

ETIP HYDROPOWER

COMMUNICATION MASTER PLAN

*HYDROPOWER AS A CATALYST FOR THE SUCCESSFUL
ENERGY TRANSITION IN EUROPE*

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ACRONYMS

CSA	Civil Society Association
CTA	Call-to-Action
EASE	European Association for Storage of Energy
EREF	European Renewable Energies Federation
ETIP	European Tecnology and Innovation Platform
EU	European Union
EU MS	European Union Member States
EUREC	Association of European Renewable Energy Research
EUSEW	European Sustainable Energy Week
GHG	Green House Gases
HPP	Hydropower Power Plant
ICOLD	International Commission on Large Dams
IHA	International Hydropower Association
KPI	Key Performance Indicator
LI	LinkedIn
MW	mega watt
NGO	Non-Gouvernmental Organisation
PV	Photovoltaic
R&D	Research and Development
R&I	Research and Innovation
RIA	Research and Innovation Agenda
SDG	Sustainable Development Goals
SET	
Plan	Strategic Energy Technology Plan
SIR	Strategic Industry Roadmap
TA	Target Audience
TW	Twitter
UN	United Nations
USP	Unique Selling Proposition
	International Technical Association for Generation and Storage of Power and
VGBe	Heat
WG	Working Group
WP	Work Package
YT	Youtube

1 INTRODUCTION

The **HYDROPOWER EUROPE Forum brought together more than 600 stakeholders across all sectors of hydropower** who actively participated in the consultation activities that led to the development of the Research and Innovation Agenda (RIA) and the Strategic Industry Roadmap (SIR). The new ETIP HYDROPOWER will focus on the consolidation of that forum and transform that network into a sustainable association by increasing the number of stakeholders from +600 to +1000.

The RIA and the SIR, comprising 18 research themes around 80 topics (RIA) and 11 directions about 40 detailed actions (SIR), pave the way towards the vision: *“Hydropower as a catalyst for the successful energy transition in Europe”*. This means that the ETIP HYDROPOWER will actively seek the alignment of the hydro industry strategies of the RIA and SIR to be able to provide advice to the SET Plan about market opportunities, R&D needs and environmental protection.

Needless to say, hydropower has a long tradition in Europe, which was particularly heightened during the industrial development. The current ambitious energy transition plans pursue the strengthening of electricity means to achieve the zero-carbon scenario in mind of the European Union (EU). Hydropower, due to its unmatched flexibility and storage simplicity¹, is an excellent catalyst for energy transition.

ETIP HYDROPOWER aims to consolidate the strong network of stakeholders of the HYDROPOWER EUROPE Forum into a sustainable association.

To achieve that goal, hydropower will require a more flexible, efficient, environmentally and socially acceptable approach towards the use of hydropower as a complement to wind and solar. Concretely, the present document will serve to lay out the communication and dissemination strategy that will be followed in the timeline of the ETIP HYDROPOWER EUROPE and plan its way beyond. For this reason, the plan will closely be interweaved with the questions that the ETIP aims to find an answer to:

1. Which research and innovations projects are the most important in order that hydropower can fulfil the role of a catalyst in the energy transition?
2. Which strategic actions have to be taken when, in order that hydropower can fulfil the role of a catalyst in the energy transition?
3. How public awareness can be increased for hydropower as an important catalyst in the transition to a clean energy system focussing to a zero-emissions target?

¹ IEA (2021), Global Energy Review 2021, IEA, Paris <https://www.iea.org/reports/global-energy-review-2021>

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4. How can hydropower projects be carried out to create win-win situations with other renewables and other services contributing to the Water-Energy-Food Nexus and the achievement of the Sustainable Development Goals of the United Nations?
 5. What form of sustainable associate organisation representing the hydropower sector is required to ensure the vital role of hydropower in the energy transition?

To summarise, one of the ETIP HYDROPOWER EUROPE 's challenges is to maintain the interest of the current network while making it grow. In order to do this, the DEC plan will draw the necessary actions to engage relevant stakeholders that will help us achieve the objectives of the project.

2 OBJECTIVES AND APPROACH

Europe’s future energy policy increasingly relies on innovative solutions that allow to provide energy to consumers in a clean, secure and affordable way. Taking this into account, the role of communication in innovation should aim to demonstrate how the European Union adds value on research and how those can be translated into tangible results for citizens.

ETIP HYDROPOWER will raise awareness of the status of hydropower and disseminate its research results for external audiences, with a particular emphasis on policymakers, and promote the expertise within internal targeted audiences at the same time, with the following foci:

- **Consolidation of strong and sustainable networks in the different technology areas covered through the Strategic Energy Technology (SET) Plan and its integrated roadmap.** *This means to achieve the consistency between ETIP HYDROPOWER outputs and emerging policy priorities. In order to achieve this, it is required that the initiative executes a solid internal (INT) and external (EXT) communication strategy.*
- **Cooperation among ETIPs and similar stakeholder fora, support to existing SET Plan Implementation Plans and advancement towards more interconnected activities, both in terms of contents and implementation mechanisms.** *This means to maintain a close relationship with other ETIPs and relevant initiatives, which indirectly implies the maintenance of the HYDROPOWER EUROPE consultation platform as a working tool for the stakeholders; and the participation in diverse forums related not only to hydropower, but also to the role of renewable energy in the European energy transition. These will help raise awareness about the benefits of hydropower, thus facilitating the implementation of the recommendations.*

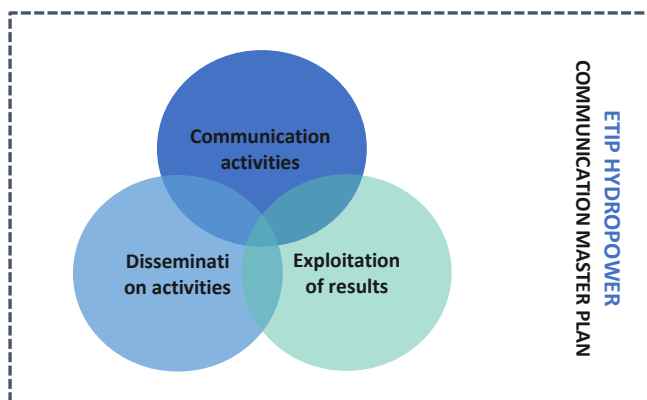


Figure 1 – Communication, Dissemination and Exploitation Plan

Communication, dissemination and exploitation aim to maximise the impact of the research actions. The differences among them concentrate on the objectives, focus and audiences. The strategy explained in this document contains all three as a cross-cutting line of action of ETIP HYDROPOWER:

- **Dissemination:** Includes the stakeholders’ engagement and capacity building with the objective of targeting more experienced audiences (mainly technical and professional audiences, investors, academia, etc.) and focuses on transferring technical/technological results through peer to peer communication.
- **Communication:** Aims at presenting audiences, end users and house owners, citizens and the general public (not always closely related with technological issues of related to the project). The communication process covers the whole project (including results), starts at the outset of the project and focuses on several audiences in order to have a multiplier effect (also beyond the project timeframe)

The strategy will be divided into three phases along the project timeline, which are:

DEC IMPLEMENTATION PLAN

EQUIVALENT STAGE IN THE PROJECT
(Business Model analysis) – T.5.1



PHASE 1 (M1-M12): Establishment of the framework of the ETIP, identification of dissemination objectives and engagement of stakeholders. This consortium already has a big presence across the hydropower value chain, as the Hydropower Europe Forum already counts on +600 representatives.

