D.11.7: Initial SET-Nav Information and Communication Packs

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www.set-nav.eu

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About the project

SET-Nav aims at supporting strategic decision making in Europe’s energy sector, enhancing innovation towards a clean, secure and efficient energy system. Our research will enable the European Commission, national governments and regulators to facilitate the development of optimal technology portfolios by market actors. We will comprehensively address critical uncertainties facing technology developers and investors, and derive appropriate policy and market responses. Our findings will support the further development of the SET-Plan and its implementation by continuous stakeholder engagement.

These contributions of the SET-Nav project rest on three pillars: modelling, policy and pathway analysis, and dissemination. The call for proposals sets out a wide range of objectives and analytical challenges that can only be met by developing a broad and technically advanced modelling portfolio. Advancing this portfolio is our first pillar. The EU’s energy, innovation and climate challenges define the direction of a future EU energy system but the specific technology pathways are policy sensitive and need careful comparative evaluation. This is our second pillar. Ensuring our research is policy-relevant while meeting the needs of diverse actors with their particular perspectives requires continuous engagement with the stakeholder community. This is our third pillar.

Who we are?

The project is coordinated by Technische Universität Wien (TU Wien) and being implemented by a multinational consortium of European organisations, with partners from Austria, Germany, Norway, Greece, France, Switzerland, the United Kingdom, France, Hungary, Spain and Belgium.

The project partners come from both the research and the industrial sectors. They represent the wide range of expertise necessary for the implementation of the project: policy research, energy technology, systems modelling, and simulation.
The project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement no. 691843 (SET-Nav).

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Summary

The SET-Nav consortium maintains a variety of dissemination strategies to inform stakeholders about the project’s results. The following report presents the major dissemination tools including information and communication means such as logo, flyer, presentation, social networks etc., e-presence & Web-based dissemination such SET-Nav website, e-Newsletters, infographics, internal & external events and finally publications.

The consortium ensures a close cooperation between its members to successfully realize the planned activities and accomplish the project’s targets. The progress and impact the dissemination means are analysed below.

The report consists of three parts, an introduction that gives an overview of the developed material, a presentation of SET-Nav Information and Communication packs and finally a brief description of the future activities.
1 Introduction

SET-Nav tries to produce contributions along three dimensions: the development of a modelling portfolio for decision making in the energy sector, the analysis of the impact of multiple future paths and policies, and the development of stakeholder dialogue and dissemination. To ensure focus on the most important aspects and policy relevance, industry partners and stakeholders with varying perspectives should be involved from start to finish. Dissemination and communication activities have a central role in order to foster the widespread awareness, as well as strong cooperation and exchange with research communities and stakeholders inside and outside of the EU.

The main priority of the SET-Nav preliminary dissemination and communication pack is to disseminate acquired knowledge on an on-going basis and communicate it to a full range of potential users and targeted groups of potential beneficiaries. A range of activities and measures are already developed and will be further planned aiming to deliver appropriate content to key stakeholders. The stakeholders groups that are taken into consideration include among others government representatives, policy makers, civil society representatives, international and multilateral organizations, NGOs, scientific community as well as the general public (see more in the deliverable D11.3 Dissemination and Exploitation roadmap - [http://set-nav.eu/content/pages/results](http://set-nav.eu/content/pages/results)).

In the above context, various channels are used to disseminate and timely make available all the relevant SET-Nav findings and its progress to stakeholders. At the same time experiences and expertise are exchanged with the targeted audiences. Within the first year of SET-Nav, an important number of newsletters, press releases, leaflets, etc. have been developed, printed or/uploaded at the website. The stakeholders’ active engagement at many international events ensures a high visibility for the project. Furthermore, SET-Nav prepared slides, printed promotional items and other material for dissemination and information about the latest achievements.

