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## Statement of Originality

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## 1 Executive Summary

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The **D7.1 Preliminary PEDR - Plan for the Exploitation and Dissemination of Results** is a strategic document for setting the impact pathway of NGRF from the start of the project. This preliminary PEDR is based on a **Dissemination Plan**, integrated by a **Communication Strategy**, describing which will be the most efficient dissemination measures to be implemented with reference to specific targeted audience and strategic project results. Further updates of this PEDR will refer also on connections to NGRF Exploitation pathways (as per *WP6 - Business development and risk management*) and valuable inputs, at consortium level, for public authorities and standardization bodies.

## 2 Introduction

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This report contains the *NGRF Preliminary PEDR (D7.1)*, which has been designed as a **practical guideline for efficiently implementing communication and dissemination activities at project level**. The goal of the document is twofold:

- supporting the achievement of the project objectives;
- facilitating and supporting the measures for the exploitation of project results.

As foreseen in *WP7 – Communication, dissemination and support to exploitation*, the final aim of this PEDR is to ensure the widest possible impact of the project in terms of activities delivering results that can be considered as a consistent basis for further R&D strategies in the near future.

The plan is the result of a **coordinated effort among partners**, considering stakeholders' categories and needs as well as partners' communication channels and tools. In this sense, it can be considered as a supporting tool for each partner in maximizing the impact of their own dissemination actions while providing means to ensure high visibility of activities and outcomes of the project as a whole.

The active involvement of stakeholders and target groups is one among the key success factors for NGRF project. This plan proposes a list of suitable dissemination tools and activities for engaging the target groups in the project. To this end, a **multi-step and multi-channel dissemination strategy** is proposed in order to maximize the impact of the dissemination activities, adjusting the materials and tools to the specific needs, interests and potential for involvement of the target audience.

The consortium considers this plan as a **living document**, reflecting an open, ongoing dialogue with potential users and related networks during the project, in order to be inclusive and ensuring the best possible results.

## 3 Impact scopes and objectives

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### 3.1 The overall strategy and scope

The *D7.1 Preliminary PEDR* is a plan designed according to strategies and activities aimed at Communication, Dissemination and support to Exploitation, which the EC defines as follows:

- **Communication** means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and in particular to some specific audiences while demonstrating how EU funding contributes to tackling societal challenges;
- **Dissemination** is the public disclosure of the results of the project in any medium. It is a process of promotion and awareness-raising right from the beginning of a project. It makes research results known to various stakeholder groups in a targeted way, to enable them to use the results in their own work;

- **Exploitation** is the use of results for commercial purposes, in public policymaking and in any other way in the society.

WP7 activities will also be strategic on maximizing the project impact of WP6 – *Business development and risk management*. In this regard, **all partners** will play an active role in the project dissemination activities of the project, and that ETA will act as consortium facilitator of the activities time-plan, materials to be prepared and events planned.

Such activities will take place at two levels:

- **at regional/national level**, in the **7** countries where NGRF will carry out activities of RTD and market innovation: Denmark, Greece, Spain, Germany, Norway, Italy, The Netherlands;
- **at European level**, outreach to the scientific, technology and industry communities as well as final end-users and beneficiaries of NGRF results. Outreach of these target groups will mainly take place through existing policy and technology platforms promoted by EC, stakeholders' events and by networking with other related projects and international initiatives (e.g. carried out by IEA Bioenergy, IRENA, etc.) and decision makers.

The active involvement of stakeholders and target groups is one among the main success factors of the NGRF project and its market scale-up in the European market, already during the project implementation. Indeed, the project intends to reach a challenging but realistic objective, such as proving the HTL technology pathway as a viable, sustainable and efficient route for production of liquid drop-in fuels for road transport. The advanced HTL technology (allowing for an outstanding feedstock flexibility) together with the SOTA, low H<sub>2</sub> upgrading techniques will be applied to low value, aggregated urban wastes. The goal will be cost competitive, high volume, sustainable drop-in quality synthetic gasoline and diesel fuels.

