



Gasification Integrated with CO₂ capture and conversion

DELIVERABLE D6.2

Communication and Dissemination Plan

DISSEMINATION LEVEL: PUBLIC

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1 EXECUTIVE SUMMARY

GICO Gasification Integrated with CO₂ Capture and Conversion is a project that aims to develop renewable energy technologies that will form the backbone of the energy system by 2030 and 2050 strengthening the EU leadership on renewables. GICO seeks at developing advanced (in terms of applicability, reliability, efficiency, cost and impacts), smart and flexible (encompassing almost all biomass residues and highly discontinuous electricity) approach to convert bioenergy and RES electricity excess into biofuel and on-demand power production, so producing fuel for the transport sector meanwhile balancing the grid stability. To achieve such goals, a solution based on the integration of advanced SEG, CCSU and P2G technologies is proposed.

To fulfil the GICO goals an overall methodology is applied which is divided into a technology development part (materials, process, simulations and integrated systems developments as well as full scale design) as well as a technology assessment part (overall techno-economic, environmental and social impact and market application) as well as dissemination activities.

The main objective of the dissemination strategy is to increase the visibility of the GICO project on selected communities and target groups at both European and International level and to further facilitate the realization of the impacts. Work-Package 6 (WP4) “Dissemination & Exploitation” as described in the GICO proposal aims to (i) set up a variety of targeted communication and dissemination products and activities addressing target stakeholders, (ii) interact with relevant audiences to exchange information and (iii) build synergies with important project environments.

For this reason, this Communication and Dissemination Plan is outlined, and will be updated and implemented to ensure a high visibility of the funded actions and help to maximize the impact of the GICO results. This document presents the dissemination and communication plan of the GICO project; it provides also a summary of the dissemination objectives and the identified stakeholders and users. The GICO project dissemination plan is detailed, first setting the dissemination and communication objectives and principles, then outlining details on the consortium and each partner’s involvement. The ultimate goal of the overall communication and dissemination strategy would be to generate interest about the project and to put the basis for the application and uptake of its findings in its field of research and innovation after it ends.

This document will serve as a “living document” throughout the project, guiding the communication and dissemination effort carried out by the consortium.

A formal update of the deliverable will be provided after the end of Reporting Period (RP) 1, month 18. However, additional intermediate updates will be released anytime it will be needed. At the end of the project, a final version of the Communication and Dissemination Plan will be presented, together with the products and results of each dissemination activity, reporting also future-oriented dissemination and exploitation activities, foreseen by each partner, after the end of the project.



2 INTRODUCTION

This document is the deliverable “D6.2 – Communication and Dissemination Plan” of the EU-funded project GICO, produced within the framework of WP6 Dissemination and Exploitation: this Work Package has a twofold objective. On one hand, it foresees a set of tasks aiming to pave the way to the exploitation of the project results. On the other, it foresees specific activities intended to set up the communication and dissemination infrastructure of the project. The goal is to promote and raise awareness on the project activities, objectives and results. This plan lays out dissemination and communication tools and strategies, providing a guideline for all the project partners to achieve the largest possible impact for the project. The objective of the dissemination strategy is to identify and organise the activities to be performed in order to maximise the influence of the project and to promote commercial and other exploitation of the project results. The plan will answer the questions WHY? WHO? WHAT? WHEN? HOW? and allow to provide an integrated, accurate and efficient dissemination. The initial dissemination and communication plan will be updated and agreed by all partners periodically.

Being a preliminary version of the D&CP, deliverable D6.2 presents the dissemination and communication activities that will be used throughout the project and a schedule of the activities planned for 2020. Activities that are foreseen at a later stage will not be scheduled. Further updates of the plan will add this information.

3 DEFINITION

Dissemination and communication are key elements of any H2020 project. They have the purpose to increase the awareness of EU-funded R&I activities and project results: in order to be successful the project need to reflect and address communication, dissemination and exploitation through an integrated approach that strategically targets these activities, and which is fully embedded in the project's work plan¹.

The terms Dissemination and Communication do imply a certain amount of overlap. The differences between Dissemination, Communication and Exploitation are shown in Figure 1. Whilst the latter is clearly dealing with paving the way to market deployment of the technology developed in the project, the first two are more similar. Indeed, dissemination and communication are related to disclosing information about the project. Nevertheless, despite this similarity, the focus of each activity is different:

- Communication is general and informative in a twofold sense: i) it is aimed at a much wider audience, and ii) it aims to inform about and promote the project and its results.
- Dissemination is technical in nature since it must provide the interested stakeholders with the necessary information to make use of the project results. Therefore, accessibility and usability of results are key to any dissemination activity.

A useful example of the difference and interlink between communication and dissemination is extracted from the “*Making the Most Out of Your H2020 Project*” report:

A magazine article highlighting the project's work and achievements that is written for communication purposes could end up in the hands of potential stakeholders outside the project and trigger interest in using some of the results. The initial communication tool has now become a dissemination tool as well. This illustrates how certain tools and activities can oscillate between communication and dissemination, depending on the target group and content.

¹ European IP Helpdesk, Making the Most of your H2020 Project, at <https://op.europa.eu/it/publication-detail/-/publication/3bb7278e-ebf3-11e9-9c4e-01aa75ed71a1/language-en>

Communication	Dissemination	Exploitation	
<p>"Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange."</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</p>	<p>"The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium."</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</p>	<p>"The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities."</p> <p>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</p>	 Definition
<p>Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.</p>	<p>Transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.</p>	<p>Effectively use project results through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.</p>	 Objective
<p>Inform about and promote the project AND its results/success.</p>	<p>Describe and ensure results available for others to USE → focus on results only!</p>	<p>Make concrete use of research results (not restricted to commercial use.)</p>	 Focus
<p>Multiple audiences beyond the project's own community incl. media and the broad public.</p>	<p>Audiences that may take an interest in the potential USE of the results (e.g. scientific community, industrial partner, policymakers).</p>	<p>People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.</p>	 Target Audience
<ul style="list-style-type: none"> • Rules for Participants • RIA & IA Proposal Template 2.2 b) • Grant Agreement Art. 38.1 	<ul style="list-style-type: none"> • Rules for Participants • RIA & IA Proposal Template 2.2 a) • Grant Agreement Art. 29 	<ul style="list-style-type: none"> • Rules for Participants • RIA & IA Proposal Template 1.1, 2.1, 2.2 a) • Grant Agreement Art. 28 	 Formal Obligations

