



Innovative large-scale energy storage technologies and Power-to-Gas concepts after optimisation

D9.8

Final communication and dissemination report

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Executive Summary

The STORE&GO project is a European research project, with 27 partners, with the aim to establish and operate three innovative power-to-gas technologies at three different locations. The results and research findings should and must be communicated to the different stakeholders in a targeted and effective way. The stakeholder groups differ significantly, and therefore also the necessary media and communication tools that must be used to reach them.

In order to implement this, one of the core tasks was first to make the STORE&GO project known in Europe, and to inform potential stakeholders about its existence. It was also important to screen the stakeholder environment on which level the topic of power-to-gas (methane) is positioned in Europe and which other players exist in this environment. On the one hand, to get in contact with these players, and on the other hand to be able to realize potential synergy effects in the future, through possible joint cooperation.

Another essential reason was to inspire further interest groups for future STORE&GO events, so that these events could be a success and provide a platform on which the project partners can exchange information with the interest groups and their stakeholders and present their innovative technologies. From a communicative perspective, this was important in order to generate the greatest possible echo in the energy sector. This should later guarantee that the key stakeholders of STORE&GO, specifically the political decision makers in Europe, also assign relevance to the STORE&GO project, its results and regulatory recommendations.

To achieve these goals, various communication tools were created and implemented. First and foremost, a project homepage was implemented, which served as one of the most important communication platforms during the entire project. The homepage was used to inform the stakeholders about the latest results as well as about upcoming and past events.

Such events were for example the ground-breaking events as well as the inauguration events at the demo sites, which were implemented to establish the sites in Falkenhagen (Germany), Solothurn (Switzerland) and Troia (Italy) as communication platforms and means. This was essential to enable the sites to get in touch with their direct (local) stakeholders as early as possible during the project. All of these activities were accompanied by various publications by those responsible for communication or through scientific publications.

Political dinners can be seen as one of the most important communication events. The first one took place towards the end of 2018, and the second political dinner took place in December 2019 in the European Parliament in Brussels. The results of the researchers and the key messages were communicated and presented to the STORE&GO key stakeholders in a suitable framework. The event was also used to present the main result of the project, which is the STORE&GO Power-to-Gas Roadmap, which summarizes all results of the entire project in a brochure and delivers the key messages to the reader with pinpoint accuracy.

1 Introduction

This final report on the dissemination and communication activities of STORE&GO summarises the activities undertaken by WP 9 and the other partners of the STORE&GO project over the past four years to adequately support this lighthouse project, and to communicate its core messages and results to the relevant stakeholder groups. Throughout the project, however, it became clear that dissemination and communication activities are difficult to assess and what definite and explicit impact they have on stakeholders, so the activities can generally only be assessed qualitatively.

Therefore, it was important to identify the essential stakeholders and target groups of STORE&GO at the beginning of the project and to generate communication strategies to address them in the course of the project.

As a foundation for the communication activities of the project, many basic documents and guidelines were initially formulated and produced, which could be used for the entire duration of the project. The present report will give an overview of these documents and items. A STORE&GO homepage has been set up, which has served as the main medium to communicate the results and events around the project. Furthermore, general documents like flyers, fact sheets and a general STORE&GO presentation have been created. These documents served the project partners as a basic repertoire for their communication activities. In addition, an internal communication and project management platform was provided for the project in the form of EMDESK for project communication, where all results, Deliverables and other things like contacts, etc. could be shared and exchanged among partners.

In the first two to two and a half years, WP 9 as well as the other partners were increasingly present at conferences and exhibitions to raise awareness of the STORE&GO project in the industry and in Europe, and to transport and present the STORE&GO vision and its concept. We also wrote targeted articles in order to carry the storyline of STORE&GO further into the public, and to reach as many stakeholders as possible and inform about the project.

This report will also deal with the various events that were not only attended by STORE&GO, but also organized and carried out by the consortium itself. Such events have a special importance, because these events are one hundred percent about the project, and do not present the project as a side note to a third-party event. Such third-party events suited the project in the beginning stages, but with time, the project had enough content and publicity to be able to host its own events, which have much higher value regarding the effectiveness of communication activities.

All these activities will be presented in the course of this report, and it will be explained why these activities have been pursued and what impact these activities were expected to have on the STORE&GO stakeholders.

2 Definition of dissemination and communication goals and stakeholder

In this chapter we want to take a brief look at who exactly the stakeholders, i.e. the target groups of the STORE&GO project, have been over the past four years, and how they have been addressed in the past. We will also look at what the exact objectives of STORE&GO and specifically Work Package 9 were. In the further course of this Deliverable, we will then return to how the various target groups or objectives were addressed and how successful they were. Where possible, these targets will be compared with the data collected.

2.1 STORE&GO stakeholder

This section of the report, will be devoted to the stakeholders and target groups of the STORE&GO project. Stakeholders can be individuals, but also groups that have a greater interest, in the project STORE&GO and its activities and results. It is generally necessary to distinguish between **internal and external stakeholders**. In this report, we will focus mainly on external stakeholders such as states, corporations, governments, customers / consumers, producers and many more. In the course of this section, we will try to identify them and provide initial suggestions on how these stakeholders can be properly addressed.

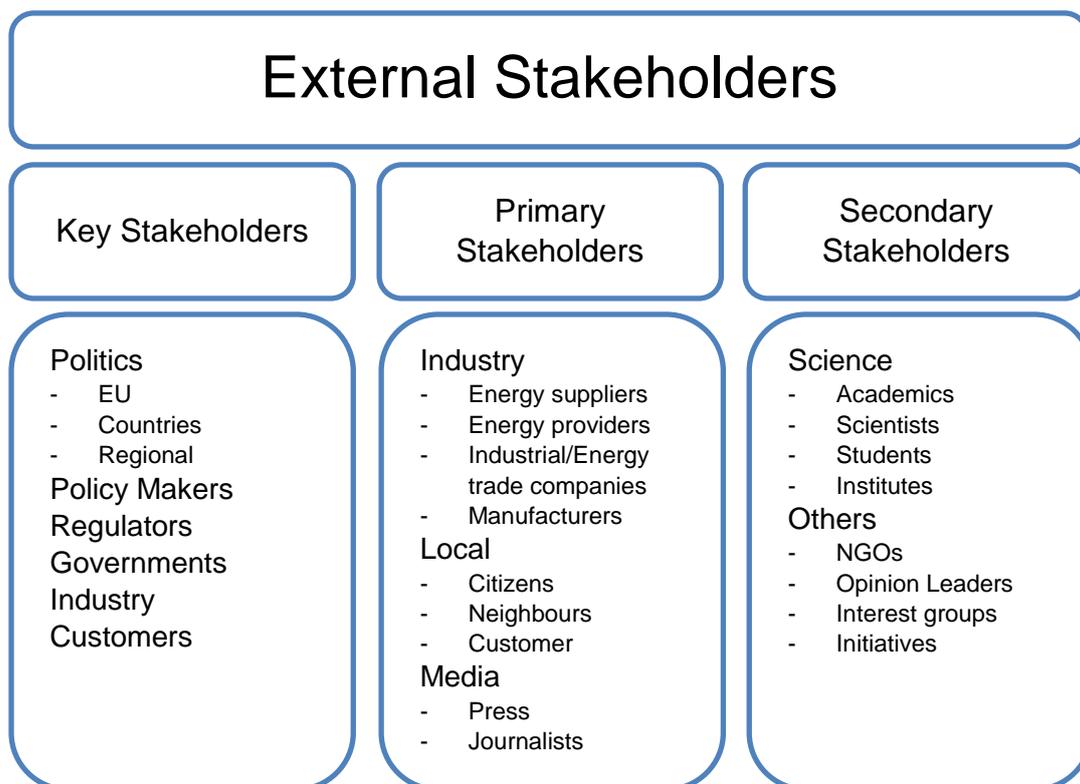


Figure 1: External Stakeholders of the STORE&GO Project

Figure 1 shows the external stakeholders which have been identified for the STORE&GO project. These were again divided into Key Stakeholders, Primary Stakeholders and Secondary Stakeholders. This additional differentiation can be used to divide the external stakeholders into small groups in order to evaluate them in even greater detail.

