



STRATEGIC ENERGY TECHNOLOGY PLAN - AGENDA 2018-2023

Executive Summary

The SET Plan is the technology pillar of the European Union energy and climate policy. Since 2007, it supports the coordination of national and European R&D agendas in the field of low carbon energy while serving EU Member States and other SET Plan Countries in the transformation of their energy systems towards the Energy Union's objectives.

In a context of accelerating the transformation of the energy system, the SET Plan pursues a forceful implementation of its activities and a reinforcement of its position among the policy priorities of the EU and its Member States. For this purpose, the coordination of energy research in Europe needs to be further strengthened, where relevant and appropriate, and the conditions required to attract investments in the sectors of high potential for European competitiveness further improved.

The SET Plans agenda 2018-2023 proposes relevant tasks for reaching the abovementioned objectives through the implementation of the SET Plan 10 Key Actions over the next 5 years. The agenda 2018-2023 builds on the 2015 Commission Communication 'Towards an Integrated Strategic Energy Technology Plan'¹ and embeds the tasks in three chapters:

1. Implementation

Implementation working groups are established to advance the respective Implementation Plans (IPs) with the aim of reaching collectively the technology targets that will place Europe at the forefront of the next generation of low carbon technologies. Implementation tasks include the monitoring of progress of actions under the IPs and feeding the relevant information to the Strategic Energy Technology Information System (SETIS). Progress will be reported to the SET Plan Steering Group who will periodically assess progress and achievements.

¹ C(2015) 6317

2. Funding of activities

The execution of the IPs will be facilitated by the implementation working groups tapping into different funding schemes, co-programming and coordination activities at national, European and international level. Emphasis will be put –where relevant and appropriate- on strengthening cooperation between national programs, reliant or not on EU funding and maximizing synergies between EU and national programs, through co-programming and co-funding activities. Ensuring engagement of all relevant actors especially industry and research actors will be vital for these tasks on the SET Plan agenda.

3. Institutional strengthening and outreach

The strategic role of the Steering Group will be strengthened by embedding the new requirements of the Energy Union Governance Regulation in terms of R&D reporting in the SET Plan and reinforcing SET Plan's relevance to the Council (Competitiveness and Energy) and the European Parliament. Steering Group Members have a key influence in facilitating access to the corresponding relevant funding schemes to support the IPs. Outreach, visibility and dissemination of SET Plan related results will be enhanced to demonstrate the impact of the IPs.

Placing this agenda into the broader climate and energy policy context, the SET Plan will contribute to the Energy Union Clean Energy for all Europeans legislative package towards 2030 (which includes a set of measures to Accelerate Clean Energy Innovation²) and the EU Climate strategy towards 2050. The SETPlan aims also at contributing to other relevant EU policy initiatives in different areas such as the circular economy, bio economy, industry, mobility, European regional and urban policies.

The proposed activities will allow the SET Plan to contribute to the development and implementation of an overall European vision for the de-carbonization of the energy system through the coordination of relevant R&D targets and priorities integrating different levels of governance ranging from local/regional and national to European and international levels.

SET Plan will play a key role in Horizon Europe by contributing to the development of strong partnerships among public and private actors and by defining and implementing strategic initiatives at the European scale such as possible energy-related missions undertaken at EU level with a strong support from the Member States.

² C(2016) 763

An independent assessment of the SET Plan will be carried out in 2020 to assess progress towards the objectives of the 2015 Commission Communication 'Towards an Integrated Strategic Energy Technology Plan' and the realization of the present activity agenda 2018-2023. Specific criteria for the assessment will be developed by the SG.

This document endorsed by the SET Plan Steering Group on its meeting of 13 June 2018 was prepared as a joint effort between SET Plan countries and the European Commission.

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1. Implementation

The SET Plan Steering Group³ has endorsed 11 Implementation Plans (IPs) by June 2018 based on their quality and the feasibility of the activities described. The remaining 3 IP's (smart solutions for energy consumers, renewable heating and cooling/ energy efficiency in buildings and nuclear) are expected to be endorsed in the second half of 2018. The IPs define the R&D activities that are needed for the achievement of the corresponding targets considered critical to meet the SET Plan 10 Key Actions.

