



**RÉPUBLIQUE  
FRANÇAISE**

*Liberté  
Égalité  
Fraternité*



# HOW TO IMPROVE THE COMMUNICATION PERFORMANCE OF TCPs

SYNOPSIS OF RECOMMENDATIONS

**Universal TCP Meeting – October 25th 2023**

**Technology Collaboration Programme**  
by **iea**

30/10/2023

# Introduction

# OBJECTIVES

## **An assignment initiated and driven by ADEME and IEA Secretariat**

- To help improve the impact of TCPs' communications through their productions and publications
- By proposing:
  - recommendations based on best practices already applied by certain TCPs
  - recommendations to go a few steps further
- As part of a process of progress, that will be extended by sharing experiences.

**A partnership with BCW, a communications agency specialized in content production and communications performance.**

## BCW GLOBAL: WHO WE ARE

- **BCW Global: a network of communications agencies in 130 countries around the world.**
- **Part of the WPP Group, one of the world's most far-reaching communications services groups.**
- **Our focus? An approach that weaves a comprehensive narrative, engages the complete range of stakeholders and leverages every tool, channel and tactic available.**
- **Our expertise spans insights & analyses, corporate reputation, media strategies, government relations & public affairs, influencer advocacy, issues and crisis, purpose & ESG, financial communications.**

# OUR METHODOLOGY

## INTERVIEWS (Teams)

- **With a diversified panel of 7 TCPs** : 4E/ HEV / Users / Bioenergy / PVPS / HPT / Combustion.
- To understand TCPs' **communication needs, constraints, activities, experiences and performance criteria.**

## WEBSITES ANALYSIS

- To ensure that websites fully play the role of a **showcase for TCPs' activities**
- **As a tool for the promotion, a lever of attractiveness to accelerate the sharing of the knowledge you produce.**

## PUBLICATIONS ANALYSIS

- **We focused our analysis on the Reports and Two Pages for Policy makers.**
- **But our recommendations are also driven by a review of broader TCPs' publications** (newsletters, case studies, magazines, articles,...)

## RECOMMENDATIONS

# FOUR LEVELS OF READING

## LEARNINGS

What we learned from the interviews and the documentary analysis

## BEST PRACTICES

Good practices to be generalised

## RECOMMENDATIONS

Key recommendations to make progress in enhancing the value of work produced by the TCPs

## TO GO A STEP FURTHER

Guidelines on how to accelerate performance in communication.

## HOW THIS SESSION WILL WORK TODAY

- Together, we will review the key recommendations arising from our analysis.



- We will include 4 rounds of questions to allow you to react...
- ... **quickly!** (5 to 10 minutes for each round).

