy actors, financial institutions, and end users—and defines tailored methods and tools to address their needs. All dissemination activities are designed to ensure that the project's results are presented in an accessible, practical, and engaging manner, thus facilitating their uptake and continued use beyond the project's completion.

VISION AND OBJECTIVE

The vision and objectives of the project could be found outlined in D5.1 and the overarching **communication vision** of Low2HighDH remains to ensure broad visibility and stakeholder engagement for the decarbonisation of high-temperature district heating networks in the target regions and beyond.

The updated **communication and dissemination objectives** for M24–M36 are to:

- Promote the 2nd Call for Applications to secure the final 4 pilot sites;
- Engage 20 replication sites and promote the project collaboration with them through tailored communication and capacity-building activities;
- Strengthen community engagement through targeted storytelling and dissemination of T3.3 outcomes and the implementation of the activities within WP4;
- Promote success stories from the pilot sites and demonstrate measurable impact;
- Reinforce Low2HighDH's role as a reference LIFE project for sustainable district heating.

SCOPE

Over the past 24 months, the Communication and Dissemination strategy has continued to combine online and offline tools, targeted messages and appropriate language, ensuring activities reach the right audience levels (local, regional, national, and international).

Communication efforts have focused on leveraging digital channels to share the project's preliminary results, raise awareness of the benefits of low-grade and waste heat RES and technologies, and promote sustainable energy solutions. Clear and tailored messages have been delivered to different stakeholders, the scientific community, similar projects and initiatives, ambassadors and the general public, translating scientific findings into accessible, actionable information.

Throughout this period, project beneficiaries and partners have acted as ambassadors of Low2HighDH, disseminating first results, insights and achievements to maximise visibility and impact. Efforts included presenting the project’s goals, framework and preliminary results, as well as showcasing milestones achieved during the first 24 months.

The strategy has continued to ensure a coherent project image, maintain audience-specific messaging, and broaden outreach by connecting technical results to non-specialist communities, thereby reinforcing the project’s overall visibility and uptake.

TARGET GROUPS OF THE PROJECT

This section provides an overview of the target audiences and communication priorities for the **final project year** (M24–M36). It identifies the key stakeholder groups to be addressed, reflecting Low2HighDH’s transition from awareness-raising to replication, uptake, and impact dissemination.

To maximise effectiveness, stakeholders have been categorised based on their **relationship with the project** and their potential role in promoting low-carbon district heating:

- **Primary Target Group:** Stakeholders directly involved in local energy networks and infrastructure, who can apply project methodologies and results in practice. Engaging this group ensures that pilot outcomes and technical solutions are implemented on the ground.
- **Secondary Target Group:** Stakeholders with a supporting or advisory role, including policymakers, regulators, researchers, and financiers. They provide expert guidance, feedback, and regulatory support, facilitating replication and integration of project insights into broader frameworks.
- **Tertiary Target Group:** Stakeholders with a multiplying effect, such as the general public, media, and civil society organisations. This group helps raise awareness, promote community engagement, and demonstrate the societal benefits of modernised district heating.

The section also summarises the **communication and dissemination actions** planned and implemented to engage these audiences through dedicated campaigns, events, and media channels. Finally, it presents the **KPIs for monitoring and evaluating** the effectiveness, outreach, and visibility of these final-phase activities, ensuring that the project’s impact is sustained beyond its lifetime.

Description Main Target Groups		Examples
Primary Target Group	Stakeholders directly responsible for local energy networks, infrastructure, and planning, directly supporting/carrying out planning for owners of local energy infrastructure, operators, ESCOs or even owners that can directly apply Low2HighDH methodology	• DH owners, managers, and operators • Municipalities and local utilities • ESCOs and local energy companies • Pilot and replication site representatives • Local suppliers and SMEs involved in DH modernisation • Local Liaison Groups (LLGs)

Secondary Target Group	Stakeholders with a key interest to support or implement measures for improving DH networks, H&C in general or sustainability as a whole, promoting regulatory frameworks for local stakeholders and holding multiplying capacity in promoting replication and roll-out in the sector. Additionally, they will provide feedback based on their expert knowledge and their connection to the market.	• National, regional, and local energy agencies • Ministries of energy, economy, and environment • Policymakers and regulators • Financers and investors • Universities and research institutes • RES and DH associations • National Stakeholder Communities • Local Liaison Groups (LLGs)
Tertiary Target Group	All stakeholders with multiplying potential to a wider audience and vested interest in outcomes of optimised, low-carbon local energy planning and projects, such as the public and press, particularly energy consumers and specialised media	• Low2HighDH Ambassadors • Civil society and community organisations • Press, media, and communication multipliers • Energy consumers and general public

Table 1. Strategic Communication and Dissemination Target audiences

TARGET GROUPS OF THE PROJECT ANALYSED UNDER THE QUINTUPLE HELIX MODEL

The Low2HighDH Communication and Dissemination Strategy continues to follow the **Quintuple Helix Model** as its guiding theoretical framework. This model ensures that communication efforts engage all five knowledge and innovation spheres — **academia, industry, government, civil society, and the natural environment** — fostering collaboration and co-creation for sustainable development.

However, for the practical implementation of communication and dissemination actions, the project applies the current strategy tailored for the **strategic grouping of stakeholders** distinguished between **Primary, Secondary, and Tertiary** target groups as pointed out above. This operational division allows for a more targeted and flexible approach, recognising that in the district heating sector, stakeholders often play overlapping roles — for example, a municipality may act simultaneously as a policymaker, infrastructure owner, and promoter of replication.

Accordingly, while the Quintuple Helix Model defines *who* is involved in the knowledge ecosystem, the Primary–Secondary–Tertiary grouping defines *how* these actors are engaged in practice, based on their proximity to project implementation, influence, and replication potential. Both frameworks are thus complementary and jointly support a comprehensive, multi-level engagement strategy for the final project phase.

Academia, Universities, and Higher Education

The academic community plays a key role in advancing innovation and validating the technical and socio-economic findings of Low2HighDH. By collaborating with universities and research institutes, the project ensures the integration of new data, methodologies, and policy insights into the broader DH research ecosystem.

