

SET4BIO

RENEWABLE FUELS AND BIOENERGY FOR A LOW-CARBON EUROPE - ACCELERATING THE IMPLEMENTATION OF THE SET-PLAN ACTION 8

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D6.2 - Digital presence through social media channels and web area

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EXECUTIVE SUMMARY

The D6.2 - *Digital presence through social media channels and web area* provides an overview on the online presence and digital tools set up by the SET4BIO consortium at the project beginning (M1-M3) and that will be used to achieve the goals on impact maximization (Communication, Dissemination and support to Exploitation) in an efficient and convincing way.

PARTNERS

<p>RISE - Research Institutes of Sweden AB, Sweden</p>	
<p>SINTEF - SINTEF Energi AS, Norway</p>	
<p>FNR - Fachagentur Nachwachsende Rohstoffe e.V., Germany</p>	
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Statement of Originality

This deliverable contains original unpublished work except where clearly indicated otherwise.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



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Introduction

The D6.2 SET4BIO Digital presence through social media channels and web area provides a quick overview of the digital tools put on line to support the promotion of SET4BIO initiatives, due involvement of stakeholders (mainly the Target Groups) and dissemination of project results to a broad audience during the project implementation and beyond the project closure.

This report makes reference to the *D6.3 First PEDR and annexes* on SET4BIO Communication, Dissemination and support to Exploitation strategy, internal management process (including responsibilities and monitoring), as well as for the plan of the activities which covers the digital tools.

1. Online presence and digital tools

Since the project beginning (M1-M3), the SET4BIO consortium has set up a series of tools as part of the project digital presence as foreseen by *WP6 - Impact maximization - Communication, Dissemination and support to Exploitation* and for the due implementation of all the activities scheduled in all the other Work Packages (including support to internal communication flow of WP7 - Management of SET4BIO). The focus was on developing 3 areas: the web presence; an evaluation of best platforms for online events; dedicated social media channels and digital cooperation with the SET Plan Secretariat, the ETIP Bioenergy (supported by the ETIP-B-SABS 2 H2020 project consortium), EERA and EERA Bioenergy.

2. SET4BIO web presence

A SET4BIO project area has been designed and set up within the ETIP Bioenergy website and it is available at the following links:

- www.etipbioenergy.eu/set4bio
- www.set4bio.eu

This choice was taken for showing the strong, seamless connection between the mission of ETIP Bioenergy, the official platform of the European Commission on renewable fuels and bioenergy (with a Steering Committee of 31 representatives and about 644 organizations of the Stakeholders Database) and the SET4BIO project, acting as a competence centre for the Implementation Working Group 8 (hereinafter IWG8) in its role to fully execute the Implementation Plan of Action 8 (hereinafter IP8). Hence, also having two links to access to SET4BIO area will increase the chance to reach it.

The web area of ETIP Bioenergy www.etipbioenergy.eu already offers a wealth of materials and information, covering: the Integrated SET Plan Action 8 and the long pathway until nowadays; accessible databases on stakeholders, technical reports and monitoring on RTD projects, factsheets and training opportunities; areas on finance and funding; news about the platform and initiatives on renewable fuels and bioenergy at national and international level; a focus on the activities taken along by the 4 Working Groups (WGs); presentations and take-home messages from

leading ETIP Bioenergy events (Stakeholders Plenary Meetings – SPMs, workshops and technical seminars, etc.) and initiatives in cooperation with other projects.

