



## Internal Deliverable 5.2.1

# Report (listing) of Existing Users amongst the EU-SOLARIS Partners

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**EU SOLARIS**



## Document Control Sheet

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# Executive Summary

The EU-SOLARIS Task 5.2.1, part of the Work Package (WP) 5 of the project aims at collecting the contact details of the existing users of Concentrating Solar Power (CSP) and Solar Chemistry Technologies into a consolidated database. The list of 'users' is broken down into primary (immediate, direct users) and secondary (those with an indirect connection to CSP) that will ease the distinction amongst different entries, all of which have come in contact with the EU-SOLARIS patterns. The data was collected through an online questionnaire that was distributed amongst the partners between April and June 2013. The current database contains more than 800 entries.

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# Introduction

The EU-SOLARIS vision is to further assist the Concentrating Solar Thermal and Solar Chemistry Technologies deployment by enhancing the research infrastructures development and Research and Technological Development (RTD) coordination. EU-SOLARIS is expected to be an entity, where industrial needs and private funding will play a significant role.

The current project addresses the Preparatory Phase of EU-SOLARIS in order to bring EU-SOLARIS at a level of joint maturity. This initiative, included in the 2010 European Strategy Forum on Research Infrastructures (ESFRI) Roadmap, currently involves 15 partners (13 key Scientific Centres, 1 Ministry and the European STE Industry Association) which provide an excellent mix representing all actors relevant for supporting the further development of the Solar Thermal Electricity Research. Given that this technology is to a decisive extent Industry driven, the inclusion of the STE Industry has been considered necessary. With this in mind the involvement of industries within the project is assured through the partner participation of the European Solar Thermal Electricity Industry Association, (ESTELA). In addition, the support of the various stakeholders such as national and regional governments, renewable energy agencies, and funding bodies will be represented through an Advisory Board.

The duration of the Preparatory Phase is four years starting from November of 2012. The EU-SOLARIS project is co-funded by the European Union's Seventh Framework Programme. The success of this initiative will be the establishment of a new governance body, aided by sustainable financial models. EU-SOLARIS will be a valuable instrument for maintaining the European STE research and industrial sector in its present position of leadership.

Since one of the main activities for EU-SOLARIS is to provide access to its infrastructure to the users, one decisive action is to achieve an efficient communication with the users and future new users of the infrastructure. In this sense, this is important to gather in one single document all contacts of the EU-SOLARIS partners and assess new partners arising from the definition of the future services of EU-SOLARIS.

Effective communication will be further concretely developed through the implementation of a contact database software to be used by all partners of EU-SOLARIS, where all the contacts previously obtained will be consolidated.

This internal deliverable on the listing of existing users amongst the EU-SOLARIS partners defines the different terms used when talking about the user community of the EU-SOLARIS infrastructure, and explains how the spreadsheet that contains a list of 800 users has been built. This internal deliverable falls within the framework of the Work Package (WP) 5 "Distributed Facility Activity & Logistical Work". The overall objectives of this WP are to facilitate and optimise relations with the user community in STE and to best prepare the implementation and management of the implementation phase of EU-SOLARIS. For this purpose, fostering communication with the users and especially assessing their requirements will be of primary importance in order to improve the services EU-SOLARIS will be able to

provide.

With this in mind, Distributed Facility & Logistical activities will focus on the following points:

- Establishing relations with related infrastructures or initiatives and possible synergies to produce a guide of best practices to enhance the integration of EU-SOLARIS into the landscape of EU large scale infrastructures.
- Enhancing relations with user communities by creating a user database and using a commercial contact database software to facilitate communication with the users.
- Assessing the user requirements by sending a questionnaire in order to know how EU-SOLARIS could be improved to best fit the needs of the users.
- Creating a good working methodology for the implementation of EU-SOLARIS after the Preparatory Phase (PP). The work will focus on internal and external communication, risk and contingency management, quality control, logistical support, e-infrastructure design.

More specifically, the Relations with User Communities activity plans to take the following actions:

- Creating a list of worldwide existing users amongst the EU-SOLARIS partners.
- Creating a list of potential worldwide new users.
- Implementing a contact database software.

This report presents the criteria taken into account to build this list of users amongst the EU-SOLARIS partners.

# Definition of the term “users”

In order to best identify who are the users of EU-SOLARIS and find new contacts, it is important to define target groups. During the whole life of EU-SOLARIS, these target groups should be updated depending on the advancement of the project and its different priorities in regards to communication and messages to disseminate.

As a general definition, EU-SOLARIS is addressed to those organisations and individuals who are involved in EU-SOLARIS and STE activities by using, promoting or supporting it. In this sense, the user communities is not only composed of scientists and research engineers (either from public or private), it can also be providers of products, funders, policy makers, the commercial sector, the education sector etc. Therefore, to provide an extensive list of the users, an inter-sectorial approach should be adopted to identify the user communities.

However, for a more precise definition and a clearer understanding, it is necessary to create two categories of users where each sector will be positioned. There will be the primary users and the secondary users. The primary users are all those whose role is essentially in using the infrastructures directly, as real users of the services and equipment provided to them. The secondary users are all those whose role is not to access the infrastructures but to support or promote it through commercial actions, policy making, funding, etc.

The primary users:

- Researchers from private or public entities are considered as the highest priority to target for the use of the infrastructures.
- The education sector (teachers and students) has to be targeted with a primary user role since students are the next generation of researchers.
- The providers of services, data, tools or other resources that are of interest for the development of EU-SOLARIS and that are also primary users of the infrastructures for the good manufacturing of their products.
- The commercial sector also has a primary user role when its role consists in using the infrastructures to better target their selling.

