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Bio-MeGaFuel

Bio Methanol Production via Chemical Looping Gasification Coupled with Membrane Reactors

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WP5 – Exploitation, Dissemination and Communication

D5.7 Dissemination and Communication Plan

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Dissemination Level	
PU	Public
SEN	Sensitive, limited under the conditions of the Grant Agreement



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WP5
**D5.7 Dissemination
and Communication
Plan**

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1. Executive summary

1.1. Description of the deliverable content and purpose

This document introduces the initial draft of the Bio-MeGaFuel project's dissemination and communication plan. It lays out a detailed roadmap for all communication and outreach efforts to be implemented throughout the project, specifying possible actions and initiatives.

The plan sets well-defined goals for both communication and dissemination, along with identifying target audiences and the most effective channels to engage them. As a key deliverable, it completes Task 5.7, "Dissemination of the Dissemination Plan," within Work Package 5, "Exploitation, Dissemination and Communication" which is led by 1CUBE with input from all partners.

The communication channels and goals have been carefully chosen to reach Bio-MeGaFuel's diverse audience groups, including public and private organizations, policymakers, other Horizon Europe projects, the scientific community, industry stakeholders, investors, and the public.

The Dissemination and Communication Plan will form a basis where all partners will work regarding the outreach and dissemination and will be re-visited to monitor the project outreach.

It will be subject to revision to fine tune the objectives with results and include potential new communication tools. It will address the following:

- *Definition of target groups and stakeholders:* the dissemination and communication strategy will define how each of the outcomes of the project is of interest for each target group and stakeholder
- *Establishment of the communication objectives and the strategies for overall communications:* definition of the platforms and tools to be used, as well as the role of each partner, e.g., embedded dissemination of the project's outcomes in the partners' websites and newsletters, and in their social media initiatives.
- *Exploitation of the results strategy:* exploring the strategies for exploitation of the results of the project in such a way that the methanol, transportation and energy markets/sectors, and the scientific community benefit from it, (i.e., events, conferences, papers, journal).
- *List of events, conferences and fairs* where partners can represent the project.
- *Calendar of dissemination and communication activities:* timelines will be developed in order to ensure the planning of each activity and that regular communications of the project are maintained and developed.

2. Strategies and activities

This document outlines the strategies and specific activities required for successful dissemination and communication of project results under Work Package 5 (WP5). The ongoing development and updating of the Dissemination and Communication Plan are essential to ensuring that Bio-MeGaFuel project's impact and results are widely recognized.

The activities outlined here aim to inform, engage, raise awareness, and promote the project's purpose, funding sources, and outcomes. Effective dissemination hinges on establishing robust communication channels, recognizing key stakeholders, and delivering content in the most suitable formats.



These activities will continue throughout the project's 48-month timeline, with regular revisions to adapt objectives as new project results emerge.

3. Dissemination activities

Dissemination activities will be tailored to raise awareness of Bio-MeGaFuel results among various target groups. While some activities will reach multiple groups, others will be specifically targeted.

The Bio-MeGaFuel project also has set goals for its dissemination efforts. The dissemination activities are reported in Table 1.

Table 1 Main dissemination activities for the project.

MEANS/CHANNELS	Objective, target and quantifiable indicators
Project technical e-publication	A project e-publication will be produced during the second phase of the project (in the last year) in order to present relevant results in the form of data and observations from the validation sites and from Business simulation activities, thus giving comprehensive evidence of the advantages of the developed enabling technologies and of the concept as a whole. <ul style="list-style-type: none"> • Technical project e-publication downloads: <25 = poor; 25-50 = good; >50 = excellent
Scientific/technical publications and oral/poster presentations at conferences, symposia, seminars, workshops, etc.	The project's results will be published in the international scientific/technical literature, such as Chemical Engineering Journal, ACS Sustainable Chemistry & Engineering Journal , Renewable Energy, AIChE Journal, Fuel, as well as in relevant scientific/technical literature at the national level mainly in the member states where the partners are established. Results will also be presented either through oral or poster presentations at relevant conferences, symposia, seminars, workshops, and other events, such as European Biomass Conference & Exhibition, International Methanol Vehicle and Fuel Applications Conference, Energy Conference, European Conference on Catalysis, AIChE Annual Meeting, AICHEMA, EUBCE. The project will furthermore promote its results at the national level in the various Member States of the partners. The highest impact open access journals within the relevant sector will be identified. <ul style="list-style-type: none"> • At least 8 papers will be published on the Open Research Europe OA platform. • All publications will be collected in a dedicated space within the project website for open access/download. Open Access to peer-reviewed scientific publications will be provided. • Number of published papers: <6 = poor, 6-10 = good, >10 = excellent
Education sessions	Education sessions integrating the knowledge developed within the project will be offered at local as well as international levels to students (undergraduate and postgraduate) <ul style="list-style-type: none"> • At least 3 seminars/workshops during the project • A winter school on membranes and membrane reactors
Liaison with EU communities	The consortium will seek liaison with the most relevant EU communities on Bio-MeGaFuel topics, including the relevant EU Technology Platforms (ETPs) such as ACARE and ETIP Bioenergy
Liaison / collaboration with relevant projects	The consortium will seek liaison and collaboration with other bioenergy and catalyst HEU projects that could complement project activities and provide synergies, also to effectively disseminate project results

4. Communication activities

As for the dissemination activities, also communication activities are designed for different target audiences. The main activities and channels are reported in the table below, while examples of tools used so far are reported in Table 2.