Figure 1 Definitions from European IP Helpdesk, Making the Most of your H2020 Project

4 CONTRACTUAL OBLIGATIONS OF THE PARTNERS

A certain number of obligations related to communication, dissemination and exploitation are formally outlined in different Horizon 2020 documents; such as the Rules of Participation, the proposal template for Research & Innovation Actions (RIA)/Innovation Actions (IA), or the respective Model Grant Agreement". These obligations can thus be found in the Grant Agreement of GICO:

- Promote the action and its results, by providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange (Article 38 of the Model Grant Agreement).
- Disseminate results — as soon as possible — through appropriate means, including in scientific publications (Article 29 of the Model Grant Agreement).
- Ensure open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results (Article 29 of the Model Grant Agreement).
- Take measures aiming to ensure ‘exploitation’ of the results — up to four years after the end of the project — by using them in further research activities; developing, creating or marketing a product or process; creating and providing a service, or using them in standardisation activities (Article 28 of the Model Grant Agreement).
- Acknowledge EU funding in all communication, dissemination and exploitation activities (including IPR protection and standards) as well as on all equipment, infrastructure and major results financed by the action by using the wording and criteria specified in the Grant Agreement (Articles 27, 28, 29, 38)

Additional references can be found at:

- Horizon 2020 Participant Portal Inline Manual “Communicating Your Project”:
<https://webgate.ec.europa.eu/funding-tenders-opportunities/pages/viewpage.action?pagelId=1867972>
- Guide: Communicating EU Research & Innovation;;
https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf
- Guide: The EU Guide to Science Communication:
<https://euraxess.ec.europa.eu/worldwide/india/eu-guide-science-communication>
- H2020 Programme: Guidance - Social media guide for EU funded R&I projects:
https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

5 DESCRIPTION OF DISSEMINATION AND COMMUNICATION PLAN

The GICO strategy for dissemination and communication will be a setup of activities classified on three different levels, depending on the type of action:

- **Dissemination for awareness** is aimed at the general public and to those stakeholders that should be aware of the work of GICO, but do not require a detailed knowledge of the project.
- **Dissemination for understanding** targets specific audiences and those stakeholders that may benefit from GICO results but are not directly involved in the project such as universities and research institutes, corporations as well as small- and medium-sized enterprises (SME).
- **Dissemination for action** refers to a change of practice resulting from the adoption of the technologies and methods. The specific audience here will be stakeholders to be clearly identified among the energy sector as well as policy makers and institutions in a position to influence and bring about change within their organisations and/or relevant sectors as well as to advocate for the exploitation of the GICO solutions.

To achieve more meaningful and worthwhile interactions with different target audiences, a set of general principles has been adopted and oriented towards the long-term sustainability of the project:

- **Long-term relationship building** raising confidence and trust. GICO will build respect and recognition, as well as cultivate trust in its ecosystem by leveraging sector-specific expertise and experience to market
- **Individualised and multi-channel communication.** GICO will enhance interactions and foster closer links with its targeted audiences by delivering relevant and personalised messages, across various topics important to identified ecosystem stakeholders.

The DCP gives special attention to adequately address gender issues and language accessibility, since it meets established standards on gender and generation inclusiveness. For example, the language used in the dissemination and communication materials and activities of GICO avoids gender stereotypes by being proactive and gender-inclusive in the selection of images to be used across the project website and other dissemination and communication channels (including women in active roles).

5.1 Aim, scope and Key involved stakeholders

The main objective of the dissemination strategy is to increase the visibility of the GICO project on selected communities and target groups at both European and International level and to further facilitate the realization of the foreseen impacts.

In more detail, the goals of Communication and dissemination plan are:

- To raise public awareness about the project, its expected results and progress within defined target groups;
- To disseminate the fundamental knowledge, the methodologies and technologies developed during the project to enhance its use for an overall benefit of society;

- To exchange experience with projects and groups working in the field in order to join efforts, minimize duplication and maximize potential;
- To pave the way for a successful (commercial and non-commercial) exploitation of the project outcomes in key industrial segments.

These specific dissemination and communication objectives have been defined to influence behaviour, develop opinion and to raise awareness of specific target groups, following these steps: **Why** – purpose of the DC action; **What** – the message/content that will be disseminated and communicated; To whom – the target audience; **How** – the method of dissemination and communication; **When** – the timing of the DC activities.

Dissemination, exploitation, communication and activities related to Intellectual Property Rights support the effective and timely development of the project they also look into the future in order to enable any further development; in particular, GICO, in the long term, via developing new materials and technologies (e.g. plasma CO₂ conversion) and their integration, aims to demonstrate the technical feasibility of low cost waste biomass small to medium fuel and CHP plants with more than 50% cost reduction as well as more than 50% efficiency increase. For this reason, maximizing the current and future impact on society, the project includes a complete Work Package (WP6) which is entirely dedicated to the exploitation/dissemination and IPR management of the knowledge gained in the project, in particular focusing on the communication to the general public, the dissemination of new knowledge both within and outside of the consortium, the implementation of the current EU research policy and the development of energy and associated policies. Within this WP, and in order to ensure that the knowledge generated within GICO is protected, disseminated and exploited to its full potential, the Consortium has appointed a Dissemination and Exploitation Committee (Members in Table 1) and an Innovation/IPR Manager that will coordinate all WP6 activities.

