

Newsletters and Videos Compilation

Deliverable 7.5

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1. Document History

1.1 Location

This document is stored in the following location:

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Location	PilotSTRATEGY SharePoint site and website

1.2 Revision History

This document has been through the following revisions:

Version No.	Revision Date	Filename/Location stored:	Brief Summary of Changes

1.3 Authorisation

This document requires the following approvals:

AUTHORISATION	Name	Signature	Date
WP Leader	Richard Stevenson		29/04/26
Project Coordinator	Isaline Gravaud		29/04/26

1.4 Distribution

This document has been distributed to: All partners and shared publicly via the PilotSTRATEGY website.

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2. Executive summary

Newsletters are bulletins issued periodically containing a compilation of all news, events, and outputs in a determined time period. They are a great way to keep the communication channel open and interesting between the project and all stakeholders. The platform chosen for Newsletters was Mailchimp. Early in the project, a newsletter subscription block was added to all pages of the website, which linked to the Mailchimp subscription. An invitation to subscribe was sent out to Project Partners, Advisory Board members and other stakeholders at the start of the project, and throughout the project during meetings, events, and other dissemination activities. Once distributed, all project newsletter issues were made available in the [Newsletter Archive](#) page of the project website.

Promotional videos were made to promote the project, raise awareness of the work being done, and to disseminate outputs from the project. Where relevant, some videos were also produced in the local languages of the five project regions: French, Spanish, Portuguese, Greek, and Polish. This assisted Project Partners in their engagement activities with stakeholders and to provide clear open and accessible information on the benefit of CO₂ storage to non-technical audiences. All project videos were uploaded to the project's [YouTube channel](#) and added to the project website.

This report compiles a record of all project Newsletters issued and all promotional videos published throughout the project, in accordance with the specifications outlined in *D7.2 Communications and Dissemination Plan*.

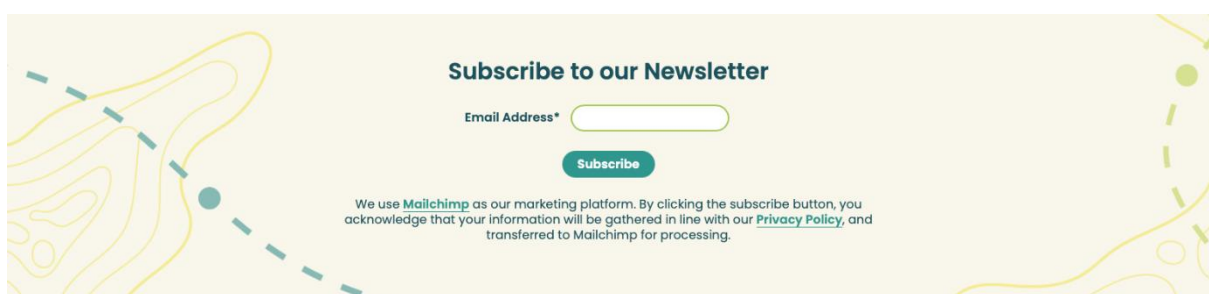
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3. Project Newsletters

Newsletters are an essential part of the communication tools outlined in *D7.2 Communications and Dissemination Plan*. The initial plan was to issue a biannual Newsletter to disseminate the project news and events. Nine (9) newsletter issues would be distributed starting in Month 6, and continuing on Months 12, 18, 24, 30, 36, 42, 48, and 54. These dates were a guideline and the date of issue was flexible to accommodate for important news and events at different times.

The chosen platform for managing newsletter subscription and distribution was Mailchimp. Early in the project, the Mailchimp account was created and integrated to the project website to ensure early adoption and engagement. For maximum visibility, a newsletter subscription block was included on every page of the PilotSTRATEGY website.



The total number of subscribers at the end of the project (30 April 2026) was **234**. All project Newsletters are available in the [Newsletter Archive](#) page of the project website.