This deliverable reports on all the dissemination material produced during the first year of SET-Nav’s activity (in printed or electronic version). As discussed in the in the deliverable D11.3 Dissemination and Exploitation roadmap - [http://set-nav.eu/content/pages/results](http://set-nav.eu/content/pages/results), the consortium has identified and selected key communication tools for an effective dissemination of its results. The tools include the SET-Nav logo, leaflet/flyer, presentation, poster, newsletters as well as social networks. Table 1 presents the inventory of SET-Nav’s dissemination and communication material.
<table>
<thead>
<tr>
<th>Dissemination &amp; Communication Tool</th>
<th>April 2016- February 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design of the SET-Nav Logo</td>
<td>✓</td>
</tr>
<tr>
<td>Graphic Guidelines</td>
<td>✓</td>
</tr>
<tr>
<td>Leaflet/ Flyer</td>
<td>✓</td>
</tr>
<tr>
<td>Institutional Presentation</td>
<td>✓</td>
</tr>
<tr>
<td>Templates</td>
<td>6</td>
</tr>
<tr>
<td>Newsletters</td>
<td>2</td>
</tr>
<tr>
<td>Press Releases</td>
<td>2</td>
</tr>
<tr>
<td>Dissemination Platforms</td>
<td>✓</td>
</tr>
<tr>
<td>Social Networks</td>
<td>LinkedIn, YouTube, Twitter</td>
</tr>
<tr>
<td>Website</td>
<td>✓</td>
</tr>
<tr>
<td>Policy Briefs</td>
<td>✓ Sept 2016/ March 2017</td>
</tr>
<tr>
<td>Scientific Publications</td>
<td>G</td>
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<tr>
<td>Video</td>
<td>March 2017</td>
</tr>
<tr>
<td>Infographics</td>
<td>G March-April 2017</td>
</tr>
<tr>
<td>Poster</td>
<td>G March 2017</td>
</tr>
</tbody>
</table>
2 Overview of SET-Nav Information and Communication Packs

Ten months after the start of the project, the first dissemination tools were presented to the public. During the term of the project, the dissemination material is continuously updated.

Importance for SET-Nav

A professionally developed, coherent corporate identity has several important features from which SET-Nav will greatly profit:

- It conveys the project's professional character,
- It ensures cohesion within the project,
- It clearly distinguishes SET-Nav from other related research projects by creating a unique and recognizable brand. Brand recognition is an advantage especially for marketing and exploitation of results obtained in the project.

Desired Features

- The logo should be self-representative;
- It should be printed and distinguished in high quality on a colour and grey scale format;
- It should be easily conceived;
- It should be memory grasping.

SET-Nav alternative logos

- The final SET-Nav logo consists of a textual and a visual part to ensure that the logo is more easily recognised and remembered.
- The textual part includes the project's short title.
- The visual part contains a graphical representation of five arrows, which semiotics represent the multiple dimensions of impact of future pathways: sustainability, reliability and supply security, global competitiveness and efficiency.
- The colour scheme was carefully chosen to highlight the central objective of the project (blue and green are the colours in nature that come as outgrowth of such a strategic energy roadmap).

The SET-Nav logo also features prominently on the SET-Nav website, while the whole logo pack is available online at: [http://www.set-nav.eu/content/pages/dissemination-and-media](http://www.set-nav.eu/content/pages/dissemination-and-media)
SET-Nav Graphic Guidelines Handbook

Importance for SET-Nav

The SET-Nav Graphic Guidelines Handbook:

- aims to provide guidelines that will help all project partners build a strong and consistent branding, messages and visuals for SET-Nav;
- provides the elements of visual identity as well as the guidelines for their proper use and reproduction;
- serves as a reference manual for applications in communication and advertising associated with SET-Nav;
- is a working tool defining a set of rules and recommendations that ensure the correct application of graphic identity;
- ensures effective communication, strengthening the image and allowing fast identification.

