TREASURE

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Stakeholder Engagement and Public Perception in an LTES Projects

Michal Klauda, FENIX TNT

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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.

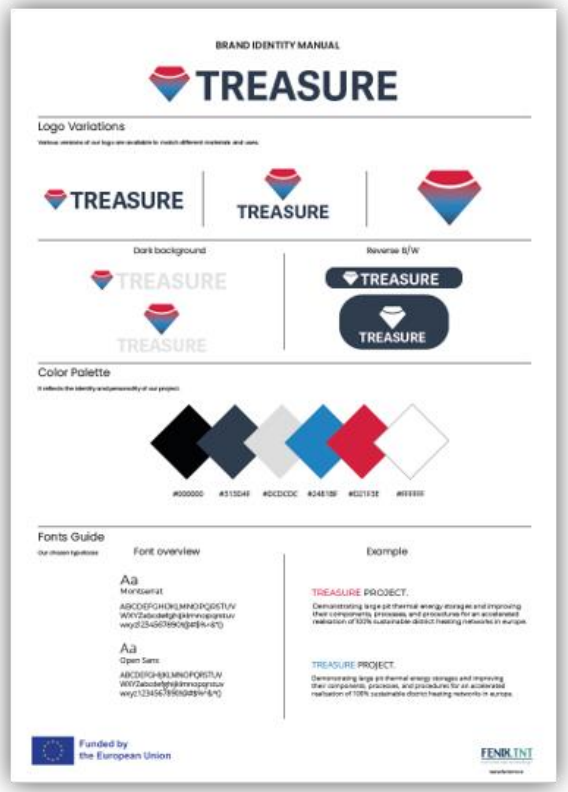
Our fields of expertise cover the entire range of **sustainable technologies** and the **built environment**, including renewable energy, energy efficiency, resource efficiency, waste reduction and reuse.

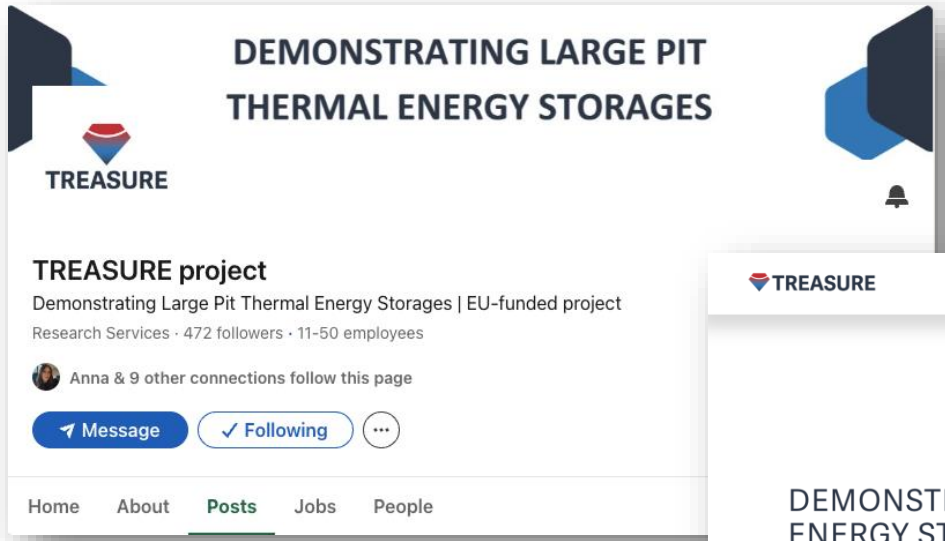
FENIX supports organizations that need to communicate the launch of a new product/service or to create, develop or consolidate their business networks for a successful market take-up of their innovations.