This section summarises each of the nine project newsletter issues, and provides details of number of deliveries (subscribers) at the time of issue, analytics, and links to the issues in both the project website, and directly on the Mailchimp platform.

NB: After the issue of Newsletter 5 the project detected unusual subscription activity, which explains the high number of deliveries of Newsletter 5. This issue was corrected with the website developers.

3.1 Newsletter 1

Date of issue: 17 March 2022



Deliveries: 77 (95.1%)

Open rate: 46.8% - 36 opened

Click rate: 16.9% - 13 clicked

Link on website: <https://pilotstrategy.eu/news/newsletter-archive/newsletter-march-2022>

Link on Mailchimp: [https://mailchi.mp/74d3459bee15/pilotstrategy-news-updates-march-6765929?e=\[UNIQID\]](https://mailchi.mp/74d3459bee15/pilotstrategy-news-updates-march-6765929?e=[UNIQID])

3.2 Newsletter 2

Date of issue: 27 October 2022



Deliveries: 142 (95.9%)

Open rate: 40.8% - 58 opened

Click rate: 13.4% - 19 clicked

Link on website: <https://pilotstrategy.eu/news/newsletter-archive/october-2022>

Link on Mailchimp: [https://mailchi.mp/1c4c48db3d08/pilotstrategy-news-updates-march-7336153?e=\[UNIQID\]](https://mailchi.mp/1c4c48db3d08/pilotstrategy-news-updates-march-7336153?e=[UNIQID])

3.3 Newsletter 3

Date of issue: 04 April 2023



Deliveries: 169 (92.9%)

Open rate: 42.6% - 72 opened

Click rate: 19.5% - 33 clicked

Link on website: <https://pilotstrategy.eu/news/newsletter-archive/april-2023>

Link on Mailchimp: <https://mailchi.mp/246f59a481fa/pilotstrategy-news-updates-march-8119489?e=4f65e92d0f>

3.4 Newsletter 4

Date of issue: 02 October 2023



Deliveries: 271 (85.0%)

Open rate: 39.5% - 107 opened

Click rate: 6.3% - 17 clicked

Link on website: <https://pilotstrategy.eu/news/newsletter-archive/october-2023>

Link on Mailchimp: <https://mailchi.mp/df7e033b297a/pilotstrategy-news-updates-march-8297434?e=4f65e92d0f>

3.5 Newsletter 5

Date of issue: 29 April 2024



Deliveries: 742 (91.0%)

Open rate: 21.6% - 160 opened

Click rate: 3.2% - 24 clicked

Link on website: <https://pilotstrategy.eu/news/newsletter-archive/april-2024>

Link on Mailchimp: [https://mailchi.mp/61d3b61a0003/pilotstrategy-news-updates-march-9657905?e=\[UNIQID\]](https://mailchi.mp/61d3b61a0003/pilotstrategy-news-updates-march-9657905?e=[UNIQID])

3.6 Newsletter 6

Date of issue: 4 October 2024



Deliveries: 156 (93.4%)

Open rate: 37.2% - 58 opened

Click rate: 13.5% - 21 clicked

Link on website: <https://pilotstrategy.eu/news/newsletter-archive/october-2024>

Link on Mailchimp: [https://mailchi.mp/4efb5d206cc2/pilotstrategy-news-updates-march-10662599?e=\[UNIQID\]](https://mailchi.mp/4efb5d206cc2/pilotstrategy-news-updates-march-10662599?e=[UNIQID])

3.7 Newsletter 7

Date of issue: 12 June 2025



Deliveries: 188 (86.6%)

Open rate: 39.9% - 75 opened

Click rate: 16.0% - 30 clicked

Link on website: <https://pilotstrategy.eu/news/newsletter-archive/june-2025>

Link on Mailchimp: <https://mailchi.mp/862987ee0b8f/pilotstrategy-news-updates-march-10665889?e=4f65e92d0f>

3.8 Newsletter 8

Date of issue: 29 October 2025



Deliveries: 201 (90.1%)

