

D6.6

4TH ANNUAL REPORT ON COMMUNICATION, DISSEMINATION, AND EXPLOITATION ACTIVITIES

V0.2

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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)

CEFIC: The European Chemical Industry Council

CEPI: European association representing the paper industry



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1. INTRODUCTION

This deliverable (D6.6) intends to collect and present all communication, dissemination and exploitation activities carried out between months 36 and 48 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 fourth of 5 reports that will be also prepared on M60. 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 4TH YEAR

3.1 Communication activities

Between M36 and M48, 3 videos were released to disseminate Push2Heat's objectives, demo-sites, technologies and key project milestones:

Training Campaign: Virtual Tour of DEMO 1

Video: [here](#)

In early February 2026, Push2Heat released the first video of its training campaign, featuring a virtual tour of DEMO 1, located at the Felix Schoeller site in Weissenborn.

The video showcases the two-stage High-Temperature Heat Pump (HTHP) installed in the Felix Schoeller site and developed with SPH Sustainable Process Heat as Technology Provider and Fraunhofer IEG as Knowledge Provider and Performance Assessment Partner. It features first-hand insights from:

- Carsten Schmidt (Senior Project Manager, Felix Schoeller) on the strategic relevance of the project for the company's decarbonisation pathway;
- Tim Hamacher (Engineering Director, SPH) and Franz Helminger (Project Manager, SPH) on the technical and operational challenges of implementing a high-temperature heat pump within an active industrial facility;
- Reuven Paitazoglou (Senior Researcher, Fraunhofer IEG) on the role of high-temperature heat pumps in accelerating industrial decarbonisation;
- Maider Epelde Agirre (Project Manager, TECNALIA Research & Innovation and Push2Heat Coordinator), who presents the expected performance outcomes of the demo and the broader vision of the project.

The video was published on YouTube and cross-posted on [LinkedIn](#) to maximise direct engagement on the platform, and is also available on the project website in the dedicated [Training Campaign section](#). To further extend its reach, **several short**



extracts covering different segments were shared separately on LinkedIn, giving visibility to each specific part of the content: technical aspects, interview with the site owner, interview with the technology provider, and further stakeholder interviews.

DEMO 3 site visit – Cartiere di Guarcino: a short video documenting the current status of DEMO 3, showing the Absorption Heat Transformer (AHT) installed and in the commissioning phase, including the first steam produced by the system.

News article: [here](#)

Video: [here](#)