Key Stakeholders have a high influence and high impact/efficiency on the outcome of the project and are key elements who will define the success of the project. Policy Makers, Opinion Leaders, Regulators and Governments will govern and pass new legislation based on the outcome of the project. One of the most relevant objectives of the project is to develop recommendations based on which the EU and Switzerland can define future regulations that allow the establishment of the power-to-gas technology under the same conditions in each country in Europe. Further key stakeholders are the industry and the customer/consumer. Their feedback and demand define the future energy system and therefore the future energy market. If the consumer does not have a positive attitude towards a new technology or product, this may be decisive for whether or not the technology or product succeeds in entering the market. Therefore, this was specifically addressed in Deliverable 8.2 “*Report on the acceptance and future acceptability of certificate-based green gases*” in order to evaluate the acceptance of a new technology such as power-to-gas in a representative way for Europe. The definition of **Primary Stakeholders** is that they have high influence and medium impact/efficiency (up to high impact, depends on the quality of the stakeholder). Primary stakeholders are those who have a high impact on the project as they reflect the demand and supply side of the market. They also act as opinion leaders in their specific sector and communities. Thus, they have a great influence on their environment. **Secondary Stakeholders** have medium to low influence on the project and medium to low impact/efficiency on the communication and dissemination activities regarding the project. This rating is not general, but depends on the quality of the stakeholder and can vary.

On this underlying description and definition of the individual stakeholders or their over-groups, it is clear that these cannot be compulsorily recognized and addressed with the same tools. In the following chapters, not only the different communication tools and channels are listed, but it is also tried to assign corresponding target groups to them based on the channels which are described in this chapter.

2.2 Dissemination and communication goals

After the STORE&GO stakeholders and their subdivisions had been defined, corresponding overall objectives for the project were also defined. Apart from the general and obvious goals, such as the successful completion of the project and the successful implementation and operation of the demo sites, one of the main goals of the STORE&GO consortium and the entire industry was and still is to realize the goal that power-to-gas technologies will find their use cases in the European energy system in the future. Adequate regulatory framework conditions are essential for this, which on the one hand enable a business case for power-to-gas technologies to be developed in Europe, and on the other hand clearly define how and by whom a power-to-gas plant may be operated in future, and which tax aspects such a plant is subject to. These aspects have been addressed in Deliverables 7.2 and 7.3 as well as in the final STORE&GO Power-to-Gas Roadmap, which can be found on the STORE&GO homepage.

In order to achieve these goals, it was necessary in the first two years of the project to raise awareness of the project as quickly and efficiently as possible. In order to ensure this, many conferences and trade fairs were attended, at which presentations were given. Likewise, many articles were writ-

ten in the first years to increase the awareness of the STORE&GO project, more about this in chapters 3.5 Dissemination & Communication Events, and 3.6 Publications. From the point where the construction of demo sites began, the communication focus has changed to the demo sites as the central communication medium. From the beginning of 2018 with the start of the ground-breaking events, the demo sites could be established as the main communication axes. One of the main goals was to establish the demo sites as communication platforms. The reason for this was, after addressing the stakeholders in the early phase of the project only by speaking or reading of information material, to invite them to the demo sites and to be able to show them with their own eyes what is being developed at the three sites. Furthermore, it was important to show how the three innovative power-to-gas technologies work, and which positive values they can provide for the energy sector and our society. On the one hand, this should have an informative character and on the other hand, through the personal contact, it should lead to the stakeholders being able to build up a kind of emotional relationship with the plants or the project. This leads to a higher engagement for the project from the stakeholders. Using the demo sites as communication platforms focused especially on the primary STORE&GO stakeholders as target group, because here it was important to get into scientific and technological exchange with the energy sector. Of course it was also the aim to get key stakeholders to the demo sites, but this would have been a bonus in this context. However, also this aim was tried to be achieved, for example by implementing patrons for each of the demo sites to achieve a higher political visibility.¹

Towards the end of the project, the clearly defined goal was to explicitly address the STORE&GO key stakeholders. This was to be achieved with appropriate events, such as political dinners and targeted lectures in a European political framework. Since the results of the entire four years of the project are available at the end of the project, it was only possible to formulate specific and scientifically based recommendations and demands from the project, which should and could be communicated to the political community, towards the end of the project. In this context, it was also important not to formulate the findings of the STORE&GO project as hard demands, but to discuss these findings with politicians, industry and the scientific community in order to reach a common and goal-oriented discussion about our future European energy system.

¹ For further and detailed information about the communication and dissemination activities at each demo site, see Deliverables 2.7, 3.7 and 4.12

3 Dissemination & Communication Activities

In this chapter, almost all dissemination and communication activities of the STORE&GO project are presented and put in relation to the objectives and target groups defined in the previous chapter. However, only the most relevant activities will be discussed here, as all further activities were described in the previous Deliverables of Work Package 9, or in the communication Deliverables of the other partners.

The main focus will be on the basic elaborations that laid the foundation for the communication work, as well as the STORE&GO homepage, as one of the most important communication tools of the project in the last four years. Afterwards, this chapter will go back to the patrons of the demo sites and describe their acquisition and tasks. A further focus will then be put on the physical events in which STORE&GO has participated or organized itself, at the demo sites and the political dinners in Brussels, in the European Parliament. Finally, the most important publications will be illustrated, as well as the Educational Training Programme.

3.1 Dissemination and Communication Documents

As described in the previous WP 9 Deliverable 9.2, which provided a broad overview about all communication tools which are beneficial and how they should be used in the ongoing process of the project. The general documents include the PR Guidelines, Fact Sheets, Flyers, Project Storyline and the general STORE&GO presentation. These documents form the basis for all further communication activities. These documents or items have the purpose to generate value for interested stakeholders at any time and in any place and to inform them and give them a brief information about the key facts of the project. It does not matter which prior knowledge or understanding the stakeholder has of the project or the technology therefore, the targeted stakeholder groups for these items are all stakeholder groups.

To get a more detailed overview of the impact of the general STORE&GO documents, please read Deliverable 9.6 "Handbook of all brochures, flyer etc. designed during the project":

3.1.1 PR Task Force

Within the first months of the project, a PR task force was initiated together with the communication experts of the companies responsible for the demo sites. The purpose of this task force was to increase the awareness of the project and the demonstration sites in the first years of the project. This included the creation and coordination of the common STORE&GO documents as well as the preparation and joint organisation of the first events at the demo sites, such as the ground-breaking events and the Inauguration events. This ensured that all activities were in the interest of all locations and that the partners had a platform for exchanging, coordinating and advising each other on how to shape future activities so that they could benefit from the expertise and experience of the others. The partner companies Uniper (Falkenhagen), SVGW (Solothurn) and Engineering (Troia) were represented. Especially for the coordination and joint planning of the onsite events, the task force ensured many synergy effects and made it possible that these events have become very successful.

3.1.2 STORE&GO Storyline

As already described in the Deliverable 9.3 "*demo sites as communication and dissemination platforms*" of WP 9, a first storyline for the project was also worked out by the whole consortium, which should be the central theme of the project and our communication strategy. This storyline later served as a blueprint for the STORE&GO movie and influenced the storyline of the STORE&GO Power-to-Gas Roadmap. The essential advantage of a catchy storyline is above all that everyone likes stories and people identify more strongly with something if they can build up an emotional connection to something or a character.

Therefore, the storyline (the storyline document) is one of the most important documents within the STORE&GO project because almost all communication and dissemination activities are based on it.

The storyline therefore has not only a cognitive right to exist, its other purpose is to briefly explain the reasons why the project is so important and what the project's goals are, which the partners want to achieve during the duration of the project. Here it is of utmost importance to explain those things not only to all of the partners but to be able to explain those facts to all stakeholders and create an understanding for those issues with the aid of the laid out methods, which are provided by the "Storyline" method.

Furthermore, the storyline of STORE&GO was ideal to implement for conferences and presentations throughout the whole project duration and ensured a consistent communication.

