



News update: E-news and video releases presenting results

Deliverable D2.4

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Executive summary

This report is Deliverable 2.4 “News update: E-News and video releases presenting results” of the Horizon2020 GEMex project (GA No. 727550).

In course of the GEMex project, three E-News letters have been sent to the stakeholder list established in task 2.1 of the GEMex project. Further, the E-News have been spread by EGECE and IGA, who both have a large network of recipients, such that the E-News have reached more than 7500 people within the geothermal community. The E-News include the main results and important communications which came up during the life of GEMex. In each E-News, the articles are briefly described and a ‘Read more’ button links the user to the complete information together with images.

Videos have been prepared by the Mexican partners of the GEMex project. Within WP2, those videos have been embedded in the GEMex website (www.gemex-h2020.eu).

This deliverable also shortly reports about the webinar series organised within the last year on GEMex in order to promote results from the project. A series of three webinars has been conducted in autumn 2019 and each attracted between 38 and 48 participants. The presentations as well as the recordings from the webinars are publicly available via the GEMex website.

Introduction

The GEMex project is a cooperation initiative between Mexico and the European Union, developed under the umbrella of the Horizon 2020 in Europe and the Fund for Energy Sustainability (FSE) in Mexico. The project has the goal to bring together the extended Mexican know-how of discovering, developing, and exploiting geothermal energy systems with a variety of European expertise from similar geothermal energy systems in Italy, Iceland, and other places. The focus is the development of the Enhanced Geothermal Systems (EGS) technology, and the search of new approaches to make use of super-hot geothermal systems (SHGS).

This report is Deliverable 2.4 “News update: E-News and video releases presenting results [42]”. In the Grant agreement the following description is given: *“A series of three electronic news, releases in English/Spanish, published during month 24, 32 and 42, sent to 1000+ persons, presenting the main results (from all WPs) achieved by the GEMex project. The objective is to inform European geothermal stakeholders about the activities of the GEMex project.”*

In the following sections, we show the E-News published by the project and explain the dissemination strategy for those E-News. Since videos have been mainly made by the Mexican partners, we only explain how these videos have been included in the European project website. Finally, we report about the webinar series organised by the project in autumn 2019.

1 E-News

Three E-News letters have been released by the GEMex team. All E-News letters have been sent to the established mailing list via mailchimp. The E-News letters included only short teasers for each article and a “Read more”-link which linked the GEMex website with the full article, providing more details about the specific topic and references to connected deliverables or publications from the project.

