

D6.5

3RD ANNUAL REPORT ON COMMUNICATION, DISSEMINATION, AND EXPLOITATION ACTIVITIES

V0.1

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DELIVERABLE



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0.1	Paola Maio	EHPA	Initial Version	2025/09/15
0.2	Paola Maio and Txomin Rodríguez	EHPA and TEC	2nd Version, integration of comments from TEC (reviewer)	2025/10/01

ABBREVIATIONS

C, D & E: Communication, dissemination, and exploitation

HEU: Horizon Europe

ICHP: Industrial and Commercial Heat Pumps Working group

KER: Key Exploitable Result

MCO: EHPA Manufacturers Committee

PUSH2HEAT: Pushing forward the market potential and business models of waste heat valorisation by full-scale demonstration of next-gen heat upgrade technologies in various industrial contexts.

R&I Committee: EHPA Research and Innovation Committee

WPs: Work Package (s)



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1. INTRODUCTION

This deliverable (D6.5) intends to collect and present all communication, dissemination and exploitation activities carried out between months 25 and 36 of the project. This way spotlighting all the efforts dedicated to raising awareness, promoting the PUSH2HEAT project and its related results, and knowledge generated within and beyond the project, as described in D6.1 Communication, Dissemination and Exploitation Strategy.

This is the third of four reports that will be also prepared on M48. Initial report was prepared in M12.

2. OBJECTIVES

The annual report on communication, dissemination and exploitation aims to provide a clear overview of how all the communication channels and activities have worked together to address the initially identified stakeholder groups, as indicated in deliverable 6.1.

EHPA, as the Work Package leader of PUSH2HEAT's WP6 (Dissemination, Communication & Exploitation of Project results), has overseen coordinating the implementation of the Communication, dissemination and exploitation activities with the cooperation, direct involvement, and support of the other Work Package leaders and all the project partners,

As described in D6.1, the approach to communication and dissemination is different depending on the phase of its development. The activities gathered in this deliverable follow the approach of **Phase I**.

Phase I: Raise interest among key stakeholders aims at establishing a common project identity and raise awareness and interest regarding the project's expected results and impacts.

This report will be divided into three area:

- **Communication activities:** focusing on the promotion of the project's activities and raising awareness of the benefits of heat upgrading technologies to a general audience, including decision-makers.
- **Dissemination activities:** focusing on the spread of the technical results of PUSH2HEAT to identified target groups and fostering collaborations with other related projects.
- **Exploitation activities:** focusing on ensuring the life-beyond-the-project of the PUSH2HEAT's Generated results.



3. COMMUNICATION ACTIVITIES WITHIN THE 3RD YEAR

3.1 Visual identity

3.1.1 Project promotional materials

A new factsheet introducing the project's Demosite 1 was released in M32, circulated via social media, and is now accessible on the Push2Heat website [here](#) and [here](#). In addition, the *Technology Factsheet* n.2 has been replaced with the new version highlighting the solution provided by Cannon Bono, available [\[here\]](#).



Process details

Heat Source: Waste heat is recovered from the production areas via three air/water-heat recovery systems.

Heat sink: Condensate from the paper production process will serve as feedwater for the steam production.

The double stage heat pump will provide slightly overheated steam.

In the low temperature circuit the R515B refrigerant is used with a Bitzer screw compressor.

Partners involved

Expected Impact

- Gas Savings:** Gas savings of approximately 453,000 m³/year.
- CO₂ reduction:** Around 281 tonnes of CO₂ emissions are avoided annually.
- OPEX Savings:** Depending on the energy prices, the OPEX savings account for around 108,000 €/a.
- Heat Availability:** Waste heat is available for at least 4,800 hours each year at temperature ranges from 45°C to 80°C.

Push2Heat is an EU-funded project that aims at addressing the technical, economic and regulatory barriers that prevent heat upgrading technologies to be widely deployed. It is doing so by scaling up four different heat upgrading technologies to optimise their efficiency and economic performance.



Technical details

- Two stage upgrades:** Heat Pump + MVR
- Eco-Friendly Refrigerant:** R1233zd(E)
- Heat recovery:** 600kWth from cogeneration cooling water which will be cooled from 90°C to 80°C
- Overall COP of the system:** 3
- Delivered steam:** 1310 kg/h at 6.5 barA

PUSH2HEAT in a nutshell

PUSH2HEAT is an EU-funded project that aims at addressing the technical, economic, and regulatory barriers that prevent heat upgrading technologies to be widely deployed. It is doing so by scaling up four different heat upgrading technologies to optimise their efficiency and economic performance. In addition, it is focusing on integrating them into the relevant industrial sectors such as the paper and chemical industries.