Open rate: 39.8% - 80 opened

Click rate: 11.4% - 23 clicked

Link on website: <https://pilotstrategy.eu/news/newsletter-archive/october-2025>

Link on Mailchimp: <https://mailchi.mp/79593c9ec918/pilotstrategy-news-updates-march-10667787?e=4f65e92d0f>

3.9 Newsletter 9

Date of issue: 28 April 2026



Deliveries: 216 (100%)

Open/click rate: too soon to review at the time of writing this report

Link on website: <https://pilotstrategy.eu/news/newsletter-archive/april-2026>

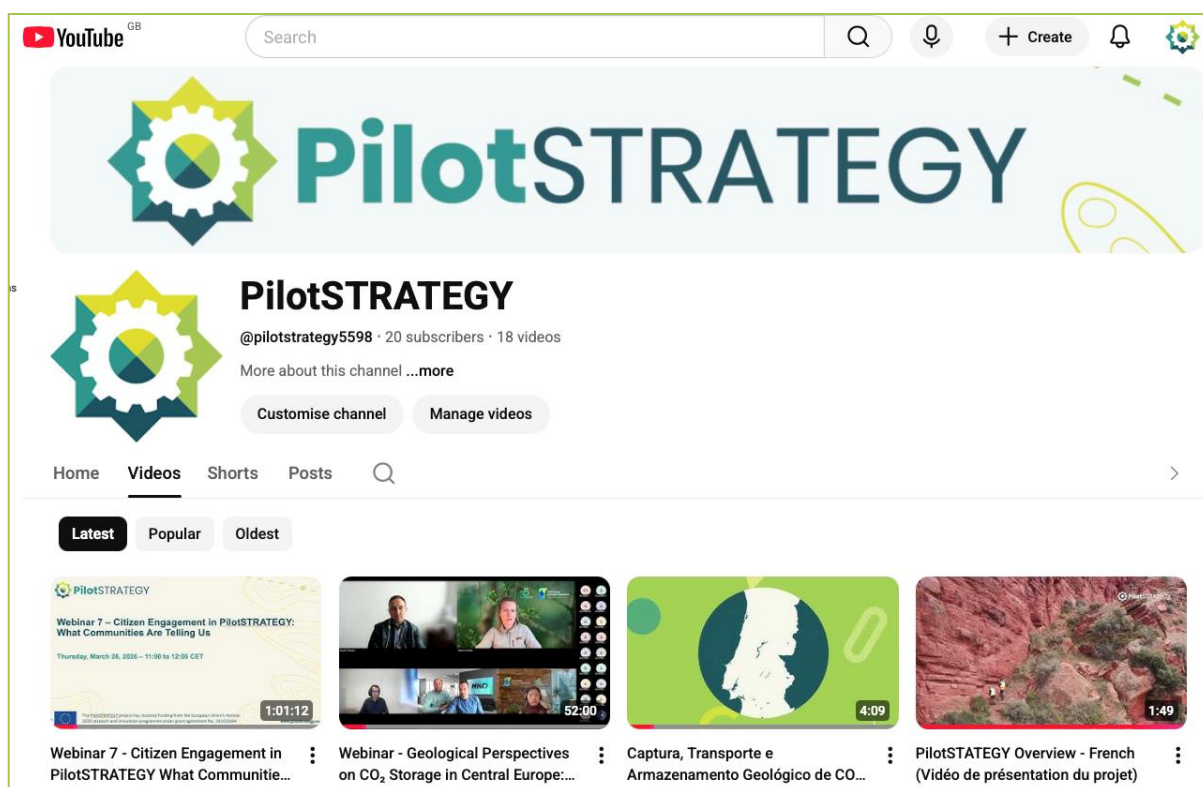
Link on Mailchimp: <https://mailchi.mp/c39c00ea6f6d/pilotstrategy-news-updates-march-10670115>

4. Promotional Videos

Promotional videos were outlined from the start of the project as part of the essential communication tools outlined in *D7.2 Communications and Dissemination Plan*. A total of **10 videos** were produced throughout the project duration to convey the overall objectives of the project, show the field work carried out, and present environmental and societal benefits of CCS to non-technical audience. Where relevant, some videos were also produced in the local languages of the five project regions: French, Spanish, Portuguese, Greek, and Polish. This assisted Project Partners in their engagement activities with stakeholders and to provide clear open and accessible information on the benefit of CO₂ storage to non-technical audiences.