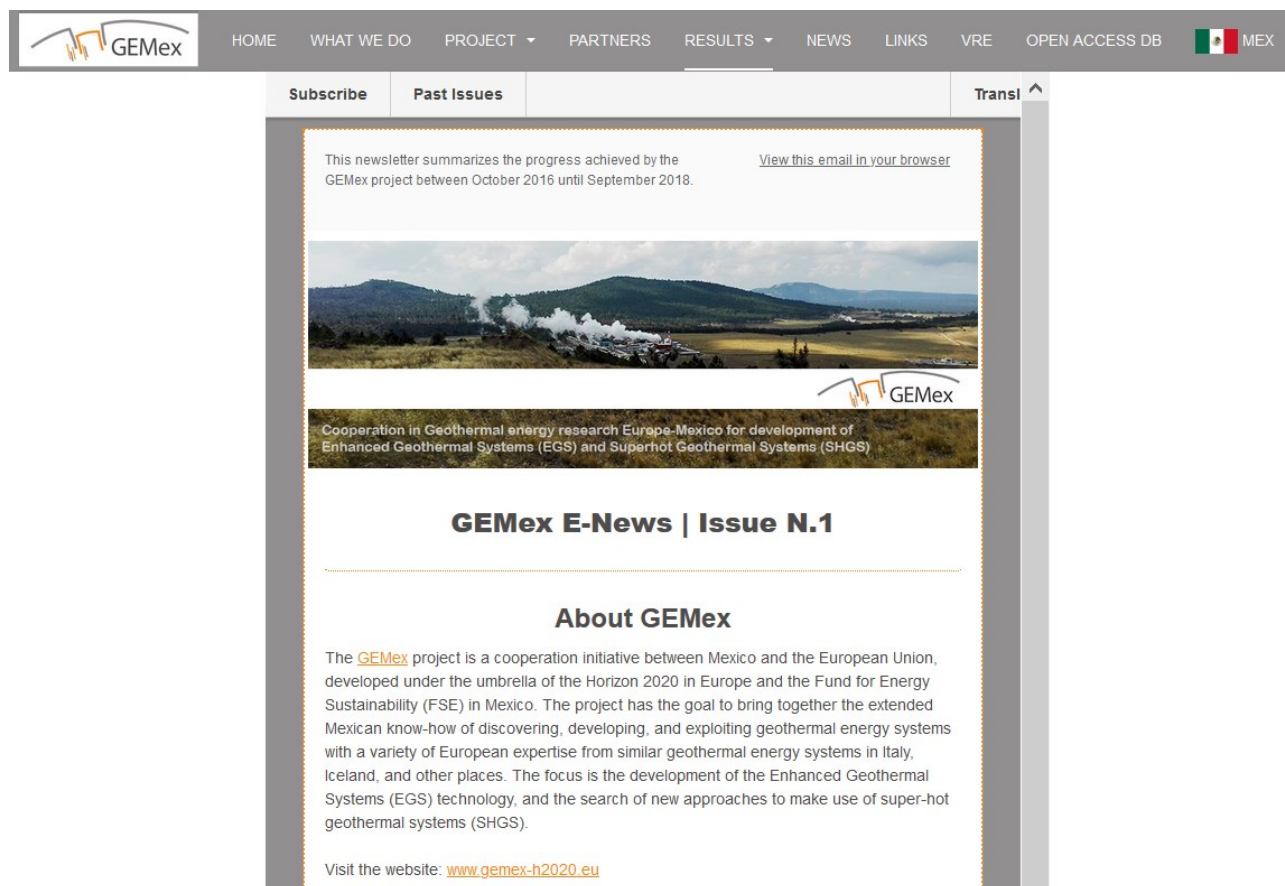


Figure 1: Introductory section of GEMex 1st E-News, screenshot from the website.

In order to provide permanent access to the E-News, all three E-News are additionally published in the GEMex website.

- 1st E-News (11 Oct 2018):
http://www.gemex-h2020.eu/index.php?option=com_content&view=article&id=85&Itemid=170&lang=en
- 2nd E-News (21 Oct 2019):
http://www.gemex-h2020.eu/index.php?option=com_content&view=article&id=102&Itemid=178&lang=en
- 3rd E-News (26 Mar 2020):
http://www.gemex-h2020.eu/index.php?option=com_content&view=article&id=125&Itemid=183&lang=en

A Spanish translation of the 1st and 2nd E-News is published in the Spanish version of the website maintained by the Mexican colleagues. The translation of 3rd E-News is in progress and will be equally published in the Mexican website:

- 1st E-News:
<http://www.gemex-h2020.mx/resultados/e-news-1>
- 2nd E-News:
<http://www.gemex-h2020.mx/resultados/e-news-2>

Additionally, the GEMex team has published 14 short news (newsflash), which have not been send via the mailing list, but have been published on the GEMex homepage and archived on the website in the news archive

(http://www.gemex-h2020.eu/index.php?option=com_content&view=category&layout=blog&id=8&Itemid=116&lang=en).

These short news have also been translated into Spanish, published and archived on the Mexican website (<http://www.gemex-h2020.mx/noticias>).

1.1 Dissemination of E-News

The dissemination of the E-News was trifold:

1. Direct sending via mailchimp to subscribers
2. Inclusion of a link to the E-News in newsletters from GEMex dissemination partners EGECE and IGA
3. Further dissemination through external institutions, which picked-up the news and further disseminated them (e.g. ThinkGeoEnergy, GRC)

The mailchimp list initially had 194 subscribers (May 2017), but was continuously extended until having 321 subscribers. The three E-News were sent to the GEMex mailchimp subscribers.

The network of EGECE and IGA extends to over 7500 people, which have been provided with the information from the E-News.

- EGECE, European Geothermal Energy Council, has 2627 + subscribers in their monthly newsletter.

