



Research and Innovation action

H2020-SC5-2017

Communication, Dissemination and User Engagement Plan

Deliverable D7.2

Version N°4

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Keywords

Communication, user engagement, dissemination, plan.

Summary

This document defines the framework for activities under the auspices of WP7. The plan provides S2S4E with a threefold communication and dissemination strategy: 1) to market the Decision Support Tool (DST), 2) to increase visibility of the project and 3) share knowledge with the aim to push forward the frontiers of climate services in Europe.

About S2S4E

The project seeks to improve renewable energy variability management by developing a tool that for the first time integrates sub-seasonal to seasonal climate predictions with renewable energy production and electricity demand.

Our long-term goal is to make the European energy sector more resilient to climate variability and extreme events.

Large-scale deployment of renewable energy is key to comply with the emissions reductions agreed upon in the Paris Agreement. However, despite being cost competitive in many settings, renewable energy diffusion remains limited largely due to seasonal variability. Knowledge of power output and demand forecasting beyond a few days remains poor, creating a major barrier to renewable energy integration in electricity networks.

To help solve this problem, S2S4E is developing an innovative service to improve renewable energy variability management. The outcome will be new research methods exploring the frontiers of weather conditions for future weeks and months and a decision support tool for the renewable industry.

More information: www.s2s4e.eu

1 Introduction

The single most important success criteria of the project's communication, dissemination and user engagement plan is to what degree it provides added value to end user decision-making.

This document defines target audiences, outlines the planned measures, channels, main messages, and indicators. The Annex provides a few useful resources for members of the project consortium.

A live version of this document will be available in the project wiki and will be updated annually. The updated versions of this plan will align itself closely with the exploitation strategy that will be developed under WP6 (confidential document) in order to maximise the impacts of the project and coordinate communication, dissemination, user engagement and exploitation efforts. The updated versions will also provide more details for activities planned in 2019 and 2020.

This document is based on the communication plan as presented in the project proposal with improvements based on the outputs from the communications workshop held at the project kick-off in January 2018. It is also based on the WP7 team's previous experience of what works when communicating large-scale climate services projects to a variety of target groups.

The updated versions of this plan will align itself closely with the exploitation strategy that will be developed under WP6 (confidential document).

The methodology underpinning the broader stakeholder engagement (dissemination and exploitation) is based on participatory methods and co-production. The methodology is to a large extent derived from research into the co-benefits of stakeholder involvement in environmental research. Stakeholders are involved in all project phases, from launch to the commercialisation of the decision support tool.

Our communications strategy incorporates insights and tools from behaviour change communication, advocacy communication and public relations. Both our dissemination and communication activities aim to create opportunities for engagement, as well as stimulate, support, and facilitate that engagement.

2 Objectives

The objectives of communication, dissemination and user engagement activities aim to increase visibility, raise awareness, enhance market uptake, position key project outputs within business and policy, boost the exploitation strategy (in direct collaboration with WP6 and the forthcoming exploitation strategy as detailed under WP6), and sharing of knowledge and community-building around climate services innovation and the S2S market.

The project's communication, dissemination and user engagement plan has the following objectives:



Figure 1 : Objectives of the Communication, Dissemination and User Engagement Plan

2.1 Key characteristics of each objective

1. Increase visibility of project and its outcomes: Communication efforts aimed at all specified audiences.
2. Raise awareness and demonstrate how S2S can cater for needs in the renewable energy sector: Communication efforts aimed at our primary audiences.
3. Enhance market for climate services: Dissemination efforts, primarily directed towards our primary audiences.
4. Position the DST as top EU climate innovation: Communication, dissemination and user engagement activities in alignment with the exploitation strategy aimed towards all target audiences.
5. Boost commercial exploitation strategy: Communication activities in close collaboration with WP6 and the forthcoming exploitation strategy.
6. Share knowledge for further development of climate services: Dissemination and user engagement activities aimed at our primary target audiences.

