

Stakeholder Engagement and Public Perception in an LTES Projects

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Introduction

FENIX is an engineering and consulting company established in 2007 with the main mission to help industrial and institutional clients implementing their innovation projects.

Our fields of expertise cover the entire range of **sustainable technologies** and the **built environment**, including renewable energy, energy efficiency, resource efficiency, waste reduction and reuse.

FENIX supports organizations that need to communicate the launch of a new product/service or to create, develop or consolidate their business networks for a successful market take-up of their innovations.

FENIX.TNT
tvořivost nad technologií

17 years
experience

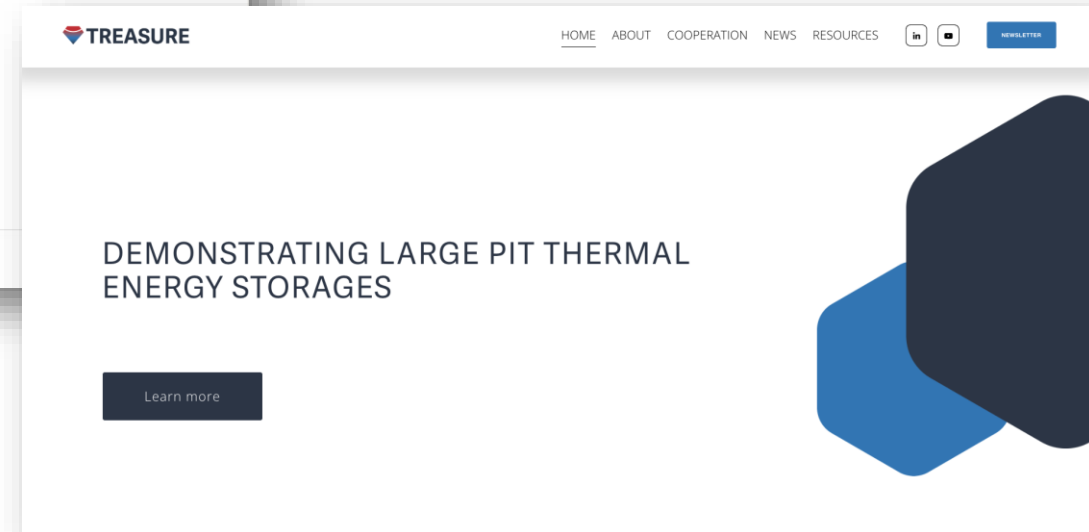
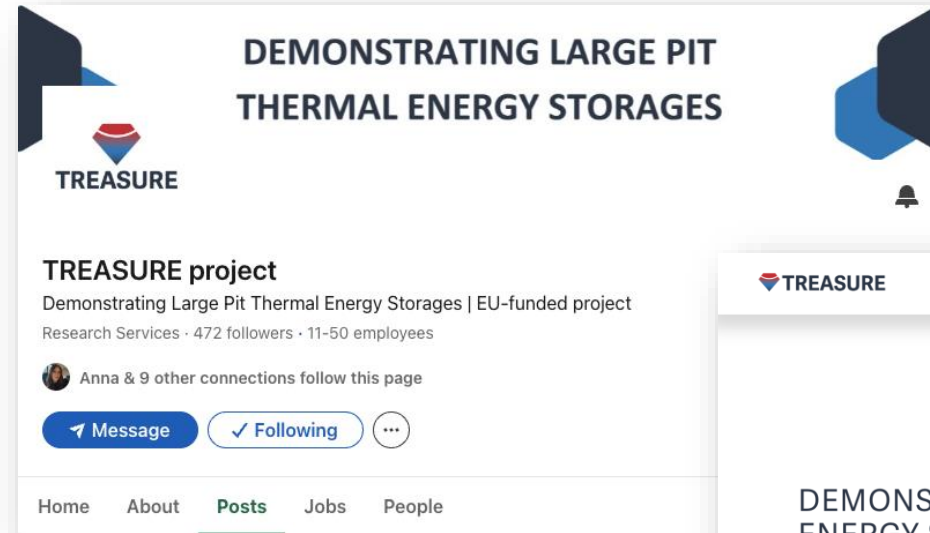
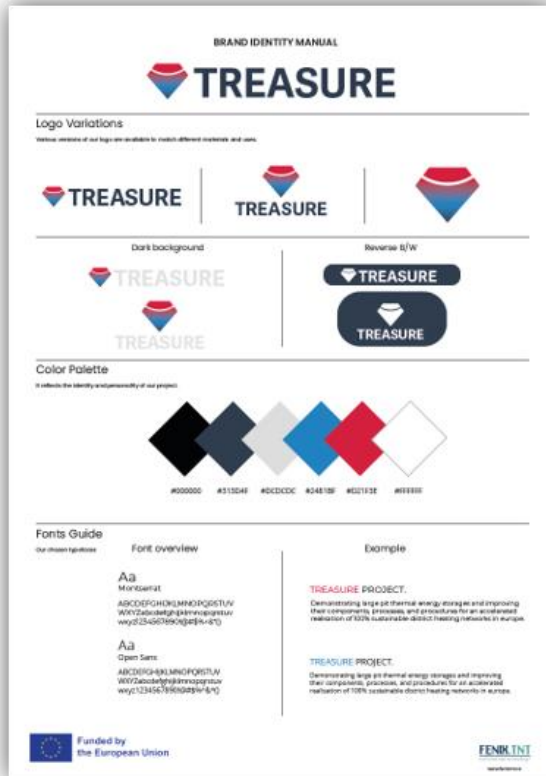
consulting