The structure

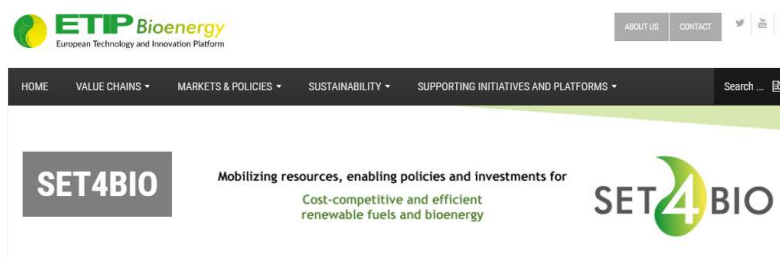


Figure 1 SET4BIO web banner

The web area consists of the following sub-sections:

1. **SET4BIO Project Home** features what the project is about and the three expected impacts to be reached by the project in supporting the mission of the IWG8: 1. INDUSTRIES AND MEMBER STATES INVOLVED TOGETHER; 2. Providing information on FINANCING ROADMAPS AND FUNDING INSTRUMENTS; 3. Launching INNOVATION CHALLENGES and gather novel solutions from EU innovators (RTD and industries) thanks to the collaboration with the SET4BIO stakeholders and consortium

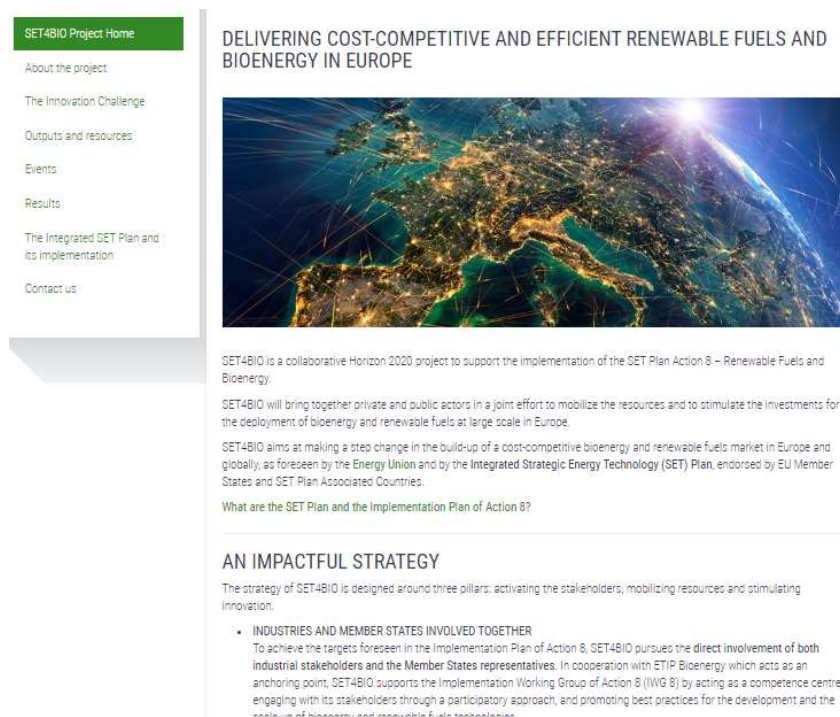
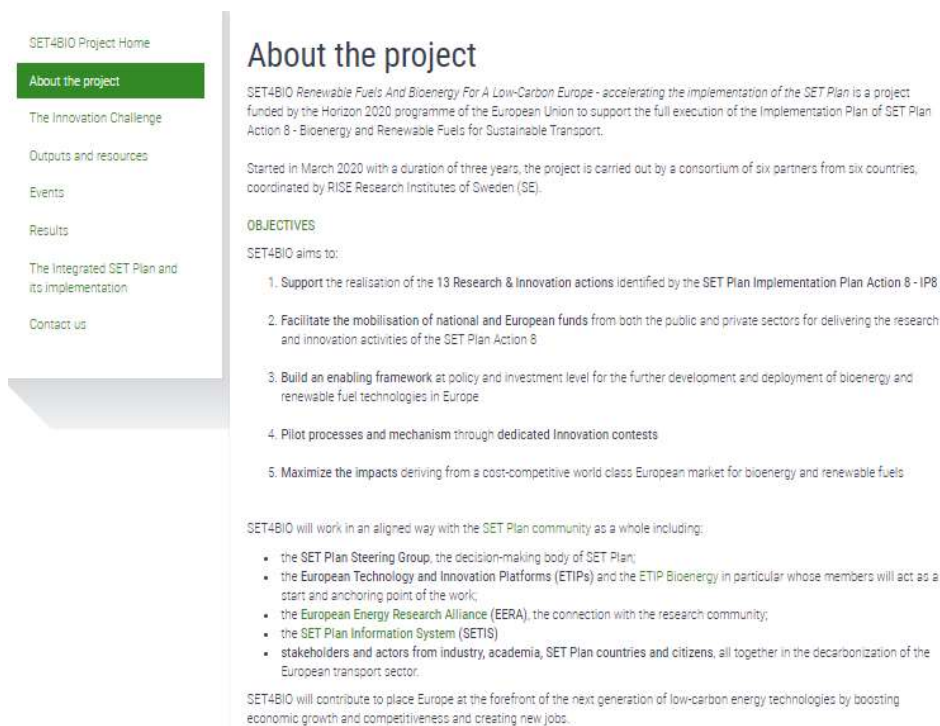