Promotion of the 3 E-News: <https://mailchi.mp/egcec.org/the-egcec-newsletter-march-1343948>

Webinar series promotion: <https://mailchi.mp/egcec.org/decarbonising-cities-with-geothermal-district-heating-how-to-finance-it-1124563>

The 1st E-News, as well as invitations to GEMex events, have been re-posted by other important channels of the geothermal community:

- ThinkGeoEnergy has 4700+ subscribers to their weekly newsletter and has published E-News from GEMex

1st E-News: <https://www.thinkgeoenergy.com/extensive-update-on-gemex-eu-mexico-geothermal-research-project/>

Final conference: <https://www.thinkgeoenergy.com/gemex-conference-superhot-geothermal-sytems-and-devt-of-egs-potsdam-18-19-feb-2020/>

Webinar series: <https://www.thinkgeoenergy.com/gemex-geothermal-webinar-series-citizen-involvement-development-rd-28-nov-and-5-12-dec-2019/>

- GRC, Geothermal Research Council, has 1100+ members and publishes geothermal news:

1st E-News: <http://geothermalresourcescouncil.blogspot.com/2018/10/Mexico-geothermal.html>

Final conference: <http://geothermalresourcescouncil.blogspot.com/2019/10/Germany-Geothermal.html>

Webinar series: <http://geothermalresourcescouncil.blogspot.com/2019/11/Education-Geothermal.html>

2 Video releases

Videos have been prepared primarily by the Mexican partners. They have prepared two types of videos:

1. WP-introduction videos: One video per work package, with footage and photos from the Kick-off meeting in Nov 2016, introducing the objectives of the WP, the key persons and the main tasks.
2. Interviews: Videos from interviews with key Mexican researchers at the closing meeting of stage 3 of the Mexican project. The researchers explain the objectives of their tasks, the current status and the main results obtained so far.

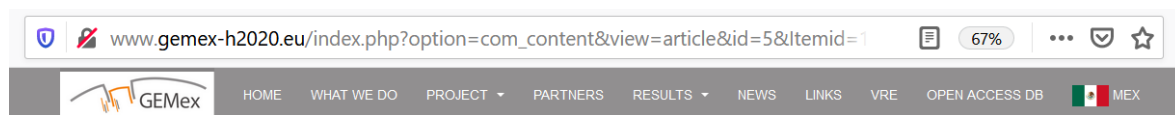
All videos have been uploaded to a YouTube Channel: GEMex WP3 ESP

(https://www.youtube.com/channel/UCnIZBB6ZDZQmVUFu_s62KQ/videos)

The WP-introduction videos have been embedded in the websites describing the Work package, e.g. for

WP3 : <http://www.gemex->

h2020.eu/index.php?option=com_content&view=article&id=5&Itemid=106&lang=en



Regional resource models

Before a geothermal reservoir can be exploited for geothermal energy, we need to obtain an in-depth understanding of the geological context and the edifice of geothermal systems. In a first step, GEMex will provide conceptual models including structural, compositional, thermal, rheological and chemical information of the crust underlying the geothermal systems. Existing data will be compiled and new data will be acquired in the field. We will answer questions such as

- What is the tectonic edifice of the volcanic geothermal systems and how pervasive is the fluid flow in time and space? .
- What are critical conditions for the spatial and temporal variation of hydrothermal systems, and how to recognize them from field data and models?
- Where are the thermal anomalies and the structural pathways located in the blind-dry systems such as Acoculco, and how to find them?

To answer those questions, GEMex will establish a series of regional 3D models: 1) a 3D geological model, 2) a 3D temperature model, 3) a 3D hydrological model and 4) analogue models which rebuilt part of the features we observe in nature at laboratory scale.



Figure 2: Embedding of WP-introduction videos in the GEMex website. The figure shows the example for WP3.

