

SET4BIO

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

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EXECUTIVE SUMMARY

Conceived as a guiding tool for the SET4BIO consortium, the *D6.3 - First PEDR and related annexes* describes the strategy agreed to achieve the goals on impact maximization (Communication, Dissemination and support to Exploitation) in an efficient and convincing way.

After the design of the SET4BIO Visual Identity & Branding Kit (see *D6.1*), this first Plan for Exploitation and Dissemination of project Results (PEDR) provides a basis of the information on project target groups, key messages, physical and digital channels and initiatives which will support the due valorisation of all the measures and tools foreseen in WP1-WP5, as well as the initiatives of WP6. The most relevant results of the project will need to reach all the key stakeholders of SET4BIO, from the members of the SET Plan - Implementation Working Group 8 (IWG8) to representatives of industries and academia, participants to the Innovation Contests, in addition to ONGs, media and citizens.

PARTNERS

RISE - Research Institutes of Sweden AB, Sweden	
SINTEF - SINTEF Energi AS, Norway	
FNR - Fachagentur Nachwachsende Rohstoffe e.V., Germany	
CIRCE - Fundación Circe Centro de Investigación de Recursos y Consumos Energéticos, Spain	
VTT - Teknologian tutkimuskeskus VTT Oy, Finland	
ETA - ETA Florence Renewable Energies, Italy	

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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This deliverable contains original unpublished work except where clearly indicated otherwise.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 SET4BIO First Plan for Exploitation and Dissemination of project Results (PEDR) provides a guideline on all the activities to support the due promotion and dissemination of the initiatives and results of Work Packages (hereinafter WPs) 1-5 towards all the project stakeholders (primary target groups and multipliers).

The strategy contained in this PEDR has been developed focusing on the project goals and expected impacts. SET4BIO aims to support the execution of the Implementation Plan on Bioenergy and Renewable Fuels for Sustainable Transport (hereinafter IP8). SET4BIO will act as a “competence centre” for delivering high-level, promising results in line with IP8. This will be possible by several measures identified in WP1-WP5, among others: identifying financial roadmaps on private and public funding and financial tools; providing valuable inputs on policy and financial level to the Implementation Working Group 8 (hereinafter IWG8); through the identification and support of viable projects (thanks to two tracks of the SET4BIO Innovation Challenge), in line with the 13 R&I actions identified in the IP8. Furthermore, the consortium will also gather and propose solutions to overcome existing policy and investment barriers by enabling a more favourable environment for players of the European market.

For these reasons, the goal of this PEDR (which is at the basis of WP6 - Impact maximization - Communication, Dissemination and support to Exploitation) is threefold:

1. Plan and execute measures to ensure the uptake of SET4BIO results in an exploitable form at scientific, industrial and policy level;
2. Support the promotion of all the stakeholder-oriented activities in the other WPs (WP1-WP5);
3. Ensure the wide outreach of project activities, outputs and final results at national/European/international level, in line with the high-level mission of the IWG8.

The plan is the result of a coordinated effort among partners, considering stakeholders’ categories and needs as well as partners’ current communication channels and tools. A multi-step and multi-channel dissemination strategy is proposed by this plan to maximize the impact of the dissemination activities, adjusting the materials and tools to the specific needs, interests and potential for involvement of the target audiences.

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

1. SET4BIO Strategy & scope

The SET4BIO consortium has the main goal to guarantee the achievement of the **project objectives** through an **effective and successful impact**, aiming to the full exploitation of novel technology projects in a European policy and financial enabling environment for renewable fuels and bioenergy.

Given the nature of SET4BIO (a Horizon 2020 Coordination and Support Action - CSA), Communication, Dissemination and Exploitation are of utmost relevance for the success of the project. **All partners play an active role** in such activities, as they cross-cut all project Work Packages, which are the following:

- *WP1 - Funding and financing roadmap and investments* (lead by SINTEF);
- *WP2 - Industry Involvement and commitment* (lead by FNR);
- *WP3 - Innovation challenge* (lead by RISE);
- *WP4 - Realisation of bioenergy project ideas* (lead by CIRCE);
- *WP5 - Monitoring and coordination of SET Plan actions* (lead by VTT)
- *WP6 - Impact maximization - Communication, Dissemination and support to Exploitation* (lead by ETA)

Already at the proposal stage, the consortium identified for the SET4BIO PEDR **3 guiding priorities**:

#	SET4BIO PEDR Guiding priorities
1	Stakeholders' engagement: clear identification of stakeholders and potential users of project results and outcomes
2	Close coordination with existing networks and platforms (ETIP Bioenergy and EERA)
3	Close and permanent interaction with IWG8 and SET Plan Secretariat

Table 1 SET4BIO PEDR Guiding principles

In line with these principles, from an operative point of view (as it will be shown in the following paragraphs) this PEDR will:

1. use both **traditional** (promotional materials and factsheets in print version), and **digital tools** (dedicated web areas, social media, etc.), as well as **events, specific campaigns and initiatives** around WPs results, current and future context at EU policy and market level, following a **specific calendar**;
2. aim at reaching out to mainly **the European renewable fuels and bioenergy community** of the IWG8 and SET Plan countries' representatives, industries, public and private entities in charge for funding and financing, besides media, NGOs and citizens (with potential of going global).

This PEDR covers the project promotion and its impact since its very beginning, with the long-term aim for the "SET4BIO community" to deliver impactful results already during the project, while paving the way for the initiatives unleashing the full potential of the renewable fuels and bioenergy technologies in Europe after the project closure.

Finally, this PEDR is designed in line with the EC definitions of Communication, Dissemination and support to Exploitation as follows:

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

2. Process and responsibilities

The “getting started” stage at communication and dissemination level coincided with the set-up of the project coordination and decision-making structures during the virtual Kick-off meeting (16 March 2020) and the virtual Project meeting (18 May 2020) organized by RISE (the Project Coordinator).

The kicked-off process

Since the first months of the SET4BIO project implementation, the WP1-WP5 tasks have been launched along with first WP6 communication measures (design of the SET4BIO Visual Identity & Branding Kit and related templates for the consortium) and set-up of the preliminary presence online (such as the opening of dedicated social media channels and the SET4BIO web area within the ETIP Bioenergy website), by M3.

Tasks and responsibilities

Indications on partners’ roles and processes for guaranteeing a smooth internal communication flow has been provided in *D7.6 Quality Management Plan (RISE)*, more specifically under par. 6.2 Information and communication structure.

In order to cooperate adequately as well as to ensure collaboration, fulfilment of goals and an overall satisfactory functioning of the consortium, a good communication strategy has been established by the coordinator (RISE). For this purpose, there will be regular meetings within the project.

Moreover, the SET4BIO project area set up within the ETIP Bioenergy website, at this link www.set4bio.eu will permit to show all the relevant information about the project not only for all the project stakeholders but also for the benefit of the same partners. A document repository (online platform) has been organized on the online 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). It also offers a workspace for the exchange of information and communication for the consortium. The primary forms of communications and documents exchange amongst partners will include conference calls, email, and web exchange.

Partners meetings will be organized not only in line with WP7, but also with the important goal to disseminate progress through the presentation of results and peer review and to coordinate the activities, including the ones on communication and dissemination.

Monitoring

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

The monitoring will duly take into consideration the activities and results reached on communication and dissemination at consortium level and their contribution to the overall SET4BIO Key Performance Indicators (KPIs), as indicated in Table 3 of the GA (Part B)¹.

In addition, the revised versions of PEDR (D6.4 Updated PEDR and related annexes in M18 and D6.5 Final PEDR and related annexes in M36) will encompass this monitoring and evaluation activity as well as provide periodic project results in terms of impacts.

3. The C&D Strategy

The Communication and Dissemination strategy of SET4BIO starts with focusing on the objectives identified by the consortium for guaranteeing a successful outreach of all the activities and results reached by the project.

Objectives for project C&D

The WP6 objectives for having an impactful SET4BIO are listed as follows:

#	Specific objectives for SET4BIO impact
1	Plan and execute measures to ensure the uptake of SET4BIO results in an exploitable form at scientific, industrial and policy level
2	Design and establish a clearly recognizable identity for SET4BIO outputs
3	Support the promotion of all stakeholder-oriented activities in the other WPs (WP1-WP5)
4	Ensure the wide outreach of project activities, outputs and final results at national / European / international level, in line with the high-level mission of the IWG8

Table 2 Objectives for SET4BIO C&D

Furthermore, SET4BIO consortium will be specifically focused to contribute to common information and dissemination activities promoted by the EU (DG RTD, DG ENER and INEA) to increase visibility of and synergies among other H2020 supported actions in the field of innovation and technologies in the renewable fuels and bioenergy sector.