An additional **4 videos** were created for the project Final Event, which took place 21-22 April 2026. The purpose of each video was to present key findings, results, and final messaging from four of the PilotSTRATEGY regions. Information on number of views for these videos was not available at the time of writing this report.

All project videos are uploaded to the project's [YouTube channel](#) and added to the project website, where relevant.



This section summarises each of ten promotional videos issued and provides additional details including description, number of views, and direct link to YouTube.

4.1 Gravimetric Campaign (YouTube short)



Date published: 18 November 2021

Views: 69

Description: Our colleagues from Instituto Geológico y Minero de España (IGME-CSIC), the Geological Survey of Spain, have wasted no time in beginning their field work in the Ebro Basin. The region is one of five being studied in PilotSTRATEGY – all have been identified as promising for carbon capture and storage (CCS) but in need of better options for storing CO₂ to be captured from local industries. In these images, taken between May and July, the team is hard at work on three different campaigns: gravimetric measurement, natural seismicity measurement and stratigraphic and sedimentology investigations. The fieldwork took place in the southern part of the basin at locations between Zaragoza and Teruel in north-east Spain.

Link: <https://youtube.com/shorts/D7nN05Nn9MI?si=yewWg4VBWUfH1Asb>

4.2 3D Seismic Acquisition - Grandpuits, France



Date published: 22 October 2022

Views: 370

Description: Using the outputs of the European project [@strategy-ccus3256](https://strategy-ccus3256) and the geological knowledge of the project team, PilotSTRATEGY chose an area around the small town of Grandpuits, to the south-east of Paris, to be the study area for the 3D seismic data acquisition study. A major CO₂ producer is located there, and oil and gas exploration is taking place in the area, which is a good indicator that we have the right conditions to find a good reservoir.

Link: https://youtu.be/V5ZpBd_kCjs?si=0_JolCOJe9Dt8s_i

4.3 PilotSTRATEGY Project Overview

A project overview video was created in English, and then produced in the 5 region languages: Polish, Spanish, Greek, Portuguese, and French.

4.3.1 Project Overview - English



Date published: 3 August 2023

Views: 200

Description: PilotSTRATEGY is an ambitious five-year international research project on the use of deep saline aquifers for geological storage of carbon dioxide to support development of carbon capture and storage, a critical technology in the net-zero transition. This video gives an overview of the work of the PilotSTRATEGY project

Link: https://youtu.be/81M_hgJGSY8?si=UI3FScaNgsXszjEp

4.3.2 PilotSTRATEGY Project Overview - - Polish (Film z przeglądem projektu)



Date published: 6 February 2024

Views: 44

Description: PilotSTRATEGY to ambitny pięcioletni międzynarodowy projekt badawczy dotyczący wykorzystania głębokich solankowych warstw wodonośnych do geologicznego składowania ditlenku węgla. Projekt ma na celu wspieranie rozwoju technologii wychwytywania i składowania ditlenku węgla, zwanej CCS i będącej technologią krytyczną w procesie przejścia na zerową emisję netto.

Link: <https://youtu.be/cf4enQyKy88?si=gUIEKTNEABMe-maC>

4.3.3 PilotSTRATEGY Project Overview - Spanish (Vídeo de descripción general del proyecto)



Date published: 22 February 2024

Views: 226

Description: PilotSTRATEGY es un ambicioso proyecto internacional de investigación, de cinco años de duración, que tiene como objetivo la caracterización de acuíferos salinos profundos para el almacenamiento geológico de dióxido de carbono, con el fin de apoyar el desarrollo de las tecnologías de captura y almacenamiento de carbono, también conocida como CAC, una tecnología fundamental en la transición a cero emisiones.