# Summary of recommendations



16:15 – 16:20

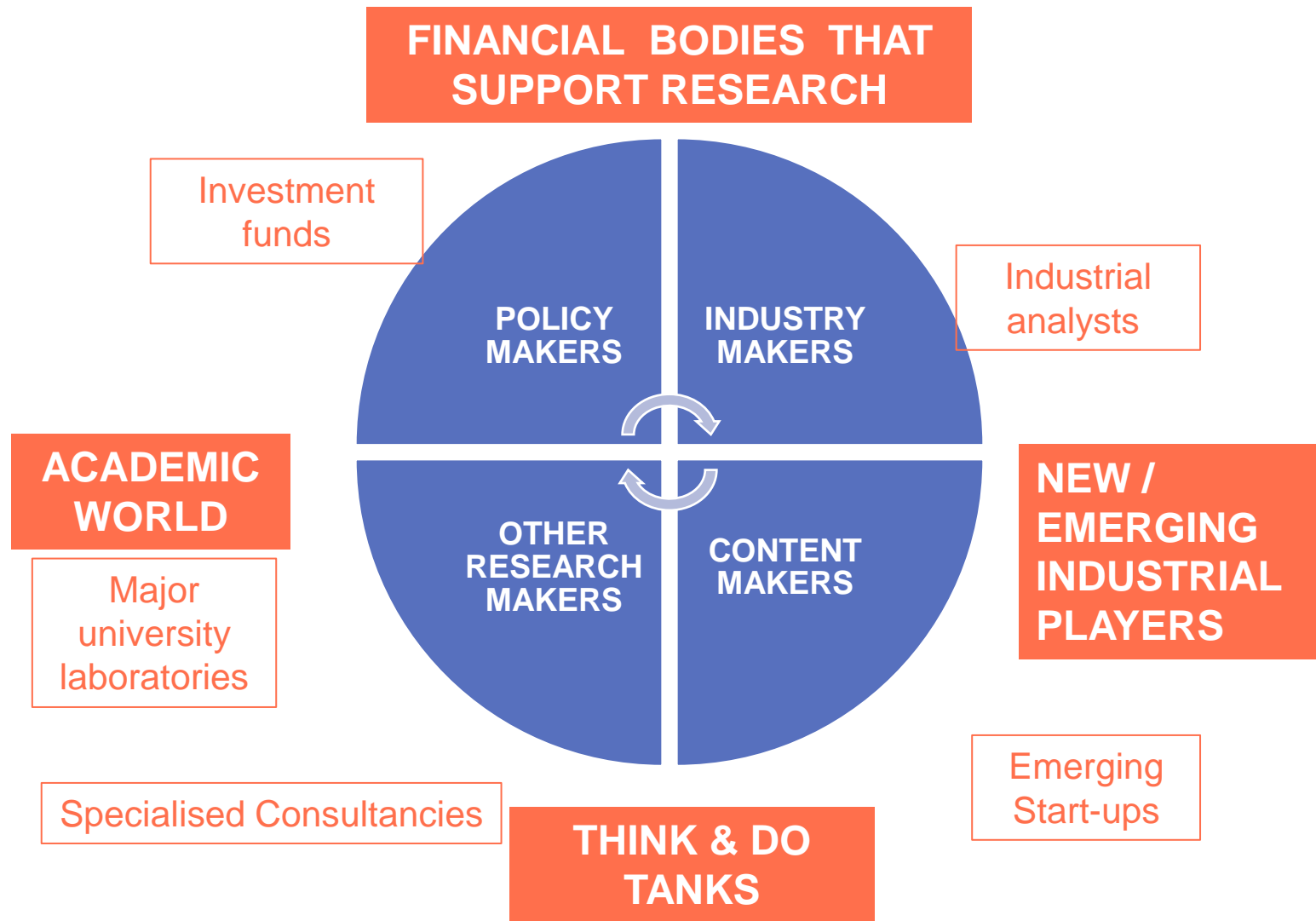
# I. UNDERSTANDING & EXTENDING AUDIENCES



**Are you sure you have reached all your audiences?**

## MAP YOUR ECOSYSTEM IN ORDER TO:

- 1- Step out of your comfort zone to reach strategic ecosystems
- 2- Question your target ecosystem regularly
- 3- Add additional target groups to your initial mapping, if you consider they are relevant.
- 4- Mobilise the stakeholders you already work with to enrich your database
- 5- Get yourself listed in the circles that interest you and that you don't know yet.



## Your reaction?

> 10 min

16:20 – 16:30

Out of these 4 recommendations, which one(s) do you consider **easiest to implement** with a view to extending audiences?

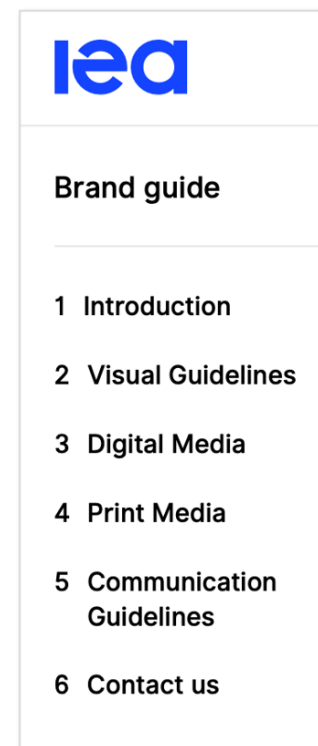
1. Question your target ecosystem regularly?
2. Add additional target groups to your initial mapping?
3. Mobilise the stakeholders you already work with to enrich your database?
4. Get yourself listed in the circles that interest you and that you don't yet know?