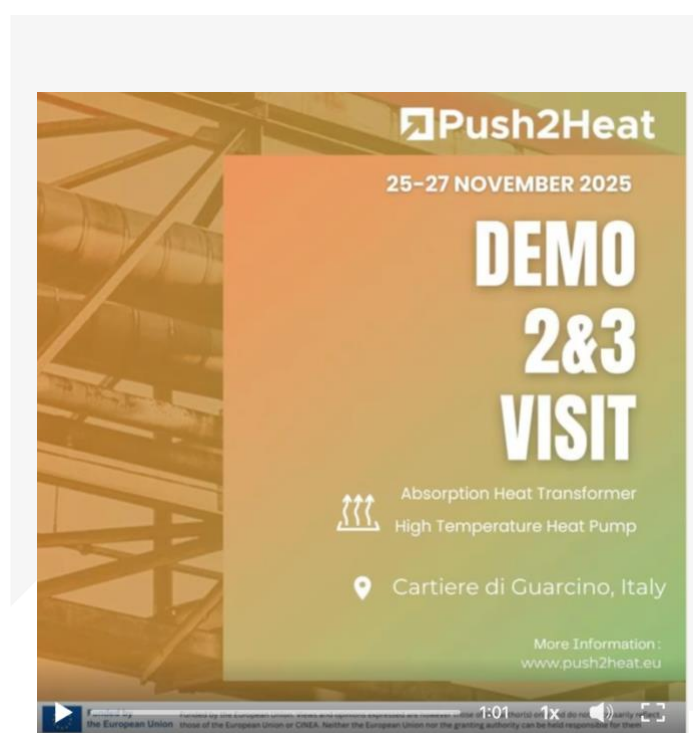


Figure 1: Still from DEMO2&3 visit

"EU Projects in 60 Seconds" – Push2Heat episode: as part of EHPA's video series spotlighting EU-funded innovation, Push2Heat was featured in a 60-second rapid-fire interview format, with project representative answering quick questions on their work, the challenges addressed and how the project's solutions support the wider deployment of heat pumps across Europe. The series is distributed weekly via EHPA's LinkedIn, Bluesky and YouTube channels, with all episodes also available in the EU Projects section of the EHPA website. The new series aims to strengthen the visibility of this work by presenting complex project outcomes in a format designed for today's digital audiences.



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Video: [here](#)



Figure 2: Push2heat in 60s video

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 2025 until September 2026, it has garnered **72,162** number of visits and **719,124** hits.

Table 1: Stats on website October 2025 – September 2026

Month/Year	Unique Visitors	Number of Visits	Hits
October 2024	5,004	6,612	63,401
November 2024	3,384	4,953	44,269
December 2024	5,788	7,356	42,477
January 2025	15,133	16,202	43,659
February 2025	9,352	10,433	43,635
March 2025	1,900	2,412	72,604
April 2025	1,951	2,492	71,745
May 2025	3,672	5,118	97,429
June 2025	3,510	4,572	83,752
July 2025	3,647	5,199	78,539
August 2025	2,768	4,293	77,614
September 2025	1,855	2,520	47,844
Total	57,964	72,162	719,124



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Between October 2025 and September 2026, Push2Heat's website recorded significant growth across all key metrics compared to the previous year:

- **Unique Visitors:** from 25,044 to 57,964 → **+131.4%**
- **Number of Visits:** from 41,042 to 72,162 → **+75.8%**
- **Hits:** from 401,597 to 766,968 → **+91.0%**

The sharpest increase came in Unique Visitors, which more than doubled year-over-year, driven in particular by the spikes seen in January and February 2026 (15,133 and 9,352 unique visitors respectively). Visits and Hits also grew consistently, confirming both a larger user base and stronger overall engagement with the site.

