

Project Number: 818413
 Project acronym: NextGenRoadFuels
 Project title: Sustainable Drop-In Transport from Hydrothermal Liquefaction of Low Value Urban Feedstocks
 Contract type: H2020-LC-SC3-2018 - RES

Deliverable number:	D7.3
Deliverable title:	Press release 1
Work package:	WP7
Due date of deliverable:	M1
Actual submission date:	M1 - 30/11/2018
Start date of project:	01/11/2018
Duration:	48 months
Reviewer(s):	All partners
Author/editor:	Sara Momi (ETA), Chiara Pappalardo (ETA)
Contributing partners:	All partners

Dissemination Level of this Deliverable:	PU
--	-----------

<i>Public</i>	<i>PU</i>
<i>Confidential, only for members of the consortium (including the Commission Services)</i>	<i>C0</i>

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 818413. Further information is available at www.nextgenroadfuels.eu

Document history

Version no.	Date	Authors	Changed chapters
0.1	30/11/2018	Sara Momi (ETA)	1 st deliverable version

Statement of Originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Contributors

Part. No.	Part. short name	Name of the Contributor	E-mail
11	ETA	Sara Momi	sara.momi@etaflorence.it
All	All	All partners	

Table of Contents

List of Figures.....	3
1 Executive Summary	4
2 Introduction.....	4
3 Press release distribution and Sentiment	5
3.1 Temporary project web page	5
3.2 e-Newsletter.....	6
3.3 Social Media Channels.....	7
3.4 Other websites	8
4 Conclusions and Outlook.....	8
5 Annex A.....	9

List of Figures

Figure 1: Press Release no.1 hosted by temporary project web page.....	5
Figure 1: Press Release e-Newsletter readers' geolocation.....	6
Figure 1: Press Release no. 1 post on project Twitter account.....	7

1 Executive Summary

NextGenRoadFuels Press release no. 1, “The H2020 NextGenRoadFuels Project: Ready for the Next Generation of Sustainable Road Transport Fuels”, has been prepared with the contribution of all project partners. In connection with the project kick-off meeting in Aalborg (DK) on November 12th-14th, 2018 it has been released, with the purpose of introducing the aim as well as the innovative features of the project to a great variety of technical and policy stakeholders, media and citizens.

2 Introduction

The purpose of the Press release n. 1 is presenting the NextGenRoadFuels project objectives and expected beneficial results. It has been structured in order to highlight the aim of the project, along with its contribution in terms of sustainable urban transition and road transport as well as to circular economy. The Press release is divided into three main sections: after a brief introduction of the project, two paragraphs (“Circular economy” and “Cost-effective and scalable technology”) mark the key features of the project.

The ambition of the project is enhanced by the statements of Prof Lasse Rosendahl, Aalborg University (AAU), project coordinator and Steen B. Iversen (SEA), partner for the Hydrofaction™ technology.

Among the key points underlined by the Press Release, there are:

- the conversion of biogenic urban resources into liquid drop-in fuels for road transport, as a valuable instrument to address concrete nowadays needs and challenges within our cities;
- the production of sustainable road transport fuels, marked as a precious contribution in line with EU renewable energy and decarbonisation targets envisaged by recent policy development such as those related to the recast of the Renewable Energy Directive (RED II);
- the connections between NextGenRoadFuels project and the SET-Plan Key Action 8 on renewable fuels in terms of fossil fuels replacement and GHG emissions reduction as direct consequences and positive externalities.

The text underlines the cost-effectiveness and scalability of the technology as an efficient and innovative valorisation path for multiple urban waste streams that would be diverted to landfill etc. In parallel with the reference to the environmental impact, the importance of socio-economic impact related to technological, business and job generation opportunities is mentioned as well, in order to give a 360-degree view.

At the bottom of the Press Release no.1, general information on the project (long title, total duration, list of beneficiaries, EU emblem and official acknowledgment - required by Horizon 2020 AMGA) are present as well.

A picture on the consortium partners, taken at the kick-off meeting, fosters NextGenRoadFuels recognisability and put a *human face* to the project, by helping the general public to empathise with project partners.

3 Press release distribution and Sentiment

In order to better promote the Press Release no.1 and reaching as much public as possible, the document has been shared through different channels and tools. These constitutes of:

- temporary project web page;
- e-Newsletter;
- project social media channels (Twitter, LinkedIn and Facebook) as well as the ones of project partners;
- other websites and online platforms.

Once the project website is finalized and all communication channels are established and consolidated, this Press Release no.1 will be further valorised as the very first public document resulted by the joint effort of all project partners.