3 Target Audiences

The project has identified the following target audiences:

3.1 Primary Target Audiences

1. Energy sector and specifically climate analysts or similar staff at large energy users
2. Intermediaries that provide companies with forecasts
3. The international climate services community

3.2 Secondary Target Audiences

4. International policymakers, especially in EU
5. National authorities in EU and EEA member states
6. Climate researchers, particularly those working with climate predictions, hydrology, and extreme weather events
7. General public and media

Table 1 : Target audiences

Primary audiences	Energy sector	Producers Traders Grid Operators (TSO) Energy networks (e.g. ENTSOE, WindEurope)
	Intermediaries	Metdesk Thomson Reuter Bloomberg The Weather Company Meteologica
	Climate services community	Innoenergy Climate-KIC Global Framework for Climate Services (GFCS) National climate service centers CIP Programme: CLIPS project Climate Services Partnership SECLI-FIRM project H2020 CLARA project H2020 CLARITY project H2020 PUCS project H2020 project IMPREX

		EraNet projects (e.g. Clim2Power within ERA4CS) Copernicus C3S SIS contracts (e.g. SWICCA, ECEM, and coming Energy contracts)
Secondary audiences	Int'l policymakers, esp. EU	DG ENER DG CLIMA DG ENV UNEP Energy
	National authorities	National Meteorological and Hydrological Services (NMHS) Local water management agencies
	Climate researchers/projects	HEPEX H2020 EU-MACS project H2020 MARCO project H2020 project MED-GOLD (GA 776467) H2020 project VISCA (GA 730253) EraNet projects (e.g. Clim2Power within ERA4CS) WMO Copernicus ClimateEurope
	General public and media	General public in EU and EEA countries Mainstream and specialized trade media

4 Key messages

Project participants should familiarize themselves with the project's key message. These are:

- ▶ S2S4E offers an innovative service to improve the management of renewable energy variability. We offer an operational climate service for the energy sector that will equip them with a tool for improved decision-making on seasonal to sub-seasonal timescales.
- ▶ S2S4E contributes to Europe's resilience to climate change by boosting the global market for climate services.
- ▶ S2S4E is in tune with the EU Roadmap for Climate Services and contributes to European leadership on climate services.
- ▶ Today's global market for climate services is expected to double to € 26 billion* or more within the next decade. (ENGIE, 2017). **Billion here means one thousand million.*

- ▶ Thanks to higher production efficiency from climate services innovation, European renewable energy generators see an average € 23 million revenue increase annually. (EU, 2016).
- ▶ Climate services innovation such as S2S4E can help increase power traded in Europe with up to 10%. (NREL, 2016).
- ▶ The Decision Support Tool integrates for the first time sub-seasonal to seasonal climate predictions with renewable energy production and electricity demand.
- ▶ The aim of S2S4E is to facilitate greater integration of renewable energy in the European energy mix.
- ▶ The increase of renewable energy in the European energy mix is central to the effort to move to less carbon-intensive economies that support the UN Sustainable Development Goals (SDGs). This is also in line with the Paris Agreement.
- ▶ Climate predictions have improved considerably in the last decade. This shows that probabilistic forecasting can inform decision-making.
- ▶ Understanding and quantifying climatic conditions from several weeks to several months ahead can improve the decision-making of wind, hydropower and solar energy generation. It can also improve the prediction of energy demand.
- ▶ The long-term consequence of improved climate predictions at sub-seasonal to seasonal time scales is that the European energy sector also will be more resilient when faced with climate change induced extreme weather events.

All researchers have an independent responsibility to communicate with their own peers in the research community. All project partners have an independent responsibility to communicate, not only their own contribution to the project, but also the main goals and objectives of the project.

5 Main Activities

The table below indicates the main communication, dissemination and user engagement activities as described in the grant agreement. The updated plans may contain new activities based on input from the forthcoming exploitation strategy under the auspices of WP6.