Expected Impact

- Reduction of natural gas consumption (6208MWh/y)
- Energy efficiency improvement of the plant
- Reduction of CO₂ production (1242ton/y)

Glossary

- 2 Bar(a):** 2 bar(a) means the pressure is twice as high as the normal atmospheric pressure at sea level, which is approximately 1 bar.
- MVR (Mechanical Vapor Recompression):** a technology that compresses vapor (usually steam) to reuse its heat at a higher temperature.
- Heat Sink:** The destination or recipient of the heat.
- Refrigerants:** Substances used in the refrigeration cycle to absorb and release heat.
- COP (Coefficient of Performance):** A measure of the efficiency of a system, indicating how much useful energy it produces compared to the energy input.
- ODP (Ozone Depletion Potential):** Measures a refrigerant's potential to harm the ozone layer.
- GWP (Global Warming Potential):** Indicates a refrigerant's impact on global warming compared to CO₂. <5 GWP means very low climate impact.

Technical Challenges

- Direct steam production management considering the risks of leakage of refrigerant
- Direct coupling of MVR to the condenser of the HP and vibration wave handling
- Adaptation to the limitation of the space by smart design

Figure 1: Factsheet

3.2 Website

The [Push2Heat website](#) was developed by EHPA in the early stages of the project to serve as a central hub for all Push2Heat-related public information. It allows stakeholders and others to access the project's objectives, progress, deliverables, newsletters, webinars, and preliminary results at any time. The website undergoes frequent updates and improvements to align with the project's evolving requirements throughout its lifecycle and for two years after its completion.

Since October 2024 until September 2025, it has garnered **41.042** number of visits and **401.597** hits

Table 1: Stats on website October 2024 - September 2025

Month/Year	Unique Visitors	Number of Visits	Hits
October 2024	1744	2501	33723
November 2024	1910	2477	37908
December 2024	1523	2040	25629
January 2025	1666	2184	30242
February 2025	2053	3409	30242
March 2025	2367	3793	36166
April 2025	2827	5117	43640
May 2025	3019	5971	47799
June 2025	2269	3987	35349
July 2025	2417	4165	36446
August 2025	544	1291	7896
September 2025	2705	4107	36557
Total	25004	41042	401597

3.3 Social Media Channels

[LinkedIn](#) and [X](#) (formerly Twitter) were established as the primary social media channels for disseminating the work of Push2Heat to relevant target groups at the start of the project. Over time, however, it became evident that Twitter did not provide sufficient visibility or engagement with our stakeholders. Consequently, the consortium decided to discontinue its use and focus communication efforts on LinkedIn, which has proven to be more effective for reaching our target audiences

LinkedIn has been consistently used to share posts related to project updates, news, relevant events and other topics of relevance, with these channels we aim to maintain an active online presence, keep stakeholders informed and engage in discussions regarding the project's themes.

Since the last Annual C, D and E activities report, our LinkedIn following has grown by **153** followers, with a total number of **800** followers.



A dedicated [YouTube channel](#) was established to serve as a repository for all PUSH2HEAT video content produced throughout the project's duration. As of September 2024, the channel has 7 videos: including the project organised webinars, the 1st promotional video and a video interview on the conference Anuga Food Tec.

Regardless, all videos from the project are also shared on [EHPA's youtube channel](#), as it has an interested audience already established and 910 subscribers in September 2025, and some of their members are also groups the project is interested in engaging with.