3.1.3 PR Guidelines

It was obvious that the communication work would not only be carried out by WP 9 during the whole four years of the project but that all partners would fulfil this task to a certain extent. Hence, it was essential for the project to prepare a detailed document as soon as possible at the beginning of the project, which provides the partners with a guideline on how to handle those activities. These guidelines were supposed to define the framework, how, what and by when such activities can and should be carried out.

Furthermore, it is essential for such a project that any communication to the public, any launch of a press release and any contact to the press is well coordinated. Another important factor is that the communication work to the external stakeholders is well coordinated within the project beforehand and in the best interest of all partners.

For this purpose, guidelines for communication and public relations (PR) activities have been created. The guidelines define the scope of the PR actions, the mandatory content of such documents (e.g. acknowledgements) as well as the executing body being formally responsible for the approval of dissemination activities.

3.1.4 STORE&GO Flyer and Fact Sheets

During the first year of the project, a STORE&GO flyer (see Figure 2) was developed within STORE&GO with the help of the PR Task Force. The aim was to present the core messages and the main facts of the STORE&GO project to the target group in a short and clear format on a foldable DIN A4 sheet. The flyer was created because it is an easy medium to distribute or display at events. It is also easy to take with you and stow away for the target audience. Particular attention was paid

to the layout to ensure that the STORE&GO landscape was presented in the best possible way, as it illustrates the basic approach of the STORE&GO project. The advantage of the STORE&GO landscape is that it can be understood rudimentarily by a person without further explanation and without having an increased knowledge of the power-to-gas technology. Over the course of the project, we have distributed approximately 2.500 STORE&GO Flyers to the different stakeholder groups.

The STORE&GO Fact Sheet was created to be distributed and displayed at STORE&GO events so that interested parties can get a clear overview of the essential key data of the demo sites. It contains not only the key data of the demo sites, but also the contact data of the respective project managers who are responsible for the demo site. This makes it particularly easy for people who have taken a fact sheet with them from an event or have viewed it on the STORE&GO homepage to contact the relevant demo sites, if they are interested in getting in touch, or to just find out more about the demo sites. Over the course of the project, we have distributed approximately 1.500 STORE&GO Fact Sheets to the different stakeholder groups.

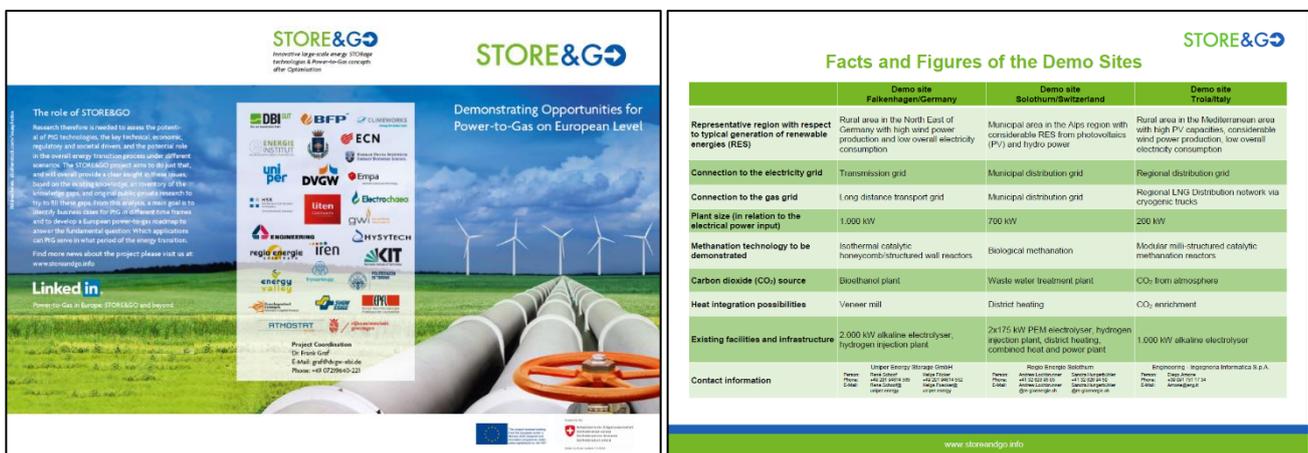


Figure 2: STORE&GO Flyer and STORE&GO Fact Sheet

3.1.5 STORE&GO General Presentation

Presentations are a good stylistic tool to bring subjects that are more complex closer to the audience in a visual form. For this reason, a general presentation was created for the STORE&GO project, which was constantly further developed and expanded to include the newest content and results. It was designed as a kind of toolbox presentation so that the partners could use the presentation for almost any type of presentation and show or hide the content they needed, which was appropriate for the situation.

It has been used on various STORE&GO events from Work Package 9, as well as from the partners; conferences, workshops, ground-breaking events, etc. In its basic form, however, it has always remained the same, above all in order to generate a recognition value.²

² The general STORE&GO presentation can be downloaded from the STORE&GO website.

3.2 STORE&GO Website

The [STORE&GO website](#) was one of the first dissemination tools right at the beginning of the project, which was set up and from then on acted as one of the most important communication tools for the project. The homepage functions as a kind of landing page (see Figure 3 **Fehler! Verweisquelle konnte nicht gefunden werden.**), which gives the visitor a direct overview of the current activities within the project, including the promotion of upcoming events, as well as the latest news from the project, and recent events. The various tabs in the menu bar can then be used to access the various subject areas. For example, more detailed information about the project and the current results can be found under the tab "About the Project". If you want to know more about the partners involved or more detailed information about the demo sites, you can find them under the corresponding tabs. All publicly accessible articles and Deliverables are also listed and made available via a download link.

STORE&GO

About the Project ▾ Partners Demonstration Sites ▾ Press & Media Publications ▾ News & Events

Login

CO₂ H₂ H₂O CH₄

ATMOSSTAT

27 partner organizations and companies from all over Europe collaborate in the STORE&GO project to integrate Power-to-Gas technology into the future European energy system. The project is funded by the European Union's "Horizon 2020 research and Innovation programme".

Latest News

04. October 2019
Introduction to PtG technologies and STORE&GO
 From the 4th of September until the 6th, the latest edition of the STORE&GO masterclass "Power to (the) molecules – from technology to market uptake" took place in Amsterdam followed up by organized site visits by the University of Amsterdam as part of the summer school. [read more](#)

02/Oct/2019 | News

Latest Events

17th to 18th February, 2020
- Final STORE&GO Conference in Karlsruhe, Germany
 Karlsruhe, February 18, 2020 - The largest power-to-gas research project is coming to an end. At the final conference in Karlsruhe, STORE&GO and its partners shared with the scientific community the results and successes that have been achieved over the past four years. [read more](#)

03/Mar/2020 | Events

Figure 3: STORE&GO website

As mentioned before, the STORE&GO homepage has not only served as an information tool for our project stakeholders, but also as a tracker. This means that we can track in detail how many people

have shown interest to the STORE&GO project via the website and informed themselves about the project. In the course of the project, we have been able to observe rapid increases in the number of visitors during and after the relevant dissemination activities that have been carried out.

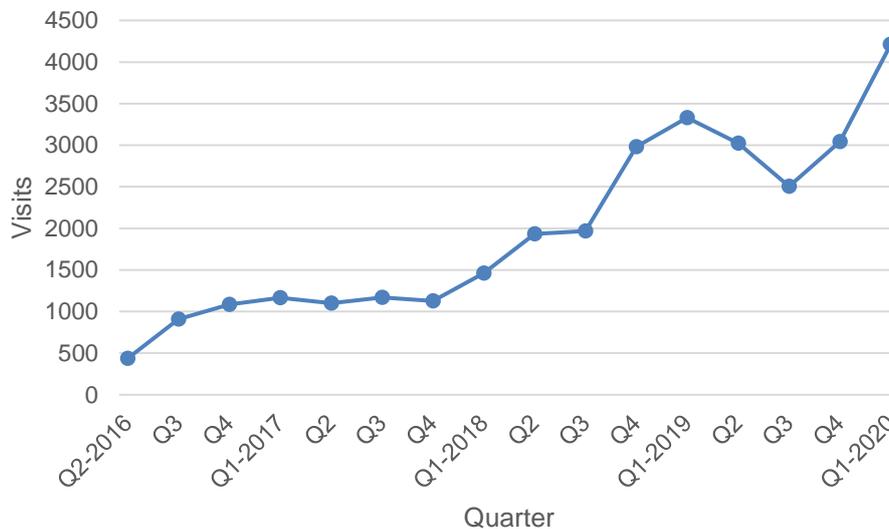


Figure 4: Website visits per annual quarter.