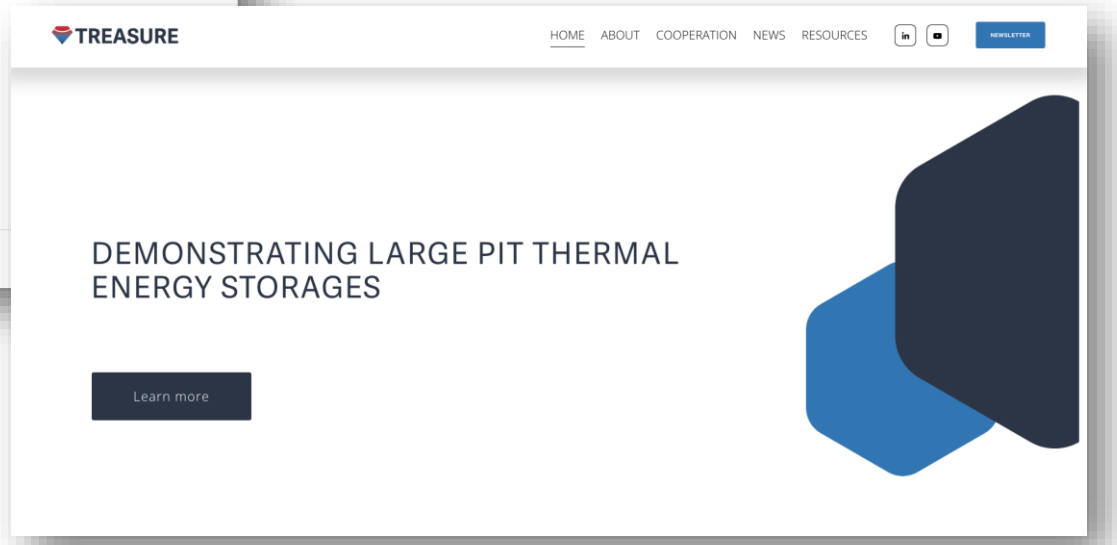
FENIX.TNT
tvořivost nad technologií

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

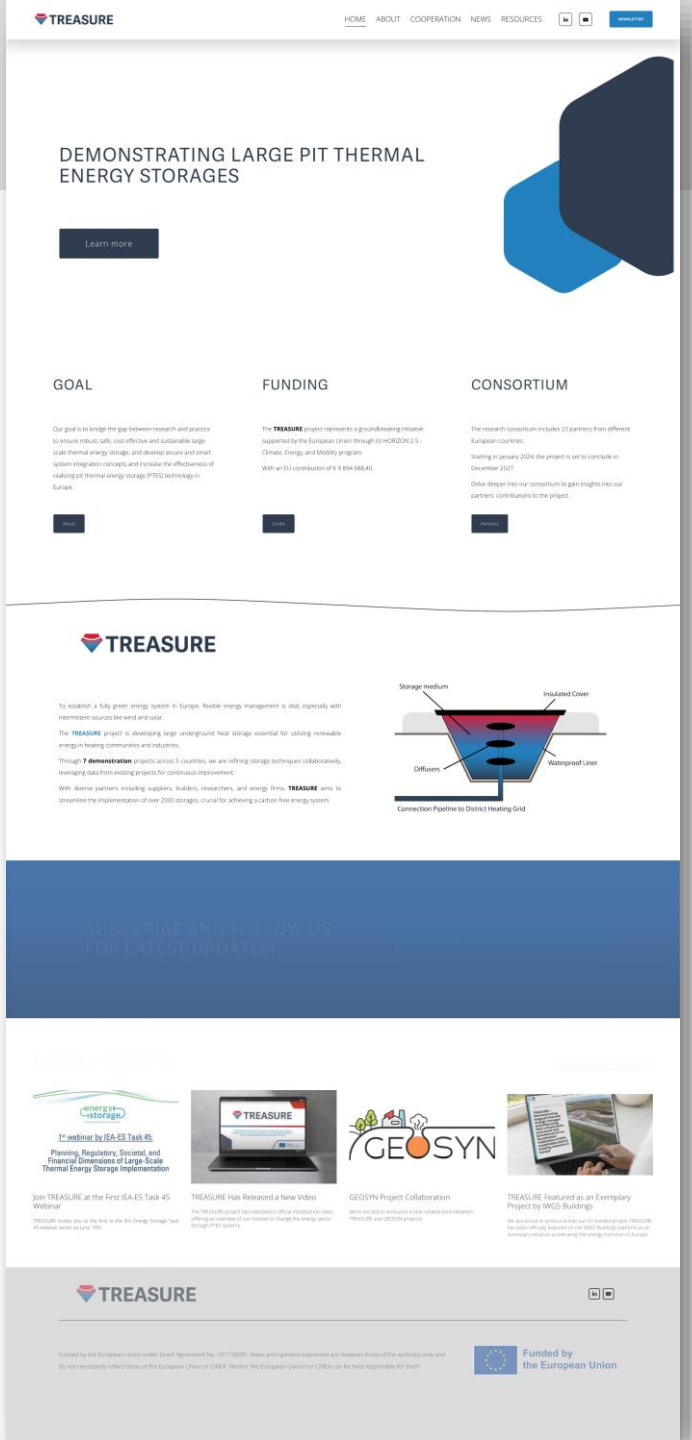
Stakeholders' Understanding and Public/Social Acceptance

