



TAKING
COOPERATION
FORWARD



Communication seminar for second call projects
12-13 July 2018 | Krems, Austria



Effective Website Communication



Joint Secretariat | Communication Unit

You have less than 10 seconds to
make an impression.

MAKE IT COUNT

Would you want to read more?

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Mission and vision

GeoPLASMA-CE aims to foster the share of shallow geothermal use in heating and cooling strategies in central Europe. Geothermal methods are a locally available, endogenous heat source not affected by emissions, which is a present and future key technology in order to reduce emissions hazardous to climate and air quality. The project intends to create a web-based interface between geoscientific experts and public as well as private stakeholders to make the existing know-how about resources and risks associated to geothermal use accessible for territorial energy planning and management strategies in Central Europe.

**The international expert platform of GeoPLASMA-CE is open to the public
at <https://portal.geoplasma-ce.eu>**

What is shallow geothermal energy?

Shallow geothermal energy (also: near surface geothermal energy) is the heat available or rather stored in the ground. It is available everywhere and anytime, regardless of daytime or season. In central Europe, the temperature in a depth of 20 metres amounts to a constant temperature of roundabout 10 °C. Every 100 metres deeper the temperature increases by 3 K. It can be used for cooling and heating purposes (deep geothermal energy also for electricity production).

The heat of the ground is usually extracted in closed loop systems, rarer in open loop systems. Geothermal energy is renewable, ecologically friendly and space-saving at the surface.

Closed loop systems

Closed loop systems use pipes made of polyethylene for heating and cooling. They can be installed vertically down to several hundred meters (tube systems) or horizontally meandering in depths of 1,0 to 1,5 meters (collectors). There are also more compact collectors combining vertical and horizontal energy extraction.

Furthermore, foundation piles of buildings are also used for geothermal installations. Several tubes, piles or collectors can be combined to install higher capacity systems.

All closed systems use brine (a mixture of water and a refrigerant like glycol or ethanol) which continuously circulates in the pipes. Below the surface this fluid absorbs heat from the ground and flows back to the top. A heat exchanger transfers the fluid's heat to the heat pump and its refrigerant fluid. Compression raises the temperature of the refrigerant fluid in the heat pump from around 10 up to 60 °C. After passing the heat exchanger the brine returns to the ground and a new cycle begins. For cooling in summer, the process is reversed: the heat is extracted from the building and carried back to the ground. This can be done in a very economical way as a free cooling process.

Open loop systems

The process of open loop systems is very similar to closed loop systems, but it uses groundwater directly as heat source. No additional water or fluids are needed. In an extraction well groundwater is pumped to the surface, where it transfers its energy via heat exchangers to the heat pump. Afterwards the water is reinjected to the groundwater horizons using an injection well.

Would you
want to
read more?



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NEWS

13. 4. 2018

ČESKÉ BUDĚJOVICE

CZECH NATIONAL ROUND TABLE

First of a series of national round

5. - 6. 4. 2018

BRATISLAVA

PARTNER MEETING NO. 6

The sixth partner meeting took place

1. 3. 2018

ON-LINE ACTIVITY

LOGO CONTEST

We have started a new idea contest!
You may choose which category you

19. - 20. 2. 2018

GDANSK

PARTNER MEETING NO. 5

This partner meeting was mostly

Words matter |

Write short, simple sentences

Short sentences are easier to read.
Simple as that. Aim for up to 15 words
per sentence.

Use active voice

Active verbs make your sentences direct,
dynamic and easy to read.



Use clear headlines

They help structure your website.
Questions, especially those with pronouns, are particularly effective.

Use I, we and you

Pronouns help you avoid stuffy writing.
They allow you to focus on the reader
and sound more friendly, helpful,
human.



Keep your content up-to-date

Don't think that the website is one-time job and done. It is a continuous effort. Get your partners to contribute with the content.

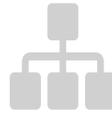
Avoid abbreviations and jargon

LP met with PPs to discuss WPs in KO Meeting. Really?