3.3.1 Stats LinkedIn

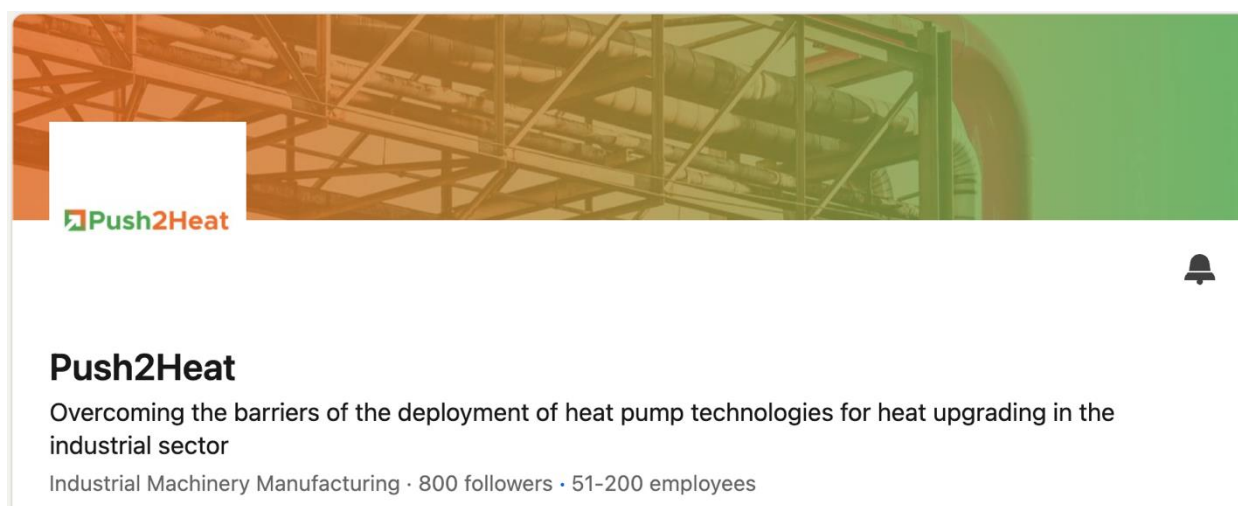


Figure 2: Push2Heat LinkedIn profile

Table 2: Stats Push2Heat LinkedIn

Number of followers until September 2025	800
Number of Post Published by Push2heat in the period covered by the 3 rd annual C, D, E activities report	19
Total impressions during the period covered by the 3 rd annual C, D, E activities report	12.190,00
Total Clicks during the period covered by the 2 nd annual C,D, E activities report (until 16 th of August 2024)	1637

3.4 E – Newsletter

The PUSH2HEAT newsletter was created to provide updated information about the project to relevant key stakeholders, gathered within the project's Stakeholder Network. During this 3rd year of activities, two e-newsletters were sent: The fourth newsletter was sent in **October 2024** (Available [here](#)) to 374 contacts and the fifth edition, in **April 2025** (Available [here](#)) to 588 contacts.

A sixth newsletter is set to be sent in October 2025. (M37)

3.4.1 Stakeholder Network

The stakeholder Network is an evolving community that has been progressively developed throughout the first months of the project. Its purpose is to bring together stakeholders who have expressed interest in staying informed about PUSH2HEAT's activities. The initial list was formed by leveraging the contacts within the Project Consortium partner networks, with individuals who had shown interest in receiving updates about the project. Additional members were added to the network through two main channels:

- The registration forms available on the PUSH2HEAT website, which was promoted through the project's social media accounts
- The participation in the PUSH2HEAT webinars, during which attendees had the opportunity to indicate their interest in joining the Stakeholder Network.

As of September 2025 the stakeholder network has **660 members**.

3.5 Promotional Video

In M13, a promotional animation video was released to disseminate the purpose and goals of the PUSH2Heat project to a broader audience. The objective was to elevate awareness and foster interest in the initiative. The video, accessible [here](#), has garnered 6600 views.