The **overarching objectives of NGRF** are summarised as follows:

#	NGRF objectives
	<b>Development of a competitive European HTL technology pathway which:</b>
<b>1</b>	<b>provides major contributions to achieving and surpassing the renewable-energy-in-transport target by diversified 2G feedstock conversion;</b>
<b>2</b>	<b>contributes to significant GHG reduction by more than 70% compared to fossil fuels equivalents;</b>
<b>3</b>	<b>significantly supports the ambition of the Energy Union to be number 1 in renewables and provides technological R&amp;D to support SET Plan Key Action 8 on renewable fuels;</b>
<b>4</b>	<b>contributes to establishing security of supply for fuels in Europe and reducing imports (diesel);</b>
<b>5</b>	<b>significantly contributes to job creation within the countries.</b>

**Table 1: NGRF overall objectives**

The *D7.1 Preliminary PEDR* will support the consortium in the entire project-life, while being flexible to adapt to the requirements of the three interrelated and concurrent phases that will inform the dissemination and exploitation activities of the project:

- the **1<sup>st</sup> phase [M0-M12]** involves the design and production of NGRF tools and instruments for dissemination, including the project website, social media and communication materials. The objective here is to **provide information on the existence of this novel project** among main target groups and **triggering interest while giving information** on the early activities, challenges and upcoming R&D results. Stakeholders will be kept informed about the state-of-play and the developments in the activities planned;
- the **2<sup>nd</sup> phase [M12-M24]** is dealing with **starting a two-way dialogue with stakeholders** (primary target groups, potential users and multipliers) and **establishing consistent connections** from that moment on and beyond the project's end;
- the **3<sup>rd</sup> phase [M25-M48]** involves **higher visibility NGRF events**, in order to enable **stakeholders to participate, and to exchange experiences with their counterparts** from other organisations and the wider community involved in the domain. All communications will be under the project's guidance as to priorities and recommendations coming from NGRF consortium in accordance with their respective stakeholders. These activities will be carried out during year 3 and 4, **paving the way for the project scale-up**.

All tools and materials set up at the project outset will be kept updated during the second and third phases. Additional materials will be foreseen as well (e.g. technical factsheets for promoting the project at scientific conferences, workshops and market events across Europe; new videos with focus on specific processes; etc.).

This is important to support technical and market stages of the project, underlining project results and implemented capabilities, with the most feasible tools (both digital and material ones).

### ***3.2 The NGRF C&D process and responsibilities***

The “getting started” stage at communication and dissemination level coincided with the set-up of the project coordination and decision-making structures: the first meeting at plenary level (Kick-off meeting on 12-14 November 2018, in Aalborg, DK) and preliminary internal and cross WPs telephone conferences organized by AAU (Project Coordinator).

#### **3.2.1 The process**

Since the start of the NGRF project implementation, the scientific and technological tasks have taken place along with first communication measures (NGRF visual identity) and preparation of preliminary dissemination materials (such as *D7.3 – Press release 1*, shared via mailing lists and project social media channels; project internal templates for C&D; preliminary project website online).

The NGRF consortium believes that an integrated C&D strategy is required in order to provide project information and data accessible to the specific target groups and the wide audience. Furthermore, this strategy can maximize the efforts in building up a network of relevant contacts interested in the uptake and use of project knowledge at scientific and market level after the project closure.

The project strategy encompasses the following steps for guaranteeing the highest possible project impact:

1. definition of the **Communication and Dissemination objectives**;
2. identification of:
  - **relevant target groups**: to whom does the project want to speak?
  - **key messages** according to each target group needs;
  - **appropriate measures and tools** (with consortium roles and time plan) for each target group: how and when will those messages be conveyed to the relevant audience?
  - **periodic impact monitoring** (by setting appropriate KPIs and control points).

### 3.2.2 Tasks and responsibilities

Indications on partners' roles and processes for guaranteeing a smooth internal communication flow has been provided in *D8.1 Detailed project management plan* (AAU) and additional information in *D8.3 Quality assurance plan* (AAU). In addition, during the project Kick-off meeting (12-14 November 2018, Aalborg, DK), the following principles on external communication and dissemination were agreed:

1. All partners shall ensure dissemination and communication activities/actions in accordance with the related deliverables and results as foreseen by the NGRF Grant Agreement (which provides indications on being sure to comply first with the obligation to protect and then with the obligation to disseminate, art. 28-29 of the AMGA and rules on visibility - use of project logo, EU-emblem and acknowledge of EU funding)<sup>1</sup>;
2. All partners shall set up and implement dissemination and communication activities/actions in line with the present Plan in order to ensure effective communication and exploitation and a common approach to communication;
3. Partners shall monitor dissemination and communication activities, both the ones foreseen by the project and those made independently by each partner.