innovation



Importance of Stakeholder Engagement

- It can transform how we manage renewable energy
 - It is a large, visible infrastructure that requires **Public Acceptance**
 - Success depends on Technical Excellence, **Community Support** and **Early Stakeholder Involvement**



Stakeholders' Understanding and Public/Social Acceptance

Stakeholders Group		Needs	Concerns
Industrial Groups		Reliable and cost-effective heat storage, integration with existing systems	Business disruption, ROI uncertainty, regulatory complexity
Specialised Audiences		Technical data, innovation updates, collaboration opportunities	Lack of transparency or access to R&D data
General Public		Local benefits (jobs, energy security), clarity on safety and purpose	Visual impact, land use, environmental risks, NIMBY effects
Universities and Research Institutions		Access to demonstration data, collaboration opportunities	Limited access to real-world implementation, underfunding
Policymakers		Alignment with climate and energy goals, regional development	Political risk, lack of public support, lack of evidence
Regulatory Bodies		Compliance with safety, environmental, and land use regulations	Long-term environmental impact, public complaints, risk of non-compliance
Stakeholders from the Value Chain		Clear role and benefits, business opportunity, stable partnerships	Project delays, unclear responsibilities, misaligned incentives
Community Associations		Transparency, participation, local improvements (jobs, infrastructure)	Disruption, exclusion from planning, distrust of large infrastructure
Technology providers		Opportunities to demonstrate and scale innovations	IP protection, system compatibility, failure risk
R&I – Related Energy Storage technologies		Synergy, cross-project learning, EU-level collaboration	Redundancy, lack of coordination, resource competition