Subgroups include:

- Research institutions working on thermal energy systems, renewable integration, and smart energy management (e.g., institutes of energy engineering, climate studies).
- Social scientists and business studies experts focusing on energy transition economics, public acceptance, and consumer behaviour.
- National and international research funders and managers supporting sustainable energy research.
- Big data and digital modelling experts exploring AI-driven optimization in DH systems.
- Students and early-career researchers involved in energy planning and sustainability curricula.

Related projects and networks:

Low2HighDH will continue exchanging knowledge with related research and innovation projects (e.g., Act!onHeat, Thermos, the DH synergy Hub with the sister projects), academic conferences, and associations such as Euroheat & Power or Celsius Initiative, ensuring cross-learning and research uptake.

Industry and Business Sector

The industrial and commercial stakeholders represent the core of the project's replication and implementation potential. By targeting DH operators, suppliers, and technology providers, communication activities aim to promote the adoption of Low2HighDH's technical and financial solutions.

Subgroups include:

- District heating operators and utilities, both public and private.
- Municipal energy companies and ESCOs involved in modernization or expansion of DH systems.
- Technology providers offering renewable and waste heat integration solutions (e.g., heat pumps, geothermal systems, thermal storage).
- Engineering, consulting, and construction firms active in DH design, optimization, and investment planning.
- Industry associations and energy cooperatives promoting sustainable heating.
- Local suppliers and SMEs participating in low-carbon DH projects.

Through these actors, the project ensures that knowledge is transformed into investment-ready solutions, fostering replication and market uptake across Europe.

State, Government, and Policymakers

Public authorities at all levels play a crucial role in shaping enabling conditions for efficient and decarbonised district heating. Communication towards this group aims to inform policy development, provide evidence for regulatory improvements, and promote replication through supportive frameworks.

Subgroups include:

- Local and regional authorities managing urban energy systems and sustainable development strategies.
- National ministries responsible for economy, energy, and environment.
- Regulatory and permitting bodies overseeing district heating operations and market access.
- European Commission services and LIFE programme representatives supporting the dissemination of best practices at EU level.

These actors will be targeted through policy briefs (already a discussion has started among the projects in the DH Synergy Hub for submitting a joint Policy Brief) and recommendations (as planned in D6.8), national dialogues, and participation in the final replication roadmap discussions, ensuring that Low2HighDH contributes to shaping future DH policy and financing mechanisms.

Media-Based Public and Civil Society

This group includes individuals and organisations with an indirect but growing interest in sustainable heating — from journalists and influencers to consumers and local community representatives. Communication with the media-based public aims to translate complex technical achievements into clear, relatable messages that build understanding and social acceptance of renewable and waste heat solutions.

Subgroups include:

- Specialised energy and environmental media outlets;
- Local journalists and communication offices in project regions;
- General public and energy consumers, particularly in pilot and replication areas;
- Community associations, NGOs, and citizen energy groups advocating for clean and affordable energy.

By engaging this audience through storytelling, visuals, and social media, Low2HighDH fosters a sense of ownership and awareness around district heating transformation.

Environmental and Resource Stakeholders

Within the Quintuple Helix framework, the natural environment is represented by the stakeholders who manage, utilise, and innovate with local energy resources. Key actors include local energy operators, municipal authorities, technology providers, researchers, and community groups, who collectively drive the sustainable use of geothermal heat, industrial waste heat, and solar thermal energy to achieve Low2HighDH's objectives.

Communication in this area focuses on the roles and actions of these stakeholders in delivering environmental and climate benefits, such as:

- Implementing solutions that reduce fossil fuel dependency and CO₂ emissions;
- Optimising the use of local energy resources;
- Applying circular economy principles in district heating systems;
- Strengthening the resilience of local energy networks.

By emphasising the people and organisations who act as catalysts for innovation and sustainability, the project highlights how stakeholders actively contribute to the decarbonisation of European district heating, rather than treating the environment as a passive backdrop.

Communication and dissemination – Final Year

During the final project year, the communication and dissemination activities of Low2HighDH will follow a four-step methodology focused on consolidation, replication, and legacy-building. This updated approach ensures that all communication actions are strategically aligned with the project's achievements, while promoting long-term impact beyond its completion.

1. Showcasing Achievements and Results

The first part focuses on presenting and amplifying the outcomes achieved during the project's implementation — including technical and financial analyses, pilot site progress and stakeholder engagement results. Communication activities will translate complex findings into accessible, audience-oriented messages through targeted articles, factsheets, and videos.

2. Promotion of the 2nd Call and Replication Activities

The second step centers on communication support for the 2nd Call for Applications and the subsequent replication phase. Campaigns will actively promote the call, encourage participation from district heating operators and municipalities, and highlight the value of joining the Low2HighDH network. Once replicant sites are selected, their involvement and progress will be widely communicated to demonstrate transferability and inspire further uptake.

3. Community Engagement and Knowledge Exchange

Building on Deliverable D3.5 as well as on D5.2 - List of project ambassadors, this phase will prioritise the dissemination of lessons from the Local Liaison Groups, National Stakeholder Communities, and Ambassador Network. Through interviews, posts, articles, and dialogue-based events, the project will

showcase how collaboration and stakeholder involvement contribute to real progress in district heating decarbonisation. These activities will also strengthen the visibility of project ambassadors and replication champions.

4. Legacy and Long-Term Visibility

The final stage of the communication methodology ensures that Low2HighDH's impact continues beyond Month 36. This includes producing the final project video, the publication of the Local Replication Roadmap, the organization of the Final Conference and a comprehensive final campaign summarising achievements, tools, and lessons learned. All materials — videos, presentations, factsheets, and training resources — will remain accessible through the project website and social media channels for at least two years after project completion, ensuring continued visibility and knowledge transfer.