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

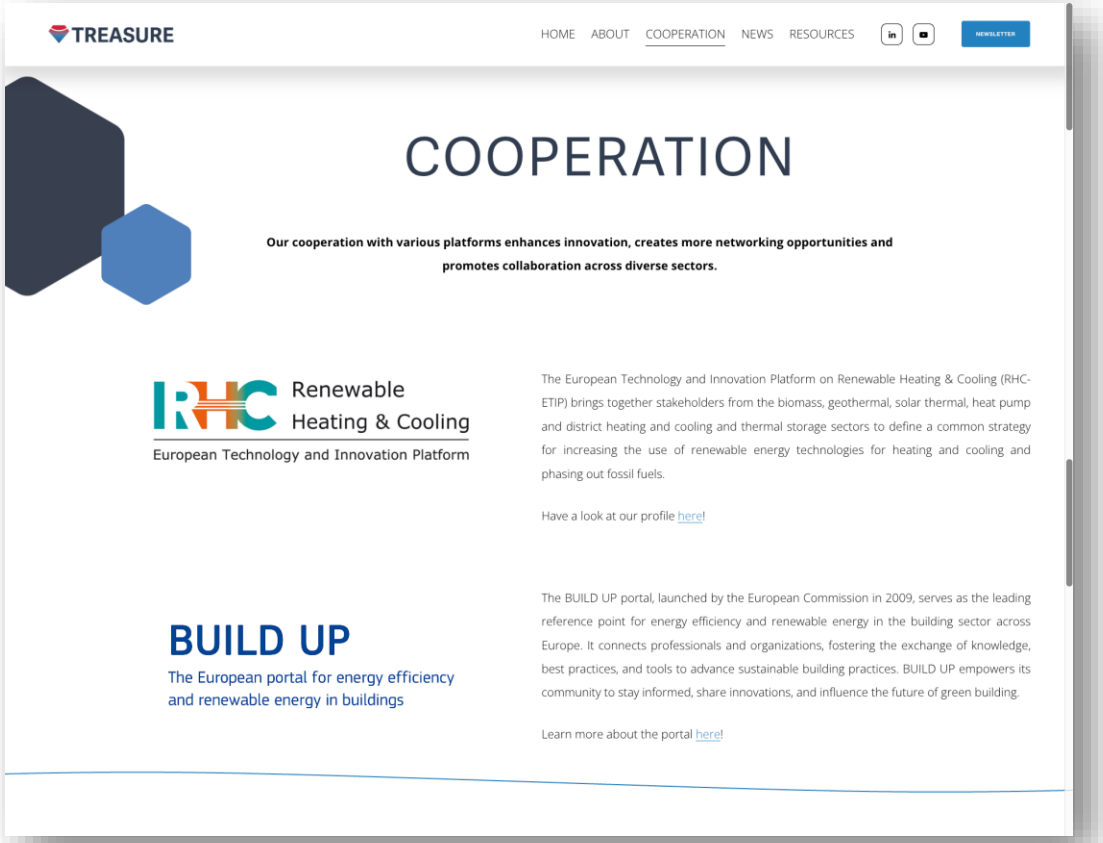
www.treasure-project.eu

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

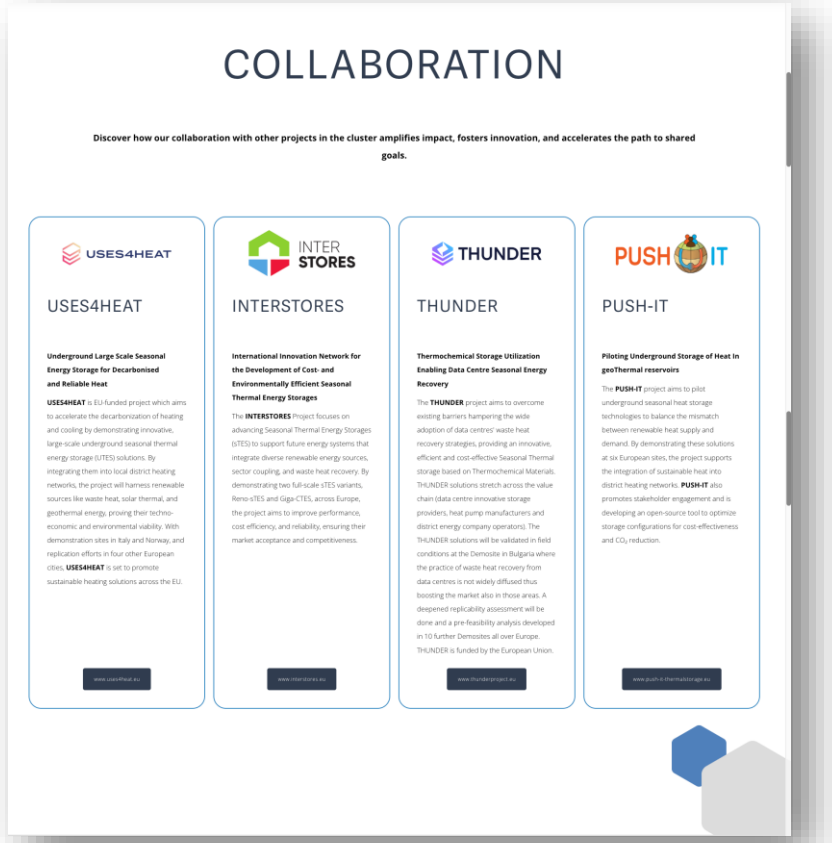


TREASURE in Action – Cooperation