Figure 2 Screenshot of SET4BIO Project Home

2. *About the project* providing information on the SET4BIO objectives, the link to the actors at EU level involved on renewable fuels and bioenergy (the Integrated SET Plan Community, ETIP Bioenergy, EERA TP, EERA Bioenergy, SETIS and the broader community of the transport sector); it also presents the project partners (with logos and links to their institutional websites)



SET4BIO Project Home

About the project

The Innovation Challenge

Outputs and resources

Events

Results

The Integrated SET Plan and its implementation

Contact us

About the project

SET4BIO Renewable Fuels And Bioenergy For A Low-Carbon Europe - accelerating the implementation of the SET Plan is a project funded by the Horizon 2020 programme of the European Union to support the full execution of the Implementation Plan of SET Plan Action 8 - Bioenergy and Renewable Fuels for Sustainable Transport.

Started in March 2020 with a duration of three years, the project is carried out by a consortium of six partners from six countries, coordinated by RISE Research Institutes of Sweden (SE).

OBJECTIVES

SET4BIO aims to:

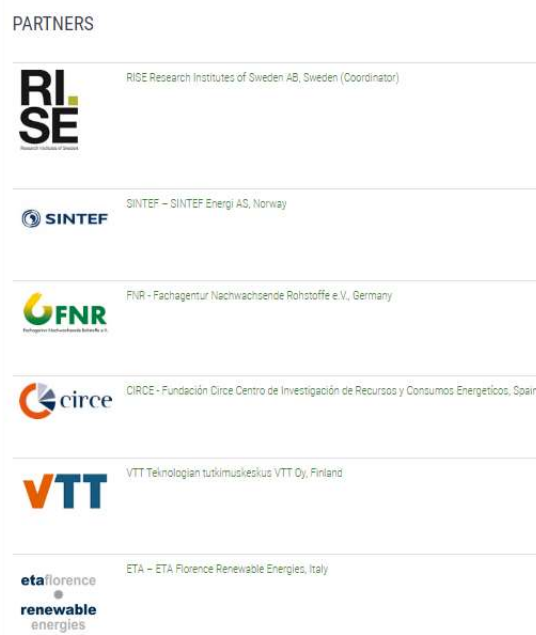
1. Support the realisation of the 13 Research & Innovation actions identified by the SET Plan Implementation Plan Action 8 - IP8
2. Facilitate the mobilisation of national and European funds from both the public and private sectors for delivering the research and innovation activities of the SET Plan Action 8
3. Build an enabling framework at policy and investment level for the further development and deployment of bioenergy and renewable fuel technologies in Europe
4. Pilot processes and mechanism through dedicated Innovation contests
5. Maximize the impacts deriving from a cost-competitive world class European market for bioenergy and renewable fuels

SET4BIO will work in an aligned way with the SET Plan community as a whole including:

- the SET Plan Steering Group, the decision-making body of SET Plan;
- the European Technology and Innovation Platforms (ETIPs) and the ETIP Bioenergy in particular whose members will act as a start and anchoring point of the work;
- the European Energy Research Alliance (EERA), the connection with the research community;
- the SET Plan Information System (SETIS)
- stakeholders and actors from industry, academia, SET Plan countries and citizens, all together in the decarbonization of the European transport sector.

