



Joint Activity PRGeo

Working group on Public Relations for geothermal energy

Coordination:
Hungary
Germany

Overview

- › Why?
 - › Background
- › What?
 - › Proposed working plan & budget
- › Who?
 - › Participants
- › When?
 - › Time schedule

PRGeo

Why?

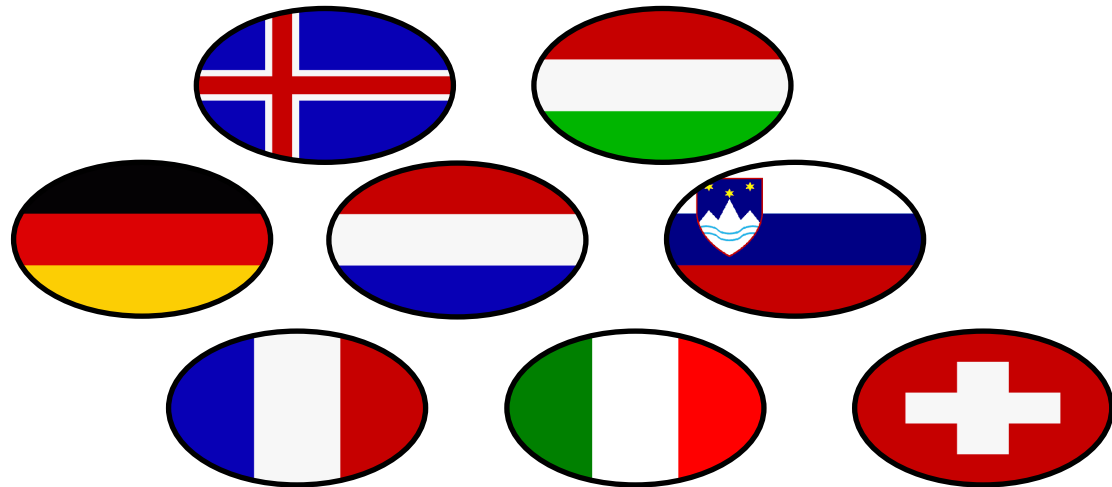
- › WP2 identified the topics „PR & Data“ and „Public & education“:

- › PR & Data :
 - › Dissemination
 - › Acceptance
 - › Reporting code/statistics

- › Public & education :
 - › Public acceptance
 - › Visibility & dissemination
 - › Education and training

Why?

- › Mentioned by:



- › Therefore: Knowledge exchange on PR & Data can help:
 - › Project owners to adapt new ideas
 - › To summarize the successful approaches in a best-practice recommendation
 - › To use knowledge for fostering the social acceptance of all geothermal energy technologies in Europe

What?

> First step:

- > Organization of a workshop on PR concepts for geothermal energy installations in Europe (with invited experts), where best case studies and best practices, in terms of communication fostering social acceptance of geothermal energy will be presented. On the other hand (partial) failures, negative impacts of geothermal projects have never been highlighted, although many lessons could be learned from their objective analyses without putting a shade on geothermal energy utilization. The workshop also aims to present some of these case studies.
- > Publication of workshop proceedings.



> Second step:

- > Based on the workshop results: Identification of an expert working group to summarize the main outcomes
- > Publication of recommendations.

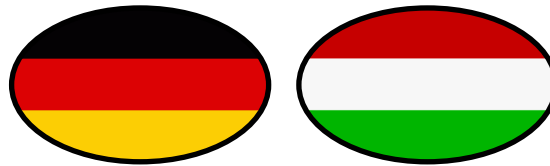
What?

- › Estimated budget:
 - › 5.000 € for the workshop, the expert working group and publication.

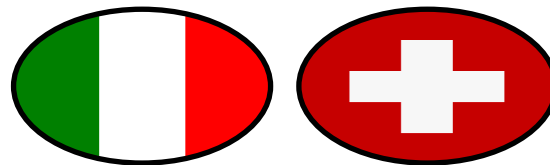
- › Estimated workload:
 - › 1 PM for coordinating country Hungary
 - › 0,5 PM for coordinating country Germany
 - › 0,25-0,5 PM for each participating country

Who?

› Coordination:



› Participation:



When?

	04/15	05/15	06/15	07/15	08/15	09/15	10/15	11/15	12/15	01/16	02/16	03/16	04/16
Kick-Off Meeting	X												
Workshop						X							
Publication of recommendations									X				

- › Duration at least 13 month,

**Thank you for your attention
and...What do you think?**