The SET-Nav Graphic Guidelines Handbook is available at SET-Nav Dissemination Media page (http://www.set-nav.eu/content/pages/dissemination-and-media) and in deliverable “D11.3 Dissemination and Exploitation and Exploitation Roadmap” (http://www.set-nav.eu/content/pages/results).

SET-Nav Leaflet/ Flyer

Importance for SET-Nav

In accordance with the coordinator’s and partners’ ideas and suggestions, NTUA designed a foldable SET-Nav flyer to be used by the consortium members for distribution at conferences, meetings, workshops, press conferences or other events within and outside of the scientific community.

More than 100 SET-Nav leaflets have been distributed to various internal and external events.

- Double sided three-folded A4 paper
- Produced in English, electronically and in hard copy.
- Outlines the scientific objectives and impact of SET-Nav
- Lists key facts such as the overall goals, funding programme, contact details, website and social media URL.

The digital version of the flyer is available for download at SET-Nav Dissemination Media page: http://www.set-nav.eu/content/pages/dissemination-and-media.

The SET-Nav flyer is also well presented in deliverable “D11.3 Dissemination and Exploitation and Exploitation Roadmap” (http://www.set-nav.eu/content/pages/results).
SET-Nav Templates

Importance for SET-Nav

Templates for SET-Nav have been prepared for all the reports/deliverables, policy briefs, presentations, events’ agenda, newsletters and presentations, in order to establish a strong identity for the project, thus SET-Nav’s material could be easily recognizable. The different document templates will thus guarantee the visual unity of all project related documents.

6 SET-Nav templates: Presentations, Press Releases, Newsletters, Deliverables, Policy Briefs, Events’ Agenda

SET-Nav produced template slides for power point presentations to be used by the consortium members at meetings and conferences.

A template for the press releases and newsletters formed in several sizes, in order to be compatible with responsive websites. The templates follow the SET-Nav graphical identity and clearly identify the project as being part of an EU-funded programme.

The reports/deliverables and policy briefs/issue papers help partners present their tasks’ progress in a uniform way. Their basic content, apart from the graphics, consists of contact information of the project coordinator and of the WP leader and a general description about the project.

A well prepared meeting agenda template is compiled aiming to achieve higher visibility and attendance at meetings, workshops and other events and facilitate partners in the meeting process, so as to reach each meeting objective and attract audience. The scope of the template is to clearly deliver the event’s theme and speakers.
SET-Nav Institutional presentation

Importance for SET-Nav

A SET-Nav standard presentation can be used by all project partners and by partners for dissemination purposes at relevant events.

The presentations provides an overview of key facts such as the duration of the project, the full project title, the funding programme and the total amount of participants of the project. It further explains the purpose of the project, its expected outputs and ways of working to external audiences.

The standard presentation will be regularly updated and it can be adapted by the partners according to the type and size of audience/events, where the project will be presented.

The SET-Nav institutional presentation has been adapted by TU Wien (SET-Nav Coordinator) and presented in H2020 Contractors’ Workshop on Energy System Modelling, on 30 June 2016, in Brussels, Belgium.

SET - Nav Newsletters and Press releases

SET-Nav compiles a series of newsletters for stakeholders and other interested parties with news about the project, related initiatives and interesting developments in the area of the decision making in the Europe’s energy sector.

- Prepared in English and distributed electronically.
- Both verbal and visual content to be both informative and eye-catching.
- Links to the SET-Nav website to facilitate:
  - easy access to related material (agendas, invitations, reports, photos, etc.);
  - direct navigation to a more detailed content on the presented issues and news.
- Increase traffic in the SET-Nav project website and foster events’ and reports’ visibility and downloads.