Link: https://youtu.be/IlLwseMf31E?si=Lwboh6-KyZ_5ACVz

4.3.4 PilotSTRATEGY Project Overview - Greek (Βίντεο επισκόπησης έργου)



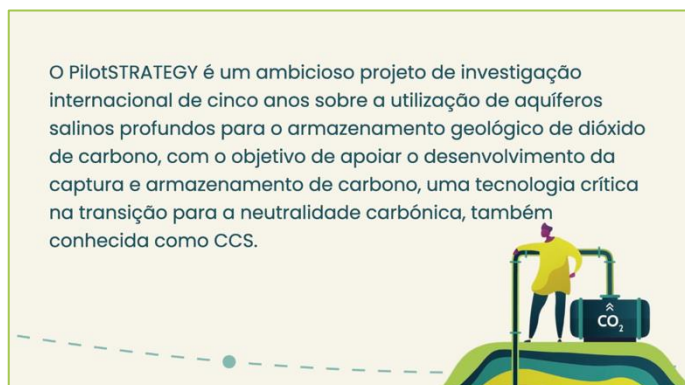
Date published: 15 May 2024

Views: 22

Description: Το ερευνητικό έργο PilotSTRATEGY είναι ένα φιλόδοξο πενταετές διεθνές ερευνητικό έργο σχετικά με τη χρήση αλατούχων υδροφορέων σε μεγάλο βάθος για τη γεωλογική αποθήκευση διοξειδίου του άνθρακα με σκοπό τη στήριξη της ανάπτυξης της δέσμευσης και αποθήκευσης διοξειδίου του άνθρακα, μιας κρίσιμης τεχνολογίας για τη μετάβαση σε μηδενικές εκπομπές, γνωστή και ως CCS.

Link: <https://youtu.be/jdcdURgCY5E?si=rpuPeXHMBhJJUadw>

4.3.5 PilotSTRATEGY Project Overview - Portuguese (vídeo de visão geral do projeto)



Date published: 22 May 2024

Views: 84

Description: O PilotSTRATEGY é um ambicioso projeto de investigação internacional de cinco anos sobre a utilização de aquíferos salinos profundos para o armazenamento geológico de dióxido de carbono, com o objetivo de apoiar o desenvolvimento da captura e armazenamento de carbono, uma tecnologia crítica na transição para a neutralidade carbónica, também conhecida como CCS.

Link: <https://youtu.be/YPeDWfKjalk?si=k5LSSFUkBCa0y2R>

4.3.6 PilotSTRATEGY Overview - French (Vidéo de présentation du projet)



Date published: 24 March 2025

Views: 44

PilotSTRATEGY est un projet de recherche international ambitieux sur cinq ans, portant sur l'utilisation des aquifères salins profonds pour le stockage géologique du dioxyde de carbone. Le projet soutient le développement de la capture et du stockage du carbone, une technologie essentielle pour atteindre la neutralité carbone, également appelée CCS (Carbon Capture and Storage).

Description: PilotSTRATEGY est un projet de recherche international ambitieux sur cinq ans, portant sur l'utilisation des aquifères salins profonds pour le stockage géologique du dioxyde de carbone, afin de soutenir le développement de la capture et du stockage du carbone, une technologie essentielle pour atteindre la neutralité carbone, également appelée CCS (Carbon Capture and Storage). Cette vidéo présente un aperçu du projet.

