

IEA DHC OUTREACH AND COMMUNICATION STRATEGY

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GENERAL GOALS AND OBJECTIVES OF IEA DHC

The goal of the IEA Implementing Agreement on District Heating and Cooling including Combined Heat and Power (IEA DHC) is to advance the understanding of the technical, economic and social benefits of district energy through applied research and outreach.

The objective of the IEA DHC programme is to reach these goals and raise awareness of the role that DHC can play in decarbonising heating and cooling by sharing knowledge and funding high-quality research. Building public awareness of both district energy and membership within the programme will be achieved through targeted communication.

BENEFITS OF DHC

- **Cost-effective carbon abatement and primary energy efficiency improvement** by providing heating and cooling networks to enable the use of the most cost-effective low-carbon technologies independent of on-site availability
- **Improved municipal creation of value** and more jobs due to increased investment into infrastructure and a decreased investment in energy imports
- **Improved flexibility and energy security** due to the possibility to have multiple generation units connected to the heating / cooling network while remaining cost-effective
- **Improved energy independence** since the use of local heating and cooling sources can replace imported fuels

The presence of heat networks in towns and cities also helps to establish a basis for future integrated community infrastructures.

THE BENEFITS OF MEMBERSHIP IN IEA DHC

- **Enabling researchers** from member countries to apply for direct funding from IEA DHC
- **Influence on future research** topics through voting rights in the Executive Committee
- **Access to unique knowledge and expertise** regarding the development and implementation of district energy systems
- Participation in the only **major international research** programme devoted to district heating and cooling including combined heat and power
- **Networking** of researchers of member countries through research projects
- **High level of influence** by being part of the IEA Energy Technology Network

THE IEA DHC COMMUNICATION STRATEGY

The outreach and communication strategy plays an important role in enabling the IEA DHC to meet its goal of raising the profile of district heating and cooling. This communication strategy can help in the exchange of international knowledge and ensure broad-based dissemination of research results, with the goal of increasing the uptake of DHC technologies.

TARGET AUDIENCES

- Government & policy makers
- Energy utility companies & consultants
- Academic research community

COMMUNICATIONS OBJECTIVE 1:

RAISING AWARENESS FOR DHC BENEFITS

Goal:

Raise awareness for district energy as a key energy efficiency and climate change mitigation strategy based on international research.

Channels:

1. Leverage existing international meetings, conferences, seminars, etc. to showcase the value of district energy and a membership in the programme using brochures, rollups and short presentations.
2. Target additional events attended by government leaders and policy makers to promote DHC/CHP and the value of international research to support their decision making.
3. Collaborate with respected international and national organisations to publish informative articles, reports and studies to share and contribute information.

COMMUNICATIONS OBJECTIVE 2:

ESTABLISH IEA DHC AS AN EXPERT CENTER

Goal:

Further the standing of IEA DHC as a center for district energy research and the wider application of DHC & CHP.

Channels:

1. Develop and maintain an open dialogue with national district energy sectors.
2. Oversee the planning and delivery of the biennial International Symposium on District Heating and Cooling.

3. Present the findings of research in brochures and rollups at conferences, workshops, seminars, etc.
4. Promote, at conferences and similar opportunities, the availability of information available through iea-dhc.org.
5. Develop and maintain a prominent search engine position of the website through regular content update and other effective means.
6. Co-operate with other initiatives to ensure a high level of information exchange.

Branding:

1. Utilise the IEA DHC webpage to promote IEA DHC research and results publicly.
2. Enable website links with like-minded organisations.
3. Use the IEA DHC and the IEA Energy Technology Network logos and a consistent corporate design on all communications including research reports to increase brand awareness.
4. Promote programme activities in appropriate political decision maker magazines / sources at least once per Annex period.
5. Where practical attend key conferences at which IEA DHC logos, etc. should be prominently visible.
6. Assess mechanisms for continuous monitoring and promotion of public awareness activities of IEA DHC.