YEAR 1 (M3-M9): Fine-tuning of the business model proposal to be made in consultation with industry. A first approach was made during the *pre-project stage* (special roundtable discussion “Promoting Future Hydro in Europe” at HYDRO 2022)



PHASE 2 (M13-M24): This phase focuses on the messages issued during Phase 1 and focuses on replication in order to raise awareness and fully reach the Target Audiences detailed in section 3. The ETIP network will continue to grow and the discussions about the most suitable business plan for the association will finalise.

YEARS 2 & 3 (M13 – M36): After the the consultation with the hydropower stakeholders, the implementation of the selected business model will be developed in several phases: at the beginning, the cost for the participation will be close to zero, but it will gradually grow, in parallel with the advantages for belonging to the association. The models that were explored during HYDROPOWER EUROPE Forum project timeline² were:



PHASE 3 (M25-M36): the objective of the ETIP Hydropower is that the work continues past the project and that the network becomes a sustainable association. This phase will be used to define further commitments and learnings around the sustainability of the association to ensure that the work continues beyond project life and therefore, maximise the impact (i.e., implementation of recommendations)

- A research and innovation focussed association aiming to identify and facilitate industry priority R&I Actions
- A classical trade association in the model of existing EU-focused renewable energy associations

² See D 2.7 of the project HYDROPOWER EUROPE: “Sustainability of the HYDROPOWER EUROPE Forum”, published on December 2021. Document No: WP2-DIRp-65

3 TARGET AUDIENCE

Information ecosystems are “complex adaptive systems that include information infrastructure, tools, media, producers, consumers, curators, and sharers. They are complex organizations of dynamic social relationships through which information moves and transforms in flows.”³. These ecosystems enable the movement of comprehensible information among its members and thus, its distribution, access and understanding depends largely on the context of the members belonging to that ecosystem. In addition, we should not forget that they are equally affected by broader stimulus such as technological, cultural or social developments.

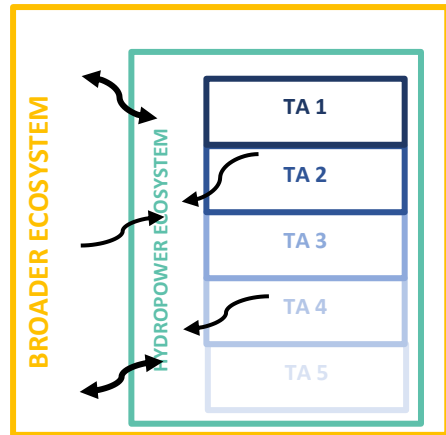


Figure 2 – Representation of the hydropower information ecosystem and how it interacts with other information environments

For this reason, the good identification of the target audiences (TA) is of the utmost importance the DEC strategy. It serves to adapt the ideas and activities to the interests and behavioral traits of each group of people. The ETIP HYDROPOWER communication team will then shape the messages and its way of delivering them according to the public.

To successfully consolidate the recommendations arising from RIA and the SIR into the SET Plan for the hydropower sector in Europe requires the participation, understanding and support of a wide range of parties, such as: policy makers and public organisations; industry stakeholders; scientific and research community; energy communities, and civil society associations (CSAs), Non-Governmental Organisations (NGOs) and end-users.

The consortium partners represent a large number of associations that can directly accelerate the dissemination and replication of the communication products and actions, which will be vital for the activities within WP5. The following table provides an overview of the potential outreach to TAs of ETIP HYDROPOWER partners:

Name of the entity	Description	Link to platforms
ICOLD: International Commission on Large Dams	Organisation established in 1928 and present in 25 European Member States (MS): 104 member countries with around 20 000 experts in the world (+5,000 in Europe); 32 Technical committees.180 technical bulletins	ICOLD CIGB > Technical Committees (icold-cigb.org)
EASE – European Association for Storage of Energy	Established in 2011, its network is not limited to its members. It currently represents 40 organisations across the energy value chain.	The European Association for

³ UNDP. “Strategic guidance – Information integrity: Forging a pathway to truth, resilience and trust”.February2022. PP 4-5

		Storage of Energy (ease-storage.eu)
EREF – European Renewable Energies Federation	National renewable umbrella and sector energy associations from 19 EU Member States, making a total of 39 association members.	http://www.eref-europe.org/
EUREC - Association of European Renewable Energy Research	This association established in 1991 has experience in writing RIAs for many renewable energy technologies. Counts on 39 research centres from MS and Associated Countries in its network.	EUREC – The Association of European Renewable Energy Research Centers
IHA – International Hydropower Association	IHA is an international organization established in 1994 that counts on +100 institutional members.	International Hydropower Association
VGBe – International Technical Association for Generation and Storage of Power and Heat	Existing since 1920, VGB PowerTech Hydro provides a platform of 452 members located in 33 countries represent a power plant capacity of 433,000 MW. About 1600 experts from members are active in more than 90 technical committees to exchange operating experience.	vgbe – VGB PowerTech

Below a detailed view of the various target groups of audiences, assessment of their relevance for specific objectives, communication goals and channels to be used.

Target Audience 1 (TA 1): Policy Makers and Public Organisations

Definition: TA 1 is formed by those stakeholders who create, plan, manage and implement ideas, concretely, related to new or amended rules and regulations of a government or institution. In our case, we seek the administrators of policy measures that have an impact on the energy sector from all perspectives (research, manufacturing, business, society, environment, to name a few.)

Objectives: ETIP HYDROPOWER is built on the basis of the needs identified by HYDROPOWER EUROPE during the successive consultation sessions performed between 2018 – 2022, which are summarised in the RIA and SIR documents. These will serve to issue policy recommendations that will be backed up by the structure of the ETIP as a whole. To summarise:

- **Raise awareness** about the importance of hydropower as a key partner in the European energy transition, thus supporting the European Green Deal, a set of proposals that aims to reduce GHG by 55% by 2030. The new ETIP HYDROPOWER aims to become the unified voice of hydropower in Europe, which means that more powerful messages can be sent in a sense of togetherness. *(Related to T.4.1, T4.3; T5.5)*
- **Influence emerging policy priorities.** Consultations within HYDROPOWER EUROPE showed that there is a lack of understanding of the hydric solutions available. In this regard, strategic actions will need to be encouraged in order to give an adequate space in the renewables’ ecosystem for hydropower. *(Related to T.2.2; T5.5)*

- **Increase funding** to support strategic research and innovation projects in the field that support the idea of hydropower becoming the catalyst of energy transition. In addition, projects that create synergies with other renewable energies will also be promoted thus contributing to the achievement of the Water-Energy-Food Nexus and the Sustainable Development Goals (SDG) of the United Nations (UN). . *(Related to T.3.1; T.3.2)*

Communication channels : For TA1, the following channels and tools will be used:

- **Conferences and events**: Stakeholders belonging to TA1 will be invited to events organized by ETIP HYDROPOWER or where the project is participating. The aim is to arrange knowledge sharing conferences where best practices will be shared. In addition, a yearly high-level event dedicated to Hydropower will be organised in the framework of the project. *(Related to T4.2; T4.3)*
- **Project website & consultation platform**: As the central communication tool of the project, all project materials will be centralised there. In addition, TA1 will have the chance to witness the interests and needs of the rest of the TAs. *(Related to T5.1; T5.3)*
- **Social Media** will serve as an amplifier of the messages from TA1. The communication team of ETIP HYDROPOWER will replicate all advancements coming from TA1 relevant to the hydropower sector. This will enable the rest of the TAs to know in a short timeframe any policy developments. *(Related to T.4.1)*
- **Videos**: Three videos with the aim of raising awareness and that summarise the main takeaways of the SIR in relation to the work performed by the Working Groups (WG) of the ETIP, will be developed. For TA1, these will stress the message of the importance of hydropower. *(Related to T.4.1)*
- **Workshops** will be one of the key activities that will serve to showcase the best industry examples that could serve to provide industry recommendations for the policymakers. *(Related to T.4.3)*
- **Publications**: The contact with relevant communication teams of European Commission services and national and regional institutions will be actively sought to ensure that the recommendations issued from the project reach the as many TA1 stakeholders as possible. *(Related to T4.1; T.4.3)*

Concrete list of stakeholders in Annex I

Target Audience 2 (TA 2): Industry

Definition: TA 2 is shaped by those stakeholders whose economic and commercial activity is related to hydropower. Concretely, these are (but are not limited to): engineering companies related to hydropower assets, constructors or equipment manufacturers and suppliers. According to the source “Xprt

environmental”⁴, there are around 350 companies related to the keyword “hydropower” in Europe, and several of those have already some representative in our existing HYDROPOWER EUROPE network. Industry is important for our ETIP because companies provide first-hand experience about good practices and challenges to address. In addition, these are essential for the research efforts due to the capacity to build pilots. *Some concrete stakeholders from this group are: [Andritz Group](#), [ENERGIE AG](#), [Hydro France electricité](#), [Iberdrola](#), [Voith Hydro](#), etc.*

Objectives: One of the main objectives of ETIP HYDROPOWER is to consolidate the network of HYDROPOWER EUROPE Forum into a sustainable association and to disseminate the results of the RIA and SIR documents in collaboration with the industry’s needs. In order to achieve this, the following actions will be needed:

- **Mobilise and engage the sector:** The project HYDROPOWER EUROPE has shown, especially in its social media platforms, that hydropower is a big and engaged community that is keen on interacting with each other and with the latest news and events in the sector. ETIP HYDROPOWER needs to keep feeding interesting content to maintain the engagement and foster new connections online and offline (work of the WGs). *(Related to T3.3; T.4.3; T.5.3)*
- **Improve cooperation:** Hydropower industry is currently experiencing some setbacks and changes in the sector, primarily due to the lack of knowledge of the flexibility that this technology can offer. For this reason, available time from experts might be difficult to achieve. ETIP HYDROPOWER must ensure that an appealing environment that fosters exchange is created. One of the main actions that will be attractive for the industry (in addition to the work of the WGs), will be the yearly Hydropower Day in Brussels, which will give plenty of opportunities to network and create synergies with like-minded organisations and professionals. *(Related to T 2.3; T.3.3; T.4.2)*
- **Improve research:** Industry is of the utmost important in research as it allows the creation of pilot sites to verify hypothesis or investigation lines. The work performed within the WGs, will enable to activate the matchmaking component of the association. *(Related to T.3.2; T.3.3; T.4.3)*

Communication channels : For TA2, the following channels and tools will be used:

- **Conferences and events:** People belonging to TA2 will be invited to relevant events organized by ETIP HYDROPOWER or where the project is participating. The aim is to foster a place for exchange and marchmaking of synergies. *(Related to T.4.2; T.4.3)*

⁴ <https://www.environmental-expert.com/>

- **Workshops** will be will serve to showcase the best industry examples and gather inputs for policymakers. In addition, TA2 will also be invited to participate actively in the workshop related to the environmental challenges and due diligence by sharing their vision of hydropower in the future. *(Related to T.4.1; T.4.3)*
- **Project website & consultation platform:** As the central communication tool of the project, all project working materials will be centralised there. Especially with the consultation platform, industry will have an accessible way to exchange opinions and provide their views that can be translated into policy recommendations. *(Related to T.4.1; T.4.3; T.5.3)*
- **Newsletters** are a powerful dissemination tool where TA2 stakeholders will be able to learn about upcoming and past events and the highlights in the sector. In addition, a section will be reserved for R&I priorities and best examples. *(Related to T.3.1; T.4.1; T.4.3)*
- **Social Media:** during the project Hydropower Europe, industry has proven to be a very active community in social media. Particularly welcomed were the contents about events and recent news about hydropower (even if there were not about the project per se). ETIP HYDROPOWER will use social media platforms as amplifier of the key messages of the project, but especially to foster the dynamism and engagement of the previously created community. *(Related to T.3.1; T.4.1; T.4.3)*
- **Videos:** Three videos with the aim of raising awareness and that summarise the main takeaways of the SIR in relation to the work performed by the Working Groups (WG) of the ETIP, will be developed. *(Related to T.4.1)*

Target Audience 3 (TA3): Scientific and Research Community

Definition: TA3 is composed by European universities and research centres in the energy sector, energy plan developers and other related initiatives or European projects. *Some concrete stakeholders from this group are:* [National Renewable Energy Centre \(CENER, in Spanish\)](#); [Centre for Renewable Energy Sources and Saving \(CRESES\)](#); [CIRCE Research Centre](#); [ETIP Smart Networks for Energy Transition \(ETIP SNET\)](#); [ETIP Batteries](#); [ETIP Geothermal \(ETIP DG\)](#); [ETIP Bioenergy](#); [ETIP Wind](#); [Institute for Water Education, Delft \(IHE Delft\)](#); [Joint Research Centre of the European Commission \(JRC\)](#); [Luleå University of Technology \(LTU\)](#); [Technical University of Munich \(TUM\)](#); [University of Innsbruck \(UIBK\)](#); [Universidad Politécnica de Madrid \(UPM\)](#), etc.