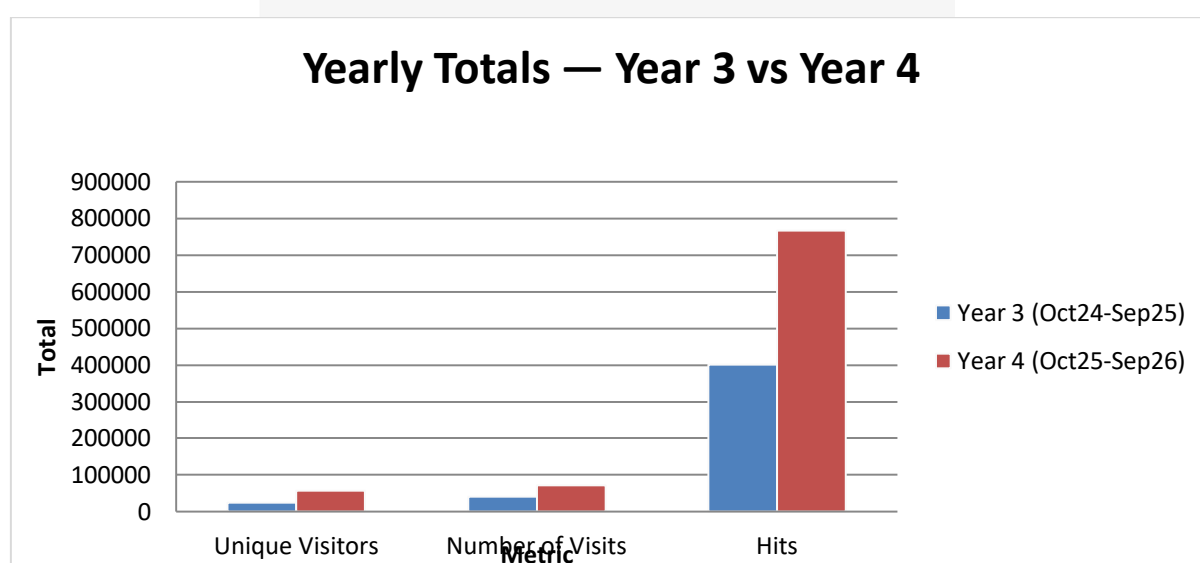


Table 2: Comparison charts on website stats between year 3 and year 4

3.3 Social Media Channels

[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 **193** followers, with a total number of **993** 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 9 videos: including the project organised



webinars, the 1st promotional video and a video interview on the conference Anuga Food Tec and the training campaign videos off Demo 1 and Demo4.

Regardless, all videos from the project are also shared on [EHPA's youtube channel](#), as it has an interested audience already established and 986 subscribers in September 2026, and some of their members are also groups the project is interested in engaging with.

3.3.1 Stats LinkedIn

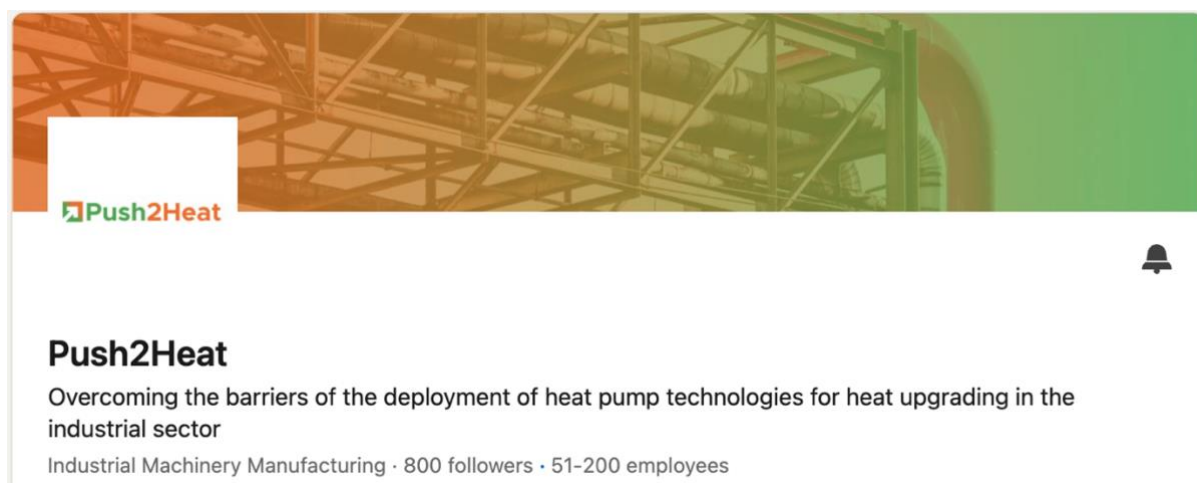


Figure 3: Push2Heat LinkedIn profile

Push2Heat's LinkedIn page showed strong growth in Year 4 across nearly every metric: followers gained rose to 993 (up from 800, +24.1%), impressions nearly doubled to 24,394 (from 12,190, +100.1%), and total clicks more than tripled to 5,280 (from 1,637, +222.5%), all while keeping the same output of 19 posts. This growth reflects a shift in content strategy this year toward short videos, engaging montages, and report carousels, which proved to be the most effective content formats for driving reach and engagement.

Number of followers until September 2026	993
Number of Post Published by Push2heat in the period covered by the 4th annual C, D, E activities report	19
Total impressions during the period covered by the 4th annual C, D, E activities report	24.394
Total Clicks during the period covered by the 4th annual C,D, E activities report (until 16th of September 2026)	5.280

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 4th year of activities, two e-newsletters were sent: The 6th newsletter was sent in **November 2025** (Available [here](#)) to 549 contacts and the 7th issue, in **June 2026** (Available [here](#)) to 526 contacts.