3.1 Temporary project web page

A temporary unique-page website (<http://nextgenroadfuels.eu/>) has been implemented in M1 as a first reference of the project for project partners, stakeholders, media and citizens. From this page, it is possible to directly access to the Press Release no.1.



Figure 1: Press Release no.1 hosted by temporary project web page

3.2 e-Newsletter

An e-Newsletter has been sent by ETA to a database of about 5,000 selected contacts, in compliance with new EU GDPR guidelines.

According to our analytics (from emailonacid.com), concerning people who open the e-Newsletter, data indicates a high engagement rate: 67% out of the total took the time to carefully read the full content.

On the geolocation, readers showing more interest were the ones from The United States and from European Union, with some peaks in Spain, Germany, Italy and Sweden. These four countries are quite different in terms of socio-economic assets and approach to renewable energy and circular economy but, according to data collected by ETA, people living there share a common interest to the project and topics on circular economy, non-fossils energies and bioenergy. By addressing these issues, NextGenRoadFuels therefore aroused their interest with a good performance.



Figure 2: Press Release e-Newsletter readers' geolocation

In addition to that, the heat map (here above) highlights such interest, showing that the 98% of clicks on the Press Release no.1 was on the project website's link. This behaviour can be read as the interest of people on deepening further their knowledge on project activities.

3.3 Social Media Channels

In order to gain recognition and interaction with media and citizens, NextGenRoadFuels Twitter social media account has been immediately set up, whereas on Facebook and LinkedIn platforms ETA accounts shared the Press Release no.1 to about 7,500 connections and 1,300 followers, respectively. ETA suggested to project partners to do the same through institutional and personal social media channels.

The several posts on the NextGenRoadFuels Press Release no.1 showed a high level of interaction and engagement across all social media, whereas the project Twitter Profile has been immediately followed by several Horizon 2020-funded projects in the bioenergy and circular economy sectors. This provided ETA with the opportunity to experiment with some of the key hashtags (such as #renewablefuels, #road, #transport, #HTL, #urban, #lowvaluefeedstocks, #sustainable) that will be used for upcoming communication actions. Furthermore, it gave the possibility to have first data on *public sentiment* around NextGenRoadFuels.

On LinkedIn, the Press Release no.1 has been shared thanks to a novel NextGenRoadFuels group, set up with the aim of being both a direct communication and dissemination channel as well as a tool for fostering public discussion on novel and hot topics during the project implementation.



Figure 3: Press Release no. 1 post on project Twitter account

3.4 Other websites

The Press Release no.1 has been re-published on a number of websites, enhancing the diffusion across internet, among others:

- CENER, member of the consortium, (<http://www.cener.com/en/2018/11/16/the-h2020-nextgenroadfuels-project-ready-for-the-next-generation-of-sustainable-road-transport-fuels/>);
- Environmental-Expert (<https://www.environmental-expert.com/news/the-h2020-nextgenroadfuels-project-ready-for-the-next-generation-of-sustainable-road-transport-fuels-781105>), which is a global environmental industry marketplace and information resource;
- Steeper Energy, member of the consortium, (<https://steeperenergy.com/media/>);
- BE-Sustainable Magazine (<http://www.besustainablemagazine.com/cms2/the-h2020-nextgenroadfuels-project-ready-for-the-next-generation-of-sustainable-road-transport-fuels/>), a source of information and resources on bioenergy and bioeconomy, as well as the official magazine of the annual EUBCE (European Biomass Conference and Exhibition).

4 Conclusions and Outlook

The people reached by the Press Release no.1 through the different communication channels showed a significant interest in the project by means of a high engagement rate. In the end, the Press Release no.1 succeeded in introducing the overall project and in giving visibility to the kick-off meeting, and it set the basis for the next communication and dissemination activities.

As the first NextGenRoadFuels public release, this deliverable represents the first pillar of the public visibility of the project. Moreover, it provided interesting hints and data, which may be useful to the Communication and Dissemination Plan elaboration and implementation as well as for future actions.

Once the project website will be finalised and other project specific media channels will be established, the Press Release no.1 will be further valorised as the fruit of a conjoined effort by each member of the consortium.