Activity	Description & objective	Target Group	Proposed amount
Training Programme webinars	Live webinars, online exercises and tutoring for applying Low2HighDH workflows, solutions and modelling tools for low-grade RES and WH transition.	Primary	1 webinar per block (setup, feasibility, investment plans), 3 webinars per call, 6 webinars in total
Low2HighDH Roadshow offline events & online webinars	Offline workshops & webinars featuring trainers, Ambassadors and flagship experts of the sector will be organised b2b with 3 rd party events or project meetings to introduce a broader target audience about project activities, findings and tools.	Primary & Secondary	3 offline events (to be matched with the project after kick-off, 1 st CfA and 2 nd CfA) 4/6 1-hour webinars, two options: - Each covers a part of the workflow (setup, feasibility, financial plan, implementation), and two additional ones for the technical and financial solutions - All cover the current status of the project and will be developed based on the needs
Stakeholder Dialogues & one-on-one meetings	Online/offline meetings with representatives from research, business & investment, policy & civil society to make them aware of Low2HighDH findings & facilitate optimised frameworks for local transition projects.	Secondary	Each participant should have a meeting with their stakeholder community after completing the technical solution and before finalising the support facility, which would amount to 2 meetings per participant and call. However, these are considered a part of the support facility and not a dissemination activity, so the support partner could join physically or telematic. Additionally, there will be 2 stakeholder dialogues after each call so different stakeholder communities could exchange knowledge and do some networking. Most of the consortium partners should be present
Final project event	A final project event will be organised to present final outcomes, the Local Replication Roadmap and to showcase the	All	1 event for all partners, piggybacking from another larger event

	support facility and training programmes.		
3rd party events	Partners will attend and present the project at external events, conferences, fairs etc. including academic presentations.	All	15-20 distributed amongst all consortium partners

Table 2. Communication & Dissemination Events in Low2HighDH

Tool	Amount	When	Evaluation	Target Value	Current progress (M24)
Website	1	Ready by M6	Yearly unique visitors	5,000	2062 first visits, 8286 page views
Press releases	3	M4, M18, M36	Page visits per PR	500	916 downloads of the PR1+PR2
Project videos	3	M8, M24, M36	Visualizations per video	4,000	1st video launched in Jan 2025 – 196 views, 5 videos - 69 views in total
Conferences and events	28	Along project's lifetime	Total attendance	850	34 events reported, more than 3k attendees (not counting the Energy days which are 10k+)
Social media channels	TBC	M3	Posts per year	30	In LI they are 80 for the last 12 months
Promotional materials	TBC	Along project's lifetime	Brochure/leaflet distribution	1,000	More than 12k downloads of all the uploaded docs in the website - promo materials, Deliverables, brochures, Newsletter etc.
Newsletter	1	Every 6 months	Opening rate	25%	46 subscribers, 56% opening rate of the 3rd one. 1150 downloads of the three

Table 3. KPIs for the evaluation of the communication and dissemination plan with a current progress as of M24

Upcoming events will be leveraged to further develop the cooperation with other projects, networking, and international initiatives, thereby enhancing the sustainability and visibility of the Low2HighDH project as well as other district heating-related initiatives. The coordinator will continue to engage with related projects to enable cross-participation, organize joint events, and prepare tailored communication and dissemination materials to support these activities. Additionally, Low2HighDH will be represented by project partners at relevant EU, national, regional, and local events to strengthen synergies and increase project visibility.

KEY MESSAGES

The key messages of the Low2HighDH project are designed to convey clear, consistent, and audience-specific information that supports replication, policy impact, and public awareness. During the final project year, these messages will focus on **demonstrating results**, **promoting adoption**, and **strengthening community and policy engagement**.

They will be further localised and translated, where relevant, to reflect the specific context of each country and stakeholder group. The district heating can support the green transition providing affordable heating for customers.

Target Group	Core Message	Communication Focus (M24–M36)
Primary Target Group - Stakeholders directly responsible for local energy networks, infrastructure, and planning, directly applying Low2HighDH methodology	Low2HighDH demonstrates that integrating low-grade and waste heat renewable energy into district heating networks is technically feasible, economically viable, and replicable. It provides practical methodologies, data, and pilot results that can be directly applied.	Showcase pilot success stories, business models, and practical implementation tools. Promote uptake of investment plans, digital tools, and project methodology. Facilitate hands-on workshops, technical support, and site visits.
Secondary Target Group - Stakeholders supporting or promoting DH network improvement, sustainability measures, regulatory frameworks, and replication. Provide feedback and expert knowledge.	Modernising district heating supports EU Green Deal objectives, improves energy security, and reduces emissions. Low2HighDH provides evidence-based insights, models, and policy recommendations for wider adoption.	Communicate policy-relevant evidence, co-financing models, and replication potential. Engage through workshops, policy briefs, and collaboration platforms. Encourage integration of project lessons into national/regional frameworks.
Tertiary Target Group - Stakeholders with multiplying potential to wider audiences, vested in optimised, low-carbon local energy planning, such as general public and media	Modern district heating provides clean, affordable, and reliable heat, while fostering local economic growth and environmental benefits. Low2HighDH highlights circular economy co-benefits and inspires community engagement.	Focus on storytelling, testimonials, visuals, and practical examples. Amplify Ambassador and stakeholder voices through events, media campaigns, and outreach activities. Promote replication, public awareness, and advocacy for low-carbon heat solutions.

Table 4. Key messages to the target stakeholders

AMBASSADOR COMMUNITY – ENGAGEMENT FOR THE FINAL YEAR

To strengthen the project’s dissemination and engagement within the district heating sector, Low2HighDH will actively develop and mobilise an **Ambassador Community (AC)**. This community, comprising 30 representatives from DH value chains across the EU, will promote project activities through their institutional channels, significantly expanding outreach.

For the final stage of the project, engagement with the AC will be intensified. Members will be invited to participate in meetings for sharing the current project progress, relevant local activities, contribute to the 2nd call for applications, and actively support communication, dissemination, and capacity-building efforts. By engaging the AC more actively during the final phase, the project will ensure maximum visibility, replication potential, and sector-wide influence.