Objectives: ETIP HYDROPOWER has as objective to track and update research and innovation initiatives. These will serve to provide strategic advice to the SET Plan, and consequently, to the industry. Concretely, the following will be promoted:

- **Foster cooperation among research initiatives and projects:** Some of the ETIP HYDROPOWER partners are already involved in other ETIP initiatives, which will make collaboration easier as the knowledge of the processes and actions is already within the consortium. What is more, the need for a greater collaboration among ETIPs and research initiatives has been already laid out, and a few projects have been already contacted for future synergies on the topics: the incentivisation of investing in R&I, the adequacy of the 2023 draft on National Energy and Climate Plans and the future of jobs and skills related to the energy sector. *(Related to T.2.3; T.4.2)*
- **Improve knowledge of R&I:** as described in WP 3, in order to provide meaningful advice to the SET Plan and the hydropower industry, a deep analysis of the research and innovation actions at diverse levels (EU, national and local) will be done. *(Related to T.2.3; T.3.2; T.4.3)*
- **Share knowledge:** after collecting and analysing those innovation actions, ETIP HYDROPOWER will share not only R&I opportunities, but also key takeaways and findings that have occurred within the network. *(Related to T.4.1; T.4.2; T.5.4)*

Communication channels: For TA3, the following channels and tools will be used:

- **Conferences and events:** People belonging to TA3 will be invited to relevant events organized by ETIP HYDROPOWER or where the project is participating. The aim is to get to know other R&I initiatives and exchange good practices. *(Related to T.2.3; T.4.2; T.4.3)*
- **Workshops:** a series of jointly organised workshops are already in the pipeline: about Hydropower Power Plant (HPP) and battery coupling with ETIP Batteries; about floating PV in hydropower reservoirs with ETIP PV; and about hydropower, hydrolysis and hydrogen complementarities with the European Clean Hydrogen Alliance and Renewable Hydrogen Coalition. *(Related to T.2.3; T.4.2; T.4.3)*
- **Project website & consultation platform:** As the central information focal point, the website and the consultation platform will make an excellent operating hub for the WGs, that will propose topics for cooperation. *(Related to T.2.2; T.2.3.T3.3)*
- **Newsletter:** as one of the main objectives of ETIP HYDROPOWER, newsletters will be used to promote events and workshops and inform the audience about research opportunities. *(Related to T.2.3; T.3.2; T.4.3)*
- **Social Media:** LinkedIn and Twitter are the windows to the world and it is where a big part of the interaction among different TAs happens. Social Media will also be a way to bring innovation in hydropower closer to the end-users. *(Related to T.2.3; T.3.2; T.4.3)*
- **Publications:** As part of the efforts of increasing public awareness of hydropower, some publications in specialised media are planned. These will mostly cover the key takeaways of WGs that will interweave research knowledge with policy recommendations. *(Related to T.4.1; T.4.3)*

Target Audience 4 (TA4): The energy Community

Definition: TA4 is composed by the non-technical stakeholders of the hydropower industry, meaning: hydropower plant representatives (owners, operators, investors, etc.), grid operators, energy traders and investors or insurance companies from the energy field. *Some concrete stakeholders from this group are:* [Wirtschaft und Infrastruktur GMBH & Co Planungs KG \(WIP\)](#); [Alpiq AG](#); [AXPO AG](#); [EDF-CIH](#); [EDP](#); [ENEL](#); [FORTUM](#); [STATKRAFT](#); [VATTENFALL](#); [VERBUND Hydropower](#); [INNOGY](#), etc.

Objectives: ETIP HYDROPOWER has the objective to become a sustainable association after the project timeline and, for that, a strong commitment of the energy community is needed to maintain a unique voice of the sector. Concretely, the following objectives will be promoted:

- **Mobilise and engage technical and trade sectors:** the current energy crisis has increased the pressure against the hydropower industry experts that are now dealing with urgent problems. A strong mobilisation of the sector is key to achieve the objective to become a powerful and integrated association. *(Related to T.2.1; T.2.2; T.4.2; T.4.3)*
- **Share knowledge of demonstration projects:** in order to advance on research and propose the most adequate recommendations for policymakers, it is necessary to exchange views and knowledge about new technologies and research. *(Related to T.2.2; T.4.3)*
- **Reduce uncertainty about the future:** As mentioned above, TA4 is experiencing an uncertain period in regards to the energy market. For this reason, paid participation will be hard to achieve. A strong message for this TA could be that a common and organised association could be more effective in advocacy activities than the work of individual ones. *(Related to T.2.2; T.4.1; T.4.3)*

Communication channels : For TA4, the following channels and tools will be used:

- **Conferences and events:** People belonging to TA4 will be invited to relevant events organized by ETIP HYDROPOWER or where the project is participating. In addition, the “Hydropower Day” event and the several working sessions, will provide a space for discussion and alignment of views. *(Related to T.4.2; T.4.3)*
- **Project website & consultation platform:** As the central information focal point, the website and the consultation platform will make an excellent operating hub for the WGs, that will propose topics for cooperation. *(Related to T2.2; T2.3.T3.3)*
- **Newsletter:** as one of the main objectives of ETIP HYDROPOWER, newsletters will be used to promote events and workshops and inform the audience about the work performed in the WGs. *(Related to T2.2; T3.3; T.4.3)*

- **Social Media:** LinkedIn and Twitter have been very welcomed during the project HYDROPOWER EUROPE for industry professionals. In fact, stakeholders in TA4 have, in general, a big potential of replication of messages, which will be mutually beneficial. *(Related to T2.2; T.3.3; T.4.3)*

Target Audience 5 (TA5): Civil Society, NGOs and end-users

Definition: TA5 is composed by citizen communities impacted by hydropower plants, Non-Governmental Organisations with a focus on environment, biodiversity, climate and energy transition (and related topics) and end-users. *Some concrete stakeholders from this group are: [Centre for International Environmental Law](#), [Client Earth](#), [Environmental Law Foundation](#), [EU Consumer Bodies](#), [Global Witness](#), [IUCN](#), [UK Environmental Law Association](#), [WWF](#), etc.*

Objectives: The objectives outlined for TA5 will be crucial for the overall external messages of the ETIP HYDROPOWER, as one of the overall aims of the project is to raise awareness of the impacts of certain hydropower-related technologies and change the perception of society, explaining why hydropower is the best ally for energy transition. Concretely, the following will be promoted:

- **Raise awareness**, especially about the functioning of hydropower technologies and about the role of hydropower in the fight against climate change. *(Related to T.4.1; T.4.2)*
- **Improve the understanding** of the environmental impacts of hydro. It seems that the most widespread publications come without explanations about the counterbalancing benefits of hydropower infrastructure projects, which sometimes can also sustain biodiversity. *(Related to T.4.1; T.4.2)*

Communication channels: For TA5, the following channels and tools will be used:

- **Project website:** stakeholders in TA5 will be encouraged to visit the project website to find clarifying information about the topics above described. *(Related to T.4.1; T.4.2)*
- **Social Media** will be the main tool that will be used to interact with this audience. These platforms allow to send targeted messages and interpellate the users. We expect that, similarly to TA2 and TA4, we can increase our efforts and be active with this type of audience. *(Related to T.4.1; T.4.2)*
- **Publications and articles** will provide a non-biased information about scientific and specialised hydropower knowledge. At the same time, we will make sure that the content is accessible for the general public. *(Related to T.4.1; T.4.2)*

4 COMMUNICATION TOOLS AND ACTIONS

The actions of dissemination and communication have been designed so that the channels, tools and materials are complementary and mutually reinforcing.

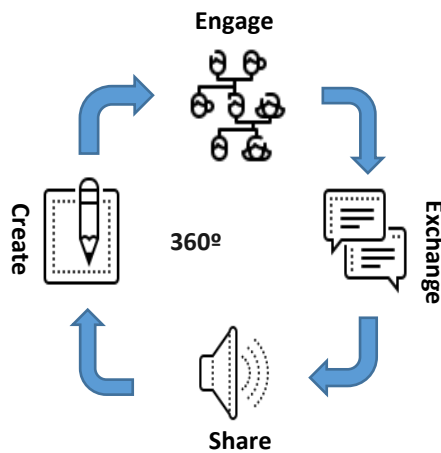


Figure 2. Dissemination and communication strategy

This will be achieved by reaching out to all possible audiences through tailored messages and channels towards each of our target audiences. On site and face to face communication actions will be combined with digital actions to increase the impact of both in what is called a “360 degrees” marketing strategy.