The execution of each Implementation Plan is ensured via one single structure integrating all relevant stakeholders instrumental to reaching the IP's goals. These implementation working groups should enable, promote, facilitate and monitor the execution of the identified R&D activities. Members will take into account the financing means available at both EU and national level, ensuring adherence to the principles of open competition and equal opportunities. The delivery of the activities listed in the endorsed Implementation Plans should be given priority. However, new activities can be included if they contribute to the goals set in the respective IPs.

The different features of the former Temporary Working Groups (TWG) and the endorsed Implementation Plans (IPs) should be taken into account when composing the core structure of implementation working groups to execute the activities identified in the respective Implementation Plans (no 'one size fits all'). It is important that the implementation working groups do not become closed clubs: actors that did not play a role in the development of the Implementation Plan, should still be able to join.

The SET - Plan Steering Group will monitor the implementation working groups' composition along the guidelines defined in this strategy. Refer to Annex 1 for guidelines on possible membership and roles of actors of an implementation working group, keeping in mind that the composition is not mandatory and can be defined on a case-by-case basis.

³ The Steering Group (SG) is the governance body for the implementation of the SET Plan. It is composed of high-level representatives of the EU Member States, Iceland, Norway, Switzerland and Turkey. With a mandate from the Council, its remit is to help implement a European Energy Technology Policy, aimed at an accelerated development and wide-scale application of clean, sustainable and efficient energy technologies

The work of the implementation working groups and the corresponding Implementation Plans might need to evolve progressively to match sectoral developments. A working methodology based on indicators need to be developed by each implementation working groups in collaboration with SETIS and with help and coordination of the European Commission. These indicators should reflect the requirements of the National Energy and Climate Plans (NECPs) and their progress should be monitored and periodically reported to the SET Plan Steering Group. When needed, the implementation working group may submit updates of their Implementation Plans and targets, to the SET Plan Steering Group for endorsement.

Each implementation working group should continuously assess cross-cutting dimensions in order to avoid overlapping activities, but also in order to develop adequate connections and synergies with other Implementation Plans. That should increase the overall impact and / or reduce the overall costs. The SET Plan Steering Group is one of the bodies where these issues will be discussed and best practice examples shared.

The annual SET Plan conference provides another opportunity to exchange ideas and tackle cross-cutting issues. The European Commission, together with the SET Plan country representatives and SET Plan stakeholders, are encouraged to highlight any cross-cutting issues within the implementation working groups with a view of identifying and implementing joint activities, and reporting these additional opportunities to the SET Plan Steering Group.

2. Funding of Activities

Considering the very high level of ambition of the endorsed Implementation Plans (IPs), it is essential to ensure an effective mobilization and optimal coordination of synergies of all funding resources potentially available.

One of the core activities of the implementation working groups is therefore to identify and establish the most suitable funding mechanisms and opportunities for these activities and follow up on their implementation. Each implementation working group should aim to ensure an effective coordination between public funding at the level of the EU, SET Plan countries and regions. Besides finding synergies between national funding programs through alignment activities, this may also include the setting-up of European transnational funding schemes. Especially the implementation working groups should aim at mobilizing investment with strong leverage effect, i.e. through the creation of public-public, public-private and/or private-private partnerships.

This section provides an implementation framework for guidance on funding mechanisms and support in identifying funding opportunities.