Cooperation with Various Platforms

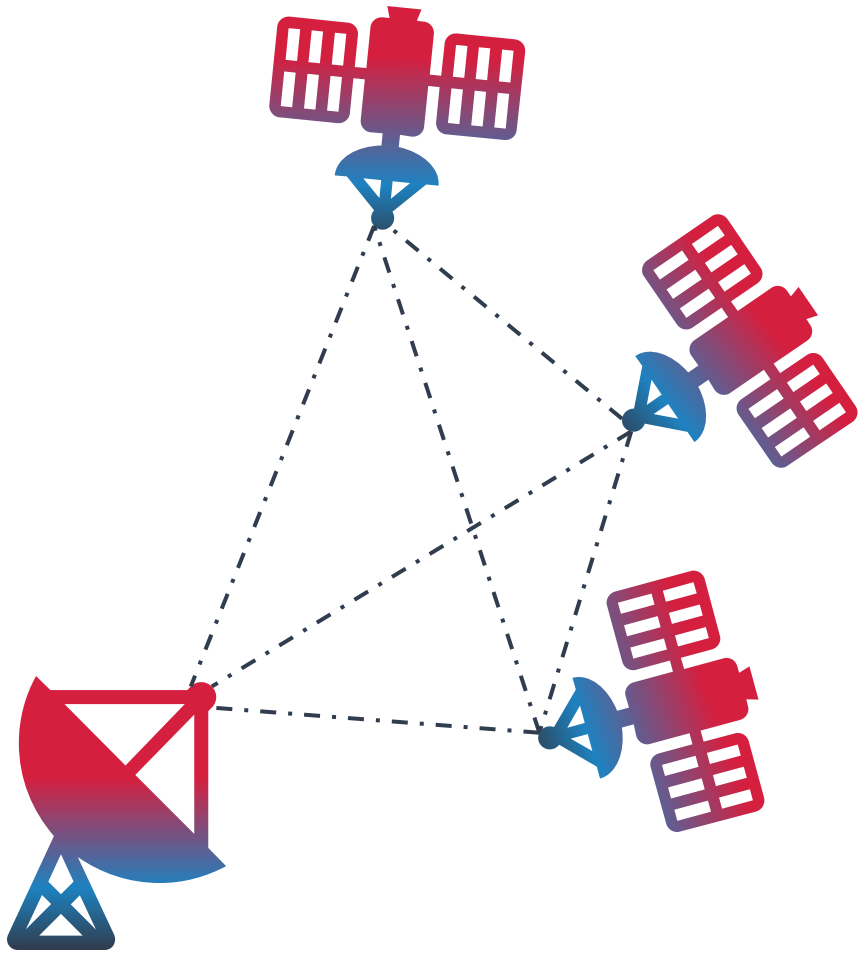


Cooperation with Cluster Project



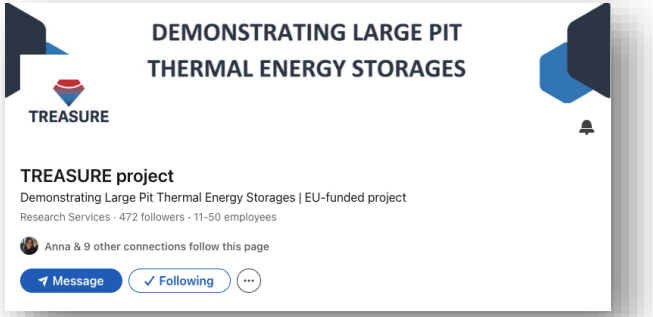
TREASURE in Action – Satellite Initiatives

- 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