TOOLS, CHANNELS AND TACTICS

Project Visual Identity

The visual identity of the Low2HighDH project — including the logo, graphic charter, general templates and slogan — remains unchanged from the initial strategy. The existing branding continues to ensure a consistent, recognisable, and professional image across all communication materials and platforms.

The logo and graphic charter, developed by Europroject (EP) at the project's start and approved by all partners, continue to define the project's visual standards, colour palette, typography, and editorial style. These elements guarantee uniformity in all dissemination outputs and maintain strong alignment with LIFE visibility requirements.

The project slogan, "Efficient District Heating using Renewable Energy and Waste Heat," remains the core message representing the project's mission and values, effectively conveying its purpose to both expert and general audiences.

All branding assets are available to partners via the project's SharePoint and will be consistently applied throughout the final year of implementation.

Marketing collateral

The marketing and promotional materials within Low2HighDH aim to raise awareness about the project, its objectives, expected results, and benefits for end-users. So far, the project has developed a general poster, a roll-up, a project brochure and a brochure for the calls for applications. All materials are designed to be visually appealing, easily adaptable for specific events or audiences, and suitable for both print and digital use, including social media.

Communication materials are designed by EP and adapted as needed by partners to maximize impact and outreach. Materials are initially developed with a common vision and later tailored to highlight particular messages or results for specific events, target audiences, or countries.

Partners have access to all materials through the project's shared space on Microsoft Teams. They could also be found in the website – Media -> [Resources](#):

Resources

[Press Release #1](#)

[Poster #1](#)

[Roll Up #1 \(EN\)](#)

[Brochure #1 \(EN\)](#)

[Press Release #2](#)

[Poster \(SK\)](#)

[Roll Up #1 \(PL\)](#)

[Brochure #1 \(PL\)](#)

[Roll Up \(SK\)](#)

[Brochure CfA \(EN\)](#)

[Brochure CfA \(SL\)](#)

[Brochure CfA \(PL\)](#)

[Brochure CfA \(LT\)](#)

[Resources/](#)

Figure 1. Resources location in the website

For the remaining project year, additional promotional materials will be developed to support key activities, including:

- Promotional materials for the roadshow;
- Materials for the final conference;
- Further collateral as needed to showcase project results and achievements.

These materials will continue to be tailored to specific audiences, ensuring clear messaging and maximum visibility of Low2HighDH outcomes.

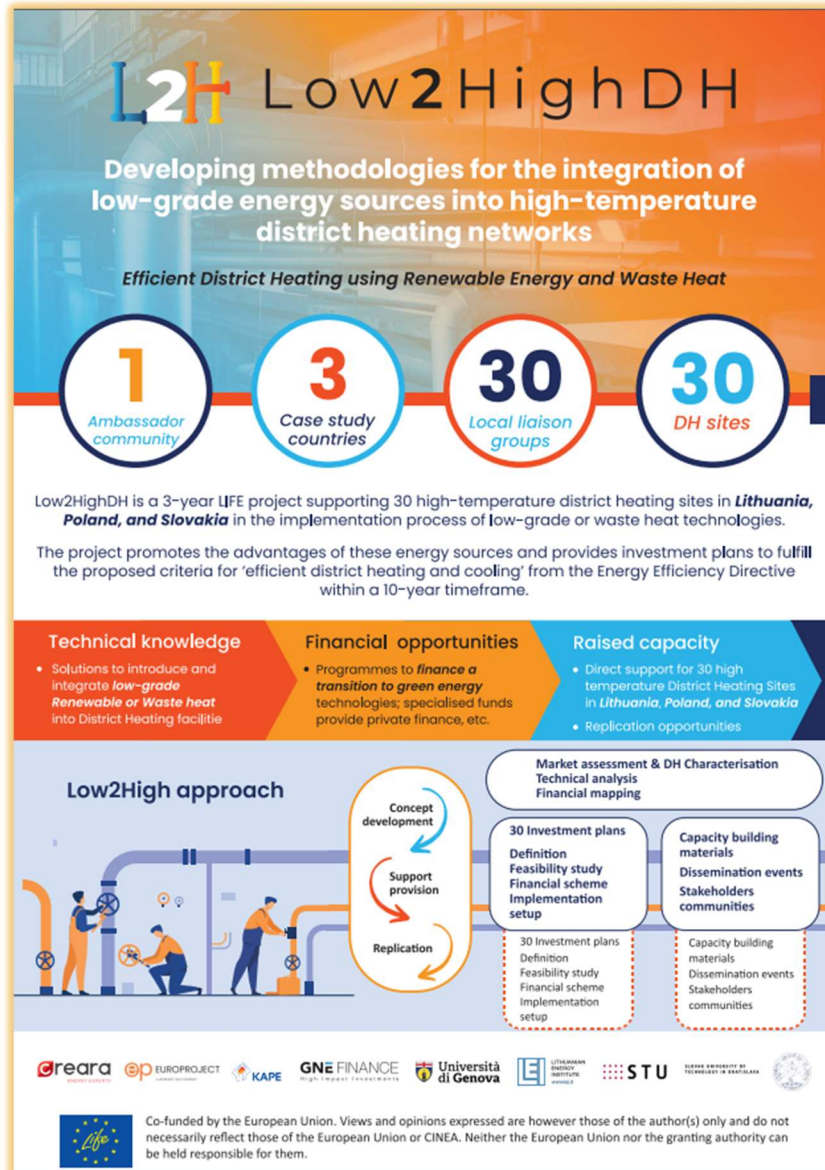


Figure 2. Low2HighDH Poster

Project website

The Low2HighDH website has been active since the early months of the project. The domain was acquired at the very beginning, and by Month 3 (December 2023) a homepage was launched. Since then, Europroject (EP), in collaboration with all partners, has maintained and continuously updated a fully functioning project website, ensuring it remains a key tool for communication, dissemination, and stakeholder engagement.

The project's website can be found at the following link: <https://Low2HighDH.eu/>.