To accomplish this communication strategy, professionals and communication resources of ZABALA, the associations of stakeholders and the other partners need to be actively involved.

4.1 ETIP HYDROPOWER BRAND

ETIP HYDROWER will take advantage of the impact resulting from the previous project HYDROPOWER EUROPE and make slight modifications to the brand, comprising, among others, the logo and its variants and the communication materials.

4.1.1 ETIP HYDROPOWER logo



In the ETIP HYDROPOWER logo, the paddles represent a water turbine, with the addles shaped like water drops. The blue fading into green colour scheme shows the sustainability aspect of the project. The logo intends to steer

clear of the ‘industrial’ aspect of hydropower but concentrate on its true environmentally friendly nature.

The typography of the logo has been changed to the project name. We have followed the previous design for the name, however, the word “ETIP” has been written in italic to demonstrate that, despite the previous project, with this platform, we aim to to add something new to the hydropower sector.

4.2 Project website

The ETIP HYDROPOWER website will be the main dissemination tool for the project and a portal to access various communication working tools for the ETIP members in the common working area of the consultation platform.

The planning for the website will include a complete revamping of the site that will be more adequate for a better user experience. In order to achieve this, the consortium will follow the marketing rule commonly called: **HOMERUN**.

- **High quality content:** research shows that users prefer a concise and easy to scan style of content.
- **Often Updated:** even if there is not much new project information, providing the reader with new items will make them come back.
- **Minimal download time:** even if nowadays is not a common issue, we will ensure that the website loads in a short time. The average attention span is 8 seconds.
- **Ease of use:** providing as much information as possible is not always a good strategy. In fact, keeping a consistent and clean navigation should be the priority of every website.
- **Relevant to the users' needs:** it is critical to be up-to-date of who our audiences are and what are they looking for in our website.
- **Unique to the online world:** the online ecosystem is currently flooded with information going in all directions. It is essential to find the Unique Selling Proposition (USP) of the brand and reflect it in the website.
- **Net-centric to corporate culture:** similarly to the previous, the website should be a reflection of the culture of ETIP HYDROPOWER: its values, objectives, way of interacting, etc.

Taking the above into account, the proposal for the website will look as follows:



The website will include the following sections:

- **Home:** that will include the summary of the project, a list of the upcoming events, the access to the news corner, the social media buttons and a CTA to “join our network”
- **About (the project):** it will include a description explaining what is ETIP HYDROPOWER, what are the challenges and objectives. An explanation of the organisation of the ETIP and its WGs will also be provided. Similarly, a CTA to “join our network” will be included.
- **Media corner:** The media corner will include the branding guidelines and several templates for download; the latest newsletter and the archive including all previous issues; the press releases about the project; the press clipping of ETIP HYDROPOWER and other relevant background materials.
- **News and events:** This section will include a list of upcoming and past events; news about the project and the CTA to “join our network”
- **Contact:** A contact form that will reach to a common email box, accessible by the coordinating and communication team of the project, ensuring the timely response on the potential requests that may arrive. In addition, the contacts of the coordinator and the communication team will also be provided. Finally, the same call to join the network will be included.
- **Consultation Platform:** Similarly to the working model followed in HYDROPOWER EUROPE project, the consultation platform will also be active to provide a secure and collaborative space for members. Different permissions will be given depending on the user. The uplifting of the consultation platform will follow a different path compared to the main website due to its nature. The following is a non-exhaustive list of some of the materials that will be stored in this collaborative platform:
 - Online tools to support team working (contacts, document management, reference materials, media management, progress reporting, cost tracking, etc);
 - Online tools for facilitating stakeholder participation in consultation activities;
 - A library of supporting knowledge and information from relevant networks and activities;

4.3 Newsletter and mailing actions

A quarterly newsletter will be sent to the ETIP HYDROPOWER community. The initial mailing will be made via the 600+ contacts gathered during the timeline of HYDROPOWER EUROPE project and continue the growth from that contact list.

The newsletter tool feeds from website news, which ensures that the audience visits the site, thus providing an automatic interlinkage. All newsletters and mailings will also be stored in the dedicated space

of the website (as we saw, under “Media Corner”) and will be further promoted via the project’s social media platforms.

4.4 Social media

Social Media has been one of the flagship activities during HYDROPOWER EUROPE due to the active community that has been built around LinkedIn and Twitter. To keep increasing the users, we will treat them as hydropower-themed news hubs. This means that we aim to share, not only quality content about the project itself, but also information about our partners and networks and other news related to the wider hydropower sector, such as related to renewable energy and the environment, interesting use cases, technical developments, etc.

In addition, we also intend to organise and implement several campaigns that will require the interaction with the audience and that will be explained further in this document in a dedicated section. Some of those will have a more informal profile, following the latest trends in audiovisual communication.

In relation to the previous, to maximize the impact of the project’s campaigns on Social Media Channels, dissemination “**Mini Toolkits**” will be sent to the communication contacts of every partner by email with clear instructions, such as:

- Title of the campaign
- Period and desired action from the partner
- Brief description
- Link to social media publications for interaction and/or re-publish
- Link to more information (or registration if it is an event)
- Attachment: banner and images that will be used in the campaign.

Twitter: @euhydropower

ETIP HYDROPOWER will use Twitter to establish meaningful connections with the relevant audience detailed in section three. These connections can produce beneficial opportunities for the project across the network of stakeholders due to its reachability and immediacy of the communications. In addition to the regular communication about project topics, the focus will be put on the interaction with similar initiatives and the target audiences.

The credentials for Twitter are the following:

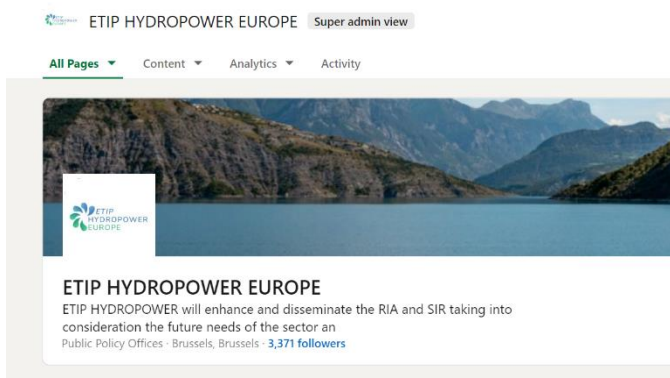


- @euhydropower – official Twitter account of the project
- #ETIPHydropower - official hashtag
- Examples of hashtags that will be followed:
 - #hydropower
 - #EUproject
 - #PSH
 - #sustainability
 - #water
 - #Research
 - #Flexibility
 - #cleanenergy
 - #RenewableEnergy
 - #Energy
 - #Innovation
 - #carbonneutral
 - #EnergyTransition
 - #EUfunding
 - #HorizonEurope
 - #biodiversity

LinkedIn: ETIP HYDROPOWER

LinkedIn has been one of the most successful platforms of ETIP HYDROPOWER looking at interactions within the audience. Contrary to Twitter, it provides a more slow-paced

Stakeholders, which HYDROPOWER-EUROPE needs to connect with, are in LinkedIn, so it is appropriate to implement some actions.