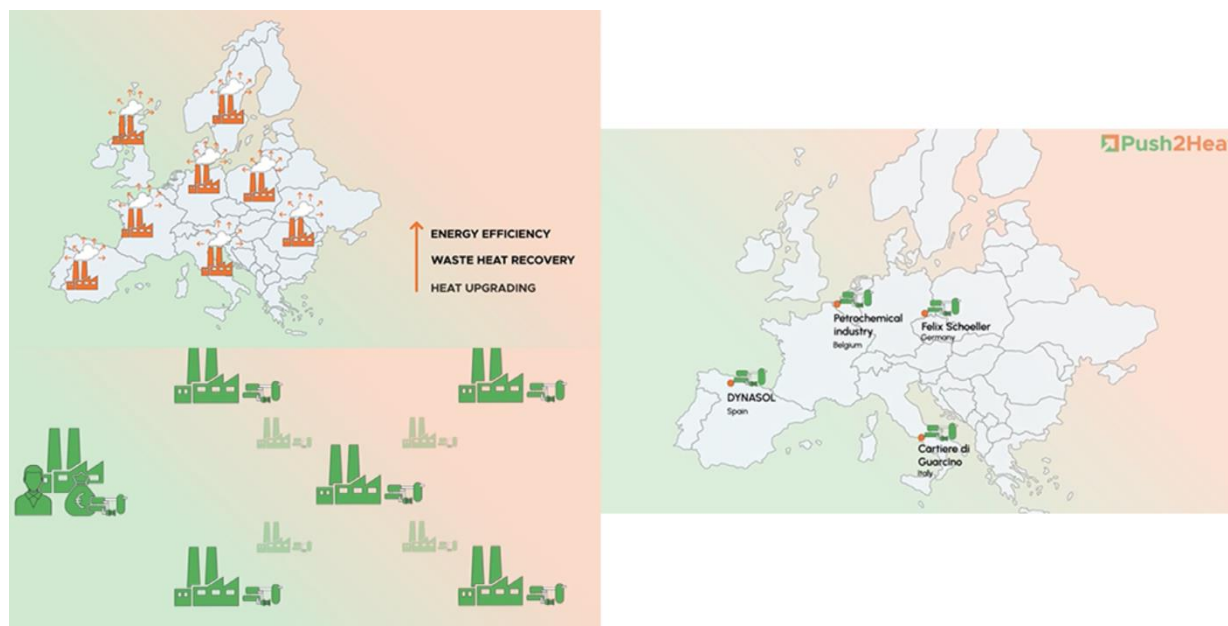


Figure 3: stills from promotional video

3.5.1 Demosites Video

A new video will be produced next month to showcase **Demo 1 in Germany**. All footage has already been recorded, including shots of the heat pump, interviews with the technology and knowledge providers, and the demo site owner. The video is currently in the **editing phase** and will be released between **October and November**.

This video is part of the **training campaign** implemented by **PUSH2HEAT**, which will also feature **webinars and virtual demo site visits**. All materials will be recorded and made widely accessible through the project website.

3.6 Press releases and news

Between M24 and M36, 3 news articles have been published on the partner's websites.

Table 3: Press releases and news articles

EHPA	<u>Don't waste the warmth: how industrial heat pumps can recover excess heat</u>	28 November 2024
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EHPA	<u>High temperature heat pumps: turning up the heat on industrial decarbonisation</u>	22 May 2025
SPH	<u>Forging ahead: SPH and Push2Heat pave the way for high-temperature industrial heat pumps</u>	16 June 2025

An article titled “*Investigación experimental y prototipos de bombas de calor de alta temperatura en España*” by OST was published in *FRÍO CALOR AIRE ACONDICIONADO*, a Spanish-language magazine covering the latest innovations in refrigeration, heating, and air conditioning. **Push2Heat** is mentioned as a key initiative supporting the adoption of these technologies, focusing on performance optimization and overcoming technical barriers to advance industrial decarbonization in Europe. Available [here](#).

An article, along with an interview with Johan Van Bael and Wouter Ducheyne from Push2Heat’s partner VITO, was published in October 2025 on *Trends*. The piece discusses the challenges of making industry more sustainable and presents the European research project PUSH2HEAT as a concrete solution, highlighting how industrial waste heat can be efficiently reused in production processes. The article and video interview are available [here](#)

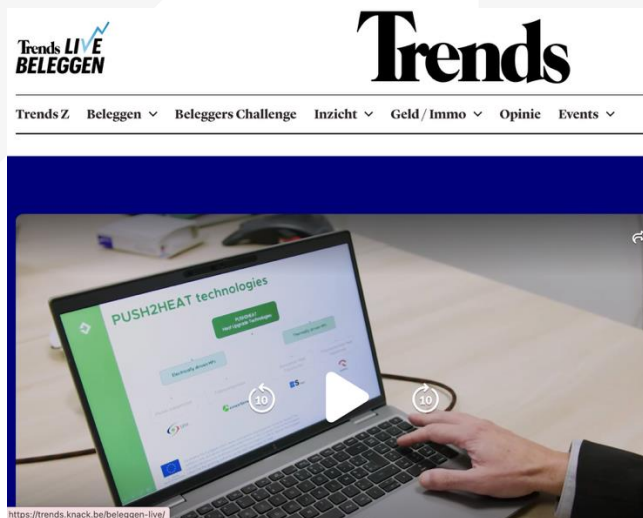


Figure 4: Article in Trends

3.7 Scientific publications

Since the last Annual C, D and E activities Report, 1 publication have been made by the Push2Heat Consortium:

- J. Famiglietti, L. Acconito, C. Arpagaus, T. Toppi. “Environmental life cycle assessment of industrial high-temperature to residential small-size heat Pumps: A critical review”, *Energy Conversion and Management: X* (Vol. 26, April 2025).
<https://doi.org/10.1016/j.ecmx.2025.100947>

The following publications were made in the second year of the Project and reported in the 2nd Annual C, D, and E Activities Report. Open access was not available at the time of reporting. Below, all publications have been integrated with the relevant publication links:

- Payá Herrero, J., Hassan, A. H., & García, J. R. A. (2024, April 22-26). Aprovechamiento de calor residual mediante tecnología de bomba de calor: Caso de uso en planta de producción de mezclas asfálticas. In *XXII Congreso Ibero Latinoamericano del Asfalto (CILA)*. Granada Spain.
<https://riunet.upv.es/handle/10251/209010>
- Payá, J., Hassan, A. H., Gómez-Elegido, D., & Lucas-Alós, P. (2024, June 26-28). Viabilidad técnico-económica de distintas tecnologías de recuperación de calor en la industria agroalimentaria. In *XII Congreso Ibérico y X Congreso Iberoamericano de Ciencias y Técnicas del Frío*. Universitat Miguel Hernández, Elche, Spain.
<https://revistas.innovacionumh.es/index.php/cyfef2024>
 - Payá, J., Hassan, A. H., Gómez-Elegido, D., & Sebastià, M. (2024, June 26-28). Análisis técnico-económico de distintas tecnologías de recuperación de calor en la industria papelera. In *XII Congreso Ibérico y X Congreso Iberoamericano de Ciencias y Técnicas del Frío*. Universitat Miguel Hernández, Elche, Spain.
<https://revistas.innovacionumh.es/index.php/cyfef2024>
 - Alonso, L., & Corrales, J. L. (2024, January 23-24). Thermoeconomic analysis of waste heat upgraded steam production in the chemical industry using Type II absorption heat pumps. In *High-Temperature Heat Pump Symposium 2024*. Copenhagen, Denmark
<https://orbit.dtu.dk/files/366495249/hthp-symposium-2024-book-of-presentations.pdf>



4. DISSEMINATION ACTIVITIES WITHIN THE 3RD YEAR

4.1 Events

Push2heat has been presented in **31** events related to the project scope. Below there is an overview of all events in which the project has been part of, some of them they have taken place in collaboration with other EU Projects.

Table 4: Events Push2Heat has participated in

Event	Date	Location	Type of participation	Number of participants/ audience reached	Partners involved
<u>Chillventa</u>	8-10 October 2024	Nuremberg, Germany	Flyers, networking	30000 visitors	EHPA
<u>Heroes of Our Energy Future Networking Reception</u>	17 October 2024	Brussels, Belgium	Flyers, networking	150 participants	EHPA
<u>2nd European Process Industry Conference hosted by A.SPIRE</u>	23 October 2024	Brussels, Belgium	Networking	200 participants	EHPA
<u>z-Sustainability</u>	29 October 2024	Antwerp, Belgium	Presentation		VITO
<u>National Workshop on the Technological Collaboration Programme for</u>	11 November 2024	Madrid, Spain	Presentation	100 Participants	CARTIF



Heat Pumping Technologies					
Presentation of Push2Heat to P&G	20 November 2024	Online	Presentation	6 people	EHPA
Excess Heat Recovery: Driving Circular Economy in Industry and Urban Communities with heat pumps	26 November 2024	Online	Presentation	78 participants	EHPA
EECA Workshop	17 December 2024	Christchurch, New Zealand	Presentation	50 participants	OST
Yearly congress of OVED	13 June 2024	Genk, Belgium	Presentation	110 participants	VITO
Geothermal Power 2024	07 March 2024	Brussels, Belgium	Presentation	100 participants	VITO
Opening of the heat pump demo of the Tiense Suikerraffinaderij (BE) in the sister project	19 February 2025	Tienen, Belgium	Presentation	145 participants	VITO
Thermal Energy Decarbonization Summit	19 February 2025	Vitoria, Spain	Poster showcase	150 participants	TEC



OEM workshop on large HP and MVR	3 March 2025	Online	Presentation	30 participants	FH
<u>International Congress of Sustainability Science & Engineering (ICOSSE'25)</u>	20-22 February 2025	Auckland, New Zealand	Presentations	150 participants	OST
<u>[IKEA Energy Academy Webinar] Overview of subsidies for industrial heat pumps in Europe</u>	7 March 2025	Online	Presentations	50 participants	EHPA
<u>6th CA-EED3 Plenary Meeting</u>	27 March 2025	Berlin, Germany	Presentations	150 participants	FH
<u>Energy4Climate (NRW)</u>	xxx	xxx	Flyers distribution	xxx	SPH
<u>ISH Frankfurt</u>	17-21 March 2025	ISH Frankfurt	Booth and flyers distribution	163000 Participants in total and 100 audience members reached out directly	EHPA
<u>APQuimica Workshop</u>	28 March 2025	Online	Presentation		EHPA
<u>Heat Pump Technologies</u>	07-08 April 2025	Milan, Italy	Booth and flyers distribution	6000 Participants in total and 100 audience members reached out directly	EHPA