Organisation	Contact name
USGM	Monica Fasciani/Luca Del Zotto
ENEA	Stefano Stendardo/ Donatella Barisano
TECNALIA	Jon Zuñiga
ICI CALDAIE	Carlo Tregambe
TU/e	Fausto Gallucci
CSIC	Teresa A. Centeno
MTEC	Delphine Maury
FZJ	Michael Müller
IRIS	Paolo Albertino

Table 1 Members of the Dissemination and Exploitation Committee

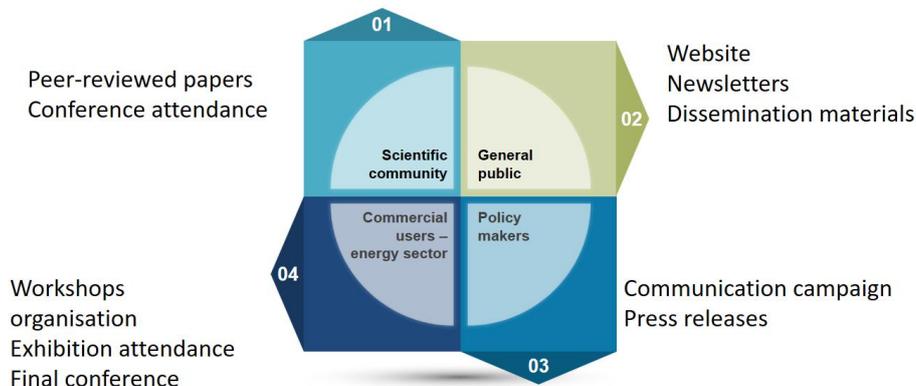


Figure 2 Dissemination and communication strategy for GICO

The Dissemination and Communication Strategy of GICO is presented in Figure 2. It targets four main stakeholders, whose characteristics are:

- **Policy makers:** at the local, regional, national and continental levels, policy makers are of primary interest for the GICO consortium given that they are responsible for setting the guidelines of the current and future energy policies that will affect the commercial feasibility of GICO. Although not necessarily having a technical background, this audience is knowledgeable about the impact of a sustainable use of renewable energy wastes, agricultural waste, co-products and by-products in Europe and globally.
- **Scientific community:** this community has a strong scientific background, enabling a critical assessment of the information provided. This implies the analysis of the Key Performance Indicators reported and the achievements made by the consortium. Furthermore, it is in the interest of the scientific community to make use of the data produced by GICO to further advance research, science and technology
- **Industry:** the broader European agricultural industry, the European bioenergy and biofuel industry, other industries such as renewable energy and energy collection, conversion and storage actors (environmental consultancies, etc.) interested in the general technical features of the GICO results and, most importantly, also in the key economic indicators.
- **General public:** general public (sometimes termed society at large) is characterized by having a common environmental consciousness and a concern for sustainability. Therefore, even if this audience is considered to not have a scientific or technical background, it does have the capacity to judge the impact of the GICO results on the life of current and future generations.

It is worth noting that the GICO consortium will create a Dissemination and Communication Database (Annex I) where all the dissemination activities of the project, past and future, will be stored electronically. The Dissemination and Communication Plan and Database will serve the twofold objective of (i) being a digital repository of all the carried out or planned dissemination activities of GICO at any time during the project and (ii) becoming a sort of logbook for future researchers who will be able to track all the dissemination activities developed in the project and, therefore, download any item of their interest. To

enable this latter objective, the consortium is committed to keep the database in operation for, at least, five years after the completion of the project.

The table below shows in details the target groups, the relevant communication activities and the expected impact.

Target groups	Communication strategy	Expected Impact
RES, CHP, Transport, and Environmental consultancies and engineering	Project corporate identity tools (logo, slogan), Project Website, Project Leaflets and Project Posters, Video clip, Presentations, Press releases	Awareness about GICO and its mission to ensuring sustainable use of renewable energy wastes, agricultural waste, co-products and by-products in Europe and globally. Dissemination of new knowledge and technologies for agricultural pruning waste valorisation and other industries to the green economy. Communication to retailers and consumers about the efforts being made by the agriculture sector and the food, and biofuels/bioenergy sectors to increase their sustainability for consumer and environmental protection.
Environmental consultancies and engineering	<i>Magazines:</i> Renewables Journal (IE), etc. <i>Trade fairs/exhibitions:</i> Alimentaria (ES); Anuga (DE); SIMA (FR); Agrilevante (IT), etc.. <i>Conferences, seminars and workshops</i> (scientific committees, poster, paper, presentation, or chairing): Annual Renewable Energy Forum; events of European Biofuel Technological Platform, European Biomass Conference and Exhibition, REGATEC, ETIP, EFC&AT, European Physical Society Conference on Plasma Physics, Biofuels International Conference & Expo, International conference on Biofuels and Bioenergy, etc.	
Machinery, Retailers and consumers		
Sectoral Associations (e.g. European Crop Protection Association, European Association of Agricultural Economists, etc.)		
Standardisation bodies and policy stakeholders, EFSA, EC, governments		
General public and mass media	Mass media, e.g. Euronews, Social Media	Communication to consumers about biofuels/bioenergy sectors
Research and academic stakeholders	<i>Open Access Journal Articles:</i> J. of Environmental Monitoring and Assessment; etc. <i>Features in Newsletters and e-bulletins</i>	Effective knowledge sharing among the research and scientific communities. Attract more young people to scientific and research careers.
Early stage researchers		
Educational & students	<i>Visibility on Web portals e.g. Newsletters and e-bulletins</i>	
Government & policy makers	Policy roundtables and Programme meetings	Increase the influence of the project in policymaking.
Other cross-cutting H2020 projects and international/national projects	<i>Inclusion in EU dissemination resources</i> such as the EU Horizon Magazine and the European Innovation Partnership (EIP)	Effective knowledge sharing among the research and scientific communities, which will contribute to the ERA
PPPs & EIPs (e.g. ETIP, Raw Materials; SPIRE, etc.)	<i>Involvement in networks/clusters as EIP and Public Private Partnership (PPP):</i>	