- 2 SET-Nav Newsletters (September ’16, November ’16)
- 2 SET-Nav Press Releases (December ’16, February ’17); 2,170 recipients
- Promotion through Energy-L and Climate-L mailing lists
- Newsletter sign up form available on the SET-Nav website.
- Available at SET-Nav website (http://www.set-nav.eu/content/pages/dissemination-and-media).
- Advertised through social media

1st SET-Nav Newsletters, September 2016

- SET-Nav Objective and methodology framework.
- SET-Nav website.
- SET-Nav Kick off Meeting 26 - 27 April 2016, Vienna.
• SET-Nav Stakeholder Kick-Off Event, 28 September 2016, Brussels.
• Available at: [http://www.set-nav.eu/content/set-nav-newsletter-issue-september-2016](http://www.set-nav.eu/content/set-nav-newsletter-issue-september-2016)

• SET-Nav Stakeholder kick-off event, 28 September 2016, Brussels.
• SET-Nav Modeling workshop, 24-25 November 2016, Trondheim.
• Policy briefing on Innovation Systems and the SET Plan.
• Background report on Innovation Systems and the SET Plan.
• Available at: [http://www.set-nav.eu/content/set-nav-newsletter-issue-november-2016](http://www.set-nav.eu/content/set-nav-newsletter-issue-november-2016)

• SET-Nav Modeling workshop, 24-25 November 2016, Trondheim.
• Available at: [http://www.set-nav.eu/content/set-nav-newsletter-issue-november-2016](http://www.set-nav.eu/content/set-nav-newsletter-issue-november-2016)

• SET-Nav Topical Workshop, 24 March 2017, Brussels, Belgium
• SET-Nav Modelling Workshop, 29 March 2017, Zurich, Switzerland
• Available at: [http://preview.mailerlite.com/v4h7z7](http://preview.mailerlite.com/v4h7z7)

More information on the SET-Nav Newsletters and Press Releases is available on the deliverable “D11.3 Dissemination and Exploitation Roadmap” ([http://www.set-nav.eu/content/pages/results](http://www.set-nav.eu/content/pages/results)).
SET-Nav Social Media Tools

Importance for SET-Nav

SET-Nav Social media tools:

- **Reach** out and communicate on a personal level with the target audience on a daily basis.
- **Enhance** SET-Nav web publishing actions to non-technical users in a cost-effective and efficient way.
- **Collect** feedback from the stakeholders who check the related pages.
- **Share** a variety of resources, such as videos, website links and other material.
- **Encourage** users to visit the SET-Nav website, which concludes to more traffic and views of the reports, the press releases, events etc.

SET-Nav focuses its social media engagement on **Twitter** at this stage, building a network of influencers and stakeholders around strategic energy policy making.

Tailor-made strategy to expose the SET-Nav content to a wider audience:

- following popular stakeholders;
- publishing of interesting, compelling tweets on a regular basis;
- exploiting effective and popular hashtags.

Monitoring the reach and engagement rates:

- to compare performance to the established targets;
- to evaluate progress continuously and decide if actions are needed;
- to make a concluding evaluation.

- **100** Followers
- **43** Tweets
- **842** Following
- **10,487** Impressions
- **68** Engagements
- **11** likes
In order to stimulate online dialogue, SET-Nav operates a moderated account in LinkedIn where all partners are encouraged to bring and discuss issues that are relevant to the project.

https://www.linkedin.com/groups/7062101/profile

A SET-Nav YouTube account is also created where SET-Nav videos will be soon launched.

https://www.youtube.com/channel/UCbJbwN4VkJ013X8kc6J9G6Kg

The SET-Nav Social Media Tools are promoted through direct links incorporated in the SET-Nav website, through SET-Nav Newsletters, Press Releases, Leaflet, Presentations, Institutional Presentation and SET-Nav Video.

SET-Nav Website

The Website is one of the main tools for public dissemination, as well as for internal project management, knowledge management and reporting. The aim of the website is to reach a wide range of interested audience and target bodies.

- User friendly, high standard, accessible website.
- Presents SET-Nav activities and progress.
- Makes public statements and announcements of SET-Nav events.
- On-line dissemination of project deliverables, newsletters, brochures, etc.
- SET-Nav partners' area organised as a shared workspace in Dropbox.
- Constantly updated with a view of effective and wide project dissemination.