The interviews are embedded in a separate website under the “Results” section of the GEMex homepage:
http://www.gemex-h2020.eu/index.php?option=com_content&view=article&id=96&Itemid=173&lang=en

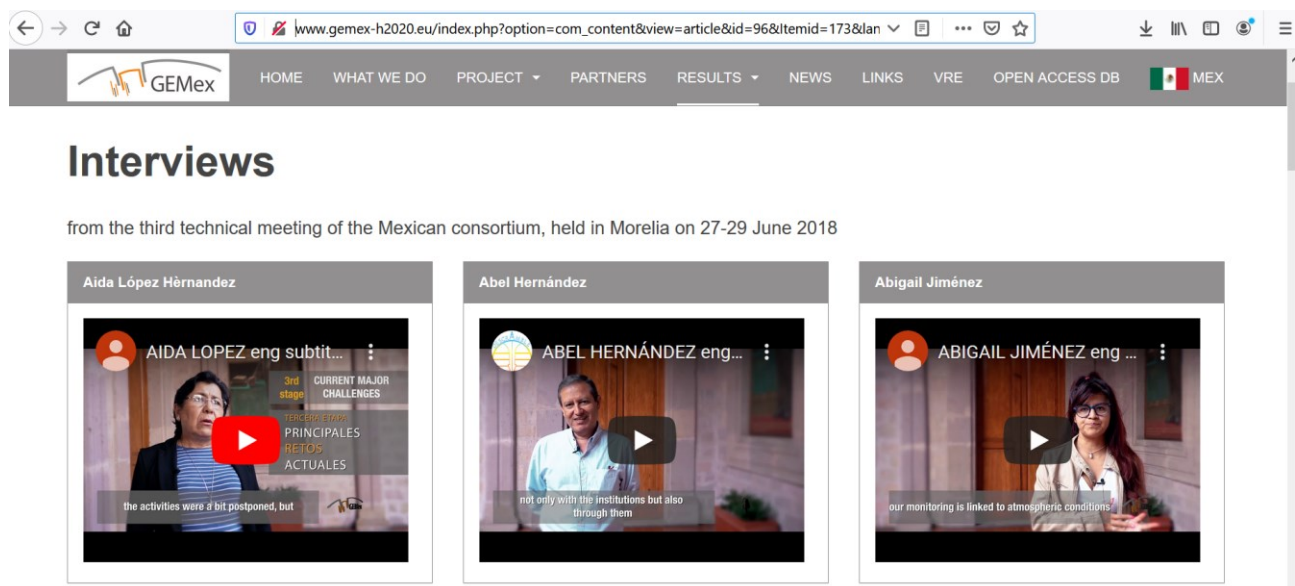


Figure 3: Embedding of interview videos in the GEMex website.

3 Webinar series

GEMex has organised a webinar series in autumn 2019. Three webinars have been announced and promoted by EGEC, who was also responsible for the technical set-up of the webinars. Each webinar had a length of approximately 1 hour and was composed of three presentations, out of which one was presented by a colleague from the Mexican consortium.

The presentations given during webinars as well as the recordings are publically available through the GEMex website.

- [Webinar 1](#): - How to involve citizens in a geothermal project? ; 28 November 2019
 - [GEMex conclusions on involving citizens in a geothermal project](#) / Adele Manzella - CNR
 - [Social engagement in geothermal projects in Europe](#) / Michele Contini, SSSUP
 - [Social engagement in geothermal projects in Mexico](#) / Zayre González, CICESE

➔ 102 individuals registered for the webinar, 48 people followed the webinar
- [Webinar 2](#): Developing geothermal markets in Europe and Mexico; 5 December 2019
 - [Geothermal market development in Europe](#) / Thomas Garabetian – EGEC
 - [Geothermal market development in Mexico](#) / Luis C.A. Gutiérrez-Negrín, Geocónsul
 - [The market point of view from a project developer vision](#) / Carlos Chalbaud, Laurent Escare – Storengy

➔ 137 individuals registered for the webinar, 48 people followed the webinar
- [Webinar 3](#): Research & Innovation in Geothermal; 12 December 2019
 - [Research & Innovation geothermal activities from EERA-JPGE](#) / David Bruhn, GFZ-Potsdam
 - [Research & Innovation geothermal priorities from ETIP-DG \(Europe\)](#) / Fausto Batini, Chairman ETIP DG
 - [Research & Innovation agenda in Mexico](#) / Aída López, UMSNH

➔ 141 individuals registered for the webinar, 38 people followed the webinar



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