¹ Ref. to SET4BIO GA (Part B), Table 3 SET4BIO impact and performance indicators, pag. 20

Analysis of SET4BIO Target groups

SET4BIO is strongly committed in making a step change in the renewable fuels and bioenergy European environment by making sure that all stakeholders of the sector are duly identified and involved in SET4BIO activities, both on specific topics and horizontal measures covered by the Work Packages. A list of stakeholders (grouped under primary target groups and multipliers) has been identified in Table 3 for being targeted by all the project activities:

Primary stakeholders	Description
RTD, INDUSTRY STAKEHOLDERS	<p>Industry stakeholders of different targets (SMEs/start-ups, mid-caps and large companies, as well as consultancies and advisory firms), with the following characteristics:</p> <p>A. involved in the activities covered by the 13 R&D Actions of the IP8, on development, demonstration and scale-up of:</p> <ul style="list-style-type: none"> • Advanced liquid and gaseous biofuels; • Other renewable liquid and gaseous fuels (excluding hydrogen); • Renewable Hydrogen from water electrolysis and renewable electricity bioenergy; Renewable Hydrogen from large scale biomass cogeneration of heat and power); • Solid, liquid and gaseous intermediate bioenergy carriers <p>B. potentially interested in joining the Innovation Challenge (see WP3), split into 2 tracks: 1. a main track on identifying and pinpoint technology flagships; 2. a sub-track on matching and ranking funding opportunities</p> <p>Already committed to SET4BIO thanks to Letters of Support:</p> <ul style="list-style-type: none"> • BIOLIZA (ES) - SME (spin-off) • Helen (FI) - Energy Company • Lantmännen Agroetanol (SE) - Energy Company • Advanced Biofuels Coalition - Leaders of Sustainable Biofuels (LSB) - Professional Network, gathering the following companies: <ul style="list-style-type: none"> ○ Clariant (Global) - Company ○ BTG Biomass Technology Group BV (NL) - Energy Group of Companies ○ Enerkem (Global) - Energy Company ○ Enviral (SK) - Energy Company (Member of Envien Group) ○ Global Bioenergies (FR) - Energy Group of Companies ○ NEOT Group (FI) - Energy Company Group ○ Ørsted (DK) - Energy Company ○ Sekab (SE) - Energy Company ○ ST1 (FI) - Energy Company ○ UPM (FI) - Company • Platform Duurzame Biobrandstoffen (NL) - Professional Network • Scania (SE) - Company • Silva Green Fuels (NO) - Energy Company • Valmet (FI) - Company
PUBLIC & PRIVATE FUNDING &	PUBLIC FUNDING ENTITIES AT EU LEVEL

<p>FINANCIAL ORGANIZATIONS, INSTITUTIONS & INVESTMENT COMMUNITY</p>	<p>EU banks and EU-wide funds:</p> <ul style="list-style-type: none"> representatives of the European Investment Bank (EIB), in charge of several measures such as the Cohesion Fund, the European Regional and Development Fund (ERDF), the InnovFin products, etc.; representatives of the European Bank of Reconstruction and Development (EBRD); <p>EU bodies (EC, etc.) and agencies (EASME, INEA, etc.) and the Enhanced European Innovation Council (EIC) in charge of Energy Financing in the Energy Union², such as:</p> <ul style="list-style-type: none"> Investment Plan for Europe; European Regional and Development Fund (ERDF) and the forthcoming New Cohesion Policy 2021-2027; European Structural & Investment Funds (ESIF); Horizon 2020 (last topics on Secure Clean and Efficient Energy) and the forthcoming Horizon Europe 2021-2027 (under “Climate, Energy and Mobility” cluster); Digital Europe Programme; Just Transition Fund (re. European Green Deal); InvestEU for R&I; Innovation Fund; EU Finance for Innovators; EC Connecting Europe Facility (CEF) <p>PUBLIC FUNDING ENTITIES AT REGIONAL / NATIONAL LEVEL³</p> <ul style="list-style-type: none"> French Agency for Environment and Energy Management (ADEME, FR) Kreditanstalt für Wiederaufbau (KfW, DE) <p><i>Others will be identified during the project implementation</i></p> <p>PRIVATE FUNDING ENTITIES</p> <p>Private banks and investors (providing venture capital - VC targeting technology firms at the start-up phase and/or private equity - PE investments aiming at relatively mature companies)</p> <p><i>They will be identified during the project implementation</i></p> <p>Already committed to SET4BIO thanks to Letters of Support:</p> <ul style="list-style-type: none"> Business Finland (FI) - Funding Agency Ministry of Economic Affairs and Employment, Finland (FI) Swedish Energy Agency (SE) - Government Agency
<p>REPRESENTATIVES OF THE IWG8, SET PLAN 8 AND IP8 STAKEHOLDERS</p>	<p>Members of the IWG8: about 47 individual members representing Member States, Stakeholders, EC services and Support Consultant</p>