Annex A



The H2020 NextGenRoadFuels Project: Ready for the Next Generation of Sustainable Road Transport Fuels

The Horizon 2020 NextGenRoadFuels project will convert biogenic urban resources into liquid drop-in fuels for road transport by means of Hydrothermal Liquefaction (HTL)

Aalborg (DK), November 14, 2018 – NextGenRoadFuels Consortium

NextGenRoadFuels is a new project funded by Horizon 2020, the EU Framework Programme for Research and Innovation. It will develop a **competitive European technology platform for sustainable liquid fuel production technologies**, proving the **Hydrothermal Liquefaction (HTL) pathway** as an efficient route to produce high-volume, cost-competitive drop-in synthetic gasoline and diesel fuels as well as other hydrocarbon compounds.

The project supports the **SET-Plan Key Action 8 on renewable fuels**, contributing to the renewable-energy-in-transport target (with a direct replacement of up to 12% of fossil fuels) and to the GHG emissions reduction objectives (by 75M tons CO₂-EQ/year), in line with the Renewable Energy Directives (RED II) and the European Energy Roadmap 2050.

Circular Economy

Feedstocks for these novel fuels will be low-value, aggregated urban wastes such as **sewage sludge, organic waste and construction wood waste**, whereas the resulting **drop-in road transport fuels** will show similar performance to conventional fuels, yet with much lower carbon footprint. Over 100 M tons/y of urban feedstocks may be transformed into 470,000 barrels of diesel and gasoline fuels per day in Europe, at a very competitive selling price thanks to the NextGenRoadFuels methodology.

The project will establish a cost-effective **valorisation pathway for multiple urban waste streams**. It may be conceived either as a stand-alone plant within larger urban centres, with the complete production pathway at a central facility, or in hub-and-spoke arrangements, where a number of HTL plants are served by the same upgrading facility. NextGenRoadFuels **addresses concrete needs** of Europe's growing urban communities. Unlike existing waste management solutions, the proposed technology pathway will eliminate all waste-related biological and chemical nuisances and hazards while converting waste to a reusable resource in the form of renewable fuels, fertilizers and proteins thus fostering the **urban transition towards a circular economy**.

Cost-effective and scalable technology

Different combinations of thermo-, electro- and biochemical technologies, together with effective management of raw materials, allows the NextGenRoadFuels process to be extremely scalable, as well as more cost-competitive and resource-efficient than current biofuel and renewable fuel technologies. The scalability of the methodology is achieved by the **diversification of low-value feedstocks** and the possibility of **integrating the process into existing supply infrastructures**.

On the technological side, NextGenRoadFuels will set a **better understanding of technological and business opportunities** related to the conversion of organic wastes into ready-to-market advanced drop-in fuels. In addition, it will develop a **tool for scenario adaptation**, guaranteeing further efficient implementation of biofuel production. Further, the project is expected to **generate job opportunities** with the creation of 50,000 direct and 300,000 indirect jobs across EU Member states through implementation of the HTL technology platform.

Lasse Rosendahl, Aalborg University, project coordinator states *"The ambition of the NextGenRoadFuels consortium is to establish the HTL technology as a very effective pathway to bring considerable sustainability benefits to the European transport sector, in particular those parts of it for which no good solutions have been proposed so far. The project will demonstrate significant GHG reductions as well as provide opportunities for upcycling and circular reuse of urban waste streams."*

Steen B. Iversen, Steeper Energy Aps. adds *"The NextGenRoadFuels project will leverage on Steeper Energy's experience in proving and scaling up its Hydrofaction™ technology for forestry residues conversion in order to rapidly commercialize in the new market of urban waste conversion. Notably, Steeper Energy's 50 million euro commercial demonstration plant, currently developed in Norway, is of comparable scale to a full commercial Hydrofaction™ plant suited for the conversion of urban wastes"*.

About NextGenRoadFuels

NextGenRoadFuels - Sustainable Drop-In Transport Fuels from Hydrothermal Liquefaction of Low Value Urban Feedstocks started on the 1st of November 2018 and runs for 48 months.

The consortium, coordinated by Aalborg University (DK), counts on **11 beneficiaries** from **7 countries**: Steeper Energy ApS (DK), Chemical Process and Energy Resources Institute | CERE (GR), Centro Nacional de Energías Renovables (E), Technical University of Munich (D), Karlsruhe Institute of Technology (D), SINTEF ENERGI (NO), Haldor Topsoe A/S (DK), ENI S.p.A. (IT), Goodfuels (NL), ETA-Florence Renewable Energies (IT).



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 818413.

Contact:

Prof. Lasse Aistrup Rosendahl, Aalborg University, project coordinator; e-mail: lar@et.aau.dk ; tel. no. +45 9940 9263

www.nextgenroadfuels.eu

Twitter: @NGRFproject