16:30 – 16:40

## II. OPTIMIZING WEBSITES

# 1- BRANDING THE HOME PAGE AND THE TCP 'PROMISE'

- **To increase TCPs' legitimacy** as trusted science-based producers in a competitive ecosystem of research players, **use and follow the IEA Brand Guide.** To draw benefit from IEA's reputation.
- **Section « About »:** you can refer to the **descriptive standard introduction** to the TCP/IEA, or you may prefer a more attractive « promise » to **accentuate your value proposition through some key words.**



iea

Brand guide

- 1 Introduction
- 2 Visual Guidelines
- 3 Digital Media
- 4 Print Media
- 5 Communication Guidelines
- 6 Contact us



« *independent knowledge* »

« *international framework for cooperation and networking* », etc.

- **Wording: promises and signatures can also be expressed in compact formulations in an editorial style.**



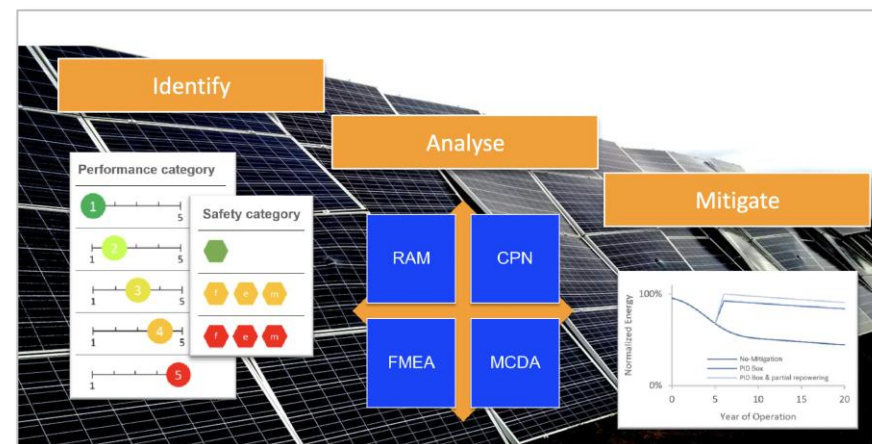
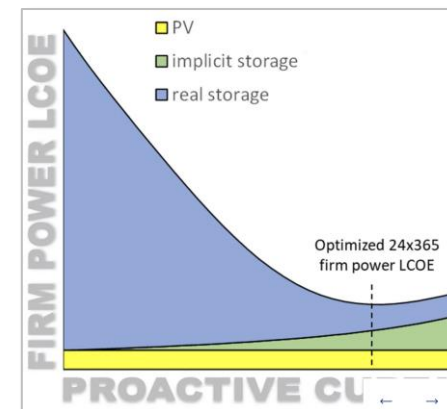
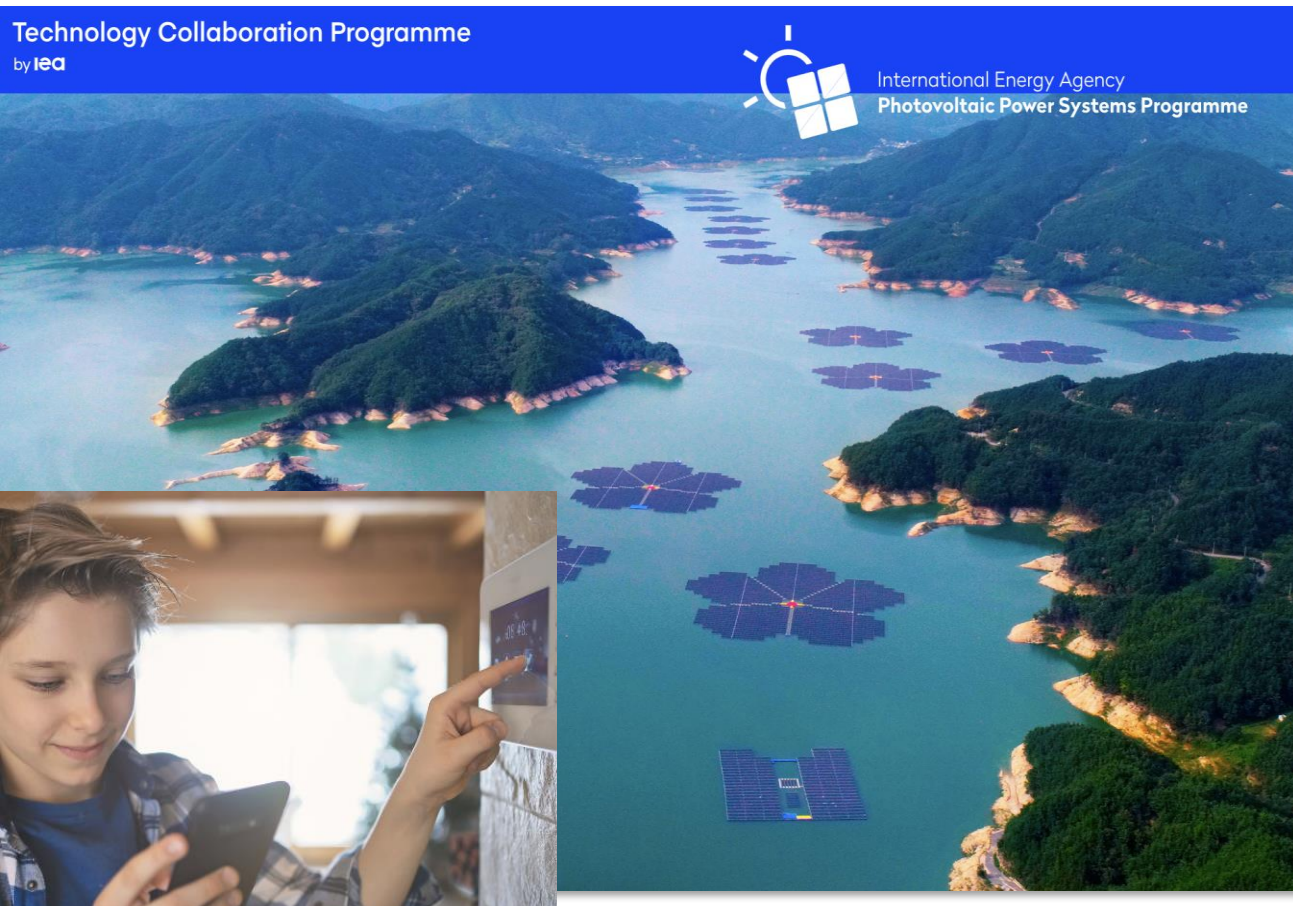
'Socio-technical research to inform policy making for clean, efficient, and secure energy transitions'