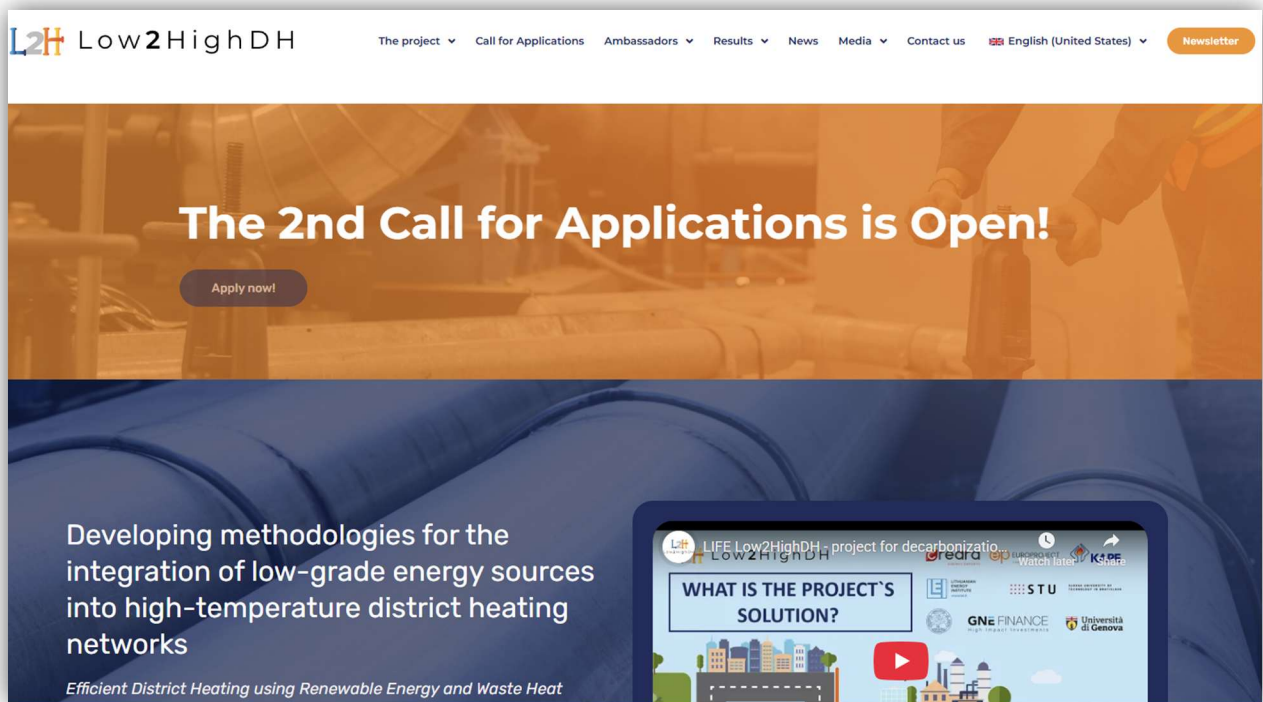


Figure 3. Low2HighDH website (home page)

The Low2HighDH website will be maintained as fully functioning communication tools for at least two years after the project's conclusion. This ensures that project partners, key stakeholders, and the general public continue to have access to the knowledge, results, and resources generated during the project.

The main objectives of the website are to:

- Provide comprehensive information on the project, the consortium, and the project results;
- Raise awareness of the project's objectives and achievements;
- Increase the visibility of Low2HighDH at local, national, and international levels;
- Provide links to other relevant projects and host the training courses developed within the project;
- Facilitate effective communication with external stakeholders, the press, and the wider public.

The website is structured to support these goals and currently includes the following sections:

- Home page: presents the project and provides easy access to technical solutions, investment plans, project communities, and calls for applications;
- Project objectives and impact: detailed information highlighting the practical applications and benefits of project results;
- Consortium overview: information on all partner organizations;
- District heating (DH) sites: detailed descriptions of the involved sites;
- Project results: dedicated space for technical and financial solutions, case studies, and training materials;
- Calls for applications: information and guidance for potential beneficiaries;
- News and events: updates on project activities and related events;
- Resources: downloadable e-newsletters, promotional materials, press releases, and other relevant documents;
- Contact information: including links to social media channels and a newsletter subscription form.

The website URL is referenced in all project communication materials, such as brochures, poster and roll-up, ensuring consistent access for all audiences.

Social media share buttons are integrated throughout the website, and a strong social media presence will be maintained throughout the project and the post-project period to further support dissemination and engagement.

Social media

Here's a quick analysis of which social media channels are most appropriate for Low2HighDH, considering it's an EU-funded project on sustainable district heating:

Platform	Strengths / Relevance	Potential Use for Low2HighDH
LinkedIn	Professional network, strong for B2B and institutional audiences, industry stakeholders, energy sector professionals, investors, local authorities.	Highly suitable. Share project results, investment opportunities, case studies, events, and call for applications. Ideal for targeting energy companies, municipalities, and other partners.
Facebook	Wide public reach, good for community engagement, less professional. Strong for local stakeholders and general public awareness.	Useful for public awareness campaigns and community engagement. Can post simple summaries of project results, events, and local workshops.
X (formerly Twitter)	Fast news dissemination, reaching policymakers, media, and professional networks. Good for live updates and tagging relevant organizations.	Suitable for sharing news, updates, and linking to publications or events. Use for tagging EU energy initiatives, LIFE program, and partners.
YouTube	Video platform for hosting webinars, tutorials, presentations, and promotional videos.	Highly relevant. Upload video summaries, training recordings, interviews, and showcase case studies. Can embed videos on the website and share via social media.

Table 5. Analysis of the target social media use

Recommendation:

- Primary: LinkedIn, X, and YouTube – for professional, stakeholder, and media visibility.
- Secondary: Facebook and Instagram – for community engagement, local outreach, and visual storytelling.
- Optional: niche platforms (ResearchGate, TikTok) if targeted campaigns are designed.

So we have concluded that the most appropriate social media is LinkedIn since we made similar efforts in maintaining the X account and the results were not satisfactory, this is why the focus is mainly on LI.