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 2026, the stakeholder network has **671 members**.

3.5 Press releases and news

Between M36 and M48, 2 news articles have been published on the partner's websites.

Table 3: News articles

BONO	<u>Tecnologie per l'upgrade termico</u>	February 2026
EHPA	<u>Powering parchment: heat pumps reshape paper production</u>	22 May 2026



4. DISSEMINATION ACTIVITIES WITHIN THE 4TH YEAR

4.1 Events

Push2heat has been presented in **24** 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>Boosting energy efficiency in industry: proven solutions & real business cases</u>	2 October 2025	Online	Presentation	70	EHPA
<u>20 th conference on sustainable development of energy, water and environment systems</u>	05-10 October 2025	Dubrovnik, Croatia	Presentation	700	CARTIF
<u>Sustainable Places Conference 2025</u>	9 October 2025	Milan, Italy	Presentation	30	POLIMI
<u>MIAC – Paper Industry Exhibition</u>	8 October 2025	Lucca, Italy	Presentation	200	BONO
<u>Watt’s Next: The Electric Shift to a Zero-Carbon Industry</u>	15 October 2025	Online	Presentation	156	TEC
<u>High temperature heat pumps for industrial decarbonisation</u>	22 October 2025	Madrid, Spain	Presentation	80	TEC
<u>ISK SODEX 2025</u>	22-26 October 2025	Istanbul, Turkey	Flyer, Networking	200	EHPA
<u>European Heat Pump Summit 2025</u>	28-29 October 2025	Nuremberg, Germany	Flyer, Networking	300	EHPA



Event	Date	Location	Type of participation	Number of participants/ audience reached	Partners involved
<u>Industrial Heat Pump Prague 2025</u>	04-05 November 2025	Prague, Czechia	Flyer, Networking	450	EHPA
<u>High Temperature Heat Pump Symposium</u>	21,22 January 2026	Copenhagen, Denmark	Presentation, Flyer, Networking	530	EHPA, OST, TEC, VITO
<u>IHW Forum – Marktplatz für Industrie- und Hochtemperatur wärmepumpen</u>	25 February 2026	OST – Ostschweizer Fachhochschule, Switzerland	Presentation	70	OST
<u>La decarbonizzazione delle imprese attraverso l'elettrificazione</u>	25 February 2026	Online	Presentation	447	POLIMI
<u>Mostra Convegno Expocomfort 2026</u>	24-27 March 2026	Milan, Italy	Flyer, Networking	500	EHPA
<u>CEPI's Energy Efficiency Solutions Forum Day: From innovation to implementation"</u> <u>From innovation to implementation</u>	15 April 2026	Brussels, Belgium	Flyer, Networking	70	EHPA
<u>Einsatz einer Hochtemperatur-Wärmepumpe zur Aufwertung von Abwärme in der Papierindustrie</u>	05 May 2026	Berlin, Germany	Presentation	150	FH
<u>High temperature heat pumps for industrial decarbonisation</u>	19 May 2026	Online	Presentation	70	TEC
<u>Cleantech Conference</u>	19 May 2026	Brussels, Belgium	Flyer, Networking	200	EHPA
<u>Heat pumps in the pulp & paper industry: unlocking the potential</u>	21 May 2026	Online	Presentation	118	EHPA, OST, TEC, UPV



Event	Date	Location	Type of participation	Number of participants/ audience reached	Partners involved
<u>The SET Plan IWG-Industry 2026 Annual Event</u>	27 May 2026	Brussels, Belgium	Presentation	80	QPINCH
<u>15th IEA Heat Pump Conference</u>	29 May 2026	Vienna, Austria	Presentation, Flyer, Networking	800	EHPA, TEC, OST, POLIMI
<u>EUSEW: European Sustainable Energy Week</u>	09-11 June 2026	Brussels, Belgium	Flyer, Networking	10000	EHPA
<u>2026 Euroheat & Power Congress</u>	09-11 June 2026	Krakow, Poland	Flyer, Networking	450	EHPA
<u>Spirit Summer School 2026</u>	11 June 2026	Copenhagen, Denmark	Presentation	18	TEC
<u>Einsatz von Großwärmepumpen in der Industrie</u>	15 September 2026	Gelsenkirchen, Germany	Presentation	200	EHPA
<u>Making heat pumps a chemical industry reality: opportunities, funding and industry case studies</u>	24 September 2026	Brussels, Belgium	Presentation, Networking	20 onsite, 116 Online	EHPA