Funding Opportunities

The implementation working groups should facilitate matching of the activities envisaged in their Implementation Plans with the most suitable funding mechanism ('map and match'). Following the endorsement of the IPs, this group should map interests and capacities of stakeholders and match them with actual funding opportunities considering the role and contribution from industry research and innovation activities. In general, implementation working groups should seek funding for the identified R&D activities via the following funding sources:

- National and regional R&D funding programs
- Coordinated transnational cooperation schemes
- EU funding instruments for R&D
- Public-private partnerships and private and cooperate funding
- National public institutional funding

Each implementation working group should seek to involve at an early stage relevant representatives from entities, in charge of funding schemes, in order to increase the chances of envisaged activities to be funded. In addition, members of the implementation working group should play a direct role in actively seeking funding opportunities. Exchange of information between SET Plan countries, the Joint Action Working Group (JAWG) and implementation working groups should be treated with the highest priority. In terms of funding, the European Commission and the SET Plan countries will exchange information regarding funding opportunities and best practice in the Implementation Plans financing strategies with assistance of SETIS.

National and regional R&D funding programs

National and regional R&D funding programs are the main public funding resource for SET Plan activities. Therefore, SET Plan country representatives should, to the greatest extent possible, support an alignment strategy, ensuring that – where relevant and appropriate - their national R&D plans are as far as possible consistent with the Implementation Plans. National Funding Agencies and Program Managers should be encouraged to be, when necessary and appropriate, proactive in aligning their funding schemes with the SET Plan Implementation Plans.

The SET Plan countries involved in the implementation working groups should take into account that private investment is the most important contributor to the Energy Union's Research, Innovation and Competitiveness priority. Therefore, a dialogue between SET Plan countries and corporate actors is encouraged and pursued actively.

Coordinated transnational cooperation schemes

The activities in the Implementation Plans may be funded through coordinated transnational R&D schemes. This means that SET Plan countries may set up joint activities to foster collaborative R&D activities.

The SET Plan Steering Group representatives will act as “ambassadors” of the SET Plan Implementation Plans towards their administrative and political authorities and towards relevant national funding bodies. In order to strengthen the mandate and roles of the implementation working groups, national / regional funding bodies will be encouraged to engage directly in these groups.

To set up effective schemes, contributions from the existing Joint Actions Working Group (JAWG) should be fully exploited through regular consultation with the implementation working groups. The JAWG should help to identify further opportunities for transnational cooperation schemes and joint actions with and without EU co-funding, beyond their current focus on ERA NETs. The Joint Action Working Group, in collaboration with the European Commission, will take the responsibility of listing and updating all relevant financial instruments making the information available through SETIS.

The work of the Joint Action Working Group can also be supported by a strategic, long-term approach provided by Joint Programming Initiatives. Lastly, SET Plan countries could prepare fruitful joint actions through synergies stemming from the National Energy and Climate Plans (NECPs), which also request regional cooperation.

EU-funding instruments for R&D

Horizon 2020 supports the R&D activities of Implementation Plans with particular strong European added value in full respect of Horizon 2020 rules and procedures. In addition to the Work Program calls, for example InnovFin Energy Demonstration Projects target innovative demonstration projects. This represents the core of Horizon 2020 contribution to the execution of the IP's.

H2020' includes also support to the coordination and execution of the Implementation Plans through ongoing activities and through new specific Coordination and Support Actions (CSAs) and Tenders

(Energy WP 2018-2020). Furthermore, the use of financial instruments like the European Fund Strategic Investments (EFSI) Investment Fund, European Investment Banks Fund (EIB/EIF) and the innovation fund should be actively explored.

Implementation working groups are encouraged to actively engage with the relevant stakeholders and seek funding from corporate funding sources. To do so further stakeholders, e.g. Regional Program owners and Managing Authorities of European Regional Development Fund (ERDF) should be included in their strategic planning. Implementation working groups could also liaise with cooperation initiatives of the European regions, such as the Smart Specialisation Platform on Energy (S3PEnergy) to identify existing regional priorities and collaborations opportunities (e.g. INTERREG). This should help to ensure alignment and synergies, and facilitate the use of structural funds in much better coordination with EU and national grants and financial instruments and funds.

Public-private partnerships and Private and corporate funding

Given that the share of R&D investments is roughly 75% industry, 20% National public funding and 5% European Commission, unlocking R&D investment from industry is a core prerequisite for successful Implementation Plans. Therefore, implementation working groups are encouraged to actively mobilize stakeholders' funding (mostly corporate funding). Such private funding can be complemented by public sources as the ones described before. Pooling EU, national / regional funding and industrial resources, as well as facilitating or setting-up strategic Joint Programming schemes is a key function of the SET Plan and the respective implementation working groups.