LinkedIn

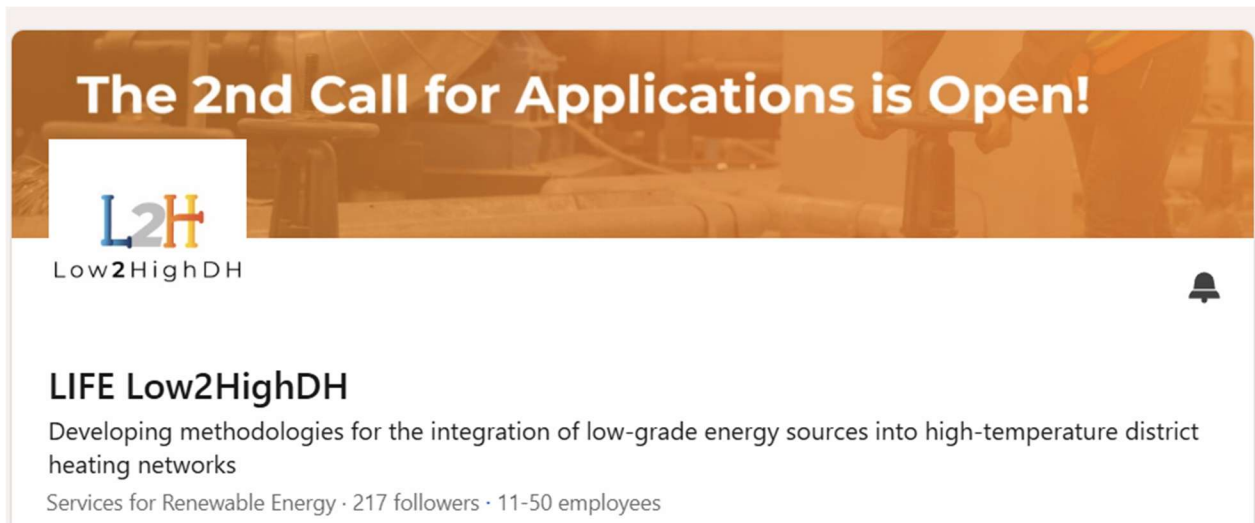


Figure 4. Low2HighDH LinkedIn account with 217 followers

The Low2HighDH project launched its LinkedIn account in early November 2023. The account is managed by EP with the support and contributions of all partners and will remain active for at least two years after the project's conclusion.

The LinkedIn page serves to raise awareness of the project by:

- Sharing information about the consortium and project developments;
- Highlighting relevant news, articles, and sector-specific events;
- Promoting project milestones, achievements, and opportunities.

All posts are carefully crafted to ensure consistency and coherence, using clear, accessible language, avoiding jargon, and aligning with the project's objectives.

The account currently achieves an engagement rate of 16.5%, significantly higher than the average for EU projects, demonstrating strong interest and interaction from the professional and stakeholder community.

Metrics

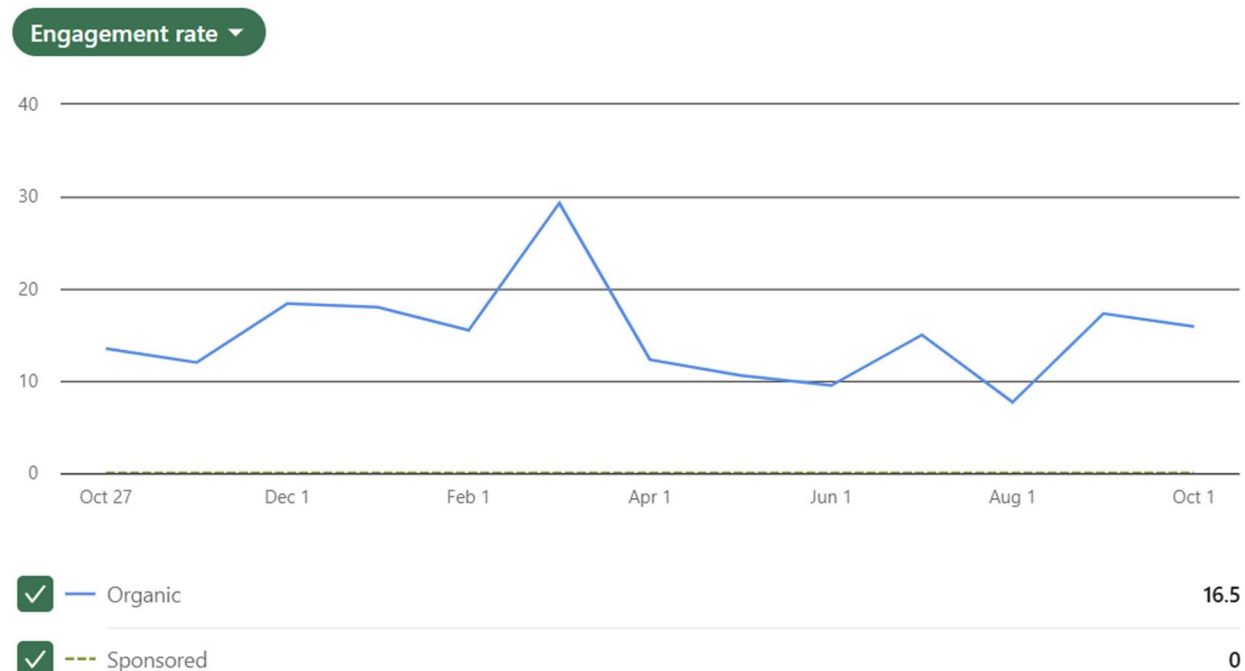


Figure 5. Low2HighDH engagement rate in LinkedIn

YouTube presence

YouTube is a key platform for the Low2HighDH project, offering an engaging and dynamic way to share visual content with stakeholders and the wider public. The project has already shared its first general video, as well as five short videos presenting the plans in the local countries, technical and financial analyses, and project activities.

In the coming months, the project plans to upload the second and third general videos, as well as recordings of webinars, ensuring continuous dissemination of results and knowledge.