Table 2 Target groups, communication activities and expected results

Broad concepts of the key messages have been defined to be adapted for the different target groups

KEY MESSAGES
H₂ production via steam gasification intensified with CO₂ capture process by CaO sorbent
CO₂ dissociation via O₂ membrane-assisted plasma reactor powered by renewable electricity surplus
Low CAPEX and OPEX owing to the higher efficiency and use of low-cost grid excess electricity
Methanol synthesis membrane reactor with double the yield per pass
Increase technology performances of biofuel and bioelectricity energy efficiency increase of more than 35% (90% versus 65% for fuel and 40% versus 25% for electricity)
Filter candles with integrated sorbents and catalyst for the reduction of inorganic species and H₂ together with Plasma-Enhanced Catalytic Oxidation treatment (PECO); Reforming catalyst materials for high H₂ production

Table 3 GICO key messages

5.2 Dissemination and Communication procedures

The involvement of any partner in organised internal or external events or any dissemination activities related to the GICO project, must be internally recorded and tracked by the GICO Project Coordinator and WP6 leader. If dissemination activities include the project results protected through Intellectual Property Rights (IPR), review and approval of the GICO IPR manager will be required.

Within 10 working days after the realisation of the dissemination activity, the partner should provide the WP6 Leader with the filled-in Dissemination and Communication Database and the presented dissemination material (final paper, presentation, poster etc.).

- If partners wish to present or release material already approved as a public presentation and material, then no formal approval is required. If that is not a case, then the WP6 Leader has to be informed about a material planned to be presented. If there are no objections, then the WP6 Leader notifies the authors to proceed with the dissemination activity.
- In case a partner wishes to organise a workshop or special event related to GICO, then the approval by the WP6 Leader and the notification of the Project Coordinator is also needed 2 months prior to the realisation of this dissemination activity

5.3 Dissemination strategy

The main purpose of dissemination activities is to transfer knowledge and results generated within the project to enable others to use and take up results, thus maximising the impact of the EU-funded research. In the frame of the Horizon 2020 programme, project results are defined as: "Any tangible or intangible output of the action such as data, knowledge and information whatever their form or nature, whether or not they can be protected, which are generated in the action as well as any attached rights, including intellectual property rights².

² Source: EC Research & Innovation Participant Portal Glossary/Reference Terms
This project has received funding from the European Union's Horizon 2020
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As defined in the Grant Agreement (Article 29), the GICO consortium and its members are obligated to “disseminate its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium)”.

The GICO Dissemination strategy follows the EU Guidelines for successful dissemination of the EU H2020 project results as well as the obligation defined within the GICO Grant Agreement. By disclosing the project results, the focus of the GICO dissemination-related activities is threefold:

- To disseminate the respective project results to the audience that may take an interest in the potential use of the results (i.e. researcher community, policy makers, industrial partners, etc.).
- To openly demonstrate clear economic, social and environmental benefits of utilising/adopting GICO solution with the targeted users.
- To demonstrate the significance and business opportunities deriving from utilizing GICO-derived data in new products and services within new sectors/markets.

As for the target audiences of the dissemination defined in the Section 5.1, the GICO Dissemination Strategy is focused on i) the external audience directly related to the project results and ii) the audience in connection to the project. On the other hand, considering the defined level of the dissemination, the strategy is focused on dissemination for understanding and dissemination for action. Finally, the focus of the dissemination activities in respect to the timeline of the project are presented in Table 2.

DISSEMINATION ACTIVITIES	
Phase	Focus
Phase I (M01—M12)	Approach-oriented content: Promotion of the project background, and dissemination of existing knowledge related to the renewable energy sector in general and consortium expertise.
Phase II (M12—M48)	Result-oriented content: project intermediate and final results. Dissemination of the results and achievements of the project.
Post-project period	Result-oriented content: project final results. Dissemination of the results, various analyses and assessment of the project results (mainly through scientific publications and conferences)

Table 4 Dissemination activities timeline

Ensuring a dynamic interaction with the GICO targeted audiences is of importance to achieve a long-term impact and market-uptake of the project outcomes. All partners are requested to plan their dissemination activities, while USGM is responsible to combine it into an integrated dissemination plan

5.4 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 GICO will use are the following:

5.4.1 Visual identity and branding material

The development of a visual identity and a project logo ensures project outputs are consistent and easily recognisable. The project visual identity has been characterised by the definition of the logo, this has been designed keeping into consideration the main elements of the GICO project and its processes. The logo contains both the acronym and the full of the project, thus being immediately identifiable. This logo is meant to be simple, clear and relatable to the project.



Figure 3 GICO logo

The GICO consortium partners are provided with a Deliverable template and PowerPoint template to ensure standardisation of the project documentation and representation with a unique visual identity throughout the project lifetime. The templates are made available in the intranet file repository system.

Across all outputs of the GICO project, and accompanying the logo, a text concerning the source of the project's funding and disclosing the Grant Agreement number will be provided along with the European flag.



This project has received funding from European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 101006656

5.4.2 Conferences and events

GICO partners will take part in international and local conferences/meetings, both virtual and physical, outside GICO to disseminate the project results and raise awareness around its activities and achievements. Each partner will report its involvement with GICO at conferences and events that they are attending or hosting. The type of activities and events where the partners are envisioned to participate are: (i) organisation of a conference, workshop, industry event, course, seminar, exhibition or training;

and (ii) participation at a conference, workshop, meeting, delegation, brokerage event, pitch event, trade fair and joint events with other H2020 projects (e.g. Annual Renewable Energy Forum, Biofuels International Conference & Expo, International conference on Biofuels and Bioenergy etc.) .

Each partner must create a list of events they are planning to attend or host following the dissemination procedure indicated in Section 5.2.

Each partner must send relevant content for social media and for the website to WP6 lead (USGM), and it is encouraged to also republish related content on its own social media channels.