## 2- BUILDING A VISUAL VOCABULARY

Opt for warm user-oriented visuals or aesthetic features...

... rather than technical visuals, which are more appropriate for integrating the content of the work.

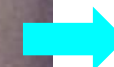




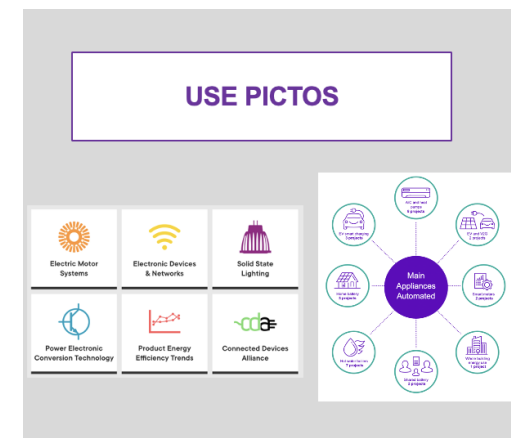
## 3- USING INSTRUCTIVE LANGUAGE



**Even your grandmother  
must be able  
to understand the research  
you produce!**



However complex the technologies and scientific contents, **keep it simple!**



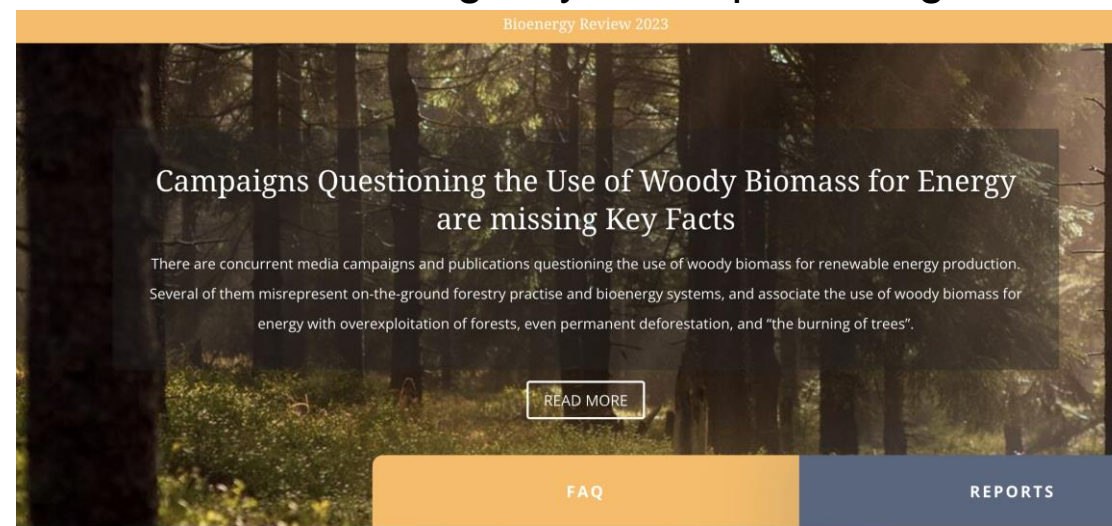
## 4- ANIMATING THE HOME PAGE

A "News section" helps to make the site lively and present a dynamic and open TCP.

> **An event:** promote key conclusions and stimulate replay for your webinars.



> **Join the debate** and provide key facts to help defend the technologies you are promoting.



## 5- STIMULATING COLLABORATIVE CONTRIBUTIONS

- Future partners, stakeholders or interested bodies must be able to quickly **find ways to join the community. And must also feel they can play an active role.**



### Ideas and Proposals

HPT welcomes ideas and topics for new international collaborations!

If you have a suggestion for an international collaborative project of the IEA Heat Pumping Technologies, please contact the Heat Pump Centre. The HPT aims to increase the number of collaborative projects and your suggestions are therefore very welcome.

## 6- SHARING SUCCESS STORIES

To highlight concrete projects and to underline the valuable contributions of the research.



BioPower2Gas pilot plant in Allendorf

<b>Year of implementation:</b>	2013 - 2016
<b>Location:</b>	Germany <ul style="list-style-type: none"> <li>• BioPower2Gas plant: Viessmann Industrie Deutschland GmbH, Allendorf (Eder)</li> <li>• Biomethane combined heat and power plant: EAM EnergiePlus GmbH, Philippsthal</li> <li>• Flexible biogas plant: Bioenergiedorf Jühnde, Jünde</li> </ul>
<b>Technology:</b>	Power to Gas: surplus renewable electricity and CO <sub>2</sub> from biogas are converted to methane by microbiological means
<b>Principle feedstocks:</b>	Not relevant
<b>Products/markets:</b>	Synthetic natural gas that can be used by natural gas customers, but also within the mobility sector as fuel for CNG vehicles. In this case a leading car manufacturer with a CNG vehicle fleet is the contractual purchaser.
<b>Technology Readiness Level (TRL):</b>	TRL 8 – system complete and qualified

A short format and consistent sections highlight:

- **success factors**
- **players involved** in the project
- **impacts**
- **sources** of additional information to go a step further.

## 7- ANTICIPATING INFORMATION NEEDS



- **Present a TCP that is in tune with the issues of society**, which is of concern to a wider audience.
- **FAQs to anticipate answers** to commonly questions about issues, different aspects of the research, or the technologies involved.

**Did you know?**

The majority of appliances and equipment are internationally traded.

< 4E collaboration enables countries to leverage off the work of other 4E Members.

So that national energy efficiency programmes become more ambitious, internationally aligned and effective.

[LEARN MORE](#)

Is energy from woody biomass positive for the climate?

Is there enough room for bioenergy in agriculture?