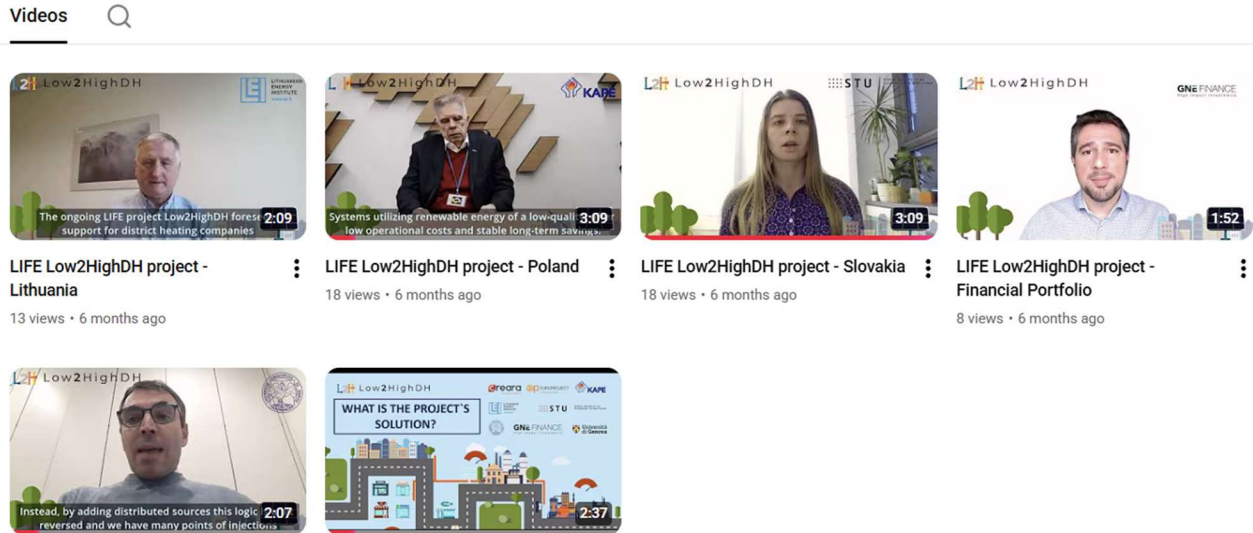
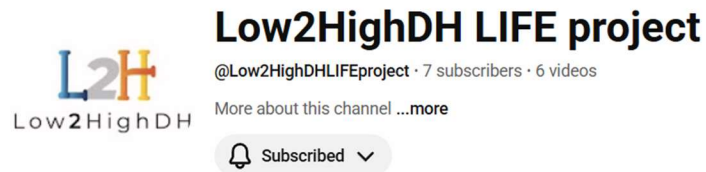


Figure 6. Low2HighDH YouTube channel

Videos

Project videos play a central role in the Low2HighDH communication strategy. The [first general video](#) has already been posted, providing an introduction to the project, its objectives, the support facility activities, and the application procedures. It offers a comprehensive overview for interested stakeholders.



Two additional videos are planned: a second and a third video that will focus on presenting project results, technical and financial analyses, and the replicability of project achievements. These videos will provide deeper insights into the outcomes achieved and highlight best practices for future replication.

In addition to these main videos, the communication strategy includes the creation of supplementary video materials, such as short introductory videos for local countries, result-oriented clips, and video tutorials or demonstrations to guide stakeholders through practical use cases.

All social media accounts of the Low2HighDH project will be actively supported by all project partners who will also use their personal and business social media accounts to communicate about the project and refer to the project's social media accounts and the project website.

Media relations and publications

EP prepares and provides partner organizations with a press kit, including press releases, images, and relevant links. All materials are issued in English and translated into local languages as needed by partners to ensure maximum outreach.

Newsletters

To date, three newsletters have been issued to communicate project updates, milestones, and upcoming activities to a wide range of stakeholders. Newsletters provide an accessible summary of project progress and key results, while including links to further information. The Newsletter is planned to be drafted every 6 months, so we would create 3 Newsletters more for the final project year.

The Low2HighDH newsletter is designed in full compliance with legal requirements including General Data Protection Regulation (GDPR). The email footer displays the sender's address and will offer a convenient and visible unsubscribe/opt-out button. The newsletter will also require readers to manually opt-in to receive emails.

Press Releases

Press releases communicate relevant news and developments to the media. EP provides drafts, which partners review and adapt as needed. They are developed in line with public interest, project progress, and specific events. So far, two press releases have been issued. At least one press release more will be issued in the final year.

In the remaining project year, additional press release/es and newsletters will be prepared to:

- Announce the roadshow and related events;
- Communicate results and achievements;
- Promote the final conference;
- Ensure the visibility of project outcomes to a wider audience.

All materials will continue to be tailored to local and international audiences to maximize awareness of Low2HighDH.

Publications

While partners are encouraged to speak about the project and its ongoing activities in public venues, formal publications and detailed results-oriented outputs are most effective when produced at the final stage of the project, once tangible results are available.

Partners should focus on their specific contributions and outcomes when preparing presentations or publications. All partners are advised to maintain a record of press coverage—both print and online—and share it with the project coordinator and the communication manager at EP.

Content published on the project website can be shared under a Creative Commons license to encourage broader dissemination and re-use. In line with open science principles, Low2HighDH has allocated a dedicated budget for two open-access papers to 2 partners in international journals, which will be prepared based on the final project results.

Events

Throughout the project, the consortium has tracked the events attended and organized under the Low2HighDH project, categorizing them and estimating the audiences reached. This allows partners to monitor progress toward achieving the project's communication and dissemination objectives.

A Communication and Dissemination Tracker has been shared with all project partners in the Low2HighDH SharePoint folder to facilitate consistent reporting and monitoring.

In the final year of the project, particular emphasis will be placed on high-impact dissemination activities, including:

- Organizing and participating in the project roadshow to showcase results locally;
- Attending relevant sector conferences to reach broader professional and stakeholder audiences;
- Piggybacking dissemination activities with the final conference, ensuring maximum visibility of project achievements and engagement with key stakeholders.

These activities will help amplify the project's results and ensure that outcomes are widely communicated to relevant audiences.