4.1.1 National Workshop

High Temperature Heat Pumps for Industrial Decarbonization – Madrid, 22 October 2025

One of the main events held within the framework of Push2Heat during the fourth year, was the national workshop "[High Temperature Heat Pumps for Industrial Decarbonization](#)", organised by **Tecnalia** in Madrid on 22 October 2025. The event aimed to promote the project results and to engage companies across the Spanish value chain in decarbonisation efforts through high temperature heat pumps (HTHPs). While several webinars have been held over the course of the project, this in-person event was designed to complement them with direct, face-to-face engagement with local stakeholders.

The workshop attracted 80 participants and featured three blocks:



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- Innovations and key technologies for decarbonisation with heat pumps: presentations by HTHP manufacturers and engineering companies (Keyter, Tamoin, Sedical), followed by a Tecnalia overview of the Push2Heat demo sites for process steam generation.
- Business perspective: opportunities, barriers, and business models: a Tecnalia presentation on flexibility opportunities for heat pumps, and a market outlook from Engie highlighting also the heat-as-a-service business model.
- Roundtable discussion: with policy representatives (SPRI), research organisations (TNO, ICAI), and technology providers (RANK), moderated by AFEC (Spanish Association of Heating and Cooling Equipment)

The roundtable and networking session were particularly effective in enabling direct contact with companies and collecting first-hand feedback on technology adoption barriers and market needs. The workshop reinforced the relevance of HTHPs as a key enabling technology for industrial decarbonisation in Spain and opened concrete dialogue lines with stakeholders for potential follow-up collaborations.



Figure 4: National workshop in Madrid organised by Tecnalia

4.2 Scientific publications

Since the last Annual C, the Push2Heat Consortium has made D and E activities Report, 4 publications:

- Arpagaus, C.: *High-Temperature Heat Pumps: Market Overview, State of the Art, and Application Potential*, *Clean Techn Environ Policy* , 28, 148, 2026, <https://doi.org/10.1007/s10098-026-03452-5>



- Arpagaus, C., Nertinger, S., Tietz, R., Bertsch, S.S.: Market Opportunity and Product-Market Fit in High-Temperature Heat Pumps (HTHPs), <https://doi.org/10.1007/s10098-026-03452-5>
- Arpagaus, C., Rosenow, J., Oxenaar, S., Pusceddu, E.: Accelerating Industrial Heat Electrification in Europe: Barriers and Policy Recommendations to Heat Pump Adoption; <https://doi.org/10.1016/j.erss.2025.104227>
- A. H. Hassan, J. Paya, E. Navarro-Peris, M. Aminyavary – Universitat Politècnica de València (UPV), Instituto de Ingeniería Energética (IIE), Valencia 46022, Spain; Zagazig University, Faculty of Engineering, Mechanical Power Engineering Department, Zagazig 44519, Egypt; Cannon Bono S.p.A., Peschiera Borromeo (MI) 20068, Italy. (DOI not available yet)

4.3 Webinars

Furthermore, Push2Heat Has collaborated with other EU Funded projects and organisations in the organisation of 2 events during this period.