SET4BIO will contribute to place Europe at the forefront of the next generation of low-carbon energy technologies by boosting economic growth and competitiveness and creating new jobs.

Figure 3 Screenshot no.1 of About the project



PARTNERS

RISE RISE Research Institutes of Sweden AB, Sweden (Coordinator)

SINTEF SINTEF – SINTEF Energi AS, Norway

FNR FNR - Fachagentur Nachwachsende Rohstoffe e.V., Germany

circe CIRCE - Fundación Circe Centro de Investigación de Recursos y Consumos Energéticos, Spain

VTT VTT Teknologian tutkimuskeskus VTT Oy, Finland

eta florence renewable energies ETA - ETA Florence Renewable Energies, Italy

Figure 4 Screenshot no.2 of About the project

3. The *Innovation Challenge* describing the scope and objectives, the target groups and the process with provisional timeline

The Innovation Challenge

The SET4BIO innovation challenge will be a driver to stimulate the rate of innovation and raise the level of creativity with focus on biofuels.

It will provide a platform initiative to create an arena to highlight, disseminate and discuss challenges, as well as attracting and engaging stakeholders to stimulate joint collaboration.

SCOPE AND OBJECTIVES

The Innovation Challenge is directed towards how we can create new innovations that stimulate increased production and use of renewable fuels and biofuels

Hence, the SET4BIO challenge will:

- Engage external innovators in developing innovative proposals for solutions that stimulate and increase the possibility of producing and using renewable fuels and biofuels;
- Match external innovators with innovative solutions with potential funding opportunities.

For the challenge, we aim to involve *external innovators* and *stakeholders*:

- Innovators are external individuals or organizations who introduces new solutions e.g. methods, ideas, services and / or products that adhere to the SET4BIO challenge objectives (*participants in the Innovation challenge*);
- Stakeholders are individuals or organizations with interest or concern in increasing the use of renewable fuels and biofuels in transport (SET4BIO target groups), who can either affect or being affected by the outcome of the Innovation challenge;
- Both can be found within the ETIP Bioenergy stakeholders base of industry players, but the consortium is looking for new external innovators.

Figure 5 Screenshot no.1 of The Innovation Challenge



Figure 6 Screenshot no.2 of The Innovation Challenge

Sections 4. *Outputs and Resources*, 5. *Events* and 6. *Results* have been set up. As soon as available from the project implementation, dedicated contents and SET4BIO materials (e.g. deliverables, reports, factsheets, etc.) will be uploaded under these sections.

7. *The Integrated SET Plan and its implementation* features an overview of the main steps at SET Plan level on Action 8 until the adoption of the related Implementation Plan (IP8) and financial resources available at EU level.