The different activities are colour coded such:

Communication Activities	Dissemination Activities	User Engagement
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Table 2 : Main Activities per Grant Agreement

Periodicity and Date	Month range	What	Target audience	Deliverable or Task	Lead	Contributors
Continuous	M1-36	Synergies with other EU activities - regular contact with the international climate services community (see table 1)	All	Task 7.4.5	BSC	All
Continuous	M1-36	User engagement management - ongoing relationship management	Primary target audiences	Task 7.5.1	BSC	CICERO
Annually	M2-36	Stakeholder survey - annual survey to help target effective dissemination and engagement measures and measure to what extent S2S4E provides added value to end users	All	Task 7.5.2	CICERO	BSC
One off	M3 (Feb'18)	Brand development - coherent and recognized brand for project; templates for common outputs such as PPT, word, etc	All	D7.1	LGI	BSC, CICERO
One off	M3 (Feb'18)	Website and social media rollout - online presence such as website, Facebook, Twitter and newsletter	All	D7.1	BSC	LGI, CICERO
Continuous	M3-36 (Feb'18-Nov'20)	Media work - map relevant media actors; daily media monitoring through MyNewsdesk; draft	All	Task 7.3.1	CICERO	BSC, LGI

Periodicity and Date	Month range	What	Target audience	Deliverable or Task	Lead	Contributors
		press releases and op-eds when necessary				
Continuous	M3-36 (Feb'18-Nov'20)	Content production for all platforms - editorial team with rotating chair in charge of ongoing content production	All	Task 7.3.2	CICERO*	BSC, LGI*
Continuous	M3-36 (Feb'18-Nov'20)	Communication and PR-materials - print brochure ad roll-ups produced	All	D7.5	BSC	CICERO
Annually	M7 (Jun'18)	Communication, Dissemination and User Plan - this document	Internal	D7.2	CICERO	BSC
One off	M12-24 (tbc Nov'19)	Documentary - short film that explains the motivation, purpose and market potential of the DST	Energy sector	D7.6	BSC	CICERO
3 rd year monthly	M18-36 (monthly starting in Dec'19)	Forecast outlooks - an outlook per month in M18-M36 with feedback from users	Energy sector	Task 7.4.2	BSC	CICERO
One off	M20-36 (tbc between Jul'19 Nov'20)	Fact sheet - a fact sheet on the DST	All	Task 7.4.4	CICERO	BSC
One off	M20-36 (tbc between Jul'19 - Nov'20)	Policy brief - policy recommendations for future climate services; build on EU Roadmap for Climate Services	Policymakers, national authorities	Task 7.4.4	CICERO	BSC

Periodicity and Date	Month range	What	Target audience	Deliverable or Task	Lead	Contributors
Six in 3 rd year	M24-36 (bi-monthly starting in Nov'19)	Webinar series - free, open access series of six webinars for the energy sector which present future operational forecasts and analyse past ones	Energy sector, intermediaries	Task 7.5.3	BSC	CICERO
One off	M28-31 (tbc Mar'20 BCN)	Event Southern Europe - position the DST in the wider energy community in collaboration with WP2 and WP6	Primary target audiences	Task 7.4.3	BSC	CICERO
One off	M28-31 (tbc Jun'20 in OSL)	Event Northern Europe- position the DST in the wider energy community in collaboration with WP2 and WP6	Primary target audiences	Task 7.4.3	CICERO	BSC
One off	M34 (2 nd half of Sep'20 in BXL)	Stakeholder event - present results and outcomes of S2S4E; feed conclusions of event into White Report (see below)	Energy sector, intermediaries, climate services community, EU policymakers	Task 7.5.4	BSC	All
One off	M36 (Nov'20)	White Report on S2S - how to make the European energy sector more resilient to climate variability, how energy stakeholders can benefit from the DST	All	Task 7.4.4	CICERO	BSC

Periodicity and Date	Month range	What	Target audience	Deliverable or Task	Lead	Contributors
One off	M36 (Nov'20)	Summary Report - impact of dissemination, communication and user engagement activities	Climate Services Community	D7.7	CICERO	BSC

* See Editorial team section below

6 Editorial team

The editorial team (see task 7.3.2 above) of the project is responsible for content production for our various channels and platforms, namely website, newsletter, Facebook and Twitter. Sometimes the editorial team may order content from project partners who are particularly well situated for producing the content in question. The team also the first port of call for project partners in need of advice related to communication, dissemination and user engagement.