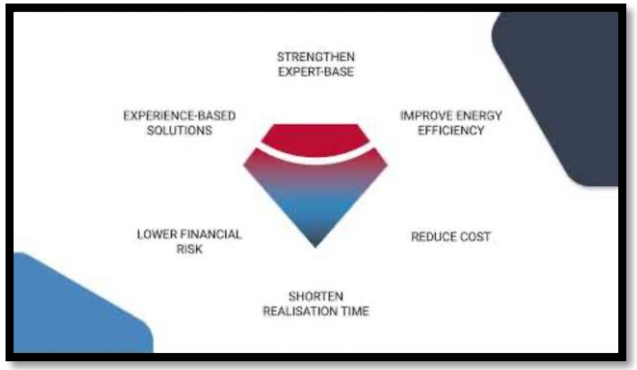


TREASURE in Action – Social Media

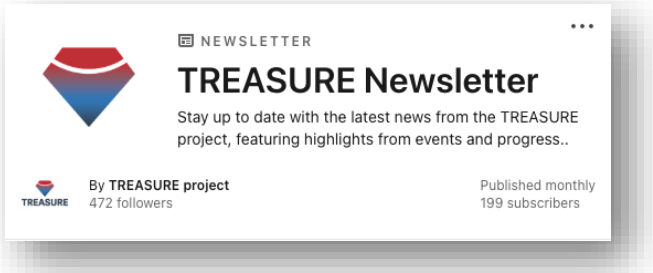
- **LinkedIn profile - @treasure-project**
  - News, Articles, Partners Activity
  - Events, Project Progress
  - Clustering