### 3.2.3 Monitoring

A **periodic monitoring** and the actions necessary to cope with upcoming project changes have been established to be done by partners (ETA and all involved partners) in occasion of each **project meeting (on a 6-month basis)**, to be able to directly collect opinions among the consortium on actions to be taken for guaranteeing the highest possible impact for the project.

In addition, the **revised versions** of the *D7.1 Preliminary PEDR* (*D7.6 Mid-term PEDR & related annexes* in M36 and *D7.8 Final PEDR & related annexes* in M48) will encompass this monitoring and evaluation activity as well as provide periodic results collected at consortium level.

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<sup>1</sup>Official links:

[http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding\\_en.htm](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding_en.htm); [http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication\\_en.htm](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm)



### 3.3 The C&D strategy

The Dissemination strategy of NGRF starts with focusing on the objectives identified by the consortium for guaranteeing a successful project impact.

#### 3.3.1 Objectives for project C&D

The WP7 objectives for having an impactful NGRF are listed as follows:

#	Specific objectives for NGRF impact
1	<b>raising awareness</b> on the project and stimulating interest among stakeholders, by engaging in dialogue
2	<b>disseminating the results</b> of the project and transferring the knowledge generated by the project to relevant stakeholders
3	<b>supporting the exploitation</b> of the project's foreground
4	<b>ensuring impact on the EU society after the end of the project</b>

Table 2: Objectives for NGRF impact

Furthermore, on RTD and market uptake in the renewable transport biofuels, NGRF consortium believes in the chance to contribute to common information and dissemination activities promoted by the EU (DG RTD, DG ENER and INEA) to increase visibility and synergies between H2020 supported actions.

The geographic coverage of NGRF is engaging primary target groups and multipliers at national/regional level of **seven countries** (thanks to leveraging on current networks of the consortium members), as well as **at European and (possibly) global level**. This is foreseen by the liaising with **other relevant European/global network and stakeholders at the policy level** on the areas addressed by the project (technological development of HTL process, use of urban waste, renewable advanced biofuels, etc.), thus contributing to further debate and scientific evidence allowing scaling-up similar processes of energy (advanced, sustainable energy carriers) production into the current and future policy agenda, specifically the EU Renewable fuels and Bioenergy strategies.

#### 3.3.2 Target groups

Since NGRF will represent a significant leap beyond the SOTA in yielding cost-competitive transport fuels with similar performance as conventional fuels (but with significantly lower carbon footprint) and will introduce significant innovations in the RTD for advanced fuels, a specific list of **stakeholders** (grouped under **primary target groups** and **multipliers**) has been identified for the all communication and dissemination activities, as follows:

Target groups	Specific stakeholders	Expected achievements by NGRF (re. to Sec. 2 Impact table)
<b>Primary target groups</b>		
<b>FEEDSTOCK PRODUCERS / SUPPLIERS</b>	Waste managers, waste-water treatment plants (WWTPs) and waste management companies	<ul style="list-style-type: none"> <li>• A novel market for waste and residues management companies</li> <li>• Decentralized valorisation of <b>&gt;100 M</b></li> </ul>