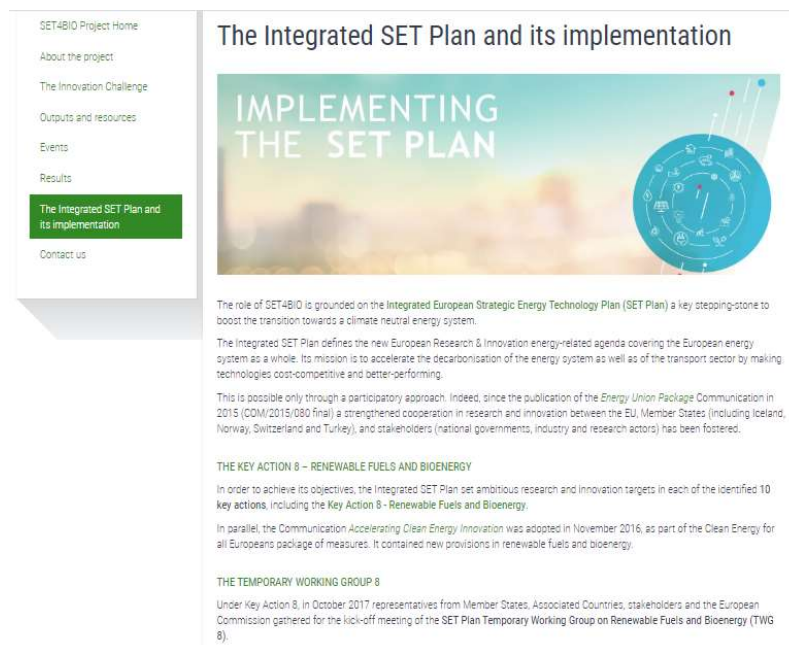


Figure 7 Screenshot of *The Integrated SET Plan and its implementation*

8. *Contact us*: here all the stakeholders and web users with requests for information about the project and its initiatives can address the consortium either by contacting the WP leaders or through a dedicated email address info@set4bio.eu, as well as staying in contact through the SET4BIO social media channels (described further on in this report).

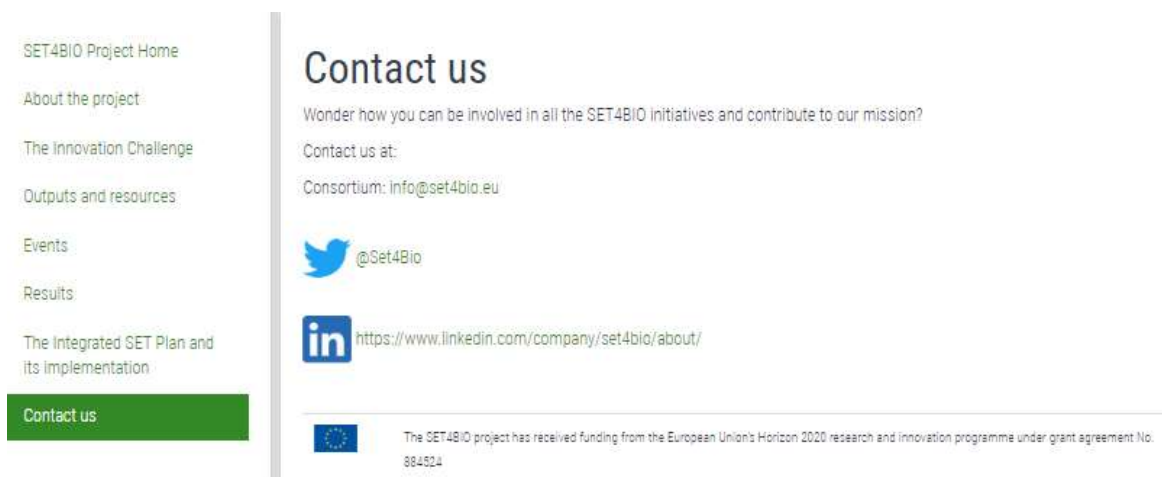


Figure 8 Screenshot of *Contact us*

The link with the Strategic Energy Technologies Information System (SETIS)

The consortium, in line with the EC requirements, will make sure that all SET4BIO outputs will be fed also into the **Strategic Energy Technologies Information System (SETIS)**¹, more specifically the areas dedicated to SET Plan Action 8 - Renewable Fuels and Bioenergy².

For this reason, the consortium will be in a continuous contact with the SET Plan Secretariat and the EC Joint Research Center (JRC) in charge of SETIS to ensure a smooth coordination in the publication of the project outputs.