A LinkedIn company page establishes ETIP HYDROPOWER’S public image on a global scale as a reputable and trustworthy project. Although many people view the Social Media site LinkedIn only as a site for job hunters and for growing professional network, LinkedIn is an equally effective tool for nurturing referral relationships.

Youtube: HYDROPOWER EU

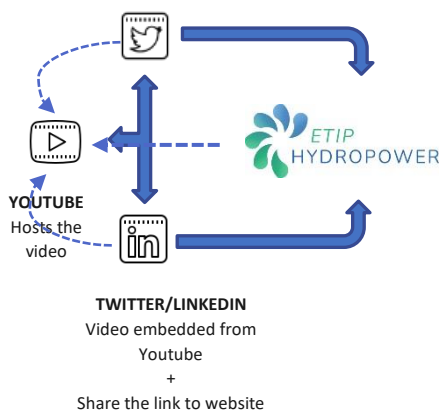


Figure 4. Representation of the strategy for videos in ETIP

The Youtube account from Hydropower Europe project will continue as a library of what has been done until now. This platform will serve as a repository of the project marketing videos, the workshops and other consultation sessions that will take place during the project timeline.

4.5 Communication Materials

The following communication material will be developed during the project

- A leaflet showing the basic features of the ETIP HYDROPOWER, its objectives and expected results;
- Some Word and presentation templates will be developed in the M3 of the project once the logo has been defined to ensure a coherent visual image of the project;
- A presentation set for EU and local project communication gathering key messages will be prepared and regularly updated;
- A set of roll-up stands to support project communication visually at events;

4.5.1 Didactic materials: “Hydro fiches”

The consortium of Hydropower Europe has already developed various reports and valuable pieces of knowledge (i.e, the RIA and the SIR). The idea would be to extract topics addressed by relevant hydropower related research outputs and further **re-process and re-package** those into shorter digestible and more accessible products, following a defined category.

The consortium, following the existing materials and the work performed under ETIP HYDROPOWER, particularly, *WP2: Supporting priority actions for the SET Plan, ETIP Interaction and collaboration; and WP3: Supporting Priority Actions for the HPE Forum, RIA and SIR*, will develop a series of macrocategories and categories where the “Hydro Fiches” will be framed under. In the same way, the main blocks of content of the fiches will be agreed.

Examples:

MACROCATEGORY	CATEGORY
EU Member States	Austria
	Belgium
	Bulgaria
	Croatia
	Etc.

MACROCATEGORY	CATEGORY
Sectors with influence in the European hydropower market	Hydropower
	Energy and economic policies
	Electricity market
	Environment and public society
	Research and development
	Legal framework
	Climate change

Once we have a first version of the “Hydro Fiches”, they will be compiled into a catalogue. The first version of the catalogue will be made available in M13 and further reviewed in M26.

4.6 Videos

Youtube will host our project videos summarising the key takeaways of the project as well as the trainings. In total, **three videos** following the webinars and consultation sessions will be produced in the context of the project.

As explained in section 4.4, all audiovisual material produced for ETIP HYDROPOWER will be shared in social media channels and, where possible, displayed in events.

4.7 Media Relations

The Media and journalists are key agents to transmit information about the project to other stakeholders and the general public. Their influence may have a positive impact to increase results, raise awareness and disseminate the results of ETIP HYDROPOWER.

Relationships with the Media will be led by ZABALA with the support of and the collaboration of the rest of the partners. This task will be accomplished at European, national and regional levels on the following way:

- ZABALA will prepare the press releases in English.
- Once a press release is approved by the Communication Team of the project, every partner will translate it into the local language and will send it to their contacts through their Communication Departments, will include the press release on their own websites and share it in their Social Media channels.
- Impacts will be monitored and included in the press-clipping and in the Yearly Communication Report, as stated in WP5, deliverable 5.4

The content of the press releases will be mainly focused on the results of the project, milestones and key events, such as:

- Workshops and working sessions of the WGs
- ETIP HYDROPOWER events and relevant presentations in events organized by others
- General Assemblies and meetings
- Deliverables and publications

4.8 Events, Workshops And Meetings

4.8.1 Events organised by ETIP HYDROPOWER

During the project timeline, the consortium of ETIP HYDROPOWER aims to organise the events below:

MODALITY	TOPIC	MONTH	LEADING PARTNER
In-person	<p>“Hydropower Day” Focus: HPP and battery coupling (With ETIP-Batteries and Battery 2030PLUS) Closed session with ETIP: Strategies for boosting public acceptance</p>	M8	EASE/ZABALA
Specialised webinar	<p>Webinar for policymakers: Introducing and discussing 2 strategic actions of HYDROPOWER EUROPE Presentation of Best practices (During EUSEW)</p>	M12	EASE/ZABALA
In-person	<p>“Hydropower Day” Focus: PV floating on hydropower reservoirs Closed session with ETIP: Strategies for boosting public acceptance</p>	M20	EASE/EUREC
Specialised webinar	<p>Webinar for policymakers Collection of input through consultation tools Introducing and discussing 2 strategic actions of HYDROPOWER EUROPE</p>	M24	EASE/ZABALA
Public webinar	<p>Hydropower, hydrolysis and hydrogen – complementarities (With the Clean Hydrogen Partnership or European Clean Hydrogen Alliance and Renewable Hydrogen Coalition)</p>	M30	EUREC
In-person	<p>“Hydropower Day” Focus: challenges and opportunities of hydropower for the environment Closed session with ETIPs: Strategies for boosting public acceptance</p>	M32	EASE/ZABALA
Specialised webinar	<p>Webinar for policymakers: Introducing and discussing 2 strategic actions of HYDROPOWER EUROPE Presentation of Best practices (During EUSEW)</p>	M36	EASE/ZABALA
Public webinar	<p>Importance of hydropower for energy transition and the achievement of EU 2050 objectives</p>	TBD	ZABALA

4.8.2 Participation In Other Events

The following events of the Hydropower community are regularly organised. Hydropower Europe partners plan take part to these events to promote the ETIP and the outcomes of the project:

- Enlit Europe (Nov/Dec)
- Energy Storage Summit (London Febr.)
- Energy Cities Forum (Brussels Apr.)
- All Energy Exhibition Conference (Glasgow May)
- Energy Storage World Forum (May)

-
- EU Green Week (May)
 - European Research and Innovation Days (digital June/Sept.)
 - European Sustainable Energy Week (Brussels Sept.)
 - Energy Storage Global Conference (Brussels Oct)
 - Energy Storage Europe (Sept)
 - RENEXPO INTERHYDRO
 - ICOLD Congress
 - Viennahydro - International Seminar on Hydropower Plants
 - vgbe Expert Event "River management and ecology"
 - HydroES
 - eurlectric Power Summit
 - Hydro 2023 (Scotland Oct 2023)

4.9 Specific campaigns

The idea will be to create other engaging campaigns to foster interaction among different TAs. These more informal campaigns will serve to attract attention towards ETIP Hydropower core messages and dissemination objectives. Some of them are:

- **Campaign: Hydropower Mythbusters (M6-M12):** this campaign will focus on busting myths related to hydropower that are widespread in the society. The idea would be to start in the first quarter and each month will be devoted to one myth. The first campaign will be developed for six months and after assessing how it worked during the annual report of the first year, we will decide whether it will be replicated in Y2 and Y3.
- **Virtual postcard - summer edition (M6+M7):** this more social campaign will aim to gather data about about preferences and geographical scope and foster interaction among different target audiences. We expect to publish in our social media platforms some pictures about hydropower that we have received through our communication channels in order to give good wishes for the summer. If we assess that it has received a good welcome from the audience, we could assess its repetition in Y2 and Y3.
- **Virtual postcard - NYE edition:** similarly to the previous activity, a more social activity is expected towards the end of the year. It is an engaging action where we would ask for hydropower-related images to the audience that will be then used to create a postcard to wish a good year to the ETIP HYDROPOWER participants. The first campaign will be scheduled in the end-of-the-year period of

2023 (M15-M16), once the ETIP is more consistent and populated. If the action has a good welcome, we would replicate it also in 2024.

- **Campaign: EU year of skills 2023 (M5 – M11):** 2023 is the EU Year of Skills and hydropower should have a saying about it. In this campaign we seek the collaboration with Task 2.3.3, that seeks to write a position paper with other ETIPs about what skills are needed by the sector of hydropower in the EU.
- **Campaign RIA & SIR:** Taking the conclusions from the aforementioned RIA and SIR; ETIP Hydropower aims to create this campaign that will be developed at three stages:
 - On Y1 we will provide the explanation on what the RIA and SIR are, how those priorities were achieved, etc.
 - On Y2 and Y3 we will provide updated explanations about the priorities for hydropower based on the discussions that will be held in the ETIP.
- **(Internal) Campaign Business Models:** the financial sustainability plan of ETIP HYDROPOWER requires the feedback from the members. This plan is expected to be developed in two stages, and this campaign will follow that structure as explained in Section 2: Objectives and Approach:
 - On Y1 (M3 – M9) the different kinds of business models will be explained and consulted via webinars with the proto General Assembly of the ETIP. This will help clarify the scope of the financial and governance model.
 - On Y2 and Y3: the campaign will focus on the communication of the characteristics of the chosen business model and the different phases to complete its implementation.
- **(Internal) Elections to the Governing organs of the ETIP Hydropower.**

5 KPI'S: Revision Of The Communication Plan

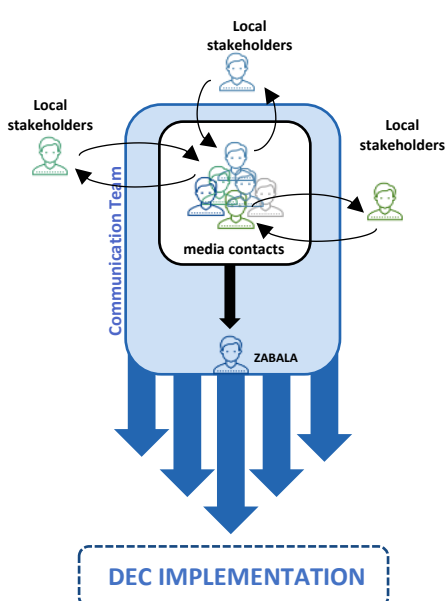
With the aim of evaluating and measuring the different strategies, the following monitoring indicators are defined:

MEASUREMENT OF EFFECTIVENESS	
INDICATORS	
Website visitors	20,000
Registrations in the consultation platform	1,000
Followers on Social Media combined across the three platforms	5,000
Number of newsletters/ mailing	15
Number of articles/press releases	10
Number scientific or educational publications	9
Number of events organised	10

6 Communication team coordination

Even if the communication activities will be lead by ZABALA and supported by SAMUI, each partner needs to be involved in the communication for an effective impact of the project. The communication team is the following:

Association/ organisation	Main Communication Responsible	Support
ZABALA	Janire García: janiregarcia@zabala.eu	Susana Garayoa : sgarayoa@zabala.es
SAMUI	Estelle Morris : estelle.morris@samuifrance.com	Mark Morris: Mark.morris@samuifrance.com
EASE	Shenja Ruthenberg: s.ruthenberg@ease-storage.eu	
ICOLD	Anton Schleiss: anton.schleiss@epfl.ch	Jean-Jacques Fry: jean-jacques.fry@wanadoo.fr
EREF	Dirk Hendricks: dirk.hendricks@eref-europe.org	
IHA	Alex Trembath Alex.Trembath@hydropower.org	
VGBe	Lee Estrellado: lee.estrellado@vgbe.energy	Mario Bachhiesl mario.bachhiesl@vgb.org
EUREC	Andrej Misech: misech@eurec.be	



These media contacts are expected to:

- Distribute and collect news at a local level
- Provide pictures and other materials about the work within their tasks
- Collaborate on the digital deployment of the ETIP HYDROPOWER campaigns
- Monitor and attend events within their scope and report about them
- Contribute to the regular feed of news of the project

7 Internal Communication Protocol

The internal communication protocol establishes how the different organs and stakeholders that participate in ETIP HYDROPOWER interact among them. EASE, with the support of ZABALA and the rest of the consortium, will lead the creation of the Terms of Reference (ToR), which will include the communication procedures with other organs and external stakeholders. A first draft of these ToRs will be produced by M3 and they will be officially endorsed in the first general assembly of the ETIP HYDROPOWER.

8 External Communication Protocol

The support to the ETIP HYDROPOWER project by the European Commission must be recognised in all the dissemination and communication tools and materials including this disclaimer:



“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

All the beneficiaries of the project are committed to follow the guidelines about the use of the EU emblem using it in their communication to acknowledge the support received under EU programmes, which means:

- The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.
- Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.
- When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

ANNEX 1: CONCRETE STAKEHOLDERS TA1

Concrete stakeholders TA1:⁵

European bodies: the European Union has the mindset to become the first climate-neutral in the World by promoting the transition to a low-carbon society, thus creating a sustainable energy sector that will bring additional benefits in growth, innovation and new career paths. In order to achieve this, the European Commission (EC) is performing an ongoing revision of the legislation on energy (particularly on renewables, energy efficiency and performance) and, subsequently, a coordinated approach among the pieces of the EU mechanism is needed:

- **Directorate General for Energy (DG ENER):** This Commission department is responsible for the EU's energy policy: secure, sustainable, and competitively priced energy for Europe. [LINK](#)
- **The European Climate, Infrastructure and Environment Executive Agency (CINEA)** – [previously: Innovation and Networks Executive Agency (INEA)] was established to support the implementation of the European Green Deal through programme management. [LINK](#)
- **Supply Agency of the European Atomic Energy Community (ESA):** The strategic objective is the security of supply of nuclear materials, particularly nuclear fuel, for power and non-power uses. With the adoption of [REPowerEU Plan on 18 May 2022](#) (following the Russian invasion of Ukraine), this agency was put in the spotlight, due to the importance of diversification of energy sources, especially for those MS highly dependent on Russian resources. [LINK](#)
- **European Union Agency for the Cooperation of Energy Regulators (ACER):** this agency was created after the Third Energy package⁶ as an independent body and distinct to the EU. It strives to integrate the European Internal Energy market for electricity and gas. [LINK](#)
- **Directorate General for Climate Action (DG CLIMA)** is the department of the European Commission that works in the fight against climate change. Hydropower is well suited to help on this task, as it can help mitigate the effects of climate change with the dams while supplying a clean energy source at the same time, and that message needs to be spread. [LINK](#)
- **Directorate General for Environment (DG ENV)** proposes and implements policies towards the protection of the environment. Societal perception of hydropower as negative for the environment is quite spread. However, little effort has been made to understand the balance between the positive and negative aspects. ETIP HYDROPOWER aims to raise awareness about how, and in what cases hydropower can be an ally for the EU Biodiversity Strategy 2030⁷. [LINK](#)

⁵ The list will be updated along with the yearly revision of the DEC plan.