The editorial team meets monthly through Skype/Webex. The editorial team organises its work in an editorial calendar with access through the slack channel #WP7-editorial-team. Slack is a messaging service for workspaces. S2S4E uses slack for communication, and in particular the WP7-team. The editorial calendar contains information on what type of content is planned and for which channels/platforms, planned content for newsletters, media lists and contacts. Slack is used for day-to-day communication, besides email and Skype/Webex.

The chair of the editorial team rotates. Chair rotation will be as follows:

- ▶ Year 1: LGI,
- ▶ Year 2: CICERO,
- ▶ Year 3: BSC.

The Chair is responsible for driving content production for website, newsletter, Twitter and Facebook. The Chair calls in for monthly editorial meetings.

7 Key Performance Indicators

The following key performance indicators (KPI) have been identified. These will be tracked and measured once a year during the General Assemblies as explained in D1.1. They will possibly

be revised in the two updates of this plan (D7.4 and D7.5). The target for all KPI's is M36 (final month of the project).

These KPI's and their tracking comes in addition to the ones set out by EU in the reporting periods under communication and dissemination activities. The tracked KPI's and progress reports will be available on the project wiki under WP7. URL: (https://earth.bsc.es/s2s4e/doku.php?id=wp_7).

KPI's 7.1-7.4 are included in the DOA whereas KPI's 7.5-7.9 were created after the finalisation of the DOA in order to better monitor impact of communication, dissemination and user engagement activities.

Table 3 : Key performance indicators to be reached by M36

KPI		
KPI 7.1	Number of visits to project website	> 30.000
KPI 7.2	Number of subscribers to newsletter mailing list	> 250
KPI 7.3	Number of attendees at events (per event)	> 50
KPI 7.4	Number of media mentions	> 20
KPI 7.5	Number of followers on Twitter and Facebook	> 500
KPI 7.6	Demonstrated added value to decision-making for end users based on results from annual stakeholder survey	> 70 %
KPI 7.7	Number of views of documentary	> 500
KPI 7.8	Number of views of webinar series (total)	> 300
KPI 7.9	Number of downloads of forecast outlooks (total)	> 600

8 Platforms and Channels

8.1 Website

The website of the project promotes a business-oriented perception of S2S4E. The website is the main gateway to external energy users, facilitating user-engagement in the project and creating interest in the DST.

Domain: www.s2s4e.eu.

BSC, as the project coordinator, is responsible for user administration, maintenance, security and updates. Administrator rights are granted to CICERO and LGI, which together with BSC will be responsible of uploading contents to the website. Contact one of these partners if you wish to publish specific items on the website.

The project aims to publish relevant content and news stories on the website on a monthly basis.

8.2 Twitter

S2S4E Twitter handle is @S2S4E. Twitter serves as a channel for distribution of news published on the website, advertising events that will be attended by S2S4E partners, and promotion of engaging and relevant S2S4E content. The latter being important for building community for medium to long term forecasting and its benefits.

WP7 is responsible for the Twitter account.

You can find a list of hashtags and handles that can be used below. Those listed in below are always preferred when tweeting about the project.

When tweeting about things/publications/events that are particularly relevant for the EU then the handle @EU_H2020 should also be used. For full EU guidelines on social media activity for H2020-projects see link under "14 Other Resources".

Sometimes it will also be more appropriate to use the project's handle @S2S4E rather than merely the hashtag #S2S4E when tweeting about S2S4E. If in doubt contact the editorial team, either on slack or by email.

The project aims to tweet and retweet on a weekly basis, on average three times a week.