About

- **Overview:** General information about the project
- **Contributions:** The three pillars on which the contributions rest.
- **Objectives:** Brief analysis of the project’s scope and major specific objectives.
- **Impacts:** Example of innovations to be expected from SET-Nav.

Library

- **Results:** Reports and documents produced in the course of the project’s work packages.
- **Issue papers:** Documents describing the state of the art in each SET-Nav Topical Workshop theme, as well as SET-Nav case studies.
- **Policy briefs:** Reports on policy recommendations emerging from
• **Consortium**: A list of project partners, along with their country of origin, logo, principle scientific contact person and website address.

• **Work Structure**: Analysis of the SET-Nav workflow aiming at the optimal achievement of the envisaged objectives.

**News & Events**

• **News**: Announcements of the project, which can include general announcements, announcements for relative events (seminars, conferences, workshops, information days etc.) at national and regional level.

• **Events**: Information, organization details and photos of past and forthcoming events.

• **Interventions**: Participation of SET-Nav partners in external events.

Modelling and simulation results, as well as general policy conclusions.

• **Synergies**: Links to projects, initiatives and organisations related to the project’s themes, work and results.

• **Dissemination and Media**: Dissemination material and media, such as guidelines, logos, videos, brochures, posters, etc.

• **Further Reading**: Reference and informational material related to the project’s objectives, work plan, contributions and impact.

**Modelling Forum**

• **About the Forum**

• **Modelling Forum News**

A place where knowledge can be exchanged between groups with different approaches in order to enhance existing modelling methodologies.

The SET-Nav website is disseminated through all SET-Nav dissemination tools and material (SET-Nan Social Media Tools, Newsletter, Press Releases, Leaflet etc.)

**SET-Nav Events**

SET-Nav events and their dissemination are of paramount importance. It is the most efficient communication tool to reach the targeted stakeholders and communities and to maximize SET-Nav’s impact. Within the SET-Nav framework a series of targeted events, workshops and conferences will be organized in order to disseminate the SET-Nav key outcomes as well as to encourage stakeholders to provide feedback.
5 SET-Nav events:

- SET-Nav Modelling Workshop, 29 March 2017, Zurich, Switzerland.

6 SET-Nav interventions in external events

SET-Nav presentations in 3 external events:


More than 100 SET-Nav printed leaflets were disseminated through all SET-Nav internal and external events.

SET-Nav is further promoted through the dedicated webpage [http://www.set-nav.eu/events](http://www.set-nav.eu/events) and through the SET-Nav Newsletters, Press Releases and Social Media accounts.
Importance for SET-Nav

The creation of audiovisual material for the promotion of the SET-Nav project is of crucial importance in delivering a message easily understandable and usable by target groups. For SET-Nav, a YouTube channel has been created and is used for sharing audio-visual material relevant to the project. The SET-Nav YouTube channel is accessible through the link https://www.youtube.com/channel/UCbJbwN4Vk013XBkc6j9G6Kg.

A promotional video has been prepared to inform and engage the wider community. It communicates key takeaways on the aim, methodology and results of the project.

The SET-Nav video will be available online in March 2017, on the SET-Nav website and uploaded to social media (SET-Nav YouTube, LinkedIn, Twitter accounts) for additional exposure.

SET-Nav Infographics

Visualizing knowledge and specific results through interactive or animated info-graphics is already in progress by NTUA and will be published within April-March 2017.

SET-Nav Infographics will

- make broad or complex ideas more distilled and simplified;
- collect and organize data in colourful, creative, and engaging manner;
- be more eye-catching than printed words, since they will combine images, colours, movement, and content;
- allow visitors of the SET-Nav website to scan and get the project’s results quickly and conveniently;
- help stakeholders and wider public to focus on the key information and save time of reading;
- facilitate the wider dissemination of SET-Nav outcomes as they are extremely shareable for the use around the web and easily shared on social networks;

Thus the purpose of NTUA is to create well-designed and visually appealing infographics aiming to reinforce SET-NAV recognisability.