² Source: Maria Georgiadou, EU DG RTD, EU Research & Innovation Policy on renewable fuels and bioenergy, presentation at the 9th ETIP Bioenergy Stakeholder Plenary Meeting, Brussels, November 2019)

³ Source: EurObserv'ER, The State of Renewable Energies in Europe 2019, pp.182-185

	<p>Representatives of the SET Plan 8 countries (i.e. the SET Plan Steering Group)⁴;</p> <p>A list of organizations, as follows:</p> <ul style="list-style-type: none"> • European Technology and Innovation Platform (ETIP) Bioenergy (<i>FNR with the role of ETIP Bioenergy Secretariat and partner of SET4BIO</i>) • European Energy Research Alliance (EERA) (<i>Letter of Support to SET4BIO</i>) • European Energy Research Alliance (EERA) Bioenergy Joint Programme (<i>Letter of Support to SET4BIO</i>) • European Technology and Innovation Platform (ETIP) on Renewable Heating and Cooling (RHC-ETIP) • European Automobile Manufacturers' Association (ACEA) • European Biogas Association (EBA) • European Biomass Industry Association (EUBIA) (<i>Letter of Support to SET4BIO</i>) • European Energy Research Alliance (EERA) on Hydrogen • European Power Plant Suppliers Association (EPPSA) • Biofuels FlightPath • Fraunhofer-Gesellschaft zur Förderung der angewandten Forschung e.V. • European University Association (EUA) • Fuel Cells and Hydrogen Joint Undertaking (FCH JU) • Italian National Hydrocarbon Agency (Ente Nazionale Idrocarburi - Eni S.p.A.) • Advanced Biofuels Coalition - Leaders of Sustainable Biofuels (LSB) (<i>Letter of Support to SET4BIO</i>) • Neste • former Danish energy powerhouse Dong Energy, now Ørsted • former Fiat-Iveco, now CNH Industrial • former Institut Français du Pétrole - now IFP Energies Nouvelles (IFPEN) • Technical Research Centre of Finland Ltd (VTT) (<i>partner of SET4BIO</i>)
<p>ACADEMIC/RESEARCH ORGANIZATIONS; SCIENTIFIC COMMUNITY</p>	<p>Public & private Academic/Research organizations already working on renewable fuels and bioenergy, interested in advancing the sector on policy and regulatory level, such as:</p> <ul style="list-style-type: none"> • EERA JP and EERA Bioenergy (mentioned above) • the broader bioenergy community of the European Biomass Conference & Exhibition (EUBCE) • other leading conferences in the renewable fuels and bioenergy sector
<p>OTHER ORGANIZATIONS & PLATFORMS</p>	<ul style="list-style-type: none"> • Mission Innovation (Challenge 4 - Sustainable Biofuels) • Biofuture Platform • ART Fuels Forum • International Energy Agency (IEA) • IEA Bioenergy and specific task groups • Advanced Motor Fuels of the International Energy Agency's (IEA-AMF) • International Renewable Energy Agency (IRENA) • GBEP <p><i>Others will be identified during the project implementation</i></p> <p>Already committed to SET4BIO thanks to Letters of Support are:</p> <ul style="list-style-type: none"> • AVEBIOM (ES) - Association

⁴ The countries are: EU Member States; Iceland; Norway; Turkey and Switzerland

	<ul style="list-style-type: none"> • Agri-food Cooperatives Spain (ES) - Association • F3 - The Swedish knowledge centre for renewable transportation fuels (SE) - Association • Regional Government of Andalusia (ES) - Public Authority
GENERALIST & SPECIALIZED MEDIA AND THE WIDE PUBLIC	<p>National/international journalists and press (generalist ones - i.e. Euractiv, Horizon Magazine, national newspapers - and sector-related ones); media contacts at international level</p> <p>European citizens as taxpayers, consumers and travellers using personal/public road transports, conscious of environmental sustainability and carbon footprint topics, to be duly informed about why the EU society need renewable fuels and bioenergy in the short, medium and long term</p>