DecarbCities	13-14 May 2025	Krakow, Poland	Flyers distribution and networking	105 Participants	EHPA
Food4Future Fair	15 May 2025	Bilbao, Spain	Presentation	60 Participants	EHPA
XIX Convegno dell'Associazione Rete Italiana LCA	19-20-21 March 2025	Cortina, Italy	Conference-Presentation	150 Participants	POLIMI
The Road to Sustainable Industrial Heat: A Roundtable on the Future of Industrial Heat Pumps	22 May 2025	Online	Webinar	77 Participants	EHPA
ALLICE European E-café	23 May 2025	Online	Presentation	20 Participants	TEC & SPH
Efficient, sustainable energy use in industry: Unlocking potential in heat conversion and storage-European Climate, Infrastructure and Environment Executive Agency Clustering event	28 May 2025	Brussels, Belgium	Meeting		TEC
SPIRIT SUMMER SCHOOL	24 June 2025	Copenhagen, Denmark	Presentation	31	TEC
News aus der Wärmepumpenf	12 June 2025	Bern, Switzerland	Poster		FH



orschung 31. Tagung in Bern					
EUSEW: European Sustainable Energy Week (Exhibition)	10-12 June 2025	Brussels, Belgium	Booth and flyers distribution	10000 participants (total) Online and onsite	EHPA
Workshop on industrial eletrification	23 June 2025	Online	Presentation	80 Participants	EHPA
EHPA's Heat Pump Forum	23-24 September 2025	Brussels, Belgium	Flyer distribution and networking	200 participants	EHPA

4.2 Webinars

Furthermore, Push2Heat Has collaborated with other EU Funded projects and organisations in the organisation of **3** events during this period.

Excess Heat Recovery: Driving Circular Economy in Industry and Urban Communities with heat pumps		
Date	26 November 2024	
Organisation	Push2Heat, SPIRIT & Metabuild	
Data	Registrations: 145 Attendees: 78	Recording (223 views) News article



Background and aim of the webinar	This webinar was organised in the framework of the Horizon Europe projects PUSH2HEAT, SPIRIT, and META BUILD. It aimed to showcase how large-scale heat pumps can turn waste heat into a valuable resource through real-life examples. From PUSH2HEAT, Reuven Paitazoglou of the Fraunhofer Institute presented the demo site at the Weissenborn paper mill in Germany, while Laura Alonso Ojanguren of Tecnalia Innovation & Research shared a Spanish case study where district heating waste heat was upgraded via high-temperature heat pumps to produce steam for a metal processing plant in Catalonia.		
<u>The Road to Sustainable Industrial Heat: A Roundtable on the Future of Industrial Heat Pumps</u>			
Date	22 May 2025		
Organisation	Push2Heat, SPIRIT		
Data	<table> <tr> <td> Registrations: 182 Attendees: 77 </td><td> Recording (254 views) News article </td></tr> </table>	Registrations: 182 Attendees: 77	Recording (254 views) News article
Registrations: 182 Attendees: 77	Recording (254 views) News article		
Background and aim of the webinar	This webinar was organised within the framework of the Horizon Europe projects PUSH2HEAT and SPIRIT, which aim to accelerate the adoption of high-temperature heat pumps in industry. The event presented the findings of a PESTLE analysis carried out in PUSH2HEAT to identify barriers and opportunities for industrial heat pumps across Europe. Building on these results, speakers from academia, industry, and policy shared their perspectives on the technical, economic, and regulatory factors shaping the future of industrial heat pumps and their role in Europe's decarbonization. The outcome of this roundtable provides valuable insights that will be integrated into the final policy recommendations for the deployment of HUTs across Europe, to be drafted by EHPA at M48.		

4.3 External Advisory Board

From M13 to M24 of the project, 2 new experts have joined the External Advisory Board. In October 2023, a meeting between the Push2Heat's Steering Committee and External Advisory Board was convened to introduce the project and its progress during the first year, laying the foundation for open collaboration. In June 2023, a second meeting between Push2Heat's Steering Committee and External Advisory took place, to update experts on the most relevant project news.

As part of this EAB collaboration, the project has been featured in the CEPIInnovation's newsletter (CEPIInnovation Newsletter, January 2024 [here](#)), disseminating updates to paper industry stakeholders. Additionally, the project was presented at the Paper and Beyond Conference held in Brussels in November 2023 and in EESF Toolkit "Heat Pump integration in the pulp and paper industry" In June 2024.

Name of the expert	Organisation
Annita Westenbroek	CEPI- Confederation of European Paper Industries
Dominic Laaf	ModellFabrik Papier
Elia Puscedu	Apricum
Bassam Badram	RI.SE
Rodrigo Álvarez	ASPAPPEL
Elena Troia	Industria Cartaria Pieretti
Sabine Höfel	Food Processing Initiative E.V

4.4 Collaboration with EU Projects and dissemination multipliers

As described in D6.1, during the project, close links with other projects will be established. EHPA will promote the joint participation with other like-minded projects (e.g., projects from HE clusters 4 and 5, the LIFE subprogramme on energy transition, other already running H2020 projects, etc.) and members of Hubs4Circularity. Partners will be encouraged to contribute with their project suggestions, and EHPA will coordinate the data collection from partners. Workshops will be used as tools to foster collaboration among projects. They will be designed to reach an international audience; they will be livestreamed and recorded and made available for all participants and interested stakeholders.



At the beginning of the 3rd year of the project, Push2Heat joined the **2cool2waste cluster**, a collaborative initiative bringing together 15 Horizon Europe projects committed to advancing sustainable heating and cooling solutions across Europe. The cluster operates as a platform for joint dissemination, organising collective activities such as webinars, policy briefings, newsletters, and joint participation in high-level events. Thematically, it focuses on key areas including industrial waste heat recovery, electrification, thermal energy management, and deployment of real-world solutions to improve industrial energy efficiency. As of September 2025, the project that have joined the cluster are:

SUSHEAT – SUSHEAT will contribute to deep industrial decarbonisation by providing a thermal heat upgrade solution for factory processing .

SPIRIT – Fostering the decarbonisation of industry through high-temperature heat pumps.

THUNDER – The THUNDER project aims to overcome existing barriers to the widespread adoption of data centre waste heat recovery strategies.

HYCOOL-IT – Hybrid Cooling & Management for IT infrastructures.

HEATWISE – Holistic Energy Management & Thermal Waste integrated system for Energy Optimization .

SEEDS – Cost-effective and replicable Renewable Energy Sources integrated electrified heating and cooling systems for improved energy efficiency and demand response .

Senergy Nets – Increase the Synergy among different Energy Networks.

MODERATOR – Immersion Cooling and Advanced Materials for Heat Recovery from Data Centers.

EEETHOS – Decarbonising industrial process heating .

GEOSYN – Enhancing industrial energy efficiency through steam high-temperature heat pumps and heat-powered cooling systems with operational flexibility and public trust .

REWITCH – Delivering cost-competitive, game-changing solutions in the field of sustainable industrial cooling and heating

EEETHOS: Energy Efficiency and Electrification Technologies for Heat Flow Optimization in Process Industries

EXQUISHEAT- Standardised Heat Pump Solutions for Sustainable Food Production

To strengthen its identity, the cluster has developed a common logo and launched a dedicated [LinkedIn page](#) to centralise communication activities and enhance the outreach of project results.





Figure 5: 2cool2waste Cluster logo

The cluster's first joint webinar, entitled "Boosting Energy Efficiency in Industry: Proven Solutions & Real Business Cases", will take place on 2 October 2025. From the Push2Heat consortium, CARTIF will contribute with a presentation on "Unlocking Waste Heat Potential: Strategies for Industrial Energy Optimization and Decarbonization".



5. EXPLOITATION ACTIVITIES WITHIN THE 3RD YEAR

5.1 Horizon Results Booster (HRB) services

This year started the support to PUSH2HEAT's partner VITO on Go-To-Market Strategies given by the European Commission through the HRB platform. These services, funded by the European Commission, are designed to enhance the dissemination and exploitation of project results.

Initially three partners were interested in these services but at the end VITO is the only representative of the project for this support. Octantis /Tecnalia Ventures as exploitation responsible coordinates the relationship with the HRB support team.

There was first service, "Readiness Assessment", for evaluation of the Applicant and proposition of the best Booster services, based on their readiness and needs. On the other hand, based on the previous readiness assessment, a "Service Roadmap" was developed detailing all the most suitable set of Booster services for the Project(s)/Organization(s) needs.

The result from this initial service brought a proposal from mentors of several modules, i.e.: Dissemination support, Go-to-market modules A, B, C and F, also Networking, Portfolio Analysis and Intellectual Asset Management. Finally, Dissemination support and Networking were not within the priorities of VITO, and the remaining ones were:

- Go-to-market
- Portfolio Analysis
- Intellectual Asset Management

All of them are ongoing and the last one (GTM) ends in December.

5.2 2nd Exploitation workshop

The first workshop was held the 27th of April of 2023 during the 2nd PUSH2HEAT Consortium meeting in Antwerpen. This workshop is the first of three to be held along the project life aiming at a progressive definition of exploitation potentials, business cases and market opportunities ensuring a growing level of insight on these plans.

The 2nd Exploitation Workshop of PUSH2HEAT took place on 8 May 2025 in Milano, during the corresponding 6-month General Assembly meeting. The session was coordinated by Octantis (formerly Tecnalia Ventures) and focused on advancing the exploitation strategy of the project's Key Exploitable Results (KERs). The workshop aimed at supporting the development of business plans by taking advantage



of the SWOT analysis previously performed by selected partners with innovative KERs with a more clear market horizon. The idea of the session was helping partners to identify statements related to their KERs obtained from the SWOT analysis that can be expressed as competitive advantages, market opportunities and potential risks.

To guide the analysis, during the workshop the SWOT methodology was explained, clearly differentiating between internal factors (strengths and weaknesses) and external factors (opportunities and threats). The coordinator of the session highlighted common pitfalls in SWOT analysis, such as bias and lack of prioritization and proposed a session to crosslink the SWOT elements, e.g., taking advantage of strengths to leverage opportunities or addressing threats to mitigate weaknesses.

The operative of the workshop consisted of group work sessions, where the four selected KERs were analyzed. Mixed teams, composed of KER owners and other project partners, collaborated to perform the proposed advanced SWOT analysis and present their findings.

5.3 SWOT and advanced analysis

The same exercise proposed in the 2nd Exploitation Workshop was requested to the rest of partners:

- Firstly, the SWOT analysis for their KER.
- Secondly, through customized emails according to the results of their respective SWOT analyses, the advanced analysis was requested, this time as an "indoors activity" within each company.

The results are being received at the date of this document.

5.4 Updated list of KER

The last consolidated list of the PUSH2HEAT Key Exploitable Results, can be seen in Table 2. The main novelty is the deletion of KER 8 corresponding to ENERTIME, because of their abandonment of the project.

Table 5. Updated list of Key Exploitable Results (KER)

Title	Lead partner	Description	Final TRL	Innovative?	Market oriented?	Individual or joint
KER 1. Optimized AHT design and AHT control SW	TECNA LIA	Control SW for the operation of AHT and similar technologies.	8	Yes	Yes	Joint

KER2. Modelling of Heat Upgrade Technologies applied to industries to quantify their techno-economical performance	UPV	Models in TRNSYS to analyze the techno-economical potential of the HUTs addressed in the project.	8	No	No	Joint
KER 3. Policy recommendations for high temperature heat pump technology scaling, acceptance and subsidies	EHPA	Comprehensive policy recommendations for high-temperature heat pump technology.	2	Yes	No	Individual
KER 4. Cost Reduction of the ThermBooster heat pump through modularization	SPH	Heat pump solution in combination with mechanical vapor recompression units	9	Yes	Yes	Individual
KER 5. Software heat exchanger design and optimisation	VITO	Novel design methodologies and optimized fin shapes based on realistic 3D periodic flow and heat transfer simulations and manuf. constraints.	-	Yes	No	Individual
KER 6. Implementation of Heat Upgrade Systems and assess. on their commissioning	FRAUN HOFER	Procedural instructions and guidelines, know-how on planning, implem. and commissioning of heat upgrade systems	9	Yes	No	Individual
KER 7. Maximize the QpinchCOP for max. overall efficiency of the QTHT	QPINCH	Application of variable frequency drive motors on thermochemical heat transformers	7	Yes	Yes	Individual
KER 9. Process and control design of AHT	TUB	Skills and knowledge on heat transformers technology	7	Yes	Yes	Joint
KER 10. Business Models and Contractual Agreements (R12)	OST	Service based on applying the knowledge acquired on sustainable business models for the underlying technology.	-	Yes	Yes	(Joint)

6. CONCLUSION

This is the third report on communication, dissemination, and exploitation activities. The second report was produced in M24 and it is available [here](#). We will produce additional reports at the end of each year of the project. In this report, we have outlined the activities conducted during the third year of the project.