As pointed out in many of the other Deliverables, the STORE&GO homepage has been a great success, and the numbers of hits clearly prove this. Above all, the development of the total numbers per year clearly shows the impact of the communication work (see Figure 4). Starting with 2018, visit numbers show a steady increase, in accordance with more and more results being published on the website. A first big peak is reached in the beginning of 2019, with all sites having completed their ground-breaking and inauguration events. Since the end of 2020, we observe another steep increase of website visits, in accordance with the second Parliamentary Dinner and the final conference. This makes a total of just **over 31,000 visits** to this day.

Furthermore, more than 1,500 downloads were recorded on the site by users, which should be a good indicator that the STORE&GO Deliverables and scientific articles reached and interested our stakeholders.

In summary, the STORE&GO website was used as one of the most important communication tools of the project, and the data shows that the content provided to the stakeholders was well received. Especially considering that power-to-gas is still a niche-topic and yet comparatively high visitor numbers were recorded over the project period, this can be considered a great success for the project and the communication work.

3.3 STORE&GO Movie

The idea of an own STORE&GO film was conceived in mid-2017. In cooperation with bitglue (<http://www.bitglue.it/>), a department of the company Engineering from Italy, which is a project partner in STORE&GO, the work was started, and in spring 2018 the image film was released on the STORE&GO homepage. Since then, the STORE&GO film has made it to just over 50.000 views.

Compared to many other films or clips on similar platforms, the STORE&GO film scores above average. Similar films on these platforms usually have only a few hundred or a thousand views.³



Figure 5: STORE&GO image movie

The idea behind the creation of the film was to give the stakeholders who come to our homepage a visual presentation and explanation of the project and power-to-gas, and thus to be able to communicate our core offerings on a simple and visual level.

Therefore, the STORE&GO movie is one of the centrepieces of the project and its dissemination and communication activities towards external stakeholders. A commercial, which this movie is in a way, usually should increase the sales of the advertised product or increase product confidence. Its dramaturgical and audio-visual resources are varied and elaborated as the respective customer desires. In this specific case, the movie was designed to deliver a vision to the audience. A great marketing strategy regarding a commercial or movie is not to explain every detail of the technology or product,

³ For more information about the process of creating the movie with our partners, please see Deliverable D9.5 “Midterm communication and dissemination report”

or why product X is better than product Y, but rather to put the core values of the company or project, which it stands for and why it is doing what it is, in the spotlight.



Figure 6: Biological methanation movie by Regio Energie Solothurn

As can be seen in Figure 6, partners from the project spared no effort and had a film produced explaining their technology, biological methanation, using their mascot “Archie” as well. This movie was also very well produced, and has reached a range of just over 4000 views to date.

In summary, it can be said that the STORE&GO movie, as well as the explanatory movie from the Swiss partners of Regio Energie Solothurn, have more than fulfilled their purpose. The movies were shown at various events, and were also featured on the websites of some of the partner companies of the STORE&GO project, which further increased their reach. Thus, it was possible to transport the core statements and the vision of STORE&GO to the stakeholders via an audio-visual medium.

3.4 STORE&GO Patrons

At the beginning of the second year of the project, the PR Task Force discussed how to further increase awareness of the project, especially with a view to focus on key stakeholders, who would become increasingly important later on in the project. Relatively quickly the idea of testimonials was born. Because another very good marketing strategy is to win famous, well-known and relevant people, who potentially come from your own target group or represent them, for the product or topic and that they then present and support this in public. Therefore, we evaluated our political stakeholders in Europe and looked at which of them could potentially support and represent the STORE&GO

project. It was important that these people had a thematic reference to the energy industry, the technology, or the region. It was also the aim to find a patron for each demo site, who could represent and support the demo sites not only internationally but also nationally and regionally. In case of the STORE&GO project, the testimonials/patrons were chosen in such a way that they enjoy a great publicity within the selected target group, which was defined as the political EU environment. They have a very high profile, and thus can produce a corresponding effect in this environment. The target group are politicians at EU level and the associated institutions. Through the representative presence of these patrons, we tried to ensure that our events, political dinners and possibly other political events can generate and attract the appropriate number of well-known politicians and representatives. The STORE&GO project hoped to significantly increase the impact of its work and results, especially with regard to the political impact.

In the end, the STORE&GO project succeeded in winning three patrons for the project. **Dr. Christian Ehler**, Member of the European Parliament and member of the Committee on Industry, Research and Energy and initiator of the working group ITRE on Horizon 2020. He agreed to represent the German demo site in Falkenhagen.

Stefan Müller-Altermatt, Member of the National Council, Deputy of the cantonal legislative of Solothurn, who has agreed to represent the Solothurn site in Switzerland and who is very active in the energy industry and innovative technologies in the energy sector.

Furthermore, it was possible to win **Giuseppina Picierno** for the location in Troia, Italy. She is also a Member of the European Parliament and was Head of the legality department of the Democratic Party, and is also on committees for internal markets and consumer protection.⁴

At almost all future events from this point on, the STORE&GO Patrons were present and supported the project with their presence and speeches and showed their support. As an example, Figure 3 shows a picture of the opening ceremony in Falkenhagen, where Dr. Ehler was present as well as Mr. Müller-Altermatt. Also at the opening ceremonies in Solothurn and in Troia, the responsible patrons were present or have sent a representative. A particularly good cooperation has taken place with Dr. Ehler and Mr. Müller-Altermatt. Both of them were present at all future events in their country and at the project location, and especially Dr. Ehler and his colleagues supported the STORE&GO project, that the two political dinners could take place at the Parliament in Brussels, where he acted as patron of both events (see Figure 8).

With regard to the patrons, it can be said that this has been a huge benefit for the STORE&GO project. STORE&GO has been able to attract visible political players to the project, which has enabled us to attract other essential stakeholders to the STORE&GO project at our events. Furthermore, the cooperation has created lasting links between the partners of STORE&GO and the patrons, from which all parties involved will most likely benefit in the future.

⁴ For more detailed information on the patrons, see Deliverable D9.5 “*midterm communication and dissemination report*”



Figure 7: Patrons at Inauguration in Falkenhagen



Figure 8: STORE&GO Political Dinner 2019

3.5 Dissemination & Communication Events

Raising public acceptance is an integral part for projects like STORE&GO. As mentioned earlier, general information and project results can be published through articles in scientific journals, movies, print media like flyers and posters, and by using social media like Twitter or, more business related, social networks like LinkedIn. However, politicians and other stakeholders, e.g. the scientific community and industry, need to be included in a different way. STORE&GO identified parliamentary events and congresses, conferences etc. as appropriate tools to raise the awareness of these stakeholders. Furthermore, fairs, conferences, published articles and guided tours have been important activities to include Primary and Secondary Stakeholders in the STORE&GO project. These activities and events are described and defined in the following as well as the intended target groups.

3.5.1 Conferences

During the whole project duration of four years, STORE&GO and especially WP 9 was present at many conferences to present the project and the STORE&GO vision for a future European energy system. But also many of the partners were present at conferences, workshops or similar events during this time to bring the key messages to the public and to the different stakeholder groups. The primary stakeholders were the main target group for these events, as politicians are also to be found at the fewest conferences, i.e. the STORE&GO key stakeholder.