The interactions with relevant technology and environmental management platforms will allow the consortium to widen the potential applications and the dissemination of the results. To reach all identified stakeholders and ensure effective communication and dissemination, GICO's partners will organise several events, taking advantage of project meetings to avoid duplications of travel and accommodation expenditures. These will include:

- A Final conference, organised by TUE, to be held towards the end of the project (M48) will present the project outcomes and the future steps towards the exploitation of the results. The dissemination event will be held at EU level and will address experts and policy makers wishing to be informed about the project results in order to exploit them in their local and national environments. The conference will be held in Eindhoven, all the project partners will be invited to speak. The conference will also present the results of the stakeholders' engagement actions and the outcomes of the final publication.
- Mid-term workshop – Organised by the coordinator USGM to present the partial results obtained. This workshop will be organised as a side event of the European Biomass Conference and Exhibition, as this event will gather a wide and suitable target audience for the project (research, industry, policymakers). This event will also host an interactive session with stakeholders and will collect feedback that will be used for the further fine-tuning of the exploitation measures.

5.4.3 Publications in scientific journals

Scientific journals and magazines are one of the most important dissemination channels for sharing GICO results to both industrial and academic communities, creating knowledge impact and enabling audience to use the results in their own work.

The first submissions to conferences and leading technical journals will take place when substantial scientific results emerge from the project. For those scientific results to be published, Green Open Access (i.e. self-archiving) and Gold Open Access (i.e. open access publishing) will be chosen depending on each publication. For green open access, researchers will deposit the final peer reviewed manuscript in a public repository of their choice ensuring open access to the publication within the embargo period of maximum six months. More details about scientific publications and access policies are reported within D1.3 Data Management Plan.

5.4.4 GICO website

The internet is an unrivalled source of information and has become a very important channel for communication. The GICO website has already been developed and can be accessed at <https://www.gicoproject.eu> and the first version of the website was released during M4 and it is the main interface for communication to the public. The website is suitable for addressing the various target

audience in GICO and contains the most important information about the project and will be enriched continuously. An overview of the homepage of the website is available at Figure 4.

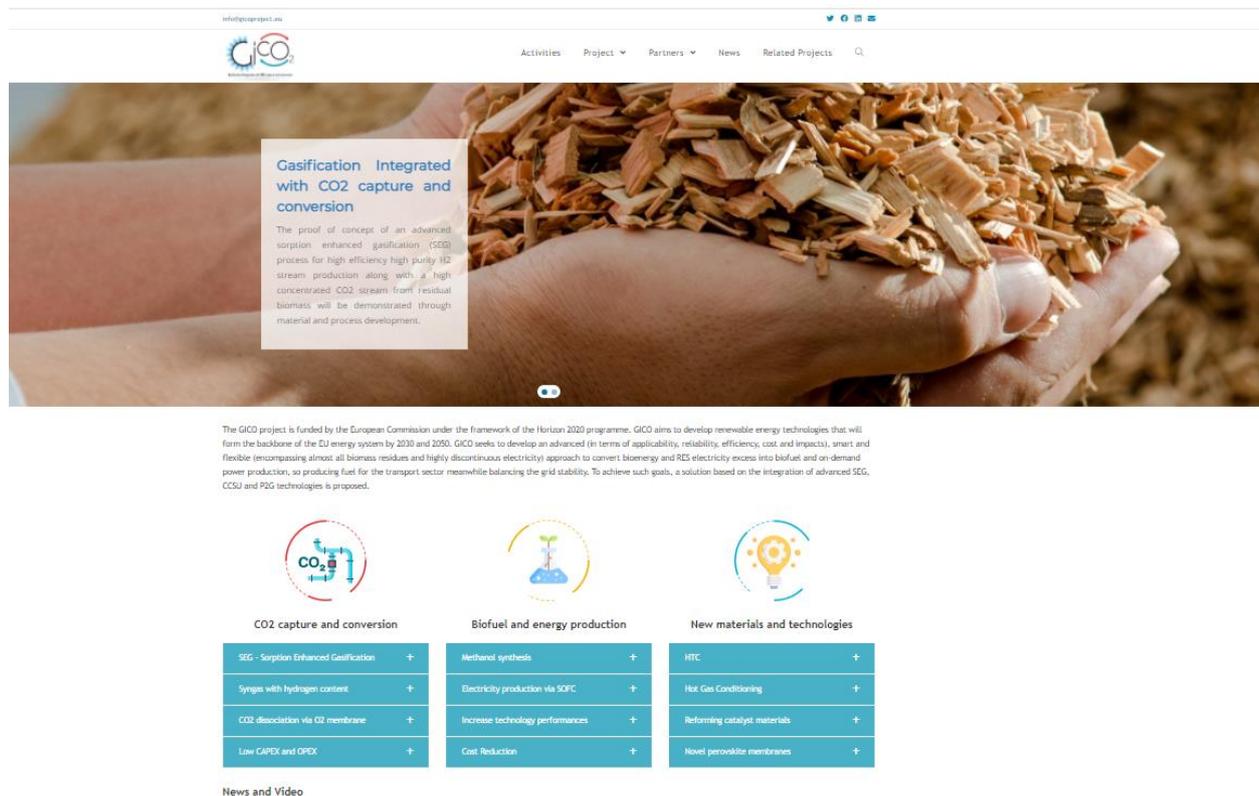


Figure 4 GICO website

The GICO website is a key management tool, capable of improving the communication and dissemination of project activities and results to a wide range of stakeholders from experts and specialists to policy decision makers at all levels and public funding authorities, as well as the general public and local citizens. USGM updates the project website based on contributions from all partners. The site will host information of aims, objectives, solutions and scope of GICO, partnership, key findings, and: (i) working material and activities; (ii) search facilities; and (iii) downloadable promotional material, deliverables and PowerPoint presentations and videos. Its management ensures contemporary content and up-to-date news on external policy and science developments relevant to the project remit.

