



DELIVERABLE D8.3

DISSEMINATION AND COMMUNICATION PLAN

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1 EXECUTIVE SUMMARY

BLAZE (Biomass Low cost Advanced Zero Emission small-to-medium scale integrated gasifier-fuel cell combined heat and power plant) is a project aiming at developing an innovative highly efficient and fuel flexible small and medium-scale biomass CHP (Combined Heat and Power generation) technology.

This is a relevant project, tackling one of the most pressing challenges in the field of energy and environment for today's Europe, which is strongly affected by the consequences of the climate change.

BLAZE is a project that brings together heterogeneous partners with different approaches to communication and information. In order to achieve the best possible development of the project, coordination and collaboration among the partners is needed. In this sense, this Dissemination and Communication Plan represents an essential guide that provides a common framework for all the communication activities.

To secure the synergy during the life of the project, the methods displayed should include the exact definition of the main terms and objectives, but also the series of dissemination and communication tools which are expected to be the most useful.

In this way, it is possible to ensure the most effective collaboration around this project which could grow more and more thanks to the contribution of all the partners.

2 INTRODUCTION

2.1 Objectives and definitions

The present Dissemination and Communication Plan aims at defining an effective long-term strategy to pursue the following objectives:

- raising awareness on the project BLAZE and stimulating interest among all stakeholders;
- disseminating the results of the project and transferring the knowledge generated by the project to relevant stakeholders;
- facilitating the exploitation of the project's foreground;
- ensuring the achievement of impact after the end of the project.

In the context of this document and the related activities, we consider the following definitions for dissemination, communication, and exploitation¹.

Dissemination is the public disclosure of the results of the project in any medium. It is an active process of promotion and awareness-raising that starts 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. Dissemination helps to enable the transfer of knowledge and results to the ones that can best make use of it. It helps to maximize the impact of research, enabling the value of results to be potentially wider than the original focus and preventing the loss of results.

Communication means taking strategic and targeted measures to promote the project 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.

Exploitation is the use of the results during and after the project's implementation. It can be for commercial purposes but also for improving policies, and for tackling economic and societal problems.

Results are any tangible or intangible outputs of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected.

1 Sources: http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html
http://ec.europa.eu/research/participants/data/ref/h2020/other/events/2017-03-01/8_result-dissemination-exploitation.pdf

The Dissemination and Communication Plan represents an essential tool to guide the activities of the Consortium throughout the lifetime of the project and beyond. It is a living document and it will be updated annually with the contribution of all the partners.

The strategy for dissemination and communication in this plan is structured following these principles:

- Identifying the relevant target audience: whom does the project want to speak to?
- Defining clear messages: what messages does the project want to convey to its audience and why?
- Identifying means and tools: how and when will those messages be conveyed to the relevant audience?
- Defining a period plan of dissemination and communication activities.

The dissemination activities takes place in the initial phase of BLAZE project, by developing the visual identity, the early stage materials and tools such as leaflets, rollup, and the initial website tools provides a basis to raise awareness and interest in the project, for the communication activities that will be developed in a second stage.

2.2 Target audience

During year one, BLAZE dissemination and communication activities aims at conveying the messages expressed above to the following categories of stakeholders.

Category	Stakeholder category
R&D community in the EU	Scientific community in the fields of combined heat and power from biomass, gasification, fuel cells
Biomass suppliers and organizations	Farmer’s organization, European Region for Innovation in Agriculture, Food and Forestry (ERIAFF), Copa Cogeca
Industry and industry organizations	Cogen Europe, European energy utilities (ENGIE, Dalkia, E.on, Vattenfall, Fortum, Veolia, Wartsila, Enel)
Regulators and authorities	National and regional authorities in renewable energy and fuels. EC DG Energy, EC DG Agri, EC DG Research, ED DG Environment etc., European Parliament, Standardization bodies etc, European Committee for Standardization
Platforms and other Horizon2020 projects	European Technology Platform for Bioenergy, Renewable Heating and Cooling Technology Platform, Biobased industries Consortium, European Regions Research and Innovation Network, Fuel Cell and Hydrogen Joint Undertaking
media	Press and journalists, renewable energy magazines, sustainability magazines, farmer’s magazines, EU policy magazines (examples:

<p>Renewable Energy World, Biomass Magazine, BE-Sustainable, Euractiv, RE-Charge, Farmer’s weekly.</p> <p>Research and innovation magazines (Horizon Magazine) and TV programs (Futuris, Euronews etc.)</p>

Table 1. Target audience by category of stakeholder

During year one, the contacts (email addresses, social media accounts etc.) of the different individual stakeholders belonging to the above categories will be reached by using the contact lists of all the partners. For reasons of privacy policy and confidentiality, these contacts will not be shared but all the partners will commit to convey all the communication and dissemination items produced by the project to their contact lists.