Date	Conference	Place
2017-03	Energy Storage Europe	Düsseldorf, Germany
2017-06	dena Strategieplattform Power-to-Gas	Berlin, Germany
2017-06	Intersolar	Munich, Germany
2017-06	Sustainable Energy Week	Brussels, Belgium
2017-09	InteGRIDy Conference	Milano, Italy
2017-09	ERIG Conference	Brussels, Belgium
2017-10	European Utility Week	Amsterdam, Netherlands
2017-11	STOREENERGY	Offenburg, Germany
2018-03	Energy Storage Europe	Düsseldorf, Germany
2019-06	EEEIC	Genoa, Italy
2019-10	Wind Meets Gas	Groningen, Netherlands
2019-10	P2G Conference	Marseille, France
2019-10	EGATEC	Groningen, Netherlands
2019-11	European Utility Week	Paris, France
2020-02	Final STORE&GO Conference	Karlsruhe, Germany
2020-02	Eurogas Conference	Brussels, Belgium

Figure 9: Sample of attended conferences by STORE&GO

Figure 9 lists some of the most relevant conferences STORE&GO has attended in the last four years. Further conferences can be found in more detail in the other Deliverables of work package 9. However, it can be said that the participation at the conferences played an extremely important role, especially in the early years of the project, in making the project known in the energy industry in Europe and in generating recognition (recognition value). It should also be noted that this impact, as described and demonstrated in previous Deliverables, had a demonstrable effect. Especially shortly after the participation at a relevant conference, the number of visitors on the STORE&GO homepage has increased significantly. This can be seen very clearly in Figure 10, for example, by comparing the peaks between calendar week 33 and 48 with the conference and events STORE&GO attended in this period.

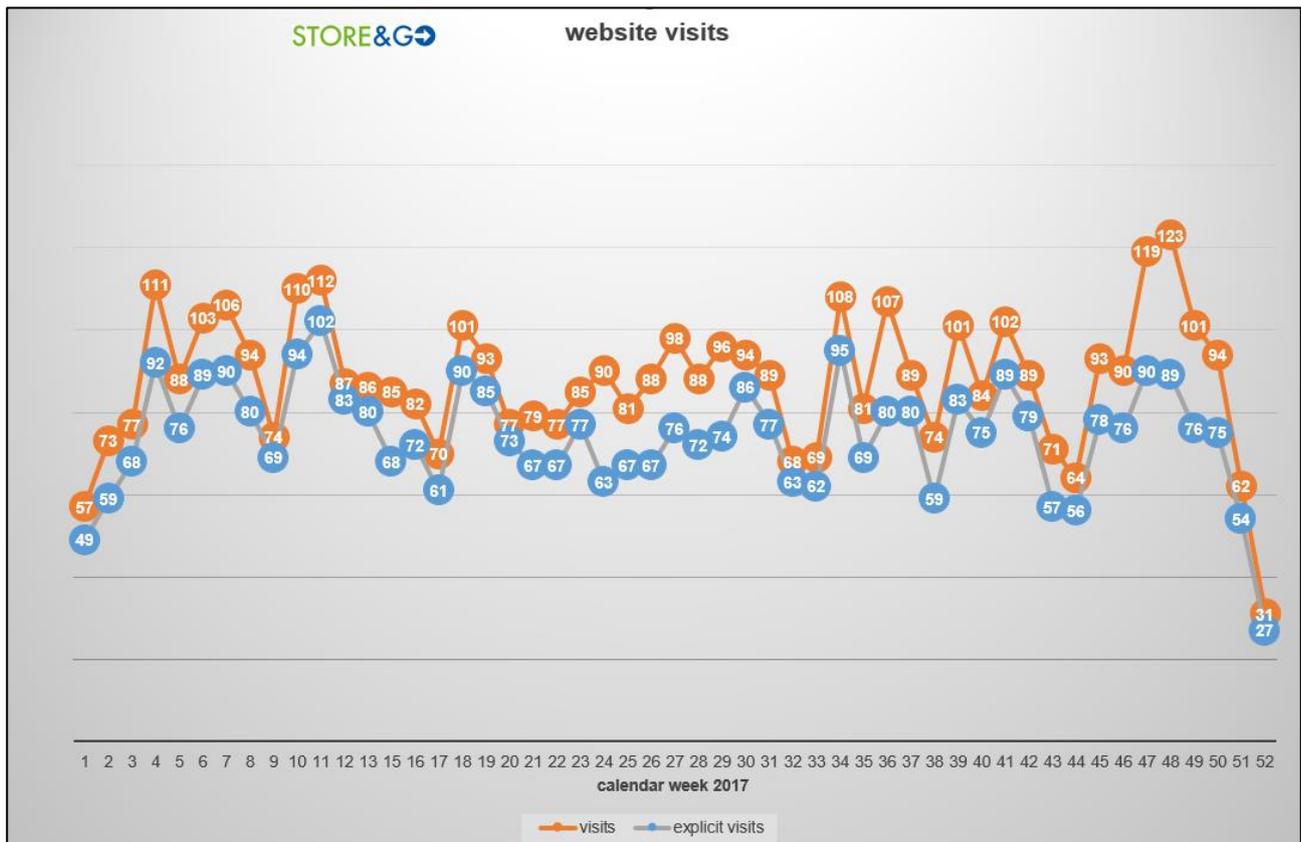


Figure 10: Web statistics 2017

The project concluded with the Final Scientific STORE&GO Conference on 17–18 February 2020. The consortium used this opportunity to present their results to a wider public. In addition to the about 60 experts from the project, there was the same number of external attendees. They came in equal shares from academia and industry, and covered many countries not involved in the project, such as Poland, Czechia, Slovenija, Belgium and Japan. The conference comprised a combination of plenary talks and poster sessions, which was approved by the external attendees as very informative and helpful.

3.5.2 Ground-Breaking Events

The three ground-breaking events at the three demonstration sites were the starting signal for the construction work at the sites, and at the same time a unique opportunity to integrate this communication strategy as early as possible. Originally, these events were not even planned, but WP 9 and the PR Task Force found this opportunity to utilize the demo sites as communication platforms as early as possible in the course of the project. The original idea was to use these events as a test run

for the inauguration events that followed. Since these would have taken place at the earliest one year later, the opportunity was taken and three larger events were created directly as inauguration events. These events were mainly aimed at the primary stakeholders as well as the secondary stakeholders. It was important to STORE&GO, and especially to the demo sites, to inform the regional public about their plans as early as possible and to be able to eliminate possible concerns, thus building up a personal and trusting relationship at an early stage. Public opinion on new innovative technologies can ultimately be the decisive factor in determining whether a new technology is successful in entering the market or not. This means that it is of eminent importance to create a social acceptance and this as early and positive as possible.

Falkenhagen

About 50 Stakeholders attended this event, which started with a welcoming note from Dr. Axel Wietfeld (CEO Uniper Energy Storage). Afterwards Mr. Prof. Dr. Thomas Kolb (Karlsruher Institute for Technology) talked about the technological background of the power-to-gas technology, Rene Schoof (Project Manager power-to-gas, Uniper) then reported on how the plant will now be built in the coming months and what challenges are still waiting for the partners involved. Mr. Uhe (District Administrator of the Prignitz district) then listed how important such projects like the STORE&GO project are and further will be in the future for regions like the Prignitz, because the regional conditions are ideally suited for power-to-x technologies due to the many renewable energies in the region. Dr. Ing. Kleinschmidt (Ministry of Economic Affairs and Energy) also pointed out that projects like STORE&GO and new innovative technologies are important building blocks for a region like Brandenburg, especially in order to create more jobs in the energy sector and thus strengthen the local economy. After the subsequent Q&A session, the main responsible persons gathered and buried a time capsule representative of the ground-breaking ceremony.



Figure 11: Ground-breaking event in Falkenhagen, Germany

Solothurn

Just over 30 participants found themselves in Solothurn in May 2017 for the ground-breaking ceremony for biological methanisation. Among the participants were project partners and some journalists from the region. Mr. Strässle (Director of Regio Energie Solothurn) opened the event with a welcoming address and a detailed presentation about the existing plant and the planned expansion with a biological methanisation plant. Afterwards, the ground-breaking ceremony was held on the plant site by all the partners involved in the project in Switzerland.



Figure 12: Ground-breaking event in Solothurn, Switzerland

Troia

In November 2017, around 40 people were present in Troia (citizens, students, researchers, small and medium companies). Leonardo Cavalieri (mayor of Troia) welcomed the guests. The following speakers Massimo Bertoncini (Engineering S.p.A.) and Carlo Gadaleta Caldarola (Project Manager at Apulia Agency for Research, Technology and Innovation) praised the importance of the location Troia for the community and highlighted the importance of the demonstration plant to highlight the potential of power-to-gas. Afterwards all participating partners gathered for a long and interactive Q&A session, which was followed by the inauguration ceremony at the demo site.