Table 5: Push2Heat Webinars

Boosting energy efficiency in industry : proven solutions & real business case		
Date	02 October 2025	
Organisation	Push2heat and 2cool2waste cluster	
Data	Registrations: 127 Attendees: 70	Recording (
Background and aim of the webinar	<p>This event is organized in the framework of the 2Cool2Waste Cluster, which brings together fifteen Horizon Europe projects on renewable energy, waste heat recovery, and thermal management.</p> <p>This event will showcase innovative technologies and real business cases from 11 projects</p> <p>– SPIRIT, PUSH2HEAT, GEOSYN, HEATWISE, HYCOOL IT, MODERATOR, RE-WITCH, SEEDS, Senergy Nets, SUSHEAT, and THUNDER – offering concrete solutions to help European industries cut energy costs, reduce emissions, and increase efficiency. This 90-minute session will feature short, impactful presentations highlighting practical solutions that are ready for implementation.</p> <p>Participants will gain insights into how industrial processes can become more sustainable, flexible, and competitive, contributing to Europe's green transition.</p>	



Heat pumps in the pulp & paper industry: unlocking the potential		
Date	21 May 2026	
Organisation	Push2Heat	
Data	Registrations: 177 Attendees: 118	Recording News article
Background and aim of the webinar	Focusing on the pulp and paper sector, the session will present real-world applications of high-temperature heat pumps, drawing on insights from ongoing demonstration projects and industrial case studies. Participants will gain insights from technical, economic, and environmental analyses, showcasing the practical integration and impact of these technologies.	

4.4 External Advisory Board

In M41 a new expert joined the P2H EAB: Daniel Galis – Europe Director of Renewable Thermal Collaborative, bringing the total number of members to 8.

A 3rd meeting between the Push2Heat Steering Committee and the External Advisory Board was held online in the fourth year of the project:

Meeting details

- **Date:** 28 April 2026
- **Location:** Online
- **Project participants:** Maider Epelde(TECNALIA), Reuven Paitazoglou(FRAUNHOFER IEG), Tommaso Toppi (POLIMI), Cordin Arpagaus (OST), Paola Maio (EHPA).
- **EAB participants:** Annita Westenbroek, Elian Pusceddu, Dominic Laaf, Rodrigo Álvarez, Elena Troia, Daniel Galis.
- **Format:** the meeting was designed to be highly interactive, with short project presentations followed by direct questions to EAB members, aimed at collecting targeted feedback on completed and ongoing work

Agenda

- Welcome and introduction of the new EAB member (Maider Epelde and Paola Maio)



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- Project overall overview and progress update, incl. status of the demo-sites, with open discussion (Maider Epelde, Reuven Paitazoglou, Tommaso Toppi)
- Presentation of the Push2Heat decision-support tool (WP5) and input gathering from the Board (Cordin Arpagaus)
- Overview of upcoming Push2Heat events, public deliverable (Paola Maio)

Outcomes

- The interactive format allowed the project to collect useful feedback from the Board
- This feedback will feed into upcoming tasks and will be followed up at the next EAB meeting

4.5 Collaboration with EU Projects and dissemination multipliers

Push2Heat carries out its collaboration with other EU-funded projects especially through participation in dedicated clusters and through close engagement with sister projects, such as SPIRIT. Alongside this, Push2Heat is also actively seeking collaboration with industry associations like [CEPI](#), European association representing the paper industry and participation in events specifically targeting end users in the paper industry, which is one of the project's core target sectors.

During the 4th year, these collaborations took shape mainly through participation in the following events:

2Cool2Waste Cluster

Push2Heat is part of the 2Cool2Waste cluster, a grouping of **11 EU projects** working on industrial waste heat recovery and energy efficiency (SPIRIT, PUSH2HEAT, GEOSYN, HEATWISE, HYCOOL IT, MODERATOR, RE-WITCH, SEEDS, Senergy Nets, SUSHEAT, THUNDER). The cluster meets on a monthly basis to coordinate joint dissemination and exploitation activities among member projects, allowing Push2Heat to amplify its visibility and results by reaching the combined audiences and networks of all members.

The first concrete output of this collaboration was a webinar series showcasing innovative technologies and real business cases from all 11 member projects. The first webinar took place on 2 October 2025, featuring an intervention by **Carolina Pastor de Paz (CARTIF)**, who presented the ongoing work of the Push2Heat project



under the title *"Unlocking Waste Heat Potential with Push2Heat: Strategies and Business Models for Industrial Decarbonization."* The webinar and related news article were published and disseminated through the cluster's joint communication channels, extending Push2Heat's reach beyond its own network.