- **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

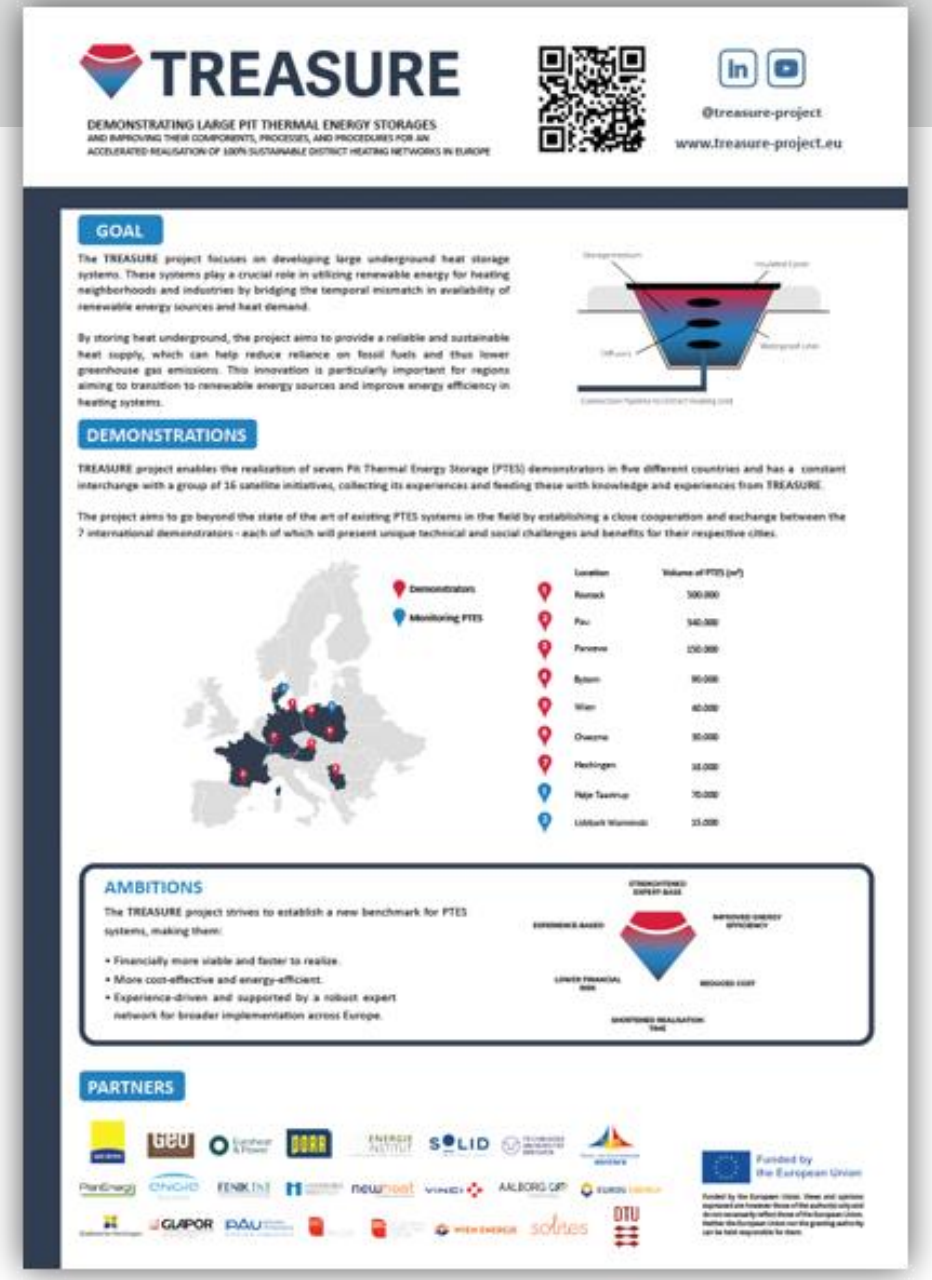


- **E-Newsletter**
  - Released every **6 months**
  - Subscription from **LinkedIn**



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

Michal Klauda

EMAIL ADDRESS

Michal.klauda@fenixtnt.cz

Thank you for your attention!

Contact us if you have any questions.

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