

# Communication Plan

## Review of Norwegian Oil & Gas Industry's Transformation during the Energy Transition and its Application to Greece (O-G-TRA)

**Promoter of the initiative: Hellenic Hydrocarbon Resources Management S.A.**

**Partner of the initiative: SINTEF AS by its institute SINTEF Digital**

### 1. Introduction

HHRM has started the implementation of the project on *“Review of Norwegian Oil & Gas Industry's Transformation during the Energy Transition and its Application to Greece”* in April 2021, after securing funding from the EEA Grants financial mechanisms. The aim for the collaboration of Norway and Greece on this topic is in exploring how current hydrocarbon activities in Greece can be supplemented with “green” and hybrid energy solutions, with a particular focus on the areas of a) carbon capture and storage (CCS) and b) offshore wind energy. This will involve a comprehensive review of the successful transformation of the Norwegian Oil and Gas sector in the last few years, and application of techniques and lessons learned into the Greek energy sector. The duration of the project is 18 months, and it is funded by the European Economic Area (EEA) Financial Mechanism 2014-2021 (EEA Grants 2014-2021).

### 2. Purpose

Communication activities are key to the O-G-TRA project, as the driving force of the project will be extensive stakeholder meeting, evenly spaced throughout the project duration. At these meetings, round-table discussions will be facilitated with the aim of gathering stakeholders' opinions and interests. The conclusions from these meetings will be compiled and analysed as appropriate and will then be forwarded to a distribution list of interested parties.

Therefore, it is imperative to reach out to all involved key actors in the Greek CCS and offshore wind energy sectors and to engage them in a meaningful and consistent way.

In addition, one of the main project tasks involves research on public awareness and communication in Greece regarding CCS and hybrid energy projects, and identify possible opposition and its root causes. Therefore, comprehensive dissemination activities are necessary in order to map the public's opinions and inform them about future developments in these energy fields. Public communication and social involvement and acceptability in Norway will be investigated in order to inform actions addressing the public in Greece.

### 3. Audience

Various audiences have an active interest in following the project's developments and activities.

- a) the general public in Greece, who have an active interest in new, “greener” and hybrid energy solutions.
- b) Greek actors with an active interest in CCS and offshore wind projects, including but not limited to: energy companies; energy suppliers; oil and gas operators; government bodies and policy-

makers such as ministries; academics, research institutes, universities; energy institutes; non-profit organisations; construction companies.

- c) Norwegian energy and service companies and contractors, who have an interest in expanding their activities and applying their extensive know-how to new, emerging markets such as Greece.

#### **4. Resources**

The project activities will be promoted through HHRM's website (<https://www.greekhydrocarbons.gr>), where a dedicated sub-site will be created. The webpage will include a description of the project's aim and activities, information about the partners and expected results. It will also include information about the EEA Grants, including the EEA Grants logo. Project developments and results, as well as key events will be published on the webpage.

The project will also be promoted through social media, with special emphasis on LinkedIn posts in order to reach the large audience that follows HHRM and SINTEF in this medium. It is noted that HHRM's LinkedIn webpage has a rising number of followers, where information and photos about the project's events and developments will be communicated.

HHRM will post a Press Release both in English and in Greek about the commencement of the project, which was posted on HHRM's website:

[https://www.greekhydrocarbons.gr/en/News\\_en.html](https://www.greekhydrocarbons.gr/en/News_en.html)

[https://www.greekhydrocarbons.gr/gr/News\\_gr.html](https://www.greekhydrocarbons.gr/gr/News_gr.html)

The press release will also be mirrored in various news and energy websites in Greece.

Press releases about the project's developments are also planned quarterly, following key project events.

In parallel, SINTEF will also disseminate the project's activities through their communications media and their established network.

Five workshops are planned during the project's duration, which will aim to actively engage stakeholders and get their opinions. The first one is planned on June 29<sup>th</sup>, 2021. These will be covered by extensive media campaigns through the partners' websites and social media, as well as press releases and other local media coverage.

In addition, two workshops and networking events are planned to take place in Norway, with the participation of the working group members from HHRM and from SINTEF and the involvement of the Greek Embassy in Norway. The main aim of these events will be information sharing, connecting with local stakeholders, and promoting the project's activities and opportunities created.

The innovative aspects of the research will be presented at academic conferences in Greece and internationally. The publication of research papers in academic journals is also planned.

Finally, another way of communication that will be actively sought is direct communication with researchers and policy makers actively involved in CCS and offshore wind, such as ELETAEN, RAE, Ministry of Environment and Energy, Ministry of Development, University of Ioannina etc.

It is noted that results and updates will be communicated to the Norwegian Ambassador to Greece and to the Programme Operator. Throughout all communication activities, the assistance from Iceland, Lichtenstein and Norway through the EEA Grants mechanism will be underlined.

## 5. Message

The results of each stakeholder workshop will form the basis of comprehensive reports, which be published and also distributed on interested parties. The key message is the application of lessons learned from Norway’s extensive experience in CCS and hybrid energy projects during the energy transition and their applicability to Greece and, consequently, to other emerging European and international markets.

## 6. Planning of activities

Activity n. 4 of the project centers around Public Awareness. The following tasks are planned to take place around the middle part of the project:

1. Public communication and Social involvement and acceptability in Norway (Autumn 2021)
2. Public awareness and communication in Greece (Spring 2022)
3. Differences between Norwegian and Greek public awareness and support (Summer 2022)

Stakeholder Meetings are provisionally planned for June 2021, October 2021, February 2022, June 2022 and September 2022. These will be followed by extensive media campaigns, as described above.

Joint workshops and networking events are planned in Norway in autumn 2021 and spring 2022.

The presentation and publication of project results in conferences and scientific journals is planned for the 2<sup>nd</sup> half of the project, after considerable meaningful results have been produced.

	2021							2022										
	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O
<b>COMMUNICATION ACTIVITIES</b>																		
Public communication and Social involvement and acceptability in Norway								■										
Public awareness and communication in Greece											■	■						
Differences between Norwegian and Greek public awareness and support														■	■	■		
Working Group - Stakeholder Meetings			■			■				■				■			■	
Website and social media posts	■	■				■	■			■				■			■	■
joint Workshop in Norway						■	■					■						
Networking events in Norway & Greece						■	■					■						
Conference presentation / Scientific paper																		■

## 7. Media management

In HHRM, media and public relations will be managed by its in-house PR department.

In SINTEF, communications will be managed by its press contacts team:

<https://www.sintef.no/en/sintef-group/contact-and-invoice-information/press-contacts/#/>