		<p><b>ton of low-grade degradable feedstock</b> for advanced biofuels production</p> <ul style="list-style-type: none"> <li>• <b>Single point disposal of multiple urban waste streams</b>, increasing overall biofuels production process</li> </ul>
<b>RTD / SCIENTIFIC COMMUNITY</b>	<p>Researchers and experts in engineering (mainly on HTL process), biology and bio-technology (advanced biofuels), sustainability and life cycle assessment</p>	<ul style="list-style-type: none"> <li>• A HTL process fully demonstrated to work with several types of feedstock, embedding greatly improved circular economy and recycling of nutrients</li> <li>• Contributing to lowering carbon footprint and increase circular economy by using urban residues for a virtuous process of biofuel production (<b>GHG emission reduction by 75 M ton CO<sub>2</sub>-eq/year</b> by replacing fossil fuels)</li> <li>• Improvement of the <b>overall energy efficiency of biofuels production &gt; 70%</b></li> <li>• Clustering and finding synergies with other EU-funded projects in the transport biofuels sector</li> </ul>
<b>TECHNOLOGY &amp; ENGINE MANUFACTURERS / FUEL COMPANIES / CONSULTANTS</b>	<p>Development, engineering, fabrication, installation and operation of HTL plants; engineering SMEs/start-ups focused on energy conversion, biofuel production and processing technology;</p> <p>fuel companies (including petrochemical firms currently focused on alternatives to fossil fuels, from urban residues);</p> <p>consultancies and advisory firms dealing with renewable energy, circular economy and environment topics</p>	<ul style="list-style-type: none"> <li>• Increasing economic growth and jobs number (<b>creation of ca 50,000 direct and 300,000 indirect job opportunities</b>)</li> <li>• Increasing market opportunities and competitiveness for European industries taking part to the project</li> <li>• <b>Global technological expertise and new licensing opportunities</b> thanks to a business strategy assessing Freedom-to-Operate (FTO) feasibility</li> </ul>
<b>TRANSPORT OPERATORS</b>	<p>Private and public operators working in the transport sector all across Europe; market and service providers; haulers and related associations;</p> <p>investors in Energy &amp; Transport sector</p>	<ul style="list-style-type: none"> <li>• <b>Accessing to HTL derived gasoline and diesel type fuels</b> at a competitive price in comparison to current crude oil ones</li> <li>• <b>Direct revenues for biofuels from urban resources &gt;1B EUR per year</b></li> </ul>
<b>MEDIA, WIDE PUBLIC</b>	<p>National/international journalist and press (generalist ones – i.e. Euractiv, Horizon Magazine, national newspapers - and sector-related ones;</p> <p>European citizens (as taxpayers; consumers - travellers using</p>	<p>Contributing to:</p> <ul style="list-style-type: none"> <li>• <b>decarbonize the transport sector;</b></li> <li>• <b>make circular economy a reality</b> by recovering urban residues, in (often overcrowded) suburban areas, for a sustainable result of public utility</li> <li>• <b>create ca 50,000 direct and 300,000</b></li> </ul>

	personal/public road transports; and conscious of environmental sustainability and carbon footprint topics)	<b>indirect job opportunities</b> <ul style="list-style-type: none"> <li>• reduce negative impacts of urban waste on human and animal health and the environment, as well as the overall GHG emissions</li> <li>• induce an <b>overall change of mentality</b> towards alternatives of current fossil fuels, paving the way to an augmented acceptance of biofuels in Europe</li> <li>• make clear to public opinion that <b>EU funds can be used for fostering RTD</b> and accessing to economic and social growth, new jobs and a higher quality of life in cities</li> </ul>
<b>Multipliers &amp; high-level support</b>		
<b>POLICY MAKERS, REGULATORY AUTHORITIES, STANDARDIZATION &amp; CERTIFICATION BODIES</b>	EU institutions and related services; policy and regulatory authorities at national/EU level dealing with energy, fuels and transport; standardisation bodies (CEN/CENELEC) & certification ones	<ul style="list-style-type: none"> <li>• Increasing <b>energy security</b> in Europe by reducing crude oil imports</li> <li>• <b>Valorisation of waste products</b>, avoiding the economic impact of the waste management</li> <li>• <b>Socio-economic (employment) &amp; environmental benefits</b> from novel value chains for biofuel production</li> </ul>
<b>INTERNATIONAL ORGANIZATIONS &amp; PLATFORMS</b>	International Energy Agency (IEA); European Technology and Innovation Platform for Bioenergy (ETIP-Bioenergy); ART Fuel Forum; IEA Bioenergy Task 39 – Commercializing Liquid Biofuels; Advanced Motor Fuels of the International Energy Agency's (IEA-AMF), one of Technology Collaboration Programmes (TCPs) of IEA related to transportation; International Renewable Energy Agency (IRENA)	<ul style="list-style-type: none"> <li>• Contribution to meet COP21 and EU climate targets from cleaner fuels</li> <li>• Providing <b>valuable inputs at policy level</b> as well as to current work done by <b>standardization and certification bodies</b> on transport biofuels</li> <li>• Increasing competitiveness of participating European industries</li> <li>• Leadership in R&amp;D in renewables</li> <li>• Leadership in urban resource management and valorisation</li> </ul>

**Table 3: Primary target groups and multipliers**

The consortium can already count on mailing lists derived by partners' formal and informal networks. In addition, during the project, a **database of contacts** at European and country level will be collected for increasing the impact of project promotion and dissemination.