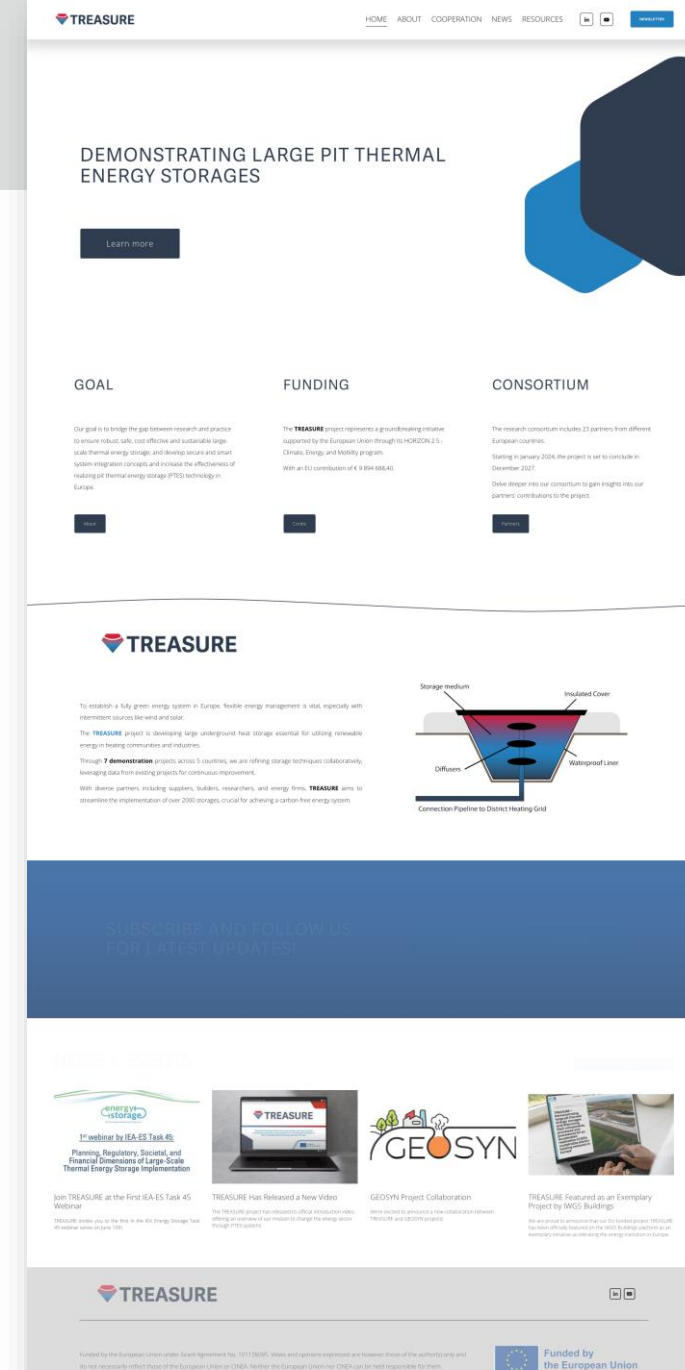
Stakeholders' Understanding and Public/Social Acceptance

Stakeholders Group		Influence Level	Engagement Priority
Industrial Groups		High – as partners, users, or funders	Co-development and transparent communication
Specialised Audiences		Moderate to high - influence on sector discussions and adoption	Continuous updates and expert exchanges
General Public		Medium – strong influence on local acceptance and project permits	Awareness campaigns and public involvement
Universities and Research Institutions		Moderate – contribute research, innovation, and credibility	Long-term partnerships and data sharing
Policymakers		High – influence funding, legislation, and regulatory frameworks	Early collaboration and alignment
Regulatory Bodies		High – gatekeepers for permits and legal operation	Early collaboration and alignment
Stakeholders from the Value Chain		Moderate to high – impact deployment efficiency and market development	Clear business models and shared risk management
Community Associations		Medium to high – mobilize support or opposition	Dialogue, site-specific adaptations
Technology providers		Moderate – enablers of implementation and scalability	Clear business models and shared risk management
R&I – Related Energy Storage technologies		Moderate – influence long-term research direction and funding alignment	Long-term partnerships and data sharing