Table 3 Broad analysis of IP8 stakeholders

All these stakeholders have been grouped under **4 SET4BIO Target Groups**, according to similar needs addressed by project WP activities, as follows:

#	SET4BIO Target Groups (TG)	Linked WPs
TG1	<ul style="list-style-type: none"> • INDUSTRY STAKEHOLDERS • BIOENERGY-RENEWABLE FUELS PLATFORMS • FINANCIAL ORGANIZATIONS, INSTITUTIONS AND INVESTMENT COMMUNITY 	<p>Mainly benefitting from:</p> <ul style="list-style-type: none"> • WP1 - Funding and financing roadmaps and investments • WP2 - Industry involvement and commitment • WP4 - Realisation of bioenergy project ideas (through the 2 Innovation Challenge tracks of WP3 - Innovation Challenge)
TG2	REPRESENTATIVES OF THE IWG8, SET PLAN 8 AND IP8 STAKEHOLDERS	<p>Mainly benefitting from:</p> <ul style="list-style-type: none"> • WP5 - Monitoring and coordination of SET Plan actions
TG3	<ul style="list-style-type: none"> • ACADEMIC/RESEARCH ORGANIZATIONS • INTERNATIONAL STAKEHOLDERS RELEVANT TO SET4BIO EVENTS 	<p>Together with TG1 and TG2, they mainly benefit from:</p> <ul style="list-style-type: none"> • WP6 - Impact maximization - Communication, Dissemination and support to Exploitation (which translate in an accessible language and promote WP1-WP5 results)
TG4	GENERALIST & SPECIALIZED MEDIA, NGOs AND THE WIDE PUBLIC	

Table 4 SET4BIO Target Groups and linked WPs

Besides, the consortium has identified also additional groups with the role of Multipliers of SET4BIO impacts (see Table 5). Such groups will be involved along the project action, mainly through the WP6 tasks:

Multipliers	Description
BENEFICIARIES OF EUROPEAN AND NATIONAL R&D PROJECTS	<p>Consortia made of RTD, companies and associations members related to the following EU and national projects:</p> <ul style="list-style-type: none"> • SMARTSPEND (H2020); • ETIP Bioenergy-SABS (H2020);

	<ul style="list-style-type: none"> • Ambition (H2020); • ETIP-B-SABS2 (H2020); • Record Biomap (H2020); • EERASE3 (H2020); • National Innovation Challenge Office (NIK) (Vinnova) • Fossil Free Freight Challenge 2019 (Swedish Transport Administration) • TripleF, Fossil Free Freight (Swedish Transport Administration)
EU REGIONAL REPRESENTATIVES OF ASSOCIATIONS & NETWORKS	<p>Members of regional authorities and related formal/informal associations, such as:</p> <ul style="list-style-type: none"> • Members of the Commission for the Environment, Climate change and Energy (ENVE) at the European Committee of the Regions (CoR) in their role as advisory body to the EC, the Council of the EU and the EP when drawing up legislation on matters concerning local/regional government; • Members of ERRIN network (with about 125 regional stakeholder organisations from 22 European countries); • Staff involved on Energy within the Permanent Representations (of countries involved in the SET Plan 8) to the EU
OPERATORS IN THE TRANSPORT SECTOR	Private and public operators working in the transport sector all across Europe; market and service providers; haulers and related associations interested in decarbonizing their operations and accessing to renewable fuels and bioenergy products at a competitive price in the medium-term period
REGULATORY & STANDARDIZATION AUTHORITIES	National Regulatory authorities dealing with renewable fuels and bioenergy, as well as transport dossiers; European Standardisation bodies (CEN/CENELEC)

Table 5 SET4BIO Multipliers

A thorough **Stakeholders’ mapping exercise** is under development at consortium level and its results, as soon as available, will be considered and duly integrated in these preliminary lists.

Furthermore, the SET4BIO consortium can already count on mailing lists derived by partners’ formal and informal networks. In addition, during the project, a **database of contacts** at European and country level will be collected for increasing the impact of project promotion and dissemination. Contacts will be provided by the following categories:

- subscribers to project newsletters (through the website online form) and via social media channels (mainly through the SET4BIO group on LinkedIn);
- people met during SET4BIO events and through collected feedbacks;
- project partners and networks’ referees.