Table 4 : List of hashtags on Twitter

General	Specific
#S2S4E #H2020 #ClimateServicesforCleanEnergy #ClimateServices #COP21 #ParisAgreement #CO2emissions	#CleanEnergy #renewables #ClimatePredictions #ClimateChange #ElectricityDemand #EnergyProduction

8.3 Facebook

S2S4E Facebook page: www.facebook.com/s2s4e/. Facebook serves as the project's primary channel for native video content (live streaming and edited videos). It also serves as a channel for distribution of news published on the website, advertising events that will be attended by S2S4E partners, and promotion of engaging and relevant S2S4E content. The latter being important for building community for medium to long term forecasting and its benefits.

WP7 is responsible for the account. All project partners are encouraged to tag the project in relevant Facebook posts.

The project aims to post on Facebook twice a month.

8.4 Newsletter

The S2S4E newsletter is aimed at all target audiences, with priority given to our primary target audiences. The newsletter will include:

- ▶ Stories about new research
- ▶ News about the DST
- ▶ News and promotion of publications, including reports
- ▶ News and promotion of forecast outlooks
- ▶ News and promotion of documentary
- ▶ News and promotion of webinar series
- ▶ Promotion of events
- ▶ Media mentions and press clippings service

The editorial team is responsible for the newsletter. We encourage everybody involved in the project to actively promote the newsletter as this is a good way of keeping stakeholders informed about project activities. Link to subscribe to the newsletter can be found on the website and will be promoted through Twitter and Facebook accounts.

The project will send out newsletters once it has something interesting to report and share. We foresee the frequency to be four or five times a year in 2019 and 2020.

8.5 YouTube

On YouTube, S2S4E videos will be uploaded using the existing channels that project partners regularly use for their institutions. Project videos will be accordingly tagged with S2S4E project name, Horizon2020 and the project ID. The Commission will be notified so that they can put videos on their own R&I Playlist ([more information here](#)).

YouTube is mainly used as a repository for video content. The project aims to produce five videos, in addition to the documentary as detailed in D7.6.

9 Risks

The following main risks have been identified:

Table 5 : Main risks to implementation

Risk	Mitigation
Uncertainty about the impact of GDPR; potential delays	Professional partner institutions that are able to handle GDPR and implications for project in a proactive manner.
Unable to engage users	Mindful and professional user engagement, annual stakeholder survey provides valuable input to what we are doing well and less well, and what users would like to hear and see more of, and conversely, less of.
Unable to influence the climate services agenda	Professional and timely communication and dissemination activities, well networked efforts that draw on other existing climate services projects.
Lack of commitment to communication and dissemination from WPs and/or rest of the consortium.	Organise communication and dissemination workshops at kick-off and subsequent general assemblies, prioritise on-going on-boarding of consortium members, identify communication and dissemination spearheads within the consortium.

10 Branding

See [D7.1 for our branding guidelines](#), logos, fonts, typefaces and colours.

We aim to use creative commons for photos, with only occasional purchase of images. The following websites give access to free stock photos:

- ▶ Pexels
- ▶ Pixabay
- ▶ Unsplash
- ▶ Pic Jumbo

11 Glossary

In order to provide consistency in the project communication a Glossary will be available in the project wiki. URL: https://earth.bsc.es/s2s4e/doku.php?id=publications_and_dissemination.

The initial definitions will be based in the glossary created by the FP7 project EUPORIAS (GA 308291) and available in www.euporias.eu. However for some terms we might define two definitions with different levels of complexity.

12 Communication Checklist

We encourage all the partners in the project to review this communication checklist in order to be able to make a self-assessment of which of their activities has potential to be communicated through WP7

- ▶ Ask: should what I'm doing today be turned into?
 - An op-ed
 - A fact sheet
 - A report
 - A video or other visual material
 - A tweet
 - A Facebook post
 - A news story
 - A face to face meeting with a stakeholder
 - A public event
- ▶ Target audiences
 - Who could be interested in learning about a specific finding or publicised research result?
 - Who could or will be affected by it?
 - Who could or will influence the topic at hand?
- ▶ Messages
 - What is new?

- Why do we need to know it?
- What are the consequences if nothing is done about it?
- What is the context (economic or otherwise)?