TREASURE in Action - Website

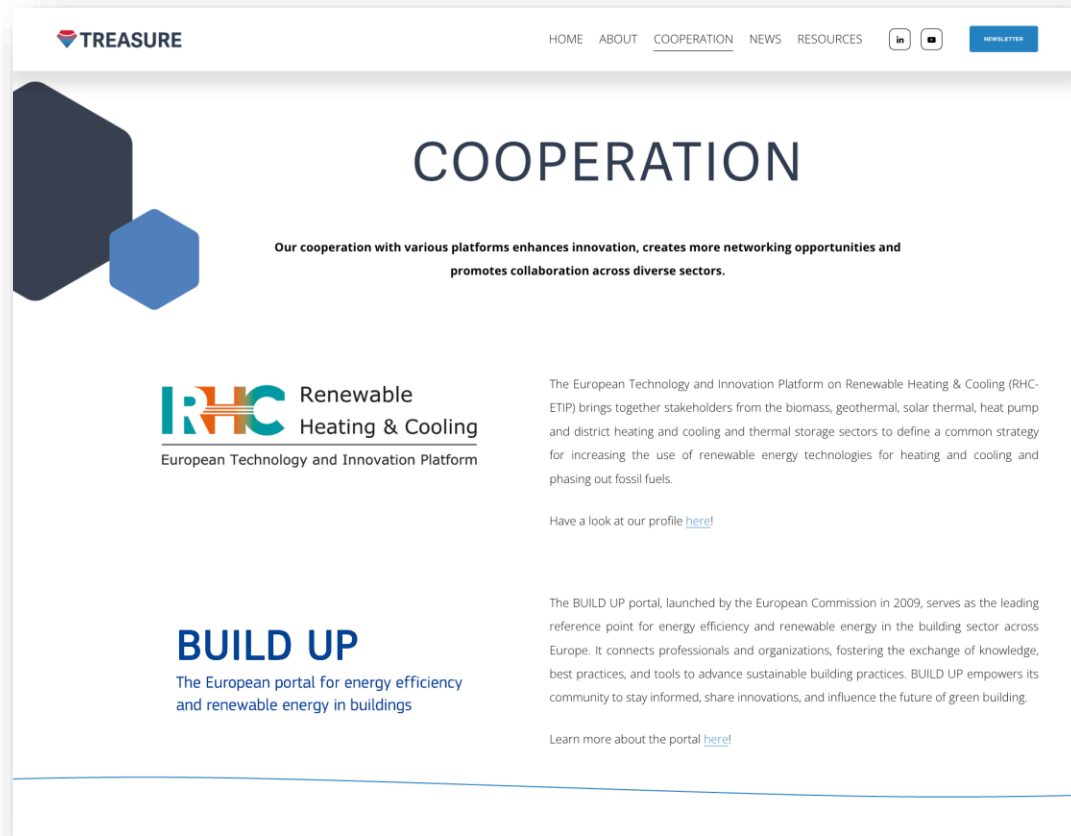
www.treasure-project.eu

- Updated regularly – monthly/weekly
- Promo materials, open-access publications, public deliverables and e-newsletters



TREASURE in Action – Cooperation

Cooperation with Various Platforms



The screenshot shows the 'COOPERATION' page of the TREASURE website. The header includes the TREASURE logo, navigation links (HOME, ABOUT, COOPERATION, NEWS, RESOURCES), and social media icons. The main heading is 'COOPERATION'. Below it, a subheading states: 'Our cooperation with various platforms enhances innovation, creates more networking opportunities and promotes collaboration across diverse sectors.' The page features two main sections: 'RHC Renewable Heating & Cooling European Technology and Innovation Platform' and 'BUILD UP The European portal for energy efficiency and renewable energy in buildings'. Each section includes a brief description of the platform and a link to learn more.

TREASURE

HOME ABOUT COOPERATION NEWS RESOURCES

COOPERATION

Our cooperation with various platforms enhances innovation, creates more networking opportunities and promotes collaboration across diverse sectors.

RHC Renewable Heating & Cooling
European Technology and Innovation Platform

The European Technology and Innovation Platform on Renewable Heating & Cooling (RHC-ETIP) brings together stakeholders from the biomass, geothermal, solar thermal, heat pump and district heating and cooling and thermal storage sectors to define a common strategy for increasing the use of renewable energy technologies for heating and cooling and phasing out fossil fuels.