⁶ The EU Third energy package brought a significant restructuring of the electricity market design that replaced the electricity part of the package from 2009.

⁷ The Biodiversity strategy for 2030 is an ambitious plan that strives to protect nature and reverse the degradation of ecosystems.

- **European Research Executive Agency (REA)** supports the research and innovation policy of the EU. As aforementioned, one of the main products resulting from HYDROPOWER EUROPE was the RIA that details 18 research themes around 40 detailed actions. ETIP HYDROPOWER will take good note of the activities within the agency as its aim is to propose other priorities for research. [LINK](#)
- **European Environment Agency (EEA):** the IEA brings together all European countries and accession countries and provides integrated environmental assessments about the individual countries that serves to provide policy recommendations. As aforementioned, the project strives to increase awareness about the balancing between the positive and negative aspects of hydro power. [LINK](#)
- **European Energy Community:** this European organisation created in 2006 represented by the European Commission aims to extend the EU energy market to non-EU countries up to the Balkans and the Black Sea region. As we will see, the neighbour territories of EU are vital for the energy ecosystem of the continent. [LINK](#)

EU MS representatives: individual representatives of the member states are of the utmost important because they provide a translation between the “impersonality” of the European bodies to the reality of the countries. In fact, among the roles of the representations are, for instance, to make the connection with national, regional and local authorities or provide the EC with political information and country analysis about several topics.

- **Committee of the Regions (CoR):** 329 members representing local and regional authorities from all 27 EU MS. The current priorities for this body are, among others, the climate emergency and energy transition, drawing from the conclusions gathered after the Conference on the Future of Europe (CoFEU), which totally aligned with the aims of ETIP HYDROPOWER. [LINK](#)
- **Covenant of Mayors:** The EU Covenant of Mayors for Climate & Energy brings together thousands of local governments voluntarily committed to implementing EU climate and energy objectives. One of the big potentials of hydropower in Europe is that it can be increased by 10% by the construction and adaptation of multipurpose reservoirs that can also help fight climate change effects. ETIP HYDROPOWER will raise awareness about this particular benefit whose procedures are dealt at a national/local level. [LINK](#)

- **Ministries of energy:** to meet the targets for 2030, MS were required to submit a 10-year National Energy and Climate plans (NECPs) for the period 2021-2030⁸. Those national plans needed to outline how EU countries intended to address: energy efficiency, renewables, GHG reductions, interconnections and how they will foster research and innovation (R&I). [LINK](#)
 - In addition to the EU MS, ETIP HYDROPOWER will also liaise with initiatives resulting from EU candidate countries (Albania, Moldova, the Republic of North Macedonia, Montenegro, Serbia, Turkey and Ukraine). According to the most recent information available on the European Commission webpage related to “Enlargement: Candidate countries and potential candidates”⁹, DG ENVI is assisting these countries to comply with EU regulations related to water, among others. These are particularly important because, for instance, hydropower has a bad reputation in the Balkans due to the projects in small hydro¹⁰ or Turkey, whose hydroelectric power adds up to an inspiring 30%¹¹, despite the controversial management of its hydro facilities¹².

Other international institutions

- **International Energy Agency (IEA):** the International Energy Agency created in 1974 is global stakeholder on Energy topics. It provides analysis, data, and recommendations to help countries get secure and sustainable energy through the promotion of energy efficiency via programmes and partnerships or international collaborations. Several European countries are members of this organisation. [LINK](#)
- **Energy Regulators Regional Association (ERRA)** is a non-profit organisation with the objective of improving energy regulation. It is also the reference point of knowledge in the evolving regulatory environment. The association counts on 25 members and seven associated members worldwide. [LINK](#)
- **Council of European Energy Regulators (CEER):** similarly, the CEER aims to facilitate the cooperation among European energy regulators promoting a single EU electricity and gas market. [LINK](#)

⁸ NECPs were introduced under the “Regulation on the governance of the energy union and climate action (EU/2018/1999)”. The rules required the final NECP were to be submitted to the Commission by the end of 2019.

⁹ Website “Enlargement: Candidate countries and potential candidates”: [Candidate Countries - Enlargement - Environment - European Commission \(europa.eu\)](#)

¹⁰ Katarina Samurović, Geography Realm : [How Hydropower is Changing the Balkan Landscape - Geography Realm](#). 7 August 2019

¹¹ IHA, Country Profiles: Turkey - [Turkey \(hydropower.org\)](#)

¹² Alexandra Marvar – The Nation: [Turkey's Other Weapon Against the Kurds: Water | The Nation](#). 11 November 2019

ANNEX 2: COMPLETE LIST OF EVENTS

MODALITY	TOPIC	MONTH	PARTNER
Public webinar	HPP and battery coupling (With ETIP-Batteries and Battery 2030PLUS)	M6	EASE
In-person	“Hydropower Day”	M8	EASE
Online Workshop	Presentation of Best practices (During EUSEW)	M12	ZABALA
Specialised webinar	Webinar for policymakers: Introducing and discussing 2 strategic actions of HYDROPOWER EUROPE	M12	EASE
Public webinar	PV floating on hydropower reservoirs (With ETIP PV)	M18	EUREC
In-person	“Hydropower Day”	M20	EASE
Specialised webinar	Webinar for policymakers Collection of input through consultation tools	M24	ZABALA
Specialised webinar	Webinar for policymakers: Introducing and discussing 2 strategic actions of HYDROPOWER EUROPE	M24	EASE
Public webinar	Hydropower, hydrolysis and hydrogen – complementarities (With the Clean Hydrogen Partnership or European Clean Hydrogen Alliance and Renewable Hydrogen Coalition)	M30	EUREC
Public webinar	Webinar focused on challenges and opportunities of hydropower for the environment	M32	ZABALA
In-person	“Hydropower Day”	M32	EASE
Workshop	Presentation of Best practices (During EUSEW)	M36	ZABALA
Specialised webinar	Webinar for policymakers: Introducing and discussing 2 strategic actions of HYDROPOWER EUROPE	M36	EASE
In-person, Closed session	Strategies for boosting public acceptance: closed-door workshop between ETIPs to exchange best practice in countering misinformation concerning their sectors	TBD	ZABALA
Public webinar	Importance of hydropower for energy transition and the achievement of EU 2050 objectives	TBD	ZABALA