2.3 Key messages

Some of the key messages of the BLAZE project were already identified by the consortium since the preparation of the project proposal. They were also discussed in an open dialogue among the partners during the kick-off meeting and are summarized in the table below:

Key Messages
BLAZE develops solutions for clean energy from small and medium- scale decentralized systems
The BLAZE technology will be able to operate with high efficiency at partial loads
The system will represent a solution for the balancing of local grids and will contribute to providing flexibility to the energy system
The BLAZE project will contribute to lower the capital and installation costs of small and medium-scale biomass CHP systems
The system will use low-cost biomass residues from forestry, agriculture and organic waste, thus keeping the operational costs low and contributing to the circular economy
The system will be capable of achieving a net electric efficiency up to 50% and overall combined heat and power efficiency up to 90%.
The CO2 balance of the system will be neutral, and the flue gas emissions will be equal to zero or negligible

Table 2. Preliminary messages to be delivered



These messages represent the base for the elaboration of all the dissemination and communication actions during the first year of the project. Further messages can be derived from this initial set, focusing on specific aspects pertaining to the different tasks and activities. Those messages will be complemented and updated regularly with a collaborative discussion involving all the partners at least once per year during the project annual meeting or more often if necessary.

3 TOOLS FOR DISSEMINATION AND COMMUNICATION

The multiplicity of messages and the diversity of target audiences identified above require the utilization of a wide series of dissemination and communication tools in order to ensure that the right message is conveyed to the relevant target audience in the most effective way. The tools and measures that BLAZE to utilize are the following:

3.1 Visual identity and branding material

Basic project dissemination material includes a **project logo**, a **leaflet**, an introductory **slideshow presentation**, an introductory poster and roll-up. Templates of slides (Annex I Presentation Template) and poster will be used in all communication activities. The 'Presentation Template' is also included as annex II in the D1.2 Quality Assurance Plan and Report for project monitoring and risk management. All partners are provided with these materials and to be utilize and distribute during events, workshops and all available opportunities to raise awareness on the project since year 1.

Here below the official project logo designed and adopted:



Figure 1. Logo of the project

3.2 Website and social media channels

A **project website** aims to raise awareness about the project's activities and results achieved. In the initial phase, the website includes static pages information about the project, the partners, the process involved, the foreseen impacts of the project and the public resources produced by the project. These will be gradually complemented by a news section in blog style which will be updated regularly with more in-depth information about each step of the process, the project's recent activities or achievements, event announcements and other content provided by all partners. Once published on the website, the contents are then promoted via social media channels (Linkedin, Twitter and Youtube).

E-newsletters in HTML format will be mailed about every 6 months and/or in pivotal project milestones to the contacts in the partner's mailing lists and to the target audience identified. They will be also delivered to new subscribers via a registration form in the website.

3.3 Conferences and workshops

In order to engage with the international bioenergy community, **one mid-term workshop** (half day) and one **final conference** will be held respectively by M21 and M36. The mid-term workshop will be organized by USGM and will include an interactive session with stakeholders organized by EUBIA in order to collect feedback that will be used for the elaboration and implementation of the exploitation measures. At the final conference all partners will be invited to participate as speakers, and all the aspects of the project will be included in the agenda. Activities, results and challenges of the whole supply chain will be presented.

In addition to the events organized by the project, the consortium will also ensure the participation of partners as speakers to leading events at national level, to address different audiences.

3.4 Publications

All publications will be Open Access. Scientific publications target mainly academia and other research organizations, while more general articles will be published in agricultural and trade magazines in order to reach a wider audience. At least one joint EU-Brazil **scientific paper** will be published on a peer reviewed open access journal.

At least **4 outreach articles** (one every year) with results and activities of the project will be published on BE-Sustainable magazine, the magazine about bioenergy and the bio-economy edited and published by ETA since 2012 and distributed in print and digital version.

3.5 Multi-stakeholder dialogue platform

This tool is targeted to community building and stakeholder engagement through the implementation of a series of off-line and online activities. The main objective of these activities is to create a community of informed and engaged stakeholders for the further development and market uptake of small and medium biomass CHP systems.

The ultimate target of the MSP will be to enhance the impact and to uptake of the innovative second-generation Bio-CHP system proposed by the project.

The MSP will be an open network. All the members of EUBIA will be invited to join the platform and to participate, as well as the stakeholders identified by the project partners, including representatives of international biomass and CHP associations (e.g. European Biogas Association, Eurelectric, Association of Renewable Energy Research Centres, ERIAFF; Renewable Heating and Cooling Platform, European Bioenergy Technology Platform and others). The MSP will also seek direct engagement with companies and National organizations active in the development of small and medium size biomass CHP.

The MSP will also be an instrument for liaising and knowledge sharing with other projects under the Horizon 2020 call LCE-07-2016-2017 and other related projects.

The MSP will focus on relevant topics influencing the take-off of BLAZE technologies and solutions. Special focus will be dedicated to:

- biomass characterization and suitability for integrated gasification and SOFC CHP systems;
- process developments, results of the technological WPs;
- market assessment;
- standardisation issues, non-technological barriers and solutions to overcome.

The MSP will be nourished and kept active through a series of online and offline activities. A special section of the project website will be dedicated to managing the MSP and presenting its outputs. Examples of online activities will include sharing of information through reports, publications, press briefings and newsletters on project results etc.