On the way to good website

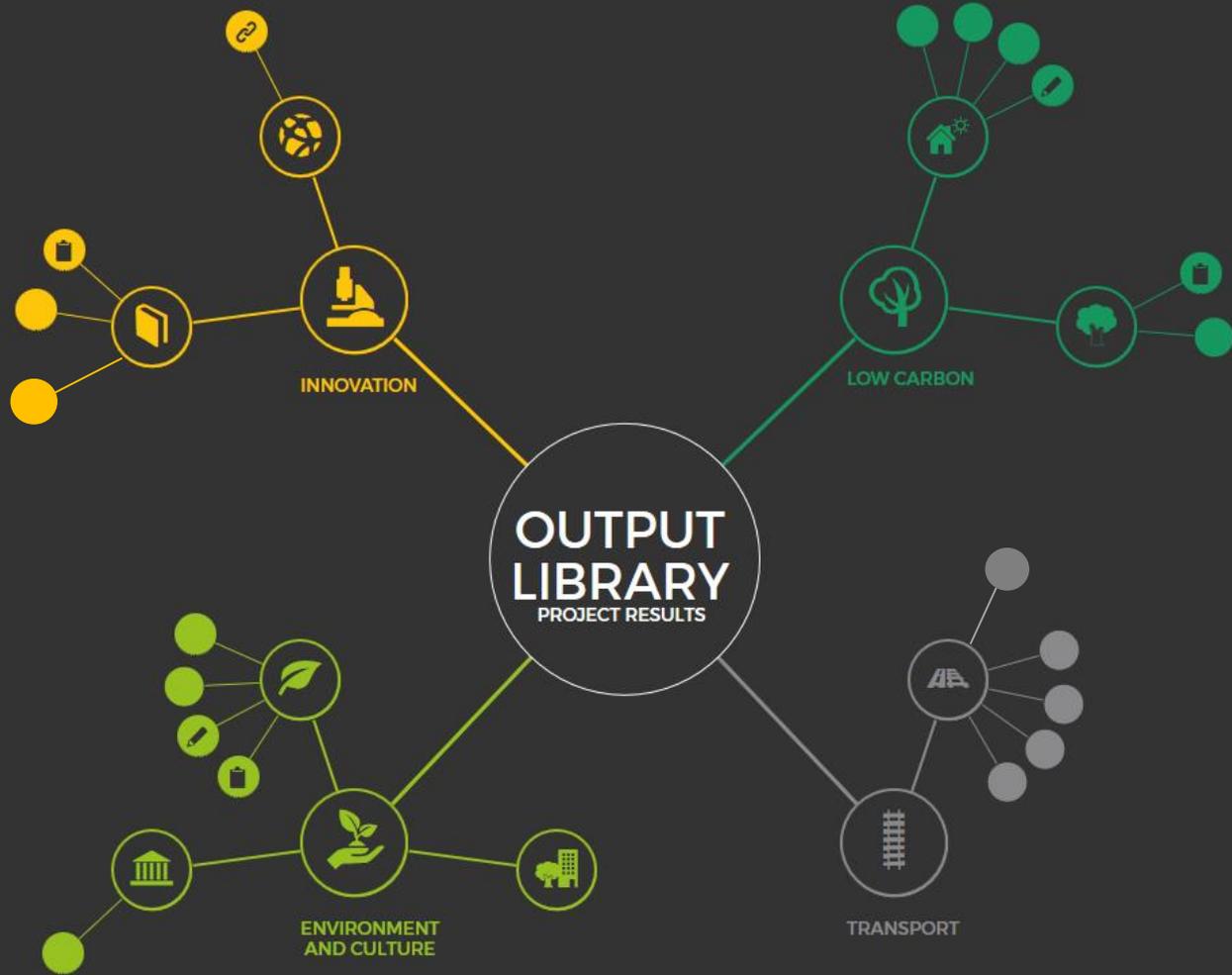
Remember that good website is not about functionalities but about engaging content that you provide.



Use good images or multimedia

Videos and images should reinforce the text on your page.





CONTACT

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