Contacts will be provided by the following categories:

- subscribers to project newsletters (through the website online form) and via social media channels (mainly through the NGRF group on LinkedIn);
- people met during NGRF events and collected feedbacks;
- project partners and networks' referees;

- from contacts with stakeholders involved in all business and market analysis expected to be performed under: *WP4 – Fuels and markets, WP5 – Technology scale-up and LCA analysis and WP6 – Business development and risk management.*

All data will be treated in compliance with the Regulation (EU) 2016/679 General Data Protection Regulation (**GDPR**) entered into force on 25 May 2018. Hence, the GDPR will be the reference for data collection, storage, protection, retention and destruction. Furthermore, the consortium will inform its C&D and exploitation activities by a guidance of the EC, called **Ethics & Data protection**.<sup>2</sup>

### 3.3.3 Keywords and main messages to external audience

In occasion of the Kick-off meeting, ETA organized a brainstorming session in order to identify a list of meaningful **keywords** and **key messages**. The consortium identified NGRF novel and efficient contributions on three relevant topics:

1. production of **renewable fuels**;
2. **recycling of phosphorous**;
3. contribution to **waste elimination and upcycling** in European urban areas.

Furthermore, the consortium intends to transfer to target groups and all stakeholders the concept that “**efficiency**” in the HTL process is addressed in several ways through:

- carbon efficiency (a lower carbon footprint),
- energy efficiency,
- cost efficiency (NGRF biofuels’ costs competitive to current crude oil prices),
- resource efficiency (re-use of waste); and
- overall circular economy.

The consortium has agreed on a **list of messages** targeted to one or more audiences, with the aim to deliver the following inputs:

Key messages identified at consortium level	Target groups
NGRF is the first, breakthrough demonstration of a highly efficient, sustainable HTL process supplied by urban residues for transport biofuels production	Companies and market operators, standardisation bodies, international organizations, media & citizens
NGRF is developing a solution for cost-effective circular recycling of sewage sludge into valuable products	Feedstock suppliers (WWTPs), RTD scientific community
NGRF will demonstrate a system of feedstock pre-treatment and logistics for HTL plants	RTD scientific community, feedstock suppliers
NGRF will enable the large-scale production of new drop-in biofuels meeting current diesel and gasoline	Policy makers, companies and market operators, standardisation bodies, regulatory

<sup>2</sup> Source:

[http://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/hi/ethics/h2020\\_hi\\_ethics-data-protection\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/ethics/h2020_hi_ethics-data-protection_en.pdf)

standards, in a sustainable way	authorities, international organizations
The NGRF solution combines biofuels production with effective treatment of noxious waste water sewage solids	Feedstock suppliers, RTD scientific community, policy-makers, international organizations, media & citizens
NGRF will provide a solution to recover phosphorous from urban wastewater sewage solids	Feedstock suppliers, RTD scientific community, policy-makers, international organizations, media & citizens
NGRF will provide innovative solutions for advanced biofuels for heavy transport	Feedstock suppliers, RTD scientific community, policy-makers, international organizations, media & citizens
NGRF will implement a scalable technology, which can be integrated in existing energy infrastructures	Companies and market operators
NGRF is a novel HTL process contributing to decarbonize the European road transport sector	Companies and market operators, RTD and scientific community, policy makers, media & citizens
NGRF supports the SET-Plan Key Action 8 on renewable fuels, contributing to replace up to 12% of fossil fuels	Policy-makers, international organizations, media & citizens
NGRF will provide transport biofuels with decreased GHG emissions by 75M tons CO <sub>2</sub> -EQ/year	Policy-makers, international organizations, media & citizens
NGRF provides transport biofuels in line with the Renewable Energy Directives (RED II) and the European Energy Roadmap 2050	Policy-makers, international organizations, media & citizens

**Table 4: Key messages tailored to target groups**

### 3.3.4 Digital newsletters and press releases

During the project, at least **eight digital newsletters** will be prepared and distributed. Subscription to the newsletter is voluntary via the website. Mass mailing system software is used for management and distribution of the digital newsletters, ensuring the accurate monitoring of the impact of the newsletters. Each newsletter will cover periodic news, events and information; content will be based upon posts on website, as well as contributions by partners, key updates on the project development, presentations at workshops, reports and publications. The planned timetable for sharing the newsletters (**1 every 6 months**) will provide a consistent coverage of the activities implemented within the project.