The website has direct access to social networks by clicking on the icons situated on a visible part of the homepage. In this way, it will be easy for every user to participate when the website is visited. To achieve the most efficient updates/changes on the GICO website, the consortium is set to follow the instructions that are detailed below:

- Updates and changes requested by e-mail: a description of the required integration/change should be given in an attached file in .docx format (not in the text of the request e-mail);
- If the integration/change refers to documents or files to be uploaded in the public website, these must be attached to the e-mail;

- The description should contain a clear distinction of the type of the requested integration/change, specifying which part(s) of the website need(s) to be changed, providing the link(s) of the webpage(s) to be upgraded;
- The use of abbreviations should be avoided; however, if included, abbreviations must be made explicit, at least the first time they are quoted in the description of the required integration/change; and
- Events to be integrated in the News Section must be sent with all the necessary information (date, title, location, programme and link), to provide a homogeneous level of details and information content.

Given the nature and progress of the activities during the project lifetime and related information, the GICO website is to be continuously updated and populated with relevant content.

GICO Partners use their own websites to promote a general awareness of the GICO project, pinpoint their specific role in their own network of stakeholders and some partners will create specific pages for the project. Some partners have started from day one publishing news about GICO and continue to post on a regular basis, other partners (e.g., some case study partners) will only use certain official channels when a more definite and developed stage of the project is achieved.

5.4.5 GICO social media

To broaden the target audience while establishing two-way communication channels, the presence of the GICO project in social media channels will be encouraged. To ensure maximum usability and exploit to the most possible GICO partners' already developed profiles in social media, focus has been given to those social media that GICO partners have been using regularly and successfully to communicate and interact with their customers and other stakeholders.

Posts will be shared to support the flow of news and content will be added continuously. Some partners will use their social media channels only for special occasions. GICO uses different social media channels to increase visibility, share knowledge faster, promote the results and interact with the public, especially the stakeholders. By using social media, GICO meets people where they are, thereby gaining important insight. GICO can take advantage of networking and viral effects, making it possible to increase awareness considerably.

The overall purpose of our content marketing efforts will be to support the target audience's journey towards decision-making (i.e. using GICO services and technologies). In this regard, the following types of content will be developed as shown in Table 5.

Attract	Engage	Maintain	Galvanise
Viral content production: explainer videos, infographics and media outreach	Blog posts, whitepapers, webinars, Interviews and industry reports	E-mail marketing, social ads and retargeting initiatives	Local meet-ups, demonstrations, workshops, conferences, etc.

Table 5 Social media contents type

The GICO project has established three social media channels: LinkedIn page, Facebook page and Twitter account. Some hashtags that are being used are the following: #gicoproject; #H2020; #biofuel; #biomass; and #renewableenergy.

5.4.5.1 LinkedIn page

The LinkedIn Showcase page is utilised for targeting content to very specific industries and companies as it is a channel for business networking with more than 433 million members. It is available via free subscription, which is open to all who are interested in learning about GICO opportunities, infrastructure and services. This showcase page will help us to strategically connect and professionally engage with our target groups and it is also relevant for opening up business opportunities to individual partners, since it links directly to partners' company profiles.

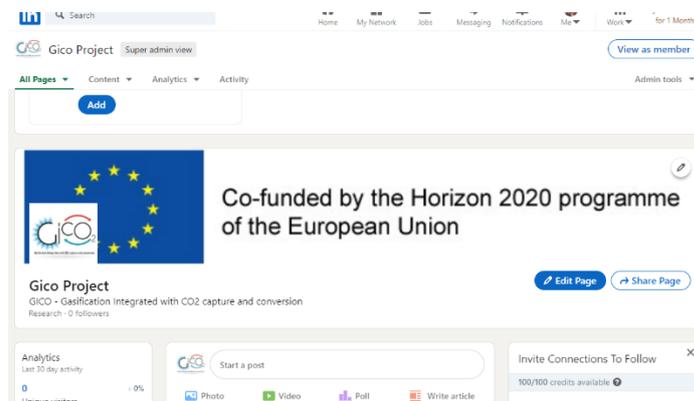


Figure 5 GICO LinkedIn page

5.4.5.2 Facebook page

A dedicated Facebook page³ (Figure 6) has been created, with the messages being both professional (i.e. speaking in the language of our target groups) and trustworthy, that is, already trusted by industry. With its sophisticated targeting measures, in the context of GICO, Facebook represents a massive opportunity for always-on lead generation. Also, this channel is used to communicate and disseminate the project activities, upcoming and past events as well as results, and in general to share experiences and facilitate conversations about the project.

Partners also use their own Facebook pages to create awareness about the project and highlight their specific role.

³ https://www.facebook.com/gicoproject/?ref=pages_you_manage
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006656