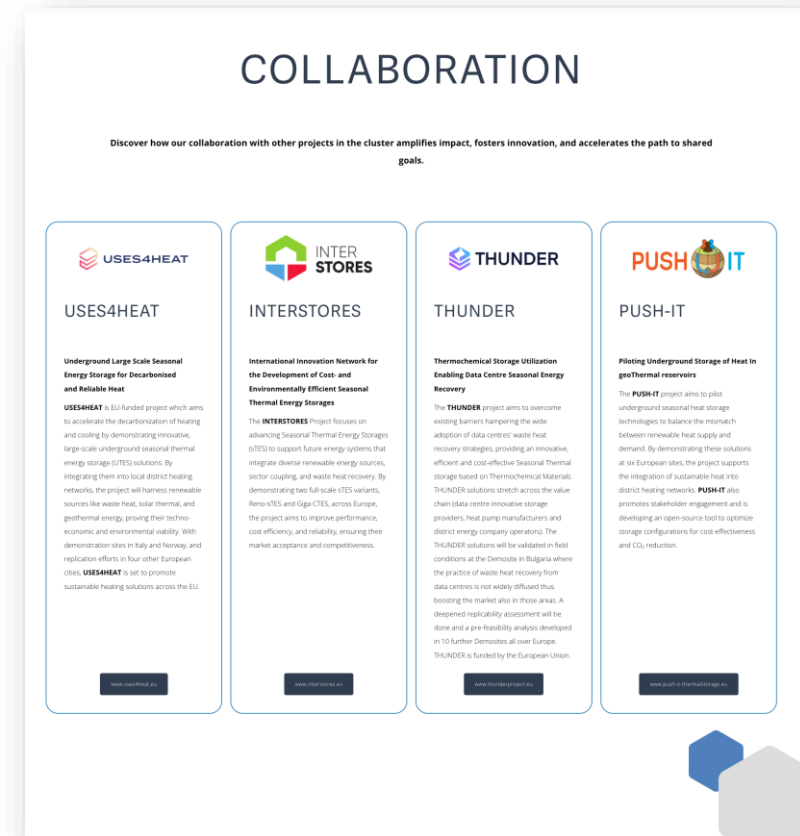
Have a look at our profile [here!](#)

BUILD UP
The European portal for energy efficiency and renewable energy in buildings

The BUILD UP portal, launched by the European Commission in 2009, serves as the leading reference point for energy efficiency and renewable energy in the building sector across Europe. It connects professionals and organizations, fostering the exchange of knowledge, best practices, and tools to advance sustainable building practices. BUILD UP empowers its community to stay informed, share innovations, and influence the future of green building.

Learn more about the portal [here!](#)

Cooperation with Cluster Project



The screenshot shows the 'COLLABORATION' page of the TREASURE website. The header includes the TREASURE logo, navigation links (HOME, ABOUT, COOPERATION, NEWS, RESOURCES), and social media icons. The main heading is 'COLLABORATION'. Below it, a subheading states: 'Discover how our collaboration with other projects in the cluster amplifies impact, fosters innovation, and accelerates the path to shared goals.' The page features four main sections, each representing a different project: 'USES4HEAT', 'INTERSTORES', 'THUNDER', and 'PUSH-IT'. Each section includes a brief description of the project and a link to learn more.

TREASURE

HOME ABOUT COOPERATION NEWS RESOURCES

COLLABORATION

Discover how our collaboration with other projects in the cluster amplifies impact, fosters innovation, and accelerates the path to shared goals.

USES4HEAT
Underground Large Scale Seasonal Energy Storage for Decarbonised and Reliable Heat
USES4HEAT is EU-funded project which aims to accelerate the decarbonization of heating and cooling by demonstrating innovative, large scale underground seasonal thermal energy storage (STES) solutions. By integrating them into local district heating networks, the project will harness renewable sources like waste heat, solar thermal, and geothermal energy, proving their techno-economic and environmental viability. With demonstration sites in Italy and Norway, and replication efforts in four other European cities, USES4HEAT is set to promote sustainable heating solutions across the EU.