Table 2 Communication activities of the project

Target audience	Main activities and channels
ALL	<ul style="list-style-type: none"> - A dedicated, user- and mobile-friendly website. The open part of the website is used for both communication and dissemination of results. Public deliverables can be downloaded from the website; - Strong project identity, including the logo, branding style and templates (PowerPoint, Word) for all internal and external communication materials; - Proactive use of social media networks (YouTube, X, and Instagram of 1CUBE channels and a dedicated Bio-MeGaFuel LinkedIn page) for distributing content and enlarging Bio-MeGaFuel community; - 1 video presenting Bio-MeGaFuel objectives and results. Also, videos of KERs will be available on YouTube; - Participation in events (physical and/or online), including distribution of leaflets and positioning a poster, roll-up. - Non-scientific articles, interviews in sector journals
Academia&Industry	Newsletters about the progress of the activities and achievements, news updates, events, etc.
Society&Media	Bio-MeGaFuel press releases: dedicated press releases to a network of journalists in Europe who are active in biofuels, bioenergy and catalyst, membrane reactors, and alternative energy. Non-scientific articles and open days/lectures at schools/trainings

5. Update first three months of dissemination and communication activities

A variety of activities and tools are going to be employed for dissemination and communication efforts, enabling us to connect with a wider audience.

Meanwhile, the dissemination and communication activities started already at first month of the project with the creation and realization of the website, detailed in the deliverable D5.6 “Public Project Website”, that is going to be always updated with the last news and dissemination activities.

As 1CUBE already wrote in the deliverable D5.5 “Project logo and set of public document templates” a specific and represented logo has been created for the Bio-MeGaFuel project with coherent templates and presentations for the communication activities.

Moreover, the first Press Release about the Bio-MeGaFuel project has been spread out in different social channels and as internal news of some partners involved in the project.

Figure 1 represents a screenshot of the first Press Release for the project.

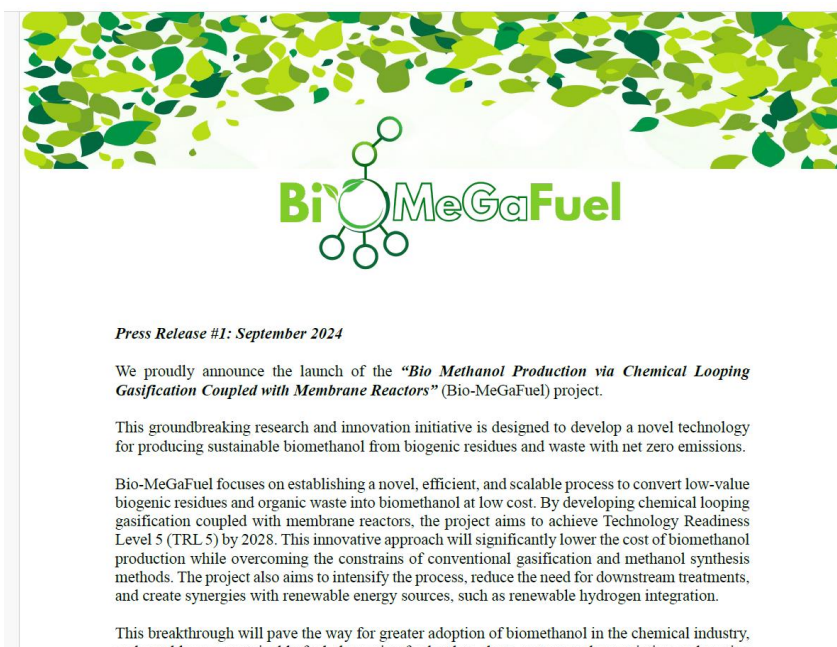


Figure 1. Screenshot of the press release 1

6. Dissemination and communication follow-up

1CUBE will release a first short video of the Bio-MeGaFuel project outlining the concept of the project and the expected benefits from its implementation (M6).

Moreover, 1CUBE will develop a range of promotional materials, including leaflet and a roll-up banner, to showcase the Bio-MeGaFuel project at various events.

Event-specific materials will be designed for targeted impact, alongside versatile general resources suitable for use at all outreach activities.

Also, Bio-MeGaFuel partners will play an active role in promoting the project by participating in conferences, symposiums, and meetings, both virtual and in person and 1CUBE will support the partners with any printed materials or other dissemination tools requested by the exhibitions, conferences and workshops as well as identifying new possible events related to the topic which could be interesting for project's results presentation.

Additionally, 1CUBE will produce newsletters to share key milestones, project achievements, and upcoming events.