13 Press Release Checklist

The following table can be used to better assess the dissemination potential of a story. A communications officer may want to ask a scientist to fill the table or use some of the points as a checklist when discussing communication and dissemination activities with project partners. The aim of the list is to gain an understanding of what type of communication and dissemination activity is suitable for the occasion - for example a press release, a news story, a video, a social media posting, an op-ed, or something else.

Table 6 : Press release potential checklist

Novelty	Issues not previously known by the public are more newsworthy than those already known or anticipated. <i>A new ensemble technology can predict next summer temperatures with unprecedented accuracy.</i>
	Is it something new?
Topicality and time	Current things that are happening now are on a general basis more interesting. Sometimes a current issue is new too, but not necessarily. <i>Temperatures today will be higher, forecasters say.</i> However: <i>Last reanalysis from MetOffice shows a steady increase in temperatures during the last century.</i>
	When did it happened?
Prominence	News about well-known persons, institutions or countries are more likely to get media interest and coverage. This is a qualitative criteria. <i>Climate change is a made up story, chair of highly reputed international institution says.</i>
	Does your story involve any prominent subject?

Conflict	<p>Bad news get more attention than good news. Opposition, disagreements and rivalries, especially with dramatic effects, get more attention.</p> <p><i>Fossil fuel producers claim energy production from renewable sources ruin their economies and boost unemployment.</i></p>
	Is there a conflict in your story?
Peculiarity	<p>Uncommon news and events out of the ordinary raise more interest. Peculiarity and strangeness is context dependent.</p> <p><i>Snowfall in the sahara covers dunes in white.</i></p>
	Is your story uncommon?
Unexpectedness	<p>Something that happens all of a sudden. It might not be rare and it might not be new, but just happens when nobody expect.</p> <p><i>Huge storm forms over Brussels while forecasts anticipate a sunny day.</i></p>
	Is there any unexpected element in your story?
Number of people affected	<p>As a rule of thumb, the more people affected by a circumstance, be better the chances to get media coverage. This is a quantitative criteria.</p> <p><i>4 million people affected by floods in central Europe due to the heavy rain episode.</i></p>
	How many are affected?
Who is affected	<p>It also matters who gets affected, and who could do something about it.</p> <p><i>The most vulnerable left without electricity, government with ineffective measures.</i></p>
	Who could or will be affected by it?
Proximity	<p>Consider proximity to those affected. This can be either literal or cultural.</p> <p><i>Local scientists in Barcelona save Catalan cava production with new forecasting methods after years of bad harvests due to climate change.</i></p>

	How close to your target audience is your story?
Unambiguity	<p>Clear-cut and definitive events which do not require previous knowledge are easier to communicate. <i>East Pacific ocean temperatures influence precipitation over Canada, US and Central America.</i></p> <p>Instead of: <i>ENSO status teleconnection drives climate variables over America.</i></p>
	Is your story unambiguous?
Consequence	<p>Stories with potential and well-defined consequences in the near future are more attractive. <i>Seasonal to decadal predictions increase solar power producers' resilience over climate change.</i></p>
	What are the consequences? What are the consequences if nothing is done about it?
Human interest	<p>A human interest story centres around a group of people or a person and presents their achievements/failings/concerns in order to elicit sympathy. <i>Climate scientist moves to Himalaya to become a buddhist monk - tired of the academic circuit and flying around the world to conferences.</i></p>
	Does your story have human interest?

14 References

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NREL (2016). "On the Path to Sunshot. Emerging Issues and Challenges in Integrating High Levels of Solar into the Electrical Generation and Transmission System". (No. NREL/TP--6A20-65800). National Renewable Energy Lab (NREL). Golden, CO (United States). Available at: <https://www.nrel.gov/docs/fy16osti/65800.pdf>

15 Other resources

- [COMRES/Burson-Marsteller EU Media Survey 2017](#)
- [Social media guide for EU-funded R&I projects](#)
- [Guidelines for communicating H2020-projects](#)