All data will be treated in compliance with the Regulation (EU) 2016/679 General Data Protection Regulation (**GDPR**) entered into force on 25 May 2018. Hence, the GDPR will be the reference for data collection, storage, protection, retention and destruction. Furthermore, the consortium will inform its C&D and exploitation activities by a guidance of the EC, called **Ethics & Data protection**.⁵

⁵ Source: http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/ethics/h2020_hi_ethics-data-protection_en.pdf

Key messages

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

Key messages identified at consortium level	Target groups
The SET Plan Implementation Plan is key to achieving the targets foreseen in the Energy Union for renewable fuels and in the Green Deal	EC, industry, investors, renewable fuels & bioenergy community at large, etc.
Bioenergy and Renewable Fuels are key solutions for many of the objectives of the EU Green Deal	EC, industry, investors, renewable fuels & bioenergy community at large, etc.
SET4BIO supports industries and institutions to develop efficient and cost-effective renewable fuels and bioenergy in Europe	EC, industry, investors, renewable fuels & bioenergy community at large, etc.
Innovative solutions for advanced renewable and bioenergy fuels: a step forward for decarbonizing the European transport sector.	EC, industry, investors, RTD and scientific community, policy makers, media & citizens
SET4BIO will provide sustainable transport fuels with decreased GHG emissions, in line with the Renewable Energy Directives (RED II) and the European Energy Roadmap 2050	Policy-makers, international organizations, media & citizens
Bioenergy can deliver positive synergies with sustainable agriculture, forestry and the bioeconomy: dive into SET4BIO!	Policy-makers, media & citizens
Renewable fuels allow to travel in synergy with the circular economy,	Policy-makers, media & citizens

Table 6 SET4BIO preliminary key messages

4. SET4BIO Visual Identity & Branding Kit; basic dissemination materials

As done within *D6.1 Visual Identity & Branding Kit*, a tailored SET4BIO graphic concept has been conceived and developed by ETA, after a preliminary brainstorming at consortium level. The concept consists in a full logo set, for being used in several contexts (from promotional materials to online presence), accompanied by a SET4BIO User Guideline for partners.

As a further step, a series of basic dissemination materials has been prepared, inspired by the graphic concept, as part of the Branding Kit: a Word template for project reports/deliverables; several PowerPoint Presentation templates, for online & physical meetings and events; a project Poster in A0 template, to be used at scientific conferences and technical seminars; the preliminary layout of the project Roll-up, as well as several graphic backgrounds for SET4BIO social media channels. Additional materials will be designed along the project duration, to address all needed graphic needs for the project promotion.

All the reports, deliverables and communication items prepared by the consortium will be formatted according to the SET4BIO Visual Identity, as well as in compliance with the official EC Visual Identity Manual. For this reason, all SET4BIO partners have been provided with these materials and asked to make use and distribute them at external workshops, conferences and other initiatives organized for raising awareness and guarantee project knowledge.

5. Online presence and digital tools

Since the very beginning, all consortium members will cooperate with ETA in setting-up the SET4BIO online presence, which consists of 3 areas: the web presence; the online events and social media channels.

Web presence

The consortium, in line with the EC requirements, will make sure that all SET4BIO outputs will be fed into the Strategic Energy Technologies Information System (SETIS)⁶, more specifically the areas dedicated to SET Plan Action 8 - Renewable Fuels and Bioenergy⁷. 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.

In addition to the interaction with SETIS, the consortium set-up an area dedicated to SET4BIO on the ETIP Bioenergy website⁸, to underline the strict connection between the two initiatives for reaching the IP8 objectives by the IWG8. This new web area covers several sections, from the project mission and the objectives, to the expected impacts, with a special area dedicated to the Innovation Challenge. Besides, it also includes a review of the most important steps of the SET Plan Action 8 that lead to adoption of the IP8. Once ready, all the materials (e.g. deliverables, reports, factsheets, etc.) will be uploaded on the same page, as well as on the dedicated area on SETIS website.

This web area, available online, is accessible by both the following links:

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

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

Platforms for online events

A series of online events, such as workshops and meetings will be carried out as part of tasks mainly under WP1, WP3 and WP4. The consortium identified a series of potential platforms such as GoToMeeting and GoToWebinar which will be used for inviting participants and getting pre-

⁶ Link: <https://setis.ec.europa.eu/>

⁷ Link: <https://setis.ec.europa.eu/implementing-integrated-set-plan/renewable-fuels-and-bioenergy-ongoing-work>

⁸ Link: www.etipbioenergy.eu



registration, organizing the events and guaranteeing their recording for further sharing.