The SET Plan Steering Group together with the implementation working groups actively fosters industrial participation in the execution of the Implementation Plans. The composition of European Technology and Innovation Platforms (ETIPs) covers the whole innovation chain: industrial stakeholders (incl. SMEs), research organisations and academic stakeholders, business associations, regulators, civil society and NGOs. Some of the ETIPs have included in their governing structures, permanent representatives of some SET Plan countries. In this context, all opportunities of maximizing synergies between the implementation working groups and the ETIPs should be exploited. ETIPs will report to the implementation working groups on the identification of concrete projects including possible co-fund activities in line with the Implementation Plans. Therefore, they play a vital part to ensure private sector engagement in the implementation working groups.

National public institutional funding

Public research represents a major contribution to the SET Plan objectives. In particular, the R&D activities of European Energy Research Alliance's (EERA) 175 organisations are mostly relying on national funding (institutional and project based). Mobilising these resources to fulfil the R&D

activities of the Implementation Plans is a priority in the coming years. EERA will report to the implementation working groups and SET Plan steering group on the identification of concrete projects including possible co-fund activities in line with the Implementation Plans. Existing and planned European Energy Research Alliance knowledge in funding issues and cooperation patterns should be exchanged with both SET Plan countries and the Joint Action Working Group (JAWG) in particular. Synergy and cross-validation of information should be ensured by the European Energy Research Alliance. A similar strategy should apply to public research performing organisations not represented in EERA.

3. Institutional strengthening and outreach

3.1 Energy Union Governance

The Regulation for the Energy Union Governance, which provides the framework to meet the targets set for 2030 and accomplish the objectives of the Paris Agreement, will enter into force in 2021. It will require Member States to adapt to a new governance model that will be built on the principles of integration of the strategic planning and coordination of implementation of energy and climate policies (including research and innovation). Member States will also be asked to report regularly on their national R&D objectives and associated strategies. It therefore seems appropriate that the SET Plan Steering Group is reporting on the execution of national R&D programs as well as elements of the national climate & energy plans (NECPs) related to the research, innovation and competitiveness dimension of the Energy Union, as set out in the Regulation.

This stems from the fact that SET Plan is the most appropriate tool to collect, monitor and report on R&D results and to formulate clear recommendations. Reporting on results and drafting recommendations will enable the monitoring of overall progress.

The NECPs provide an excellent opportunity to make this process systematic and relate it to SET Plan progress (having in mind that reporting requirements for the 5th dimension of the Energy Union in the NECPs are linked with SET Plan and Energy Union overall objectives). A robust, but workable methodology - including relevant indicators - shall be developed to allow the verification of progress of the execution of the Implementation Plans of the SET Plan and their compatibility with the national and EU strategic R&D objectives in convergence with the NECPs.

3.2 Synergies with international programs

As clean energy innovation is already part of global value chains, SET Plan countries and the European Commission intend to develop synergies between SET Plan Implementation Plans and relevant international initiatives e.g. Innovation Challenges of Mission Innovation, Clean Energy Ministerial, the Technology Collaboration Programs of the International Energy Agency, International Renewable Energy Agency activities.

For Mission Innovation (MI) in particular, a dialogue with the SET Plan shall be promoted in order to identify opportunities for cooperation on common areas of activity (MI Innovation Challenges/ SET Plan IP's). Good practices could include the possible use of SET Plan targets (representing a European dimension) for the definition of targets in the MI Innovation Challenges where appropriate and opening joint SET Plan activities to all MI members in areas common to the two initiatives. The European Commission and the SET Plan countries who are members of Mission Innovation and the European Commission would account for activities undertaken in the Implementation Plans and aim at coordinating their input towards Mission Innovation. Reciprocally, the European Commission and Member States participating in Mission Innovation would regularly inform all SET Plan countries of the progress accomplished in Mission Innovation Challenges. The table illustrates some examples of areas of common interest for both MI and SET Plan.