In summary, it can be said that the ground-breaking events were a complete success for all participants. The implementation and organisation at the locations by the responsible parties was excellent and in the end, exactly what was originally intended was achieved with the events. The demo sites were thus able to pick up their regional stakeholders very early on and informatively involve them in the process of the facilities. The same applies to some primary and key stakeholders who were also present at the events. The media coverage was low, but could still be considered a good result at this stage of the project.



Figure 13: Ground-breaking event in Troia, Italy

3.5.3 Inauguration Events

The inauguration events were ultimately the starting signal for the actual test phase of the three demo sites. Here it was particularly important to use these opportunities as a communication opportunity and platform to get in touch with the primary and secondary stakeholders of the project. It was also essential to win over the already interested key stakeholders and our patrons for these events in order to achieve a corresponding political reach.

Falkenhagen

On May 9th, 2018, this milestone project was celebrated together with about 150 stakeholders, and was opened with a few greeting words from Dr. Ing. Axel Wietfeld (Managing Director of Uniper Energy Storage GmbH). The greeting then disembogued in a series of speeches started by Dr. Ing. Ehler (EPP/CDU, European Parliament member for Brandenburg), Jochen Homann (President of the Federal Network Agency for Electricity, Gas, Telecommunications, Post and Railways), Frank Gröschl (Head of Technology and Innovation Management at the DVGW German Technical and Scientific Association for Gas and Water), Eckhardt Rümmler (Chief Operating Officer of Uniper SE), Helmut Knauthe (Chief Technology Officer of thyssenkrupp Industrial Solutions AG) followed by Prof. Dr.-Ing. Thomas Kolb (KIT Karlsruhe Institute of Technology) about the necessity of such technology hubs like in Falkenhagen to be able to demonstrate the potential of CO₂-neutral gas produced through the power-to-gas technology and therefore the decisive contribution to achieving Europe's de-carbonization and energy goals. There were many media representatives at the event, and accordingly the media response to the opening of the plant in Falkenhagen was excellent.

[Renewablesnow](#)

[Energate Messenger](#)



Figure 14: Inauguration event in Falkenhagen

Gas to Power Journal
Sonne Wind Wärme
Märkische Allgemeine Zeitung
Process Vogel
Greencar Congress
Stadt und Werk

Figure 15: Media coverage Falkenhagen

Like the ground-breaking event in Falkenhagen, the inauguration event was a complete success. People from all target groups were represented, so that the communication goal could be fulfilled.

Solothurn

The inauguration on Monday, 28 January 2019, in Zuchwil, revolved around the latest employees of Regio Energie Solothurn, the “Archies”. All speakers agreed that energy research is important for our future and indispensable for the responsible implementation of the Energy Strategy 2050 and the energy transition in Europe. Dr. Frank Graf presented the facilities at the three locations as part of his presentation and addressed the significance of the research task for Europe. In addition, Dr. Lucien von Gunten (scientific adviser to the European Framework Programs of the State Secretariat for Education, Research and Innovation) addressed in his presentation the importance of participation in the European research program Horizon 2020 for Switzerland. The event in Solothurn was therefore also a very successful one, as over 150 people from all target groups were present and were able to find out about and participate in Regio Energie Solothurn’s new technology and plant.



Figure 16: Inauguration event in Solothurn



Figure 18: Inauguration event in Solothurn 2

SRF
Energate
EUWID Neue Energie
Oltner Tagesblatt
Swisspower

Figure 17: Media coverage Solothurn

Troia

27. October 2018, the first methanation plant in Italy was opened in Troia, Apulia, with about 50 attendees. ARTI Puglia, the Apulian public agency for Research, Technology and Innovation, already partner in the previous INGRID project, took part of the ceremony to underline that the regional government is has great interest in this kind of initiatives, and is proud to host an innovative power-to-gas plant in the Apulian territory. The Mayor L. Cavalieri (TROIA), the WP 4 dissemination task leader D. Arnone (ENG) and the representative person of ARTI Puglia C. Gadaleta Caldarola explained to the audience the history of the plant (from INGRID to STORE&GO), the strong involvement of the local municipality in the project and the regional strategy for the energy transition. In addition, the event in Troia caused a wide media echo, and there was the possibility of some interviews from regional TV and radio stations. Furthermore, it was possible for the responsible partners to get in contact with their target groups and to bring the technology and the STORE&GO vision closer to the interested parties.



Figure 20: Inauguration in Troia

Metanauto
Immediato
GreenCity

Figure 19: Media coverage Troia

In conclusion, the inauguration events were a great success for the demo sites, as it allowed them to present the technology of power-to-gas to stakeholders and to strengthen the relationships established by the ground-breaking events. This has enabled them to significantly increase the acceptance of such innovative projects in their regions and possibly beyond.⁵⁶

3.5.4 Guided Tours and Site Visits

The guided tours and site visits were excellent to use the demonstration sites and utilize them as a communication platform. As already described in the last chapter, site visits offer a good opportunity to get into personal contact with stakeholders. Mainly these have been primary and secondary stakeholders in the course of the project. As mentioned above, these groups may in future be decisive in determining whether or not a new technology succeeds in entering the market. The site visits also enable the partners to explain the technology in more detail to their stakeholders, especially with real visual support, but also allows them to explain the interrelationships with the entire energy system and the positive effects that the power-to-gas technology is able to create for society. Furthermore, it is possible to establish long-term relationships with the stakeholders, and hopefully create a basis of trust, from which one could benefit in future projects. A general overview of the guided tours can be seen in .

Demosite	Number of Guided Tours	Number of Attendees
Falkenhagen	31	517
Solothurn	67	963
Troia	6	123

Figure 21: Total number of guided tours



Figure 22: Guided tour Solothurn



Figure 23: Guided tour Falkenhagen

⁵ For further information on the media coverage of the three demo sites, see Deliverables D2.7, D3.7 and D4.12

⁶ For further information on social acceptance, see Deliverable D7.8 "Report on social and public acceptance determinants in selected EU-countries"



Figure 24: Guided tour Troia

The high numbers of visitors indicates the great interest the different stakeholder groups had for the three demo sites of the STORE&GO project. Especially the visitor numbers in Solothurn and Falkenhagen are enormous. Even though the plant visits took up a lot of time of the responsible persons and their employees during this time, it was still worth it, because the numbers clearly show the huge interest in the demo sites and the three innovative power-to-gas technologies of STORE&GO. These figures are a clear indication that the communication work in the first two years of the project have been very fruitful and paved the way for these visitor numbers. Because the plant visits were not advertised anywhere, the stakeholders approached the demo sites on their own initiative and asked for visits.

3.5.5 Political Dinner

From the beginning, the political evenings had the aim to get in contact with the key stakeholders of STORE&GO. In the course of the project, two events were planned. The first one took place after the second or third year of the project, after the demo sites have been set up and the first results of STORE&GO have been published and finalized. The second political evening was shortly before the end of the project, in order to be able to refer to the elaborated results and to the evaluation of the test operations of the three sites.

The aim of the STORE&GO political dinners were to convince the invited key stakeholders on the importance of STORE&GO and its innovative power-to-gas technologies for the future European energy system and the usage of the already existing gas infrastructure. Furthermore, the events intention was to improve the knowledge of the stakeholders regarding the technology and the legal and regulatory framework in the EU and its member states that may hinder the introduction of power-to-gas to the European energy market. Furthermore, the events highlighted the recent findings and success of the project and of each work package during the duration of the project. In the preparation phase of the first political evening, STORE&GO decided to work together with K4I ([Knowledge4Innovation](#)). K4I already had experience in organizing such events and was able to offer a wider range of stakeholders from their own network, which we could also draw on. From an organisational point of view, it was important to have the venue as close as possible to our key

stakeholders, so that they could have easy and uncomplicated access to our event. Therefore, the choice of the event location was made relatively quickly, the European Parliament. Here it became an advantage that we already had our STORE&GO patrons, because in order to be able to rent a room in the European Parliament and hold an event, it is necessary that a MEP reserves this room as the responsible person. At this point we could benefit from our very good contact to Mr. Ehler, who immediately agreed to be our host for both events in the European Parliament.