Social media channels

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



on Twitter: **@Set4Bio**



on LinkedIn: just search for **SET4BIO** at <https://www.linkedin.com/company/set4bio/about/>

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 ETIP Bioenergy, EERA JP, EERA Bioenergy as well as the official account of the SET Plan Secretariat (@SETPlan-eu) for maximizing the impact and directly involving the main institutional stakeholders.

6. Digital newsletters and press releases

ETA, in cooperation with all partners, will prepare and promote digital newsletters at least every 6 months, with the goal to present the most interesting outcomes and materials for the stakeholders. In addition, synergies with periodic newsletters delivered by ETIP Bioenergy, EERA and EERA Bioenergy will be beneficial for a diversified and more impactful action towards the stakeholders. The SET4BIO newsletters will be sent out to several contacts that will be collected during the project implementation, in line with the General Data Protection Regulation (GDPR) applicable from 25 May 2018.

Besides, direct email shots for announcing project events or promoting major project results/achievements will be delivered by ETA as part of promotional campaign which involves also social media channels.

Concerning SET4BIO press releases, at least 3 (one at the project beginning, one mid-term in M18 and a final one in M36) will be drafted and disseminated via mailing lists, dedicated news on

the project web area and posts on social media channels They will duly valorise the results reached thanks to relevant project physical and online gatherings or the achievement of major project outcomes (such as IWG8 position statements, etc.). The audience will be both generalist and specialized international press contacts and media, working on renewable fuels and bioenergy topics.

7. Articles, publications, and infographics

Several information pieces will be prepared at consortium level, taking the information gathered thanks to the work done in each WP and delivering them in an efficient, clear and graphically pleasant way to the SET4BIO Target Groups. In occasion of each project meeting and periodic meetings the consortium will exchange information on available project reports and decide how to deliver the information contained within or to summarize several reports in a unique, easy-to-read document.

The following paragraphs feature an overview of the editorial products foreseen at project level.

Outreach articles and publications

At least 3 long articles will be promoted during the project. The topic of each one will be agreed together with the IWG8 and the article will be prepared (under the coordination of ETA) with inputs from all SET4BIO partners and IWG8 members as co-authors.

The goal is to get them published on sectoral magazines; furthermore, a cooperation will be undertaken with the SET Plan Secretariat and the EC officers in charge of the periodic SETIS Magazine⁹. The consortium plans to contribute to at least one edition of the magazine: as a preliminary programme, one could be focused on promising and bankable technology solutions for renewable fuels and bioenergy in Europe for reaching the IP8 goals. A second edition of the magazine could be on funding and financing measures (based on WP1 results) supporting solutions under the 13 Actions.

Factsheets, infographics and maps

Several 2-page factsheets will be prepared at consortium level, with the editorial support of ETA, as useful tools to promote the main findings of the SET4BIO WPs. Due dissemination will be done both via digital means and in occasion of physical events.

In case of long or multiple information (e.g. mapping of industry stakeholders, mapping of national and EU projects, etc.), the consortium will deliver them through dedicated infographics and maps. This will ease their promotion through digital means, as part of promotional materials or when delivering project results at high-level meetings or in events open to the stakeholders.

⁹ Link: <https://setis.ec.europa.eu/publications/setis-magazine>

8. Preliminary Editorial Programme

As anticipated in the GA, the preparation of the editorial products of SET4BIO will be done according to the following programme:

List of SET4BIO public outputs	Editorial items	Timing (in M)
State of play of SET Plan IP8 - Mapping of relevant national and European projects	<ul style="list-style-type: none"> No. 1 factsheet No. 1 infographic <p>based on: D1.1 (PU, ready in M6 + updated every 12 months)</p>	v1 by M7 v2 by M20 v3 by M32
Funding opportunities for SET Plan Action 8	<ul style="list-style-type: none"> No. 1 publication No. 1 factsheet <p>based on: D1.2 (PU, ready in M6 + updated every 6 months) D1.3 (PU, ready in M6 + updated every 6 months)</p>	<i>To be defined at consortium level, according to project needs</i>
Map of Industry stakeholders in bioenergy and renewable fuels	<ul style="list-style-type: none"> No. 1 factsheet No. 1 detailed infographic map <p>based on: D2.1 (PU, ready in M4)</p>	by M6
Solutions for the industrial scale up of bioenergy and renewable fuels	<ul style="list-style-type: none"> No. 1 factsheet No. 1 or 2 outreach article/s <p>based on: D2.2 (PU, ready in M6) D2.3 (CO, ready in M18) D2.4 (PU, ready in M33)</p>	<ul style="list-style-type: none"> Factsheet on D2.2 by M8 Outreach article on D2.3 by M20 (on information that can be disclosed) Outreach article on D2.4 by M35
Innovation challenges for bioenergy and renewable fuels	<ul style="list-style-type: none"> No. 1 or 2 factsheet/s No. 1 outreach article <p>based on: D3.1 (PU, ready in M12) D3.2 (PU, ready in M28) D3.3 (PU, ready in M36)</p>	<ul style="list-style-type: none"> Factsheet on D3.1 by M14 Outreach article on D3.2 by M30 Simple factsheet on on D3.3 by M36
Best practices and recommendations for project implementation support programmes	<ul style="list-style-type: none"> factsheet <p>based on: D4.4 (PU, ready in M36)</p>	By M36