MI Innovation Challenge	SET PLAN implementation plan (s)
1. Smart Grids	Energy Systems (IP 4)
2. Off-grid Access to Electricity	Consumers (IP 3.1)
3. Carbon Capture	Carbon Capture Storage / Use (IP 9)
4. Sustainable Biofuels	Renewable fuels and bioenergy (IP 8)
5. Converting Sunlight	-
6. Clean Energy Materials	Cross-cutting
7. Affordable Heating and Cooling of Buildings	Energy Efficiency solutions for buildings & renewable Heating and Cooling (IP 5)
8. Hydrogen	Cross-cutting

The SET plan should also explore, when relevant, interaction and active dialogue with those strands of the work under the Clean Energy Ministerial (CEM) initiative that best fit the purposes of the various Implementation Plans and which best reflect the maturity (TRL level) of the work.

Vis-à-vis the Technology Collaboration Programs of the International Energy Agency (IEA TCPs), SET Plan countries who are members of the IEA would regularly inform the relevant implementation

working groups about the activities that have a bearing on the execution of the various Implementation Plans, in order to flag opportunities for enhanced collaborations with SET Plan activities. Reciprocally, the SET Plan countries would promote activities undertaken under the Implementation Plans towards the IEA's Technology Collaboration Programs and encourage complementary or collaborative activity between them.

Where relevant and appropriate, SET Plan countries would take into account the priorities of the implementation working groups while determining and implementing other international clean energy R&D policies, e.g. towards developing countries and in programs of IRENA / IEA.

3.3. SET Plan institutional strengthening

Strengthening the impact of the SET Plan achievements and accelerating the uptake of its outputs may require tighter links between the SET Plan Steering Group and the Council. The SET Plan strives to enhance its visibility within the Energy and Competitiveness Council. The mandate of the Steering Group already requires engagement at high administrative and political levels.

Raising the visibility of the SET Plan at Council level is of common interest to all SET Plan countries. To achieve this, the SET Plan the Steering Group will amplify reporting on achievements made in the respective Implementation Plans and propose policy options for reinforcing the activities, which are successful or addressing challenges ahead.

In anticipation of the discussion on the future development and prioritization of Energy R&D activities at EU level for the period 2021-2027, SET Plan Countries wish to strengthen the link between EU clean energy innovation funding programs and policies and the SET Plan. This will enable optimize convergence of available resources from EU and National levels towards the implementation of SET Plan priority actions.

Institutional strengthening for the SET Plan will also be sought by a more regular engagement with the Council and the European Parliament during the rotating EU presidencies. The annual SET Plan conference, organized in collaboration with the corresponding EU Presidency, offers a platform to showcase the progress of SET Plan implementation and offers a window to stakeholders on specific engagement opportunities with forthcoming implementation working group projects and activities. The conference is also an opportunity to inform a targeted audience on the Energy Union policy agenda and facilitate exchanges between SET Plan countries on energy policy developments thereby reinforcing awareness among all stakeholders.

In order to ensure a close link between the SET Plan and each EU presidency, the SET Plan representative of the Member State holding the Presidency is invited to become a member of the SET Plan Bureau, 6-12 months in advance of their Presidency. This will facilitate permanent contact with the EU presidency during the two semesters and allow communication of SET Plan relevant achievements.

3.4. Outreach

Communication will aim to enhance visibility and outreach of the SET Plan to key stakeholders at EU, national and international level. It is important to keep the momentum and reach out – in particular - to SET Plan countries, research actors and industrial stakeholders, due to their relevance and role for the success of implementing the Implementation Plans. This will include better communication of the SET Plan as a means to support EU ambitions in the energy transition.