The main goal of the first political evening was to put STORE&GO on the map of European politics and to inform interested key stakeholders about the first results of the project. Therefore, the key messages of the first political evening were the following:

Benefits of power-to-gas

1. Provide crucial elements for tomorrow's energy system

- In an energy system with large shares of renewable energy, PtG provides one of the most promising options to get to **large-scale and flexible energy storage**. The existing European 100 billion m³ underground storage capacity – corresponding to 25 % of the EU's yearly gas consumption – are a crucial component for **safeguarding energy security** in a world that mostly depends on renewable energy sources.
- By its conversion and storage capabilities, PtG can add to **balancing the electricity grid**, and providing the back-up capacity needed to secure supply for the end-users, and stabilise the power market.
- In addition, PtG is an essential means to provide '**green**' **hydrogen and methane feedstock** for chemical industries, which today are completely dependent on fossil input.
- PtG enables the **integration of 'green' energy in form of gas** into applications that are practically impossible to otherwise make green, e.g. long-range road and maritime transport. Using another synthesis step to produce liquid fuels (PtL) from the power-to-gas products can even provide 'green' fuel for aviation. The many applications of PtG make it an indispensable component for the **coupling of energy sectors**.
- The liquefaction of SNG, demonstrated in STORE&GO, provides '**green**' **liquefied natural gas (LNG)**, a high-density energy carrier which is easy to transport. Decarbonisation can thus be carried not only into mobility but also into remote off-grid locations.

2. Provide a cost-efficient energy transition

- The CO₂ neutral gas generated from PtG can easily be **transported, distributed and stored in the existing gas infrastructure**, consisting of the 2.2 million km European gas grid and storage units. It may be economically feasible to 'convert' electricity from renewable sources into gas and transport it via the existing gas grid to consumers, instead of building lots of new electricity lines to transfer energy. Hence **costs for extending the electricity grids could be minimised or at least deferred**.

- We can continue to **use the existing European 200 million gas-based end devices**, which account for 23 % of the EU's final energy consumption; thereby carrying decarbonisation e.g. into the heating sector – which is difficult to decarbonise – and **avoiding the costs** of exchanging millions of devices.

On October 17, 2018, STORE&GO intensified the political dialogue in Brussels to show that the power-to-gas technology is the key enabler for a CO₂ neutral European energy system. The STORE&GO consortium discussed with key stakeholders from the European Commission, industry and research organisations the potential of power-to-gas in the European energy system as an important step in the energy transition.

The political dinner was opened by three keynote speeches starting with Prof. Dr. Dimosthenis Trimis, who introduced the participants to the work within the STORE&GO project and its first results, which have been published in recent month. The first results dealt with the Life cycle environmental impact assessment model for power-to-gas systems, the role of PtG in the future energy system and an analysis on PtG licensing and regulatory framework in Europe and in Germany, Italy and Switzerland. After that **Dr. Tudor Constantinescu**, *Principal Advisor of the European Commission – DG Energy*, talked about the role of PtG in the Energy transition from the perspective of the European Commission. He presented the major energy challenges in Europe, as well as the main policy developments in the EU regarding the European energy system and in specific for energy markets and storage. Furthermore, he highlighted the importance of sector coupling and the key role of long term and large scale storage as well as the need to establish a regulatory framework that allows all relevant technologies to contribute to a flexible energy system.



Figure 25: First political STORE&GO dinner

The first political evening of STORE&GO was attended by about 45 people and was a success. Again, STORE&GO was able to establish important and new relationships with its key stakeholders. Furthermore, as shown in previous reports, there was a significant increase in the number of hits on the website at this time, which should be a further indicator that STORE&GO generated increased interest in the political landscape with this event.

The second political evening also took place in the European Parliament, and here the main goal was to present the final results of the STORE&GO project. The main focus was on the STORE&GO power-to-gas roadmap, which summarizes all the generated results of the project in a brochure.

The aim was to involve the stakeholders even more in the event and in discussions than at the first event. Therefore, the second event was organized in a way that there were round tables, for 8 persons each, and at each table was at least one person from the STORE&GO project. This should serve to ensure that if there are subsequent discussions at dinner to the previous lectures, there is always a "discussion leader" from the project at the table, who also knows all the information and results from the project. Who can then deepen the results and insights from the project with the participants.

On December 3rd, 2019, the central point of the discussions was above all the [STORE&GO Power-to-Gas Roadmap](#), which was published there for the first time, and is based on the results of the largest European power-to-gas research project in Europe (STORE&GO) over the past four years.

The CEO (Dr. Gerald Linke) of DVGW (Deutscher Verein des Gas-und Wasserfaches) opened the event and welcomed the guests as well as the prominent keynote speakers. Afterwards Dr. Christian Ehler addressed his words to the guests and underlined the importance of providing climate-neutral hydrogen and methane for the future development of the European energy system. As the first keynote Stefan Moser (DG Energy) presented the view of the European Parliament regarding power-to-gas and an insight into the future vision for Europe.

The keynote speeches were rounded off by the presentation of the most important results and findings from the STORE&GO project by Prof. Dr. Trimis (Head of Engler-Bunte-Institute at the Karlsruhe Institute of Technology), Prof. Dr. Jepma (Honorary professor Energy and Sustainability, Faculty of Economics and Business and Global Economics & Management, University of Groningen) and Jachin Gorre (Project Manager, Institute of Energy Technology, University of Applied Sciences Rapperswil).

At the end of the evening, a consensus emerged that:

- Renewable gas has an indisputable role to play in the future energy system.
- Power-to-gas in combination with the already existing European gas infrastructure is essential for seasonal shift of renewable energy, energy transport & distribution as well as providing balancing services to the power grid.
- The power-to-gas technology is fit to enter the market, innovative technologies and processes could be demonstrated within STORE&GO. Learning curves and scaling effects offer huge potential to make the technology competitive.
- There is a need for further research with larger units and an adaptation of framework conditions and removal of market barriers for power-to-gas technologies.

In conclusion, it can be said that there was an intensive exchange among the participants of the political evening of STORE&GO, and that the evening was a great success for the STORE&GO project and the whole energy industry.

Thus, the second political evening was also a complete success for the project and also from the perspective of communication work. The project not only managed to produce excellent results, but

also to effectively communicate the results and insights of the project to its key stakeholders and present the STORE&GO vision for the European energy system of the future.



Figure 26: Second political STORE&GO dinner



Figure 27: Second political STORE&GO dinner

3.6 Publications

Publications are an important medium for disseminating results and findings to the public in a timely manner. They are primarily a means to continuously document the progress of a project or a research activity, as well as to show for which activities and which findings research funds are used, as in the STORE&GO project. Furthermore, articles and publications ensure that interested members of the public and stakeholders are continuously informed about the latest scientific developments, so that a sustainable impact and interest can be generated, and stakeholders can also deal with the topic in the long term. STORE&GO has therefore pursued the goal of publishing articles in as many media as possible in order to reach as broad a readership as possible and to get them enthusiastic about the STORE&GO project. On the one hand to inform, on the other hand to win stakeholders for other available activities and events through this medium.

Especially in the first years of the project, the publications were essential to make the project known, because at that time there was not much information or results from the project that could be communicated. Above all, the publications had the ornamental group of primary stakeholders, since the aim was to get in contact with the stakeholders from the energy industry first and to find possible synergy effects for communication towards the other stakeholder groups. Subsequently, the relevant publications of WP 9 are discussed.

3.6.1 ewp Articles

Energie-und Wasserpraxis (ewp) is a monthly magazine, which informs its readers about current topics in the energy and water industry. Approximately 70,000 people hold this magazine in their hands every month. In addition, about 200 people regularly access the online version. The ewp can therefore be regarded as a very good instrument for disseminating the results of the STORE&GO project to the general public in the energy industry. In the course of the project, three articles were published on this subject. First, after the start of the project, in the first project year (Dec. 2016), in the second project year (Sept. 2017) and shortly before the end of the project (Nov. 2019) with the latest results from the project. The main objective of this publication series was to reach the relevant, mainly primary stakeholders and to inform them about the progress of the STORE&GO project.