Summary on R&D frameworks and policy recommendations	<ul style="list-style-type: none"> • publication • factsheet • infographics based on: D5.3 (PU, ready in M36)	By M36
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Table 7 SET4BIO Editorial Programme

9. Events and workshops

Online and physical events will be of utmost importance for fostering a proper dialogue, interaction and long-term engagement with the stakeholders' base. For this reason, the consortium will organize a total of 13 workshops, in addition to the online and physical events related to the Innovation Challenge (WP3). All such events will benefit of an ad-hoc campaign on the project websites (the SETIS one and the SET4BIO area on ETIP Bioenergy), via email and social media channels. Registration of participants, collection of presentations, on-site assistance during the event and publication of summaries and follow-up activities will be decided at consortium level, with ETA support upon request.

The consortium has also scheduled additional events tailored to SET4BIO Target Groups, as follows:

1. **one mid-term information day (half-day)** as a side event of the European Biomass Conference and Exhibition (EUBCE);
2. SET4BIO results (including the promising ones derived from the Innovation Challenge) will be promoted in occasion of the **ETIP Bioenergy Platform - annual Stakeholders Plenary Meeting (SPM)** expected in mid-2021, either as a dedicated session or a side event of the SPM.

In due time, the consortium will also exchange ideas with the IWG8 about the chance to have a final dedicated SET4BIO event (by M35).

SET4BIO partners will be also welcomed to take part as speakers or simply join other leading national and European events on topics related to renewable fuels and bioenergy, innovative technologies, funding and financing opportunities, etc. The final goal is to have SET4BIO presented to at least 2,000 people at the end of the project (M36).

10. Overview of all SET4BIO communication and dissemination activities and schedule

The preliminary overview of all communication and dissemination activities with roles, task description and deadlines is featured by the following Table 8:

#	Activity; Leader	Target Groups	Place; Activity description	Specific PEDR KPIs; Deadline (in MM)
1	<p>Several Press releases agreed at SET4BIO & IWG8 level & promotion</p> <p><i>by ETA / support of all PPs (for review)</i></p>	All (primary target groups and multipliers)	<p>Online;</p> <p>Information about the project (its kick-off or achievement of major results). Target audience aware of SET4BIO existence, activities and most relevant outcomes and benefits</p>	<p>At least #3 Press releases (sent to general & specialized media contacts):</p> <p>#1 at the project kick-start by M3</p> <p>#2 mid-term by M18</p> <p>#3 at the project end by M36</p>
2	<p>Design of the Visual identity and production of C&D templates;</p> <p>design and set-up of the project web area (as part of ETIP Bioenergy Platform) + cooperation for SET4BIO on SETIS website;</p> <p>establishment of social media presence</p> <p><i>by ETA / support of all PPs (data providers and first users)</i></p>	All (primary target groups & multipliers)	<p>Online;</p> <p>Design of a Visual Identity package (logo set, templates, etc.). Digital channels (website and social media) accessible for engaging people in the long-term. People is aware of the project logo, project scope and existence of C&D channels.</p>	<p>#1 Visual Identity & Branding Kit (with templates, basic and promotional materials for C&D activities) by M3</p> <p>#1 SET4BIO web area + contacts for project presence on SETIS by M3</p> <p>#2 SET4BIO social media channels (Twitter and LinkedIn)</p> <p>Collaboration established with SET Plan, EERA and EERA Bioenergy on social media promotion by M3</p>
3	<p>Digital newsletter</p> <p><i>by ETA / support by all PPs (data providers and promotion)</i></p>	All (primary target groups & multipliers)	<p>Online</p> <p>News and updates on activity implementation; information on initiatives on the same project topic</p> <p>People follow the activities performed and</p>	<p>#