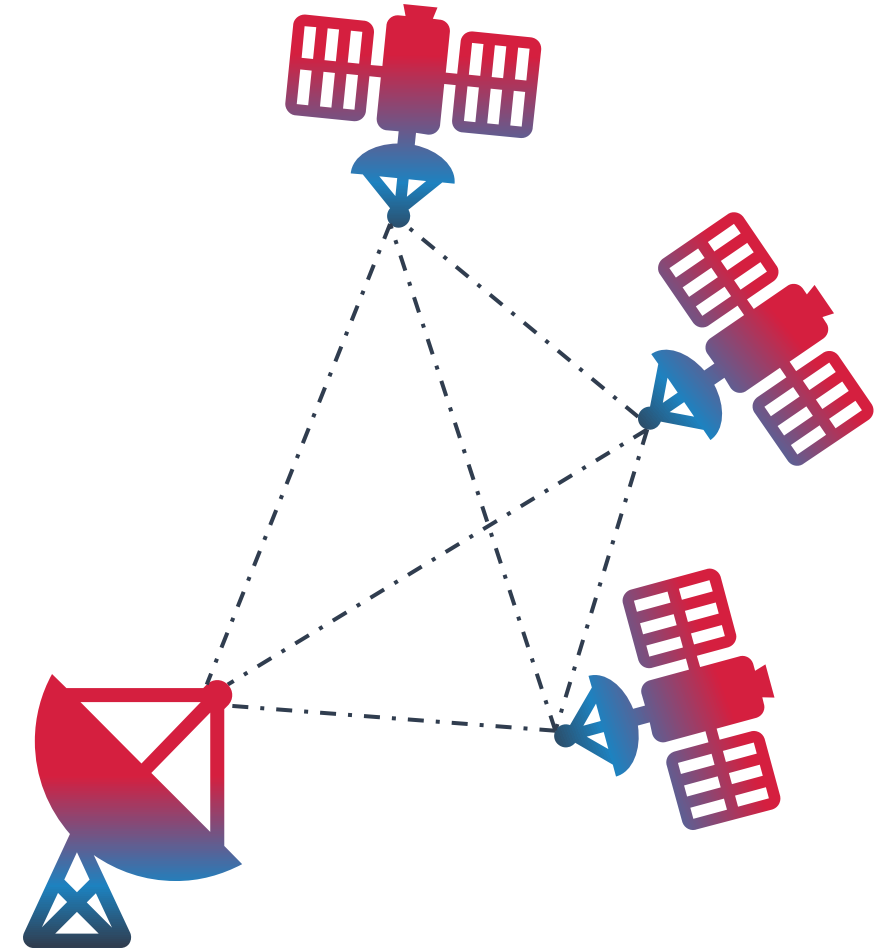
INTERSTORES
International Innovation Network for the Development of Cost- and Environmentally Efficient Seasonal Thermal Energy Storages
The INTERSTORES Project focuses on advancing Seasonal Thermal Energy Storages (STES) to support future energy systems that integrate diverse renewable energy sources, sector coupling, and waste heat recovery. By demonstrating two full-scale STES variants, Remo-STES and Giga-CTES, across Europe, the project aims to improve performance, cost efficiency, and reliability, ensuring their market acceptance and competitiveness.

THUNDER
Thermochemical Storage Utilization Enabling Data Centre Seasonal Energy Recovery
The THUNDER project aims to overcome existing barriers hampering the wide adoption of data centres' waste heat recovery strategies, providing an innovative, efficient and cost-effective Seasonal Thermal storage based on Thermochemical Materials. THUNDER solutions stretch across the value chain (data centre innovator storage providers, heat pump manufacturers and district energy company operators). The THUNDER solutions will be validated in field conditions at the Demosite in Bulgaria where the practice of waste heat recovery from data centres is not widely diffused thus boosting the market also in these areas. A deepened replicability assessment will be done and a pre-feasibility analysis developed in 10 further Demosites all over Europe. THUNDER is funded by the European Union.