In addition, **at least 3 press releases** will be published during the project implementation one at the project Kick-off meeting (November 2018), one at mid-term (M24) – in coincidence with relevant milestone/s - and one before the final event, in order to promote it as well as highlight the project's most salient results and benefits (M47). The press releases will be conceived for the general press (e.g. Horizon Magazine, online newspapers on EU policy & market affairs, etc.) and specialized media and magazines on sectors like renewable energy, circular economy practices, environmental sustainability and transport biofuels (identified during the execution of the project by ETA and all partners).

In addition, **news alerts** will be prepared and shared in occasion of milestones reached by the consortium or facts in the transport sector or EU-policy level, which can have a positive impact on NGRF objectives.

ETA will prepare a **final press review**, to keep track of the media coverage of all published press releases. It will be integrated in the final report, together with all communication and dissemination materials (*D7.8 Final PEDR & related annexes*).

### 3.3.5 Videos and webinars

**Several videos** will be prepared and shared via social media and will be available on the NGRF website and YouTube channel. Animated videos and interviews are rich communication channels for delivering information on the NGRF process including updates on the activities performed by partners and comments from experts (i.e. from the Stakeholder and feedstock supplier committee) on waste management, virtuous pathways of circular economy and sustainability.

In addition, professional photography and video coverage can be provided in occasion of events such as technical tours, workshops and others, according to project needs. They spotlight will be on specific topics of relevance for understanding the NGRF impact on the scientific community, the market operators and the society.

A **series of four webinars**, as effective tools to reach specific target groups and fostering debates among peers, will be organized based on inputs from the consortium. A preliminary list of topics can be as follows: 1) multi-supply chain; 2) processing technologies; 3) market strategy and exploitation; 4) sustainability (delivered at environmental, social and economic level).

Once performed, the recorded webinars will also be uploaded on the YouTube channel so other users (young people looking for training materials, citizens curious on project aspects, etc.) can benefit as well.

### 3.3.6 Social media

NGRF will exploit the full potential of social media with the following goals:

1. sharing clear information for raising awareness about technologies and processes dealing with feedstocks from urban residues (such as waste water sewage solids, organic waste and construction wood waste) for producing biofuels;
2. providing latest news, trends and related events (for both expert and non-specialized audiences);
3. disseminating the project outputs and events, as well as other events in the same sector;
4. attracting attention from an increasing number of media and citizens to the project community.



NGRF consortium agreed on creating profiles and pages on the following **three social media**:



**Twitter.** The account will be used as one of the primary tools in spreading the project news and announcements to the wide public. Project tweets will be uploaded on a regular basis, referring to activities, (as soon as available) results and news about the project, beyond to any important information relevant for the field. The Twitter account **@NGRFproject** will be a useful channel to immediately disseminate news on project activities to a wide audience (both primary target groups and multipliers), as well as raising awareness on latest trend topics on biofuels, transports and circular economy.



**Figure 1: 1<sup>st</sup> project tweet at the KoM in Aalborg (DK)**

Specific hashtags will be chosen when sharing NGRF news: #biogenic, #urbansources, #dropinfuels, #road, #HTL.

The profile will follow main corporate and institutional players from academia, industry and national and EC, but also partners' social media profiles, as well as those from the EC, thematic networks, and scientific and industrial key players at a worldwide level for achieving a relevant positioning and number of followers. Partners' social media will also echo the project posts and the other way round, further increasing the combined impact and outreach of the project.



**LinkedIn.** An official NGRF group will be opened for ideas exchanges and suggestions, as a dialogue between teams of project partners and stakeholders.



**YouTube.** A specific NGRF project channel will be opened on YouTube, as soon as videos on project, interviews to testimonials at national/Eu events, project members and experts,

etc. will be ready and sharable. Short and long videos will be shown also in occasion of project booths at events and during demonstrative sessions, for attracting stakeholders of primary target groups and increase their curiosity on state-of-the-art of project activities, therefore their impact.