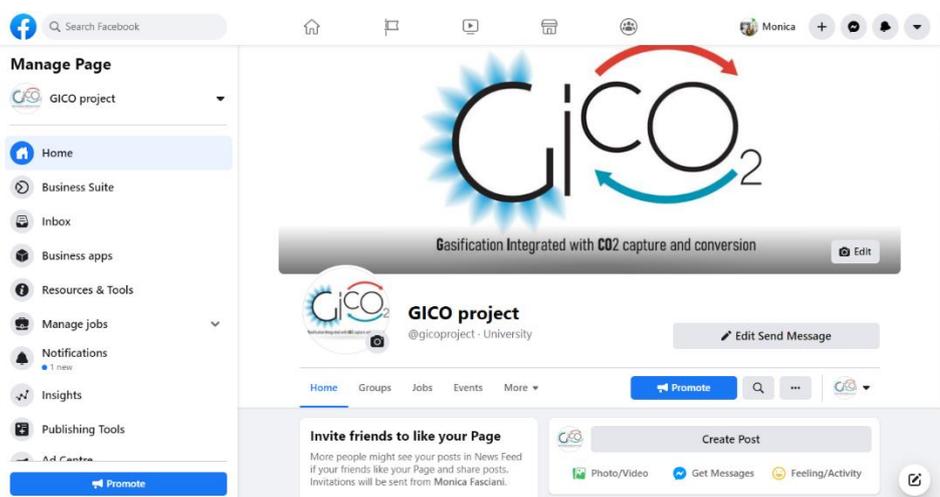


Figure 6 GICO Facebook page

5.4.5.3 Twitter account

Twitter has an average of about 330 million active users worldwide. It is considered as the go-to place for the latest news and trends on a variety of topics. This makes it an excellent channel for sharing updates and being a part of the online conversation surrounding the industry. Twitter is also gender inclusive with 24% of male and 21% of female users. The audience tends to be a bit younger with 36% of users between the ages of 18 to 29. However, there is also a good number of users in older age groups as well. Twitter also offers advertising opportunities to targeted audiences on a social media platform.

The GICO Twitter account⁴ (Figure 7) will be used for amplifying communications to a large audience as well as for propagation of news and project developments. Regular twitter chats will focus on attracting and engaging with target audiences leading also to the establishment of a trusted GICO network, enlarging the outreach to both broad and targeted audiences.

Tweets are used to direct the audience's attention to central information about the project and invite for collaboration by marketing events, open data repositories and publications.



Figure 7 GICO twitter account

⁴ <https://twitter.com/home>

5.4.6 GICO newsletter

Newsletter – a short, visually appealing electronic newsletter sent to all subscribers and partners' networks 6-monthly, including latest news from the field, with external links, and project progress, events and results as well as serving as a platform for the exchange of good practices and networking between with other projects working on relevant topics. Utilizing a database of contacts, it will be e-mailed to interested parties, with an automatic free subscription available on the project website.

The GICO e-Newsletters will be composed and published in the project website and social media, but also will be distributed to the consortium members, target audience, as well as networks and direct contacts.

Data Protection Laws will be fully respected, and the newsletter recipients will be asked to provide their consent prior to sending any information related to the project. At GICO, special attention is paid to security and respect of the privacy and confidentiality of the users' personal data. Therefore, relevant activities and aspects regarding personal data will be fully compliant with the applicable national, European and international legal framework, and the European Union's General Data Protection Regulation 2016/679⁵.

Interested parties will be able to subscribe and unsubscribe at any given point from the GICO Newsletter (through a link provided in each issue of the newsletter) and all the collected data will be stored and saved in accordance with the GICO Data Management Plan (see D1.3). This data will not be accessible for other third parties.

In order to achieve a broader distribution and facilitate the engagement of as many stakeholders as possible, the GICO partners will be encouraged to distribute the newsletters to their contacts who may be interested in the project.

5.4.7 GICO promotional material

Diverse types of promotional material will be designed for print and when possible, this material will also be available in digital form, especially concerning the environmental impact printed material has. Partners will be invited to share this promotional material on suitable occasions, thus putting GICO directly in the hands of the right set of target audience. Although the information is in English, it can be translated into other languages, but the content should be kept as close as possible to the message that is conveyed in the original text. The editable file is available on the project's intranet file repository system.

The production of communication material also includes USBs, folders, leaflets. These will be prepared in advance and distributed at any (relevant) event. The consortium will develop 2 versions of the project leaflet (both in English, in digital and printed format), one at the beginning and another at the end of the project. The development of the content of leaflets will be shared and agreed by the GICO partners. A roll-up banner stand will be designed for display at events hosted by GICO and various external events of relevance to the project. The roll-ups and other material will be printed by partners locally, following the recommended layout and design suggestions to ensure consistency. USGM will prepare specific project

⁵ <https://gdpr-info.eu/>

posters, highlighting the project goals and outcomes that will be presented at the external events in which they participate during their ordinary academic activities, as well as during the specific project events.

5.5 Networking with related initiatives

Project partners will also disseminate project activities and outputs beyond the involved territories by participating in networking, informal personal meetings. Whenever possible official GICO presentations will be used to present the project results and activities at different stages of project development.

GICO will promote its activities and collect regular information and news regarding renewable energy, clean energy, biofuel etc. by monitoring and collaborating with relevant online media blogs, news portals, publications and other media. GICO will also establish close ties with other relevant initiatives under EU-funded, international or national programmes helping to achieve higher awareness and impact on the target groups. The partners will consider participating in each other's events and organising common events. To support this purpose, close linkages will be established on both centralized and decentralized project levels.

GICO will make use of and integrate with relevant activities of projects and events to add value, avoid duplication of effort and dilution of impact on policy advisors, and maximise combined impacts. Contacts with other EU level research consortia and teams working on relevant topics are well established and will be developed to ensure coherent and complimentary communications. Synergies will be sought in dissemination actions, exchange of materials, establishing links between websites and cooperation will increase efficiency of deliverables.

The GICO consortium will also contribute to the ETIP platform. This task will be directed towards community building and stakeholder engagement through the implementation of a series of off-line and online activities. The main objective of these activities will be to create a community of informed and engaged stakeholders for the further development and market uptake of GICO materials and technologies participating to the ETIP (European Technology Innovation Platform) bioenergy to ensure the engagement, inclusion and active participation of all relevant stakeholders and of their diverse perspectives. The ultimate target of the EITP is to enhance the impact and uptake of the innovative second-generation bioenergy system as the GICO one. European Technology Platforms (ETPs) are industry-led stakeholder recognised by the European Commission as key actors in driving innovation, knowledge transfer and European competitiveness in their sector. ETPs develop research and innovation agendas and roadmaps for action at EU and national level to be supported by both private and public funding. They mobilise stakeholders to actively contribute to the agreed priorities and share information across the EU. By working effectively together, they also help deliver solutions to major challenges of key concern to citizens such as the ageing society, the environment and food and energy security. Some GICO partners already participate in ETIP but GICO will subscribe to ETIP bioenergy and will participate to the ETIP meetings and will provide materials for the ETIP bioenergy platform (in particular regarding the value chains: pre-treatments, VC1: Biomass to liquids, VC2: Biomass to gas, VC3: Power and heat via gasification, VC4: Production of intermediates. The involvement of stakeholders and the valuable inter-communication management strategy will be a crucial aspect to be carried out by all project partners.