SET-Nav infographics will be incorporated in the SET-Nav website March-April 2017 and be further promoted through social media accounts.
SET-Nav Poster

A SET-Nav publicity poster will be designed and used as promotional material at SET-Nav internal and external events. It will be developed in March 2017 and printed in a roll-up stand.

The SET-Nav poster:

- serves the direct communication of SET-Nav message and involved partners;
- includes both textual and graphic elements;
- is eye-catching and informative;
- simplifies and distils information down to easily digestible pieces;
- has a memorable and engaging content;
- is available electronically and rolled up into a cylindrical tube to allow damage free transportation.

It will build SET-Nav recognisability and raise awareness on key facts of strategic energy policy making.

SET-Nav poster will be available in the SET-Nav website in March 2017 and will be further promoted through social media accounts.
SET-Nav Policy Briefs

Policy briefs are reports on policy recommendations emerging from modelling and simulation results, as well as general policy conclusions. Partners are urged to present the policy recommendations of their respective work, as well as project’s policy conclusions in a series of policy briefs dedicated to policy makers.

Until now one policy brief has been prepared and it is available on the website (http://www.set-nav.eu/content/pages/policy-briefs). This policy briefing “Innovation Systems and the SET Plan” was launched in September 2016.

The forthcoming Policy Brief is expected to be prepared by DIW Berlin- project partner- based on the workshop: “From ‘Known Unknowns’ to ‘Unknown Unknowns’: Uncovering Critical Uncertainties for the World Energy”. It will be issued on March 2017.

Policy briefs are published at SET-Nav website, as well as on the websites of SET-Nav partners. They will be also advertised in all other relevant outreach activities and will be distributed at stakeholder workshops.

SET-Nav Scientific Publications

The main SET-Nav outputs will be used as incentives for academic research activities, and will be disseminated through announcements at international conferences as well as publications in scientific journals. Thus, to mobilise acquired, processed and accumulated knowledge for policy debate, SET-Nav will ensure publications targeting at policymakers and stakeholders and at specific scientific target groups. SET-Nav partners are encouraged to develop such scientific papers and articles focusing on the project outcomes that will be further published in selected journals in the framework of the SET-Nav dissemination activities.

SET-Nav publications will be available in the SET-Nav Library webpage http://www.set-nav.eu/content/pages/library and will be further promoted through SET-Nav social media accounts.
3 Future Information and Communication Activities

A variety of dissemination means has already been launched and presented in public. Simultaneously, a great number of future activities (topical, stakeholders workshops, etc.) are prepared aiming to attract key target groups. Following the presentation about progress of the SET-Nav Information and Communication Packs, the dissemination framework’s next steps comprise:

- SET-Nav poster to be used at events organized by the partners or hosted by other relevant organizations as promotional material. This could be also used as a banner in electronic format, promoting the events through social media;
- Video to visualize knowledge and to disseminate the results and of the general idea of the project.
- Policy Brief dedicated to policy makers. It is derived from the Expert Scenario workshop in Berlin and includes the project’s major policy conclusions;
- Infographics, in order to illustrate SET-Nav key findings and achieved results. An initial infographic will deliver the SET-Nav key messages, objectives, main impacts and case studies using animated and interactive graphics. More infographics will be designed as new outcomes will be created.

Furthermore the website is constantly updated with news and material. Newsletters and Press releases will continue to be developed to inform about upcoming events, workshops and other SET-Nav activities. The climate-I and energy-I lists will also be updated with new announcements. The projects social media presence informs in real time about the progress of events. Last but not least, SET-Nav consortium participates in external stakeholder events, workshops and conferences to ensure the dissemination of its results within the scientific community.