PUSH-IT
Piloting Underground Storage of Heat in geoThermal reservoirs
The PUSH-IT project aims to pilot underground seasonal heat storage technologies to balance the mismatch between renewable heat supply and demand. By demonstrating these solutions at six European sites, the project supports the integration of sustainable heat into district heating networks. PUSH-IT also promotes stakeholder engagement and is developing an open-source tool to optimize storage configurations for cost-effectiveness and CO₂ reduction.

TREASURE in Action – Satellite Initiatives

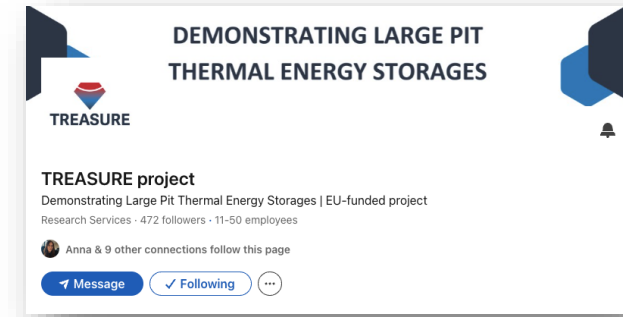
- Communication among different initiatives
- Establish an exchange between the project and the **15+ satellites**
- The workshop will be organised at the later stage of the project



TREASURE in Action – Social Media

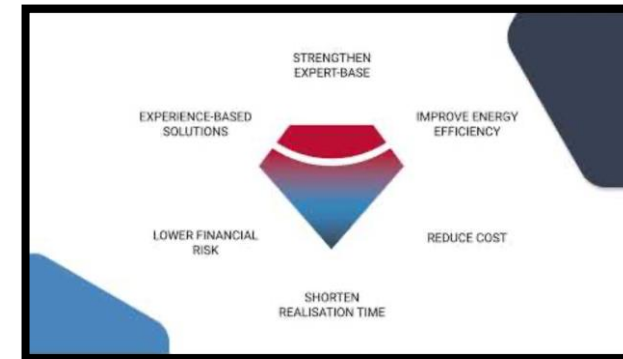
- **LinkedIn profile - @treasure-project**

- News, Articles, Partners Activity
- Events, Project Progress
- Clustering



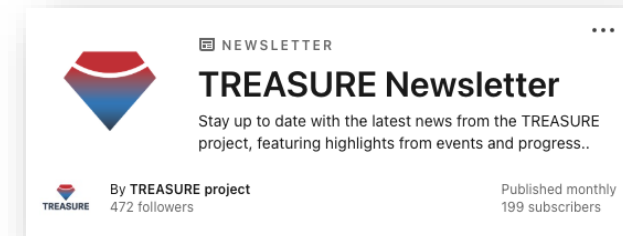
- **YouTube Channel - @treasure-project**

1. graphical video illustrating the project objectives, demos, etc.
2. complex video including interviews with key partners, filming from demo sites, and voice-over