### 3.3.7 Promotional materials

A number of communication materials will be elaborated and shared, primarily in digital version, but also in printed version (according to project events). Partners will be in charge of printing the documents according to their needs. In special occasions, materials will be translated in (some) national languages. NGRF promotional materials will include:

- **project leaflet:** under elaboration by ETA, it will be designed in order to present general information on the project. It will support the dissemination and promotion activities linked to the national and EU stakeholders in events, workshops, etc. The consortium foresees to make several versions, incorporating achievements, during the project. **All partners will be encouraged to distribute copies of these in every relevant conference they attend;**
- **project roll-up:** it will be conceived for presentations at project's events as well as for external conferences and workshops. The poster (under elaboration by ETA) will allow partners to present results related to NGRF at conferences and workshops, tailoring the content to the target audience.

### 3.3.8 Events

The consortium will organize two big events:

- **a dissemination conference (by M24):** as a side event of the European Biomass Conference and Exhibition (EUBCE, <http://www.eubce.com/>), organized annually by ETA in a different location across Europe;
- **the project final conference (by M47), in Denmark:** it will be a strategic comprehensive event, eventually joint by a public engagement session and/or a technical/business visit, underlining what the NGRF has been able to reach after 4 years.

In addition, **partners** will take part as speakers to **leading events at national/European level**, addressing different audiences. A calendar of conferences, fairs and joint cross-cutting workshops (i.e. by the EC, INEA and synergies with other EU-funded projects on RDT in biofuels, transport sector and circular economy, etc.) will be prepared and periodically proposed for consortium discussion. For example, the consortium will take part to annual EU-level conferences such as: EU Sustainable Energy Week – EUSEW (<https://www.eusew.eu/>), evaluating cooperation with other H2020-funded projects; Annual Circular Economy Stakeholder Conference (<https://circulareconomy.europa.eu/platform/en/node/1301>, promoted by the European Circular Economy Stakeholder Platform), etc.



### 3.3.9 Publications

Several **scientific publications (no. 15)** on NGRF HTL process will be prepared by RTD partners, targeting academics in universities and research centres. They will be published on leading scientific journals, according to Open Access.

In addition, **at least four dissemination articles will be published on the basis of specific results the consortium agrees to disseminate to a wide audience** (after internal exchange with the Project Coordinator and the IPR & Innovation manager on project exploitation strategy).

A preliminary list of journals and magazines, divided per focus area and sectors, is the following:

- *bioenergy, renewable fuels*: Bioenergy International, Bioenergy Insight, Biofuels International, European Energy Innovation
- *transport sector, circular economy and environmental sustainability*: Horizon-magazine.eu, BE-Sustainable (the online and printed magazine dealing with bioenergy and bio-economy at EU and global level, edited and published by ETA since 2012), Renewable Matter, Renewable Energy Focus, Revolve, etc.

The consortium will also prepare a **final publication** (in the form of handbook), in paperback version with ISBN. Prepared with inputs by all partners, it will summarize the project activities and results, in a fact-based and public-oriented document. The goal is to have a book to underline beneficial impacts promoted by NGRF also beyond the project end. Edited by ETA, it will be available both as printed version (ca 500 copies) and in a digital format, accessible from the project website. A specific press release and social media coverage will be realized for increasing its visibility.

### 3.4 Overall communication and dissemination activities

The information about activities related to dissemination and support to exploitation, tailored to reach specific target groups, by transmitting messages, modalities and expected results are listed in the following table:

#	Activity/Leader	Target	Place	Description	KPIs	MM
1	Preparation and promotion of the <b>Press release 1</b> at the project launch (via mailing lists and Twitter) <i>by ETA / support of all PPs (for review)</i>	All (primary target groups and multipliers)	Online	Information on the start of a new project; activities and expected results; partners; funding. People aware of the project existence.	<b>#1 press release</b> at the project kick-start	<b>By M1</b>
2	Design of the <b>Visual identity</b> and production of <b>C&amp;D templates</b> ; design and set-up of the <b>project website</b> ; <b>establishment of social media</b>	All (primary target groups & multipliers)	Online	Design of a Visual Identity package (logo set, templates, etc.) Digital channels (website and social media) accessible for engaging people in the long-term.	<b>#1 Visual identity package</b> (with templates, basic and promotional materials for C&D activities); <b>#1 project website</b> (with public section + Partners' and EC area);	<b>By M3</b>