The active collaboration of GICO identified actors will be the basis to achieve the final target. The outputs of the ETIP are 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.

6 Partners roles and responsibilities

All partners engage in general communication and dissemination activities at consortium and partner levels, as part of Work Package activities and areas of expertise. Partners will work together in locating and organising relevant activities and cooperate with target audiences, relevant projects and initiatives.

Partners are encouraged to integrate dissemination and communication actions into all GICO activities, bringing forward good stories to create synergies with other partners and channel them to a wider audience. Partners are also encouraged to welcome local and national media (press, radio, TV), offering interviews and visits. In addition, some organizations such as Universities have press offices that can be of assistance in choosing and contacting the press.

As set out in the Grant Agreement (GA), partners are obliged to communicate and disseminate the project and its results by disclosing them to the public. Specific provisions for dissemination (dissemination restrictions) are set out in the GA and the Consortium Agreement (CA).

All deliverables marked as public will be made available as downloads on the project website after they have been approved by the GICO consortium and the European Commission. Dissemination and communication of results from deliverables classified as either confidential or restricted need to be approved by the consortium or the involved partners before any release can take place.

7 COVID-19 Impact

Due to COVID—19 pandemic, adjusted dissemination and communication strategies will be applied during the GICO project. In that manner, the GICO consortium will throughout Phase I aim to minimise flights and other transport by mostly organising a lot of meetings and communication activities virtually in the forms of webinars and online conference calls.

During periods of lockdown, it was proven that online events have a big influence and attract the attention of the public. The GICO Consortium will aim to leverage this by concentrating on the production of digital material (web, social media and video) during Phase I. Several short videos and general voiced-over project presentations (with transcripts in the various local project languages) might be made useful as stand-alone communication material for social media.

8 Timeline Of Dissemination And Communication Activities

Communication and dissemination activities are planned in accordance with the stage of development in the project. Although a number of communication actions will take place during the first half of the project, the most significant dissemination activities will take place as intermediate and final research and innovation results are available. The dissemination will follow the **AIDA model**:

- Awareness to attract the attention of the target audience;
- Interest of the target audience;
- Desire of the target audience to know more about the project; and
- Action to lead the target audience towards getting involved in the project and to promote its results to facilitate their exploitation

According to this principle, three phases are considered:

- **Initial phase (Awareness)**: focused on increasing the visibility of the project and mobilising stakeholders and multipliers. At this phase, the main activities will be related to the implementation of the communication/dissemination tools (website, social networks and visual identity), preparation of dissemination material, general presentations of the GICO project, the distribution of publishable abstracts and progress resumes.
- **Intermediate phase (Interest/Desire)**: focused on disseminating available initial data and evidence on scientific advances. Each partner will contribute at specific levels according to their expertise and technical activities focused on informing and engaging the target stakeholders when preliminary results become available. The project results and their future applications will be presented in journals and conferences to specialise the audience with the objective of stimulating the interaction with the concerned scientific and industrial community and determining the expectations of the stakeholders.
- **Final phase (Action)**: focused on encouraging further exploitation of the GICO outcomes (transfer to other industries, market of new products, replicability). At this phase, the results of the validation of the GICO approach will be presented in journals, conferences and relevant events.

9 Monitoring Of Dissemination And Communication Activities

Monitoring is the continuous and systematic process carried out during the project, which will generate data on the implementation. To achieve the successful implementation of Dissemination and Communication activities, and fulfilment of the relevant objectives, a systematic monitoring will be carried out throughout the project implementation. The impact of the GICO communication activities will be monitored on an ongoing basis and reported in the relevant deliverables (D6.2 Dissemination and Communication Plan (DCP) Update – M18, M30 and M48).

The monitoring system will use a table for providing evidence on whether the GICO Dissemination and Communication Plan (DCP) is being implemented as initially planned and scheduled. It will then indicate the Indicator, the KPIs and Source and Methodology. It will also address possible implementation problems and identify whether further action is required to ensure that objectives are met. Emphasis is given on the pre-assessment of information needs, on the monitoring frequency and the method of collecting evidence.

10 Dissemination and Communication Impact Assessment

To assess the quality of communication and dissemination, the project uses the following methods:

- **Feedback:** input from events and new contacts established are registered by partners, and any new opportunities, which come from activities, are reported. Feedback can help to evaluate the quality of the outcome, reveal new or confirm stakeholder needs, measure the impact and indicate whether the strategy works or has to be revised.
- **Website:** The Google Analytics system that will be used for the website has a built-in statistical feature, which will provide data on number of live viewers, number of archived views from which countries they view and for how long. This data will be used to assess the success of the website content and its presence across the internet.

Communication and dissemination efforts will be classified according to the level of impact: communicate to build an understanding of the goals and the benefits, communicate to build a deeper understanding of the benefits, and communicate for action.

11 Conclusions

This deliverable (D6.2) summarises the GICO dissemination, communication and marketing plan, a comprehensive and living document, which outlines the tools, channels and activities to be put in place throughout the project to ensure wide acceptance and sustainability of the GICO Project.

This document outlines the strategy, activities and tools with which the GICO Project will communicate with a range of stakeholders as well as the timing of the various activities throughout the lifetime of the project. The Consortium recommends a periodic review of this document to ensure it includes up-to-date contents and opportunities for disseminating and communicating project information. In addition, as strategies are evaluated, updates should be made as needed.

Since the project is still in an early phase, the dissemination plan designed in this report will be considered as a living plan that will go through a number of iterations through the project, specifically with relation to the existence of events suitable for dissemination, many of which are still not known at the time of writing.