All available channels, including workshops, European and national events, international fora such as Mission Innovation, IRENA and the IEA, shall be exploited to give visibility to the Implementation Plans and to the progress achieved, as well as to develop synergies and additional collaboration opportunities. The Main strategic objectives of the SET Plan Communication strategy are to:

- Inform key stakeholders on progress and achievements of the SET Plan to foster their engagement and commitment
- Increase prominence of the SET Plan as a key dimension of the Energy Union and its relevance in the policy arena at EU and national level.
- Inform and engage decision makers in SET Plan countries, to streamline alignment and strengthen commitment to the execution of the Implementation Plans
- Disseminate results and showcase successes to raise awareness and mobilise wider audiences
- Reach out to international audiences to support the ambition of Europe as a global leader in the energy transition

4. Summary of tasks identified on the Agenda to the SET Plan 2018 – 2023

TASK 1: Each implementation working group will establish its composition, including the election of a Chair and Vice-Chair(s), its methodology for each Implementation Plan and report on its decision for monitoring purposes to the SET Plan Steering Group.

TASK 2: The implementation working group and the European Commission will continuously identify and implement cross-thematic activities among the Implementation Plans. The SET Plan conferences are an opportunity to report on them.

TASK 3: The European Commission in collaboration with the Steering Group will develop an assessment methodology, common to all Implementation Plans, for tracking progress on R&D and competitiveness, which will be compatible with the reporting obligations of the NECPs, stemming from the Energy Union Governance Regulation. The methodology will aim at:

- Harmonizing / tailoring the SET Plan reporting structure with one of the NECPs, where relevant, while maintaining the needed level of detail allowing the assessment each SET Plan deliverable. In the case of public R&I investments, the reporting structure should be consistent with existing reporting IEA frameworks and commitments.
- Establishing indicative reporting mechanisms under the SET Plan aligned with the requirements of NECP reporting. For example, aggregation and consolidation of R&D related data on programs could be gathered from SET Plan countries and addressed by the SET Plan Steering Group and the European Commission.

TASK 4: Implementation working groups to reinforce regional cooperation in order to enhance, scale up of replicated successful activities in the SET Plan countries.

TASK 5: SET Plan countries and the European Commission aim to ensure a coordinated exchange of information on activities and results between SET Plan Implementation Plans, Innovation Challenges of Mission Innovation, the Technology Collaboration Programs of the IEA.

TASK 6: SET Plan countries not yet member of Mission Innovation are invited to assess their capacity to double their investments in clean energy R&D

TASK 7: SET Plan countries are encouraged to develop coordinated approaches toward multilateral international clean energy R&D programs.

TASK 8: SET Plan Steering to report periodically to the Energy and Competitiveness Council on progress made by its implementation activities.

TASK 9: SET - Plan countries and the European Commission encourage coordination between the SET Plan Steering Group members and Horizon 2020 Program Committees or their equivalent successor to facilitate the coordination of Joint Actions and tenders co-funded by national and EU funds supporting implementation working groups.

TASK 10: The SET Plan representative of the Member State holding the forthcoming rotating Presidency will be invited to become a member of the SET Plan Bureau, 6 months in advance of the new presidency.

TASK 11: EU member States will undertake activities to strengthen the visibility of SET Plan activities during their presidency. Ahead of each presidency the relevant Member of the SET Plan Steering Group will inform the group of the actions to be implemented.

TASK 12: Each implementation working group will develop a communication plan to enhance visibility and outreach of the activities of the implementation working group and report on the progress achieved.

Annex 1

Guidelines on the implementation working group keeping in mind that they are not mandatory and can be defined on a case-by-case basis.

- Chair (possibly assisted by a number of Vice-Chairs)
 - Is elected, to ensure the involvement of the group
 - Developing visibility and outreach (be an ‘ambassador’) of the implementation working groups building visibility and recognition
 - Ensuring overall coordination including task sharing within the group
 - Liaising with SET Plan Country Representatives, European Commission and EERA/ETIPs to help facilitate the execution of the Implementation Plan and the mobilization of corresponding financial support (e.g. co-funding)
 - Facilitate the monitoring and reporting progress in collaboration with SETIS, reporting periodically to the SET Plan Steering Group members on the execution and progress of the Implementation Plan
- SET Plan Country Representatives
 - It is highly recommended to have direct representatives of national and regional funding agencies to be the backbone of implementation working groups to ensure credibility and impartiality
 - Liaising with national SET Plan Steering Group representatives and Joint Action Working Group members, to jointly find ways to implement common interests
 - Coordinating national public funding and Programs ensuring its alignment with the Implementation Plans where relevant and appropriate
 - Ensuring visibility and outreach at national level
- European Commission
 - Supporting the Chair in the coordination of the group
 - Liaising with Chair for co-fund activities
 - Coordinating EC funding (including co-funds)
 - Informing about and liaising with other EU-funding instruments (for example EC funding, the Innovation Fund, InnovFin EDP, ESIF, LIFE and Horizon 2020 (including ERA-NET Co-funds)
 - Developing indicators to monitor the progress on the execution of the Implementation Plan, collecting data and publishing results (SETIS)
 - Liaising with other Commission services and European stakeholder groups (industry and research associations) to align current and future activities related within the implementation working group’s scope
- European Energy Research Alliance (EERA)
 - Mobilising public research organisations including academia
 - Dissemination of the activities of the Implementation Plans to relevant actors/institutions
 - Liaising with Chair, European Commission and SET Plan countries for identification of concrete projects including co-fund activities in line with the Implementation Plan
 - Identifying funding / financing opportunities and availability of support resources from within their membership (but also with the external sector)

- Ensuring synergies between the IP and EERA joint programs
- Ensuring that institutional research programs are aligned to SET Plan priorities, where relevant and appropriate.
- European Technology and Innovation Platforms (ETIPs)
 - Mobilising private actors, industry and research organisations
 - Dissemination of the proposed activities of the Implementation Plans to relevant actors / institutions
 - Liaising with Chair, European Commission and SET Plan countries for identification of concrete projects, including co-fund activities in line with the implementation plans
 - Identifying funding / financing opportunities and availability of support from within their membership (but also from the external sources)
 - Ensuring synergies between the IP and ETIP activities
 - Ensuring that industrial funded research programs are aligned with SET Plan priorities, where relevant and appropriate.
- Other stakeholders (to be considered in each implementation working groups)
 - Other relevant European industrial associations may fulfil the tasks of the ETIPs, as described above, in the absence of a relevant ETIP to the implementation working groups
 - National technological platforms and if needed national or European funding institutions
 - Public Private Partnerships, European Industrial Platforms (EIPs), European Institute of Technology Knowledge and Innovation Communities (e.g. KIC InnoEnergy)
 - European and national industry
 - Representatives of international initiatives (e.g. Mission Innovation Challenges)
 - Representatives of funding insitutions e.g. EIB
 - ...

Annex 2

Actions and tools

Communication and dissemination of results shall rely on a broad set of tools, exploiting and maximizing actual communication channels as well as identifying new opportunities. In particular:

- **The SETIS website:** shall remain the reference information channel and repository for official/public documents and reports. This will fit the purpose of making relevant information on the execution of Implementation Plans easily and publicly available. This should include the hosting wikis to showcase progress, plans and investment opportunities for the implementation working groups as well. Effective information flows from the implementation working groups to SETIS shall be foreseen, in order to properly feed the website with updates as regards to participation to/organisation of dissemination events, important milestones in implementation, release of status/progress report, important projects kickstarted etc.
- **Social media:** on the basis of the organizational resource available, social media platforms – such as Twitter, Facebook, LinkedIn – can be used. The EC Secretariat shall continue to

manage the official SET Plan account on social platforms, but it is recommended that social media platforms are included in the communication plan of the implementation working groups benefiting from H2020 support when relevant.

- **SET PLAN Conference:** represents the main SET Plan annual promotional event. It should target the SET Plan broader community: policy makers, industrial platforms, business community, research community and international organisations. The SET Plan Conference is a key occasion to showcase the progresses and achievements of IPs. An enhanced effort to enlarge its audience beyond the strict SET Plan Community is recommended.
- **Targeted EU Events:** participation in EU events, in particular those addressing the larger public such as the EUSEW, European Week of Region and Cities, and others.
- **Sectoral IMPLEMENTATION WORKING GROUPS events:** the organisation of targeted workshops at EU and regional level, participation in sectoral third party events are expected to play a major role in the communication plan of the implementation working groups targeting in particular industrial stakeholders, national and EU funding agencies, the sectoral business community and decision makers, MEPs, et cetera.
- **National events:** SET Plan countries are invited to support communication by facilitating visibility of the SET Plan in national events. It is suggested to make use of the national technological platforms and national associations as outreach networks in order to get the information, documentation, and progress of IPs across to all national/regional stakeholders.
- **Brochures:** brochures/flyers can represent a useful communication tool, complementing the website, summarising facts & figures and providing information and contacts, these can be used during events.
- **IPs Status/progress reports:** IPs Reports related to the monitoring function of the implementation working groups shall represent a key communication tool targeting in particular policy and decision makers (MSs, institutional stakeholders etc.). Reports shall be made available on the SETIS website and promoted through different media, including social media.

Suggested actions to implement communication and outreach strategy

- (SET Plan Secretariat + implementation working groups) Define proper information routines and guidelines to ensure that implementation working groups feed the website in a timely manner, with relevant and consistent updates
- (SET Plan Secretariat + implementation working groups) Identify implementation working groups reference Twitter account. Where feasible, advise on opening an implementation working groups account
- (SET Plan Secretariat) Involve, on a voluntary basis, SG members as multipliers. Map & list SET Plan SG members Twitter/other platform accounts
- (SET Plan Secretariat) Plan on an annual basis, the main EC and international events (i.e.: EUSEW, CEM, Mission Innovation, World Future Energy Summit, etc.) and coordinate SET Plan participation
- (SET Plan Secretariat) Set up comprehensive mailing lists, including all different categories of stakeholders
- (Implementation working groups) Ensure participation in relevant sectoral events and organize at least one annual workshop
- (SET Plan SG members) Actively promote the SET Plan at national level, participate in main national events with dedicated presentations
- (SET Plan Secretariat + implementation working groups) Realize an, institutional brochure providing a comprehensive overview of the SET Plan, and targeted brochures/flyers on individual IPs, managed by the implementation working groups. The EC Secretariat could

support implementation working groups by providing a template layout, thus ensuring consistency as regards visual identity.

- (SET Plan Secretariat + H2020 support when relevant) Realize and make available to implementation working groups standard templates for main below-the-line materials: Power Point presentations; brochure/flyers; reports
- (SET Plan Secretariat and the implementation working groups) Realize/update a SET Plan brochure to be issued during SET Plan Annual Conference and realize IPs' flyers, providing common set of information, on the basis of the template provided
- (SET Plan SG members + implementation working groupsmembers) Support dissemination of brochures/print-outs/IP reports to relevant national/sectoral stakeholders

Target and Actions

Target	Actions
EU political leadership (President of the European Commission, Vice President for the Energy Union; Vice President for Growth and Competitiveness; Commissioner for Research and Innovation; Commissioner for Energy and Climate action)	Send Reports Involve in main policy events
EU Commission services	Send Reports Invite to main events Invite and involve in technical workshops
European Parliament (ITRE Committee)	Send Reports Involve in main policy and technical events Organise meetings
SET Plan countries (Ministries in charge of energy, research, competitiveness and industrial policy)	Send reports and updates Involve in main policy events Involve in policy and technical workshops
SET Plan countries (Funding agencies)	
	Organise meetings
Financial institutions (EIB, national investment banks etc.)	Invite to/organize technical workshops Involve in main policy and technical events
Industrial Sectoral associations	
Research community	Leverage social media communication Leverage EERA community
International organizations (IEA, IRENA, OCSE)	Ensure SET Plan participation to international events Involve international organizations in main SET Plan policy and technical events
Sectoral and institutional stakeholders	including SET Plan issues in their PR