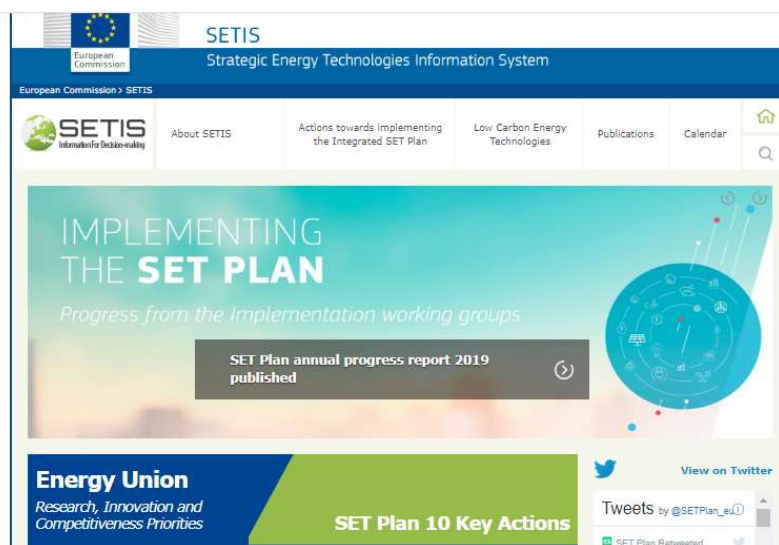


Figure 9 Screenshot of SETIS Home Page



Figure 10 Screenshot of SETIS web page dedicated to Action 8 - Renewable Fuels and Bioenergy

¹ Link: <https://setis.ec.europa.eu/>

² Link: <https://setis.ec.europa.eu/implementing-integrated-set-plan/renewable-fuels-and-bioenergy-ongoing-work>

Internal project repository

Besides the public web areas, a document repository (online platform) has been organized on the **Alfresco digital platform** (offered by FNR) for the upload and record of results, deliverables, meetings and attendance to events (such as restricted workshops or large fairs). The platform provides also a workspace for the exchange of information and communication for the consortium.



Figure 11 Screenshot of Alfresco platform

3. Platforms for online events

A series of online events, such as workshops with SET4BIO Target Groups and meetings among the IWG8 and SET4BIO consortium will be carried out as part of the WPs 1-7.

The consortium identified a series of potential platforms such as **GoToMeeting** and **GoToWebinar** which will be used for inviting participants and registrations, organizing the events and guaranteeing their recording for further sharing. Several SET4BIO partners have already opened subscriptions to these tools and area available to use them for supporting the project activities.



4. Social media channels

Since the project outset, ETA opened two dedicated SET4BIO social media channels:



on Twitter: @Set4Bio



Figure 12 Screenshot of SET4BIO Twitter channel



on LinkedIn:

there is a company page, as SET4BIO at <https://www.linkedin.com/company/set4bio/about/>



Figure 13 Screenshot of SET4BIO LinkedIn company page

The social media channels will promote information about the project and its initiatives, such as new physical and digital events and available reports and factsheets.

All SET4BIO posts will be promoted by tagging the SET Plan Secretariat (@SETPlan-eu), ETIP Bioenergy, EERA JP and EERA Bioenergy for maximizing the impact and directly involving the main institutional stakeholders. During the project implementation, ETA will cooperate with such platforms to agree upon common promotional campaigns for events or position papers and calls for actions to the broad renewable fuels and bioenergy community.

5. Conclusions and Outlook

At M3, project activities on WP6 - Impact maximization - Communication, Dissemination and support to Exploitation are in line with the activities foreseen in the GA / Description of Action (DoA).

Starting from the digital tools available, in the next months the consortium will be involved in a continuous effort of communication about the project goals and multiple initiatives, dissemination of first SET4BIO results and interaction and dialogue with the SET4BIO Target Groups by using a mix of several channels and modalities.

For preparing this report, the following deliverables have been taken into consideration:

D#	Deliverable title	Lead beneficiary	Type	Dissemination level	Due date (in MM)
D6.1	Visual Identity & Branding Kit	6 - ETA	DEC (+ Report)	CO	M2
D6.3	First PEDR and related annexes	6 - ETA	Report	PU	M3