## Your reaction?

> 10 min

16:40 – 16:50

Out of these 7 recommendations, which do you consider to be **the most difficult to implement?**

1. Branding the home page and the TCP 'promise'
2. Building a visual vocabulary
3. Using instructive language
4. Animating the home page
5. Stimulating collaborative contributions
6. Sharing success stories
7. Anticipating information needs

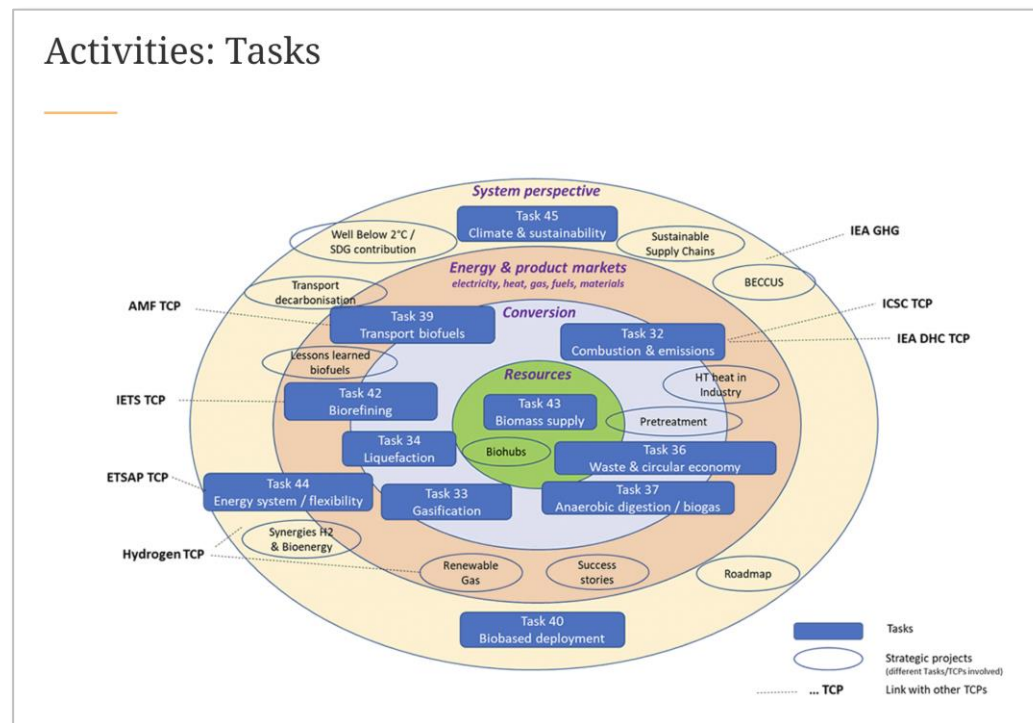
## III. OPTIMIZING PUBLICATIONS

# 1- FACILITATE THE UNDERSTANDING OF « YOUR WORLD »

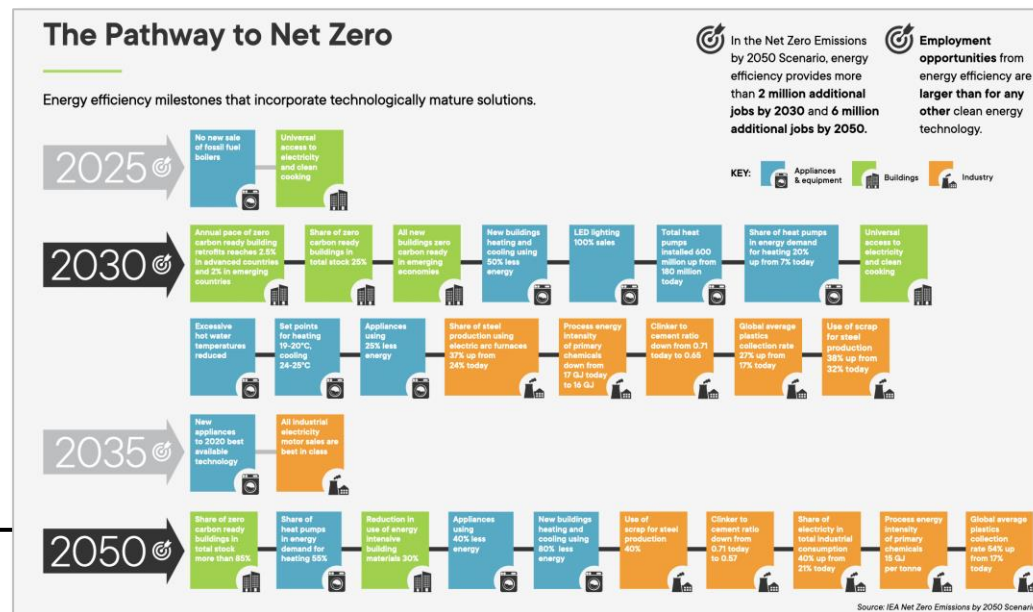




- **Simplify the understanding of your organisation:**
  - a diagram enables us to understand **how the research is subdivided by showing:**
    - The Tasks / Appendices,
    - Projects including several Tasks,
    - Links with other TCPs,
    - The timeline of the projects, etc.



- **Give an overview of the milestones in your area of activity:** key dates, technologies concerned, and so on.



## 2- GAIN CONVICTION



- Infographics help both to convince and highlight the results in key facts & figures in an easy to grasp way.
- They can show progress already achieved.



- Avoid the 'catalogue' effect of the year's achievements, with summaries that link to more detailed pages.

## Major achievements during 2021

In July 2021, GO-P2P organised in collaboration with the International Energy Agency (IEA) 3DEN Initiative an event on the rollout of peer-to-peer energy models in Latin America. This online event was hosted by EIA University in Medellin (Colombia). More information [here](#).