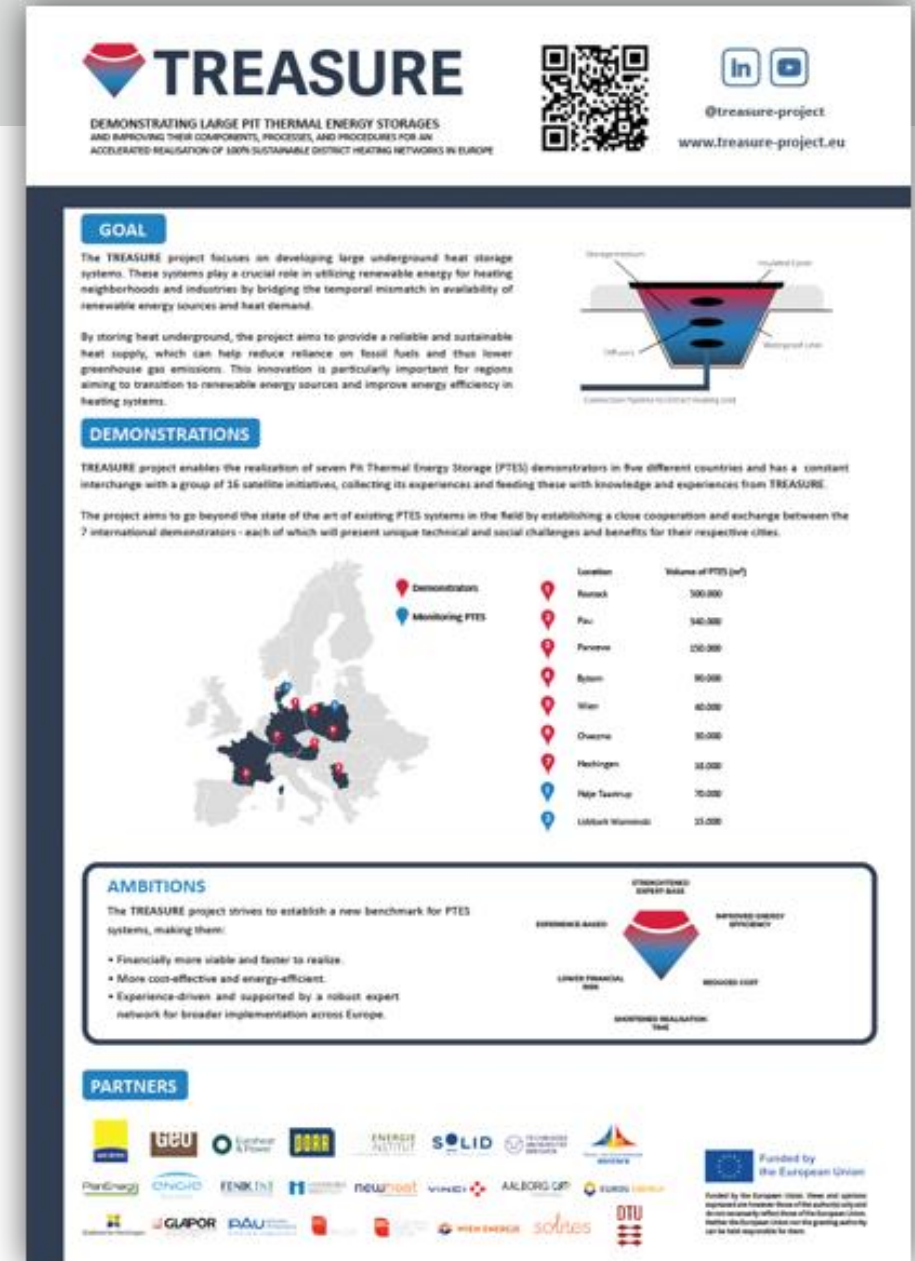
- **E-Newsletter**

- Released every **6 months**
- Subscription from **LinkedIn**



TREASURE in Action – Promo Material

- General public information about the project
- **Project presentation** – support of speakers review of CO and partners
- **Leaflet, Roll-up, Poster** - attendees of the dissemination events and activities, visual representation of the project



TREASURE in Action – Future Plans

- Communication via **Website** and **Social Media** will continue
- Results publication in **Popular** and **Scientific** magazines
- **Training Activities** for DHC+ school and DHC+ knowledge hub (Training material, videos)
- Organisation/co-organisation of **Cluster Events**
- Organisation of **Public workshops** and Special Events for **Policy Authorities**
- Participation at fairs, seminars, workshops or conferences

WEBSITE

www.treasure-project.eu

PRESENTER

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Thank you for your attention!

Contact us if you have any questions.



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