Link: <https://youtu.be/AQqe-YGs1PM?si=baihjpg2O6r7fRx4>

4.4 Captura, Transporte e Armazenamento Geológico de CO₂ - O projeto PilotSTRATEGY em Portugal (Capture, Transport and Geological Storage of CO₂ – The PilotSTRATEGY project in Portugal)



Date published: 11 June 2025

Views: 101

Description: Com o objetivo de divulgar a tecnologia de Captura Transporte e Armazenamento Geológico de CO₂ (CCUS) foi, no âmbito do projeto PilotSTRATEGY, realizado um vídeo que aborda situação da tecnologia no contexto da mitigação das alterações climáticas, e apresenta alguns resultados do projeto PilotSTRATEGY e de outros projetos de investigação que a equipa da Universidade de Évora tem vindo a desenvolver ao longo dos anos. O PilotSTRATEGY tem como principal objetivo a escolha e verificação de condições de segurança para implementar em Portugal um projeto piloto de armazenamento geológico de CO₂. A tecnologia de Captura, Utilização e Armazenamento de CO₂ é uma solução imprescindível para a redução das emissões de CO₂ para a atmosfera, contribuindo diretamente para o cumprimento das metas do Acordo de Paris. Na idealização e narração do vídeo participaram os investigadores Ana Catarina Pinho (ICT) e Carlos Alexandre Ribeiro (MARÉ) em colaboração com o GATE – Gabinete de Apoio às Tecnologias Digitais, Audiovisuais e Multimédia da Universidade de Évora com apoio da Eng^a Ana Filipe e a Eng^a Daniela Alvarinho que realizaram e montaram todo o vídeo, as quais a equipa do PilotSTRATEGY agradece o excelente trabalho.

Link: <https://youtu.be/XXqs7rjC314?si=OOYtPv6SPbPUz4dH>

4.5 PilotSTRATEGY Region Focus

A final project video overview video was made for four of the regions — Spain, Portugal, Greece and Poland — to summarise the main objectives and key successes carried out in their respective regions, and to reflect on the legacy of their work.

4.5.1 PilotSTRATEGY Regions Focus - Spain



Date published: 20 April 2026

Description: Region Lead Paula Canteli, from the Geological Survey of Spain (IGME), summarises the main objectives and key successes carried out in the region, and reflects on the legacy of their work.

Link: <https://youtu.be/pt9kP9eonkw?si=8kqWcQcywhfH37m2>

4.5.2 PilotSTRATEGY Regions Focus - Portugal



Date published: 20 April 2026

Description: In this video Portuguese Region Lead Júlio Carneiro, from the University of Évora, summarises the main objectives and key successes carried out in the region, and reflects on the legacy of their work.

Link: <https://youtu.be/DGWkA5oUCzU?si=7ZQscepC2F3RDjRo>

4.5.3 PilotSTRATEGY Regions Focus - Greece



Date published: 20 April 2026

Description: In this video Greek Region Lead Nikolaos Koukouzas, from the Centre for Research and Technology Hellas, in Athens (CERTH), summarises the main objectives and key successes carried out in the region, and reflects on the legacy of their work.

Link: https://youtu.be/ha2KMFmYDFA?si=0nc4i5d_lanR2gpb

4.5.4 PilotSTRATEGY Regions Focus - Poland



Date published: 20 April 2026

Description: In this video Polish Partner Aleksandra Koterak, from the The Central Mining Institute – National Research Institute of Poland (GIG), summarises the main objectives and key successes carried out in the region, and reflects on the legacy of their work.

Link: <https://youtu.be/woMO9aArpWM?si=U36YjD0b4QxCeIFJ>

5. Conclusions

The PilotSTRATEGY Newsletters and Videos fulfilled the objectives outlined in D7.2 “Communication and Dissemination plan”.

The total number of subscribers at the end of the project was 233. Nine project Newsletters were distributed, with an average of 80 opens per newsletter. All project newsletter issues are available in the [Newsletter Archive](#) page of the project website.

A total of 14 Promotional videos were made, far exceeding the number set out at the start of the project. The combined total views for the first 10 promotional videos (not including webinars) were **1,180**. This result highlights the important impact and reach of video content. The final 4 videos were produced for the final event of the project, and as such, analytics were not yet available at the time of submission of this report. All project videos are uploaded to the project’s [YouTube channel](#) and added to the project website, where relevant.