Open online surveys and consultations to the members of the MSP on the topics mentioned above and other topics identified by the consortium will be another type of online activity.

Online activities will be complemented by direct stakeholder meetings to facilitate their engagement. During the European Biomass Conference and Exhibition 2020, BLAZE partners will gather to launch the MSP, during a side event centred on BLAZE and Cogeneration in Europe. Other European projects, as well as companies and research institutes will be invited, this first group will constitute the ground base of the MSP which will be managed via a dedicated section of the BLAZE website and via a private LinkedIn group. Following the launch and the formalization of the MSP, at least one workshop will be held (at EUBIA's conference centre) with the aim of interacting with international and national stakeholders, to highlight the opportunities offered by the BLAZE technology, to present the results achieved and the technological/non-technological barriers for the further development and market uptake of the system.



The proposed date for this workshop is M21. It will target the scientific, technology and industrial stakeholders (around 30 participants, research organizations, technology institutes, technology providers, energy industries). It will be focused on the technological aspects of the project and therefore it will collect the stakeholder's interest, opinions and feedback for the scale-up, adoption and replication of the technology and of the business model. The second stakeholder workshop (M24) will be focused on the market and regulatory aspects of the project. Therefore, it will target stakeholders from the possible end users, as well as the organisation involved in the development of standards for bio-syngas and its use in CHP.

The outputs of the MSP will be published broadly both to its members and to the wider renewable energy community in the form of factsheets, reports of the online surveys consultations and workshops held, slides of meetings and recordings of the webinars. In addition, one final project publication (provisional title: Small and medium size biomass CHP, a stakeholder's view) will be edited and published by EUBIA with the contribution of the consortium and of the members of the MSP. The publication will integrate in a harmonised way both a descriptive part on the technology and the business model (input from the partners) and the results from the two stakeholder workshops. This publication will be before the final project conference and will represent an important tool to ensure the achievement of the project's impact beyond the end of the project.

4 PLAN FOR DISSEMINATION AND COMMUNICATION ACTIVITIES

During the first year the main activities aims at raising awareness and interest about the project among a wide audience of stakeholders. These activities will include the development of a visual identity, production and distribution of project branding material (logo, leaflets, slide presentations, posters, rollups etc.), website and social media presence: website setup, initial content creation and establishment of social media channels (Twitter and LinkedIn); regular information and project promotion through online newsletters. These tools will be maintained and used throughout the lifetime of the project.

From the second year on, these actions will be gradually complemented by some additional activities to support the exploitation of the project’s foreground and to promote the transfer of knowledge such as the organization of workshops, animation of the multi-stakeholder platform, conference etc. Finally, in the last part of the project, all the activities above will be complemented by measures to promote BLAZE impacts beyond the project (e.g. scientific and technical publications, online and print project summary publications for target groups, project conference, project repository on website, etc.).

Partner are required to report each one dissemination and communication activities about every six /seven months by filling in the Dissemination and Exploitation Report (D8.3 Annex II Dissemination and Exploitation Report).

The Dissemination and Exploitation Report is also annex of D.2.1. Quality Assurance Plan and Report for project monitoring and risk management.

The main initial planned activities planned for year 2 are summarized in the table below, these can be modified or updated throughout the lifetime of the project. A plan for the second year of activity will be elaborated by M13.

Activity	Expected Date	Partner
Website initial version published	Established M5 updated regularly on monthly basis	EUBIA/ETA
Social media (Twitter, LinkedIn)		EUBIA
Poster, rollup leaflet	M13; M20	EUBIA/ETA
Newsletters	M13; M18; M24	EUBIA
Outreach article of year 2 (project results & announcement of Multi Stakeholder Platform)	M15	EUBIA
Launch of Multi Stakeholder Platform	M14	EUBIA
Stakeholder Workshop	M21	EUBIA

Table 3. Initial plan of dissemination and communication activities year 2



5 CONCLUSIONS

The overall Blaze Dissemination and Communication Plan strategy highlights the main activities which have to be carried out during the pathway of the project.

Different moments have been distinguished according to the different purposes we want to achieve. During the first year of the lifetime of the project the priority is to raise awareness about the project's activities. Under this aim, the most relevant activities involve visual identities, which concerns the elaboration of the project logo, leaflets, slideshow presentations, posters, roll ups. Moreover, the promotion through the website and the social media channels, which have to be constantly updated, represents a useful way to achieve this first scope.

The second year is the period for starting to implement the measures to support the project exploitation and knowledges sharing, mainly throughout the organization of workshops or conferences and the development of the multi-stakeholder dialogue platform. In the moment in which the project is sufficiently developed, the Consortium is ready to promote BLAZE impacts beyond the project by more targeted means, such as scientific and technical publications, online and print project summary publications for target groups, project conferences, project repository on website, etc. The dissemination and communication strategy will be subject to updates during the lifetime of the project in accordance with the emerging needs and the feedback received and by the partners and the stakeholders.



6 ANNEXES

Annex I. Presentation Template

Annex II. Dissemination & Exploitation Report