KPIs for events to be organised in the frames of the project

Activity	Task	Nr. of activities	Nr. of stakeholders per activity	Total nr. of stakeholders
Trainings	T6.3	2	15	30
Roadshows	T5.3	3	50	150
Webinars	T6.3	6	20	120
Stakeholders' community	T3.3	1	24	24
Final project event	T1.1	1	50	50
Presentations	T5.3	15	30	450
Total events				824

Table 6: C&D Activities planned during the project

Project partners are encouraged to present Low2HighDH at relevant national, European, and international events through posters, papers, and other dissemination materials. Even before the project officially started, EP began collecting information from partners on planned events for dissemination purposes, and this coordination has continued throughout the project in collaboration with all partners.

During the first two years, the focus has been on attending key conferences and events to communicate the potential of using renewable energy for heating, particularly the district heating approach, and to broaden the stakeholder base, including those not yet familiar with the concept. In the final project year, partners will place particular emphasis on high-visibility opportunities, such as the project roadshow, participation in relevant conferences, and leveraging the final conference to maximize outreach and engagement.

CROSS-EU SYNERGIES

With a particular focus on sister EU projects, partners seek to develop innovative approaches that broaden outreach and engage external organizations and stakeholders interested in district heating. Low2HighDH is represented at European Commission events, LIFE events, and other relevant EU, national, regional, and local forums to foster synergies and increase visibility. CREARA coordinates liaison with related projects for cross-participation at events, organizing joint activities, and preparing suitable communication materials.

A key outcome of these efforts has been the establishment of the **DH Synergy Hub**, which currently brings together Low2HighDH and six other projects: SET HEAT, Support DHC, HeatMineDH, DHC SwEEtch, Enable DHC, and GreenHeatLife, with two additional projects recently joining the cluster. This informal alliance enhances cross-project coordination on communication, stakeholder engagement, and policy alignment.

Significant milestones of the synergy activities include:

- **Joint Webinar (17 March 2025):** Hosted by Euroheat & Power, with Low2HighDH prominently featured. The webinar showcased complementary approaches to advancing low-carbon district heating solutions across Europe, attracting 118 registrations and 86 attendees, including policymakers, researchers, and industry stakeholders. The session recording is publicly available on YouTube.
- **DHC Project Contractors Meeting (28–29 April 2025, Brussels):** Organised by CINEA, this meeting brought together coordinators of multiple EU-funded district heating and cooling projects. Low2HighDH contributed actively to sessions on low-temperature energy sources, financing strategies, and stakeholder involvement, reinforcing its role in the European DHC ecosystem.

These collaborative activities accelerates the horizontal knowledge integration across EU-funded initiatives, supporting replication and upscaling of project outputs. By aligning messages, sharing lessons learned, and coordinating outreach, the DH Synergy Hub strengthens the visibility, impact, and policy relevance of the participating projects.

MONITORING AND EVALUATION

Partners are required to report on an ongoing basis the dissemination and communication activities they carry out using the Project Communication and Dissemination Tracker. Accurate monitoring is essential to assess the impact of these activities and to ensure that the communication strategy is effectively implemented.

To support this process:

- **Planning and organization:** All partners should plan and organize their dissemination and communication activities in advance;
- **Regular reporting:** All partners should report their activities at least every six months using the Communication and Dissemination Tracker provided by EP, the Communication and Dissemination Lead;
- **Documentation:** All activities should be registered in the reporting template, and evidence of the activities conducted (e.g., photos, presentations, registration sheets) should be saved;
- **Impact assessment:** Regular monitoring allows the consortium to evaluate whether the plan is being implemented on time, identify which activities had the greatest impact on stakeholders (quantitatively and qualitatively), and adjust communication actions as necessary.

Based on the information received, EP will provide recommendations for future dissemination and communication actions during monthly Executive Board meetings and six-monthly Consortium meetings. To facilitate reporting, all relevant templates are available in the Low2HighDH shared space.

Monitoring Participation in Events - dissemination activities will be carefully evaluated to maximize the project's visibility. Examples of evidence used for impact monitoring include:

- Photos taken during events;
- Event registration sheets;
- Presentations and other materials shared at events.

This structured monitoring ensures a continuous feedback loop, enabling the consortium to improve communication activities and strengthen stakeholder engagement throughout the project lifecycle.

EC COMMUNICATION REQUIREMENTS

As a beneficiary of Horizon Europe one of the project's and partners' legal obligations is to acknowledge EU funding and display the EU emblem in all your information and communication material. The funding statement must be displayed prominently on all printed and digital products, websites, social media channels and other communication products.



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The information contained herein is also available in the project's Graphic Charter which provides guidance on the positioning of the emblem in different cases. The EU emblem and the disclaimer have been included in all the document templates provided.

The visualisation requirements have been presented to all partners and guidance on their application in specific cases is provided by the communication and dissemination leader throughout the project implementation.

CONCLUSION

This document presents an updated Communication and Dissemination Plan for Low2HighDH, reflecting activities carried out over the first two years of the project and outlining strategies for the final year. The update builds upon the initial plan, reinforcing dissemination and communication efforts to highlight project outputs and opportunities for exploitation, while ensuring sustained engagement with stakeholders.

Key messages continue to be delivered through a combination of digital and offline channels, networking opportunities, and demonstrations and validations at the designated district heating pilot sites. Planned events facilitate both one-way and interactive communication with target audiences, with user engagement particularly strengthened via social media and the project ambassadors.

This update ensures that Low2HighDH maintains a strong reputation as a project demonstrating the benefits of low-grade and waste heat RES and technologies, while providing stakeholders with actionable investment solutions aligned with the Energy Efficiency Directive for efficient district heating and cooling over the next ten years.

Appendix 1: References and Related Documents

	Reference or Related Document	Source or Link/Location
1	Low2HighDH project Grant Agreement No 101120865	Low2HighDH Project SharePoint, Reference Documents folder
2	Low2HighDH project Consortium Agreement	Low2HighDH Project SharePoint, Reference Documents folder
3	D5.1 Communication and Dissemination Plan	Low2HighDH Project SharePoint, Reference Documents folder