Figure 5: Still from 2cool2cluster webinar

Spirit Summer school

For the second consecutive year, push2heat participated in the spirit summer school, organised by dtu (technical university of denmark) as part of the spirit horizon europe project, held in copenhagen. this continued participation reinforces push2heat's collaboration with sister project spirit and its engagement with the broader research and innovation community in the heat pump sector. laura alonso ojanguren (tecnalia research & innovation) took part as a lecturer, presenting insights on push2heat's demonstration cases, covering the project's four different steam-generating heat upgrade technologies and their **respective case applications**.





Figure 6: Tecnalia presenting P2H technologies at Spirit Summer School edition in June 2026 in Copenhagen

Collaboration with end-user association:

CEPI Energy Efficiency Solutions Forum Day – From innovation to implementation:

Push2Heat was represented at the third edition of the [CEPI Energy Efficiency Solutions Forum Day](#) – "From innovation to implementation", held on 15 April 2026 at the Event Lounge, Brussels.

The event brought together leading solution providers showcasing proven, ready-to-deploy decarbonisation technologies for the pulp and paper industry, including energy-efficient non-contact drives, renewable energy via gasification, solar heat and biogas, demand-side flexibility, heat pumps, energy storage and smart integrated systems. The audience included end-user companies from the paper sector, providing a direct opportunity to reach Push2Heat's core target industry.

EHPA gave a short intervention on behalf of the project, briefly introducing Push2Heat and making project flyers and technology factsheets available for consultation by attending companies.



EHPA-CEFIC joint event: *Making heat pumps a chemical industry reality: opportunities, funding and industry case studies*

Among these collaborations, Push2Heat was also present at the event "*Making heat pumps a chemical industry reality: opportunities, funding and industry case studies*", jointly organised by the European Heat Pump Association (EHPA) and Cefic (European Chemical Industry Council) on **24 September 2026**. The event was particularly relevant for the project's dissemination strategy, as it brought together **end users from the chemical industry**, one of Push2Heat's core target sectors, alongside policymakers and industry stakeholders. During the session, Push2Heat was highlighted by Eric Lecomte, European Commission (DG ENER) as an example of how EU programmes such as Horizon Europe and LIFE can help address the upfront costs of industrial heat pump projects, giving the project direct visibility among a highly relevant industrial audience.

Recording of the event: [here](#)



Figure 7: Push2heat presented at the EHPA-CEFIC event



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5. EXPLOITATION ACTIVITIES WITHIN THE 4TH YEAR

5.1 Horizon Results Booster (HRB) services

The assistance provided by the HRB, and financed by the European Commission, is intended to strengthen the dissemination and exploitation of PUSH2HEAT outcomes. However, the level of activity in 2026 has been low. Anyway, it is expected that this support will finish in 2026 since only one session of the Go-to-market service is pending at the date of this document.

5.2 Exploitation workshops perspective

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.

The preparation of the 3rd workshop, that will be held in April 2027, has started, oriented to the Risk Analysis and Go to Market strategy.

5.3 SWOT and advanced analysis

The same methodology introduced during the second Exploitation Workshop was subsequently extended to the remaining partners:

- Completion of a SWOT analysis for each KER.



- Submission of an advanced analysis, requested through tailored emails based on the individual SWOT results and intended to be carried out internally within each organisation.

At the time of drafting this document the KERs are being updated with the information facilitated by partners.

5.4 List of KER

No changes in the list of KER since the last version of this periodic document.

Table 6: 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	TEC NALIA	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



Title	Lead partner	Description	Final TRL	Innovative?	Market oriented?	Individual or joint
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 fourth report on communication, dissemination, and exploitation activities. The second report was produced in M36 and it is available [here](#). We will produce additional reports at the end of each year of the project.