Figure 28: ewp publications

3.6.2 Open Access Government Articles

Open Access Government (OAG) is a digital publication that provides an in-depth perspective on key public policy areas from all around the world, including health and social care, research and innovation, technology, blockchain innovation, government, environment and energy. Each quarterly edition features a wide-range of prestige contributors, including government ministers, European commissioners, members of European Parliament, industry associations and charities. The website Open Access Government hosts the quarterly publication and each article from that is uploaded directly to the website and is promoted on our social media channels.

In the summer of 2018, STORE&GO started the cooperation with Open Access Government in order to disseminate the project results to key stakeholders in Brussels, i.e. the Commission and Parliament, and to inform them about current developments within the project.

A total of six articles were published over a period of almost a year. The first article was intended to introduce the project in general, accompanied by a STORE&GO E-Book, which should illuminate the project in more detail, followed by three articles which explicitly dealt with the Three Demo sites, and a concluding article, which dealt with the final results of the project.

3.6.3 Scientific Publications

By the end of the project, the academic partners had published an impressive number of 12 articles in peer-reviewed journals, plus a number of conference proceedings. Many of these contributions to the scientific investigation explore new aspects of PtG, such as the impact on electricity systems, life-cycle analysis, and the impact on European energy systems.

3.6.4 Other Publications

Throughout the course of the project, more articles were written, some of them of a scientific nature and some of them focused on the communication aspect. However, all of them had the goal to make the STORE&GO project better known, and to inform about the project as well as the results generated from the project.

Further publications are available on the [STORE&GO website](#) and will be updated in the future.

3.6.5 STORE&GO Power-to-Gas Roadmap

The STORE&GO Power-to-Gas Roadmap is one, if not the most important document and communication item of the entire project. The roadmap brings together all essential results and findings from the last four years of the project. After the project, it will be used for all kinds of communication possibilities and was accordingly prominently presented at the second political dinner. It is formulated and presented in such a way that all persons from the various stakeholder groups understand the content. It is therefore not a scientific publication, but a publication that serves to effectively communicate the results, which is scientifically sound and underpinned.



Figure 29: STORE&GO Power-to-Gas Roadmap

Furthermore, the results of the roadmap were discussed with the stakeholders at the political evening of STORE&GO to ensure that the key stakeholders were informed about the roadmap and had the opportunity to contribute to it.

The STORE&GO Roadmap not only gives an overview of results of the project, but also formulates political and regulatory recommendations based on the results and experiences. These recommendations should enable the market entry of power-to-gas in the future, and should be communicated explicitly to the STORE&GO stakeholders. The key messages of the STORE&GO Roadmap are the following:

- Renewable gas has an indisputable role to play in the future energy system. Power-to-gas is the key technology to meet that demand, as it provides the solution to produce the required large amounts of green molecules – be it as hydrogen (H₂) or methane (CH₄). The environmental benefits of PtG exceed the costs.
- Power-to-gas in combination with the already existing European gas infrastructure is essential for the seasonal shift of renewable energy, energy transport & distribution, as well as providing balancing services to the power grid.
- Power-to-gas as technology is fit to enter the market. Innovative technologies and processes could be demonstrated within STORE&GO.
- Both main components of the power-to-gas technology, electrolyser and methanation systems, display promising cost reduction results related to technological learning as well as scaling effects.
- It is crucial to drive forth PtG in time to enable the availability of sufficient green energy molecules (H₂ as well as CH₄) for feedstock and energy purposes. Most experts seem to agree that specific policies and measures are required.

3.7 Educational Training Programme

The goal of “Power to (the) molecules – from technology to market uptake” is to get participants acquainted with the most important technical, economic, regulatory, spatial, environmental and social aspects of large-scale energy storage techniques and more specific the methanation process.

Participants did not only learn about the diverse technologies and processes available, but they also learned more about the integration of renewable methane in the natural gas grid, and its value provided to balancing the supply and demand of the renewable energy resources. The participants were expected to gain a solid understanding of how technological, regulatory and other institutional concepts relate to such business cases and their implementation.

The target group of the educational training programme were especially professionals working in or related to the energy industry. The intention was to bring forward an interdisciplinary group to ensure discussions covering the different aspects of the methanation value chain, and such that each of them could contribute in their field of work.⁷

The educational training programme was therefore an excellent link during the project, between the research of the STORE&GO project and their stakeholders, to communicate the results and outcomes through a three-day workshop. Furthermore, the STORE&GO project could be integrated into the direct context of the participants' working environment. Subsequent discussions were also possible, with direct reference to the topic and the STORE&GO project, due to the fact that much of the content was conveyed by project members.

A total of eight workshops were held, with around 222 participants (see Figure 30). Therefore, the educational training programme can also be considered a success, which has managed to act as a further communication platform between the project and its stakeholders.

Location	Date	No. of participants
Groningen	5 th – 7 th November 2018	24
Solothurn	30 th January – 1 st February 2019	12
Linz	4 th – 5 th March 2019	35
Berlin	3 rd – 4 th April 2019	23
Troia	20 th – 22 nd May 2019	70
Florence	11 th – 12 th July 2019	26
Amsterdam	4 th – 6 th September 2019	19
Karlsruhe	17 th – 18 th February 2020	13

Figure 30: Educational Training Programme

⁷ For detailed information about the educational training programme, see Deliverable D9.4 “*Design and development of the 3-day training programme*”

4 Summary

The purpose of Deliverable D9.8 is to give an overview of the communication activities of the STORE&GO project. In the last four years, different sub-projects and activities have been initiated to reach the different stakeholder groups and to get them interested in the STORE&GO project. In this report, all the main aspects are addressed and put in relation to the different target groups. It also tries to quantify the success of the different measures.

Chapter two deals with the STORE&GO stakeholders, the different stakeholder groups and their influence. This chapter sheds light on which stakeholders were important in the course of the project and provides the basis for determining which target group was addressed with which activities and events.

The third chapter then deals with all the activities that have been carried out in the STORE&GO project and that have served the dissemination and communication out of the project. At the beginning, the activities are described here that have served as the basis and foundation of all communication activities and tended to be created at the beginning of the project, such as PR guidelines, flyers and fact sheets, as well as one of the most important communication tools of the entire project, namely the STORE&GO website. The PR Task Force, which was essential in the first two years of the project to coordinate the communication work between WP 9 and the demo sites and to make this work more effective, is also discussed here. It also points out that close cooperation with the demo sites and the PR Task Force was necessary to coordinate how to shape the demonstration sites into effective communication platforms. This was essential for the demo sites to be able to address their local stakeholder appropriately and as early as possible within the duration of the project.

The STORE&GO movie will then be examined and the meaning and purpose it has assumed in the overall communication strategy, and how it compares to similar explanatory films on the internet. Afterwards, the three STORE&GO Patrons will be introduced and why they were so important for the STORE&GO project. It also discusses the strategic purpose they served in the communication strategy, how they have acted as an important link between the project and the key stakeholders and how they have helped to implement the STORE&GO political dinners.

The report then goes into the various events that took place during the STORE&GO project. The most essential and most important events have been the ground-breaking events, the inauguration of the three demo sites and finally the political dinners in the European Parliament in Brussels. The political dinners were aimed at promoting the STORE&GO project on the one hand, and on the other hand at communicating the project results and demands to the STORE&GO key stakeholders, and thus to the European policy makers.

Finally, the report discusses the most relevant publications from WP 9 during the project, and explains why these articles or publication series were written. The main function of the articles, especially in the first two to three years of the project, was to raise awareness and interest in the STORE&GO project among its stakeholders. It was also of high relevance to inform stakeholders

about the three demo sites, and to get them to approach them proactively to visit them, to come to the events and to enter into a constructive exchange with the operators of the facilities.

In summary, from WP9's point of view, the STORE&GO project was a very extensive but very successful project. Not only for the STORE&GO project, but also for the whole energy sector, the issue of power-to-gas was pushed forward in a targeted and effective way. The project had many communicative highlights, for example with the ground-breaking events, the inauguration events and the political dinners, which were all extremely well attended. Not only WP 9, but the entire project succeeded in significantly increasing the visibility and importance of power-to-gas in Europe.