	<b>presence by ETA / support of all PPs (data providers and first users)</b>			People is aware of the project logo, project scope and existence of C&D channels. First tools for future engagement of research & market experts as well as the large public.	<b>#3 project social media groups / pages</b>	
<b>3</b>	<b>Digital newsletters, press releases and press review by ETA / support by all (data providers and promotion)</b>	All (primary target groups & multipliers)	Online	News and updates on activity implementation; information on initiatives on the same project topic. People follow the activities performed and know the state-of-the-art of the project implementation.	<b>#8 digital newsletters</b> shared via all digital channels; <b>at least #3 press releases</b> (sent to general & specialized media); <b>#1 press review</b> (at project end)	<b>By M48</b>
<b>4</b>	<b>Events and conferences</b> (organization of own events and participation to external ones) <i>by ETA / support by all (participation and promotion)</i>	All (primary target groups & multipliers), depending on the event.  Specific target groups (academics; feedstock suppliers; tech. developers; technical advisory & authorities) with interest in technical WPs results; international community of bioenergy engineers/ researchers, industry	@ EUBCE (location to be defined); in DK (location tbd)	The side event at EUBCE will target project partners, experts (researchers and entrepreneurs) in biochemical processes (of residues and waste water), HTL processes, biofuels. The final conference, will show novel scientific and technological outcomes of biofuel production in the (road) transport sector; drivers for its integration in the EU market as well as exploitation paths; environmental, social and economic benefits for the wide public (media, citizens as taxpayers and end-users).	<b>#1 conference as side event</b> at the annual EUBCE ( <a href="http://www.eubce.com">www.eubce.com</a> ); <b>#1-full day final project conference</b> (with a special event – as a technical tour or business event - targeted to market operators, tbd at consortium level). Both events will include: ad-hoc panels and open session debates with the audience.  In addition, <b>participation by partners to leading events at EU/national level</b> as well as to EC / INEA initiatives.	<b>By M24</b> <b>By M47</b>
<b>5</b>	<b>Videos and webinars</b> with interviews to project partners/experts <i>by ETA / support of all (topics and directly involved in the videos)</i>	All (primary target groups & multipliers)	Online	Topics focused on 4 project areas: 1) multi-supply chain; 2) processing technologies; 3) market strategy and exploitation; 4) sustainability. Several project videos as: animations on the entire process, novelty	<b>At least #1 project video and several short videos on interviews to experts</b> shared via all project channels. <b>#1 webinar series (4 episodes)</b> ; once performed, videos available on project YouTube	<b>By M48</b>

				and final result interviews to experts. Both the tools get people to understand in an easy and appealing way the process and challenges.	channel for further uses	
6	<b>Articles and scientific publications</b> by ETA / support by all (data providers; scientific contributors)	Both general & specialized audience (chemical / physical experts; technology developers)	General press / specialized scientific journals & magazines	High-level, relevant scientific information on the project activities and results; basis for further R&D&I activities. Researchers and experts have access to relevant, consistent information and data on the project.	<b>At least #4 articles</b> published in general & magazines; <b>#15 scientific publications</b> published on OA journals; <b>#1 final project publication</b> (with key activities, results and steps to be developed in the future) available in digital + in print	<b>By M12</b> <b>By M48</b>

**Table 5: Overall communication and dissemination activities**

## 4 Conclusions and outlook

At M3, project activities on Communication, Dissemination and support to Exploitation are in line with the activities foreseen under *WP7 – Communication, dissemination and support to exploitation*, both in terms of deliverables' quality and timeline. For preparing this report, the following deliverables have been taken into consideration:

D#	Deliverable title	Lead beneficiary	Type	Dissemination level	Due date (in MM)
D8.1	Detailed Project Management Plan	1 - AAU	Report	CO	M2
D8.3	Quality Assurance Plan	1 - AAU	Report	CO	M3
D7.2	Visual Identity, Project Website	11 - ETA	Materials, website & report	Public	M3