The secondary users:

- Funders (governments, research funding agencies, the EC and international funding bodies, private funding) are of importance to guarantee the sustainability and growth of EU-SOLARIS.
- Policy makers (national and international) are relevant since they are the ones that contributes to develop an efficient policy framework for the development of infrastructures.
- The communication sector is not regarded as a high priority but they are still an important group depending on their target group. The communication sector can comprise either specialized scientific actions (peer-reviewed journals, scientific magazines) or more general public actions (museums, science centres, general magazines). When the general public is targeted, the communication sector is not set as a priority at this stage.



- The general public is not set as a priority in the Preparatory Phase. Promotional materials should be drafted for them as general users but this is more with the implementation phase coming, that this will become important to raise awareness among the general public.

# Definition of the term “existing”

A first question in this phase is to identify the community of users and stakeholders.

EU-SOLARIS is an advanced research infrastructure with services and equipment already well defined and in this sense, for the primary users, most of the infrastructures in EU-SOLARIS already provide access to their facilities through private schemes (industry contracts) or public schemes (European projects like SFERA, an Integrated Infrastructure Initiative). Therefore, there is already an extensive list of primary existing users available at each partner.

For the secondary users, again, most of the infrastructures in EU-SOLARIS are involved in policy making, funding, commercial activities, etc. thus possessing already a database of these secondary existing users.

The overall list of these users is considered as the existing users. **They are all the contacts that have been already in touch with the EU-SOLARIS partners or are interested in EU-SOLARIS in its current state, either for primary use of the infrastructure or for secondary use.**

However, since one of the aims of EU-SOLARIS is to provide access, the users are the ultimate target for the new research infrastructure and to guarantee the sustainability of EU-SOLARIS, there is the need to undertake a gap analysis of what are the potential new users depending on the services and equipment that EU-SOLARIS will define during the PP. It is vital to develop a comprehensive view of the prospective new users and this is what will be undertaken once the existing users have been defined. This activity will be carried out with the internal deliverable ID 5.2.2.

# Definition of the user localization

The definition “amongst EU-SOLARIS partners” does not mean users only working at various partner centres. It means all users with whom partners have made contacts, either as a primary user or a secondary user. The range of integration of the users should be considered also outside the EU since there is a clear need of internationalizing the scope of users.

All users to be included in the user database should be considered no matter their affiliations and country origins. It should not be restricted only to Europe since CSP is a worldwide activity and clear interest for EU-SOLARIS could appear outside EU.

Following this assessment, an Excel sheet has been created to integrate all kind of existing worldwide users (from researchers to the communication sector). The list contains more than 800 contacts gathered among the EU-SOLARIS partners.

# Methodology of data collection

The data collection exercise took place between March and April 2013 through the use of an online form drafted by the Cyprus institute. The form can be accessed at the following URL: <http://goo.gl/YE95wP> and was created using Google Forms. The data collected were fed to a separate spreadsheet that formed the backbone of the Excel sheet where all the data was finally assembled. The online form requested all partners to add their list of primary and secondary users, and also provide information such as email addresses, postal addresses, sector where the contact belonged to etc.

After consultation with the WP leader, it was decided to consolidate the list generated from the partners' replies with lists already existing from data collection of other projects, including the SFERA project. The final document was compiled after a second round of consultation with the partners and the WP leader and was ready in late June 2013.

The Excel sheet has been now integrated into an online database available for internal purposes to each EU-SOLARIS partner. Online updates are possible. The platform used currently is <http://insightly.com> and the direct link to access the online contacts database is <https://8o3e1vsq.insight.ly/contacts>

# Categories of the user list

A contact user database should be precise and organised to develop good relations with the users. It is therefore important to determine the organization of the database before starting the research of information on the users.

First of all, the file that has been elaborated should contain the necessary information like basic contact details:

- First name
- Last name
- Activity sector
- Email Address

These four data categories are the necessary basic information to reach the user.

Further to this, secondary information can be considered as important:

- Address (including country)
- Telephone number (and if applicable the fax number)

In the end, potentially, other more specific information can be considered:

- Department in the organisation
- Position in the organisation
- Fax

The basic contact details being the most important ones and seeing as the other secondary information can be hard to obtain, if not available, the secondary information has not been considered as obligatory for the database. Even though the activity sector was not deemed as necessary when the data collection began, it later emerged that it would be advantageous to have this field completed for all contacts in order to target in a better way the different communication channels and messages to use depending on who needs to be contacted. This information is then now obligatory.

After having determined the type of data to obtain, a software has to be chosen to centralize and exploit the information in a simply way.

Currently, the database is available on the online platform <http://insightly.com/> and with a direct link for the partners of the project who have a password to access it: <https://8o3e1vsq.insight.ly/contacts>

A Contact Relations Management software (CRM) will be further created to bring a rapid return on investment thanks to the automation of the commercial actions and to the time saving realized in dealing with the contact exchanges. The platform to be used will be the software Microsoft Dynamics CRM.

## List of abbreviations and definitions

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CRM	Contact Relation Management
CSP	Concentrated Solar Power
CST	Concentrated Solar Thermal
ESFRI	European Strategy Forum on Research Infrastructures
EC	European Commission
EU	European Union
PP	Preparatory Phase
RTD	Research and Technological Development
SFERA	Solar Facilities for the European Research Area
STE	Solar Thermal Electricity
WP	Work Package