GO-P2P was the feature of "Today in the Lab – Tomorrow in Energy?" in November 2021. This is an IEA initiative that shines a spotlight on research projects under development in the TCPs.

GO-P2P continued its joint Task Force with INATBA, focused on the use of distributed ledger technologies (e.g. blockchain) in energy trading business models. This collaboration is planned to end in March 2022. View [here](#).

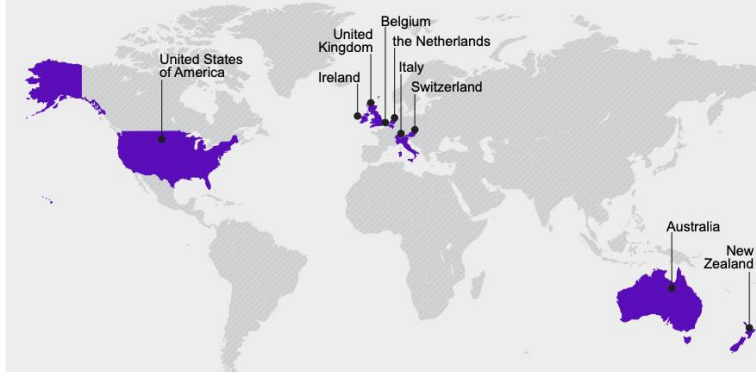


The Task published five of its sub-task literature review focusing on local energy market integration, hardware, software and data, market models, social and economic value, and future challenges on law and regulation.

New Zealand confirmed that it would join GO-P2P from February 2022, bringing the number of participating countries to nine.



## PARTICIPANTS



- **Create titles like journalists do.**  
This can help to convey the main meaning of the message and to stimulate curiosity.
- **Insert sub-headings, introductions, quotes or key words** in your standard documents.



### SUMMARY IN ONE PHRASE

#### **Good examples exist, more standardization needed**

The use of heat pump systems in apartment buildings is possible and already (...)

### KEY FINDINGS

#### **It is possible**

The use of heat pump systems in apartment buildings is possible and already practiced (...)

#### **More standardization needed**

At the same time, this diversity leads to (...)

#### **The challenge of applying heat pumps**

There is still no evidence of a wider use of (...)

# 3- CONVEY EMOTION!

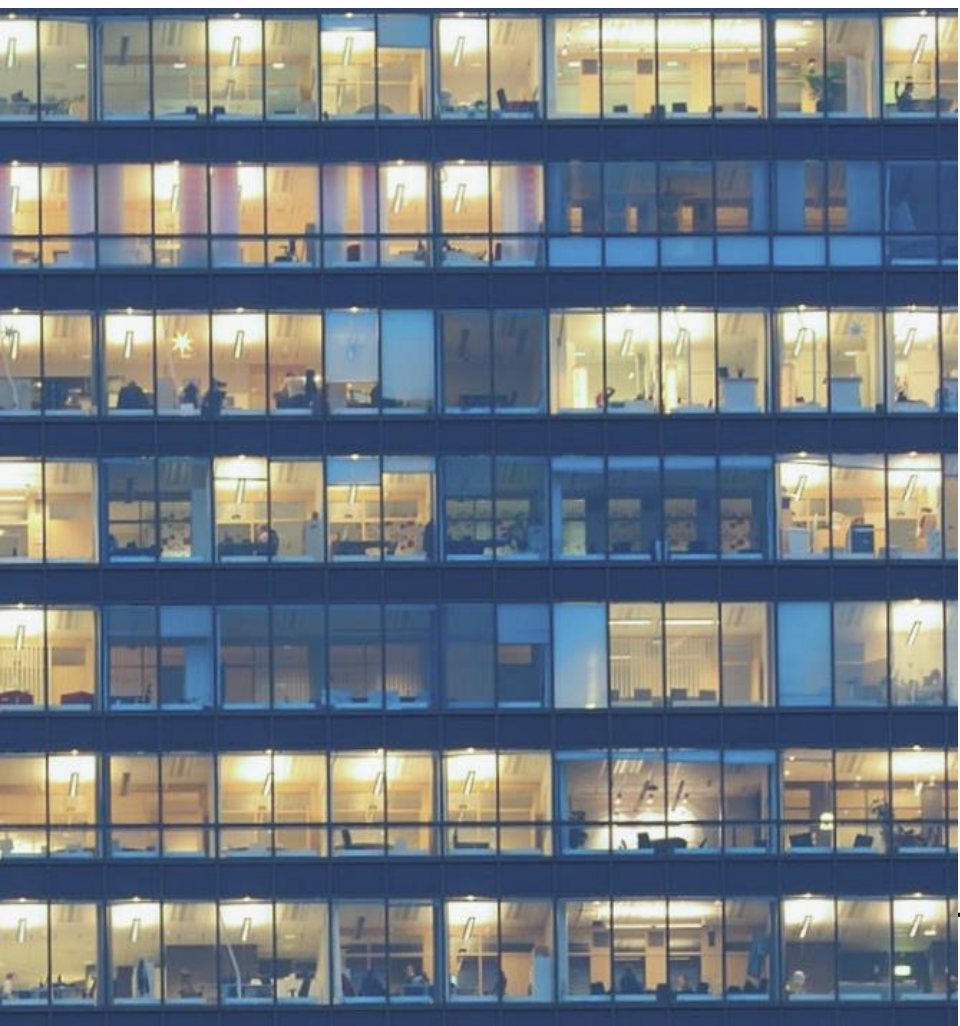


**Just because your subjects are highly technical does not necessarily mean that you are condemned to an austere style!**

**Give yourself the freedom to inject colour, warmth and emotion into your publications!**

**Today, all players in the research sector do this for your type of subjects too.**

**There is plenty of space to introduce images: use different styles at your disposal**



Task 1 Strategic PV Analysis and Outreach





## Communities at work:

- **introduce a human touch and light-heartedness on serious and technical subjects:** team portraits, backstage stories, the making-of reports, for example.



# Your reaction?

> 5 min

16:55 – 17:05

Did any of these recommendations **surprise you?**

## FACILITATE THE UNDERSTANDING OF « YOUR WORLD »

- Simplify the understanding of your organisation
- Give an overview of the milestones in your area of activity

## GAIN CONVICTION

- Avoid the 'catalogue' effect of the year's achievements
- Create titles like journalists do
- Insert sub-headings, introductions, quotes or key words...

## CONVEY EMOTION!

- There is plenty of space to introduce images
- **Communities at work:** team portraits, backstage stories, the making-of reports, for example.

**... and a last question to conclude this session:**

**> 10 min**

17:05 – 17h10

**Out of these three solutions that would help you most, can you indicate your order of priority, from 1 to 3:**

1. Participate in a **training session**
2. Benefit from external **communication expertise**
3. Exchange **best practices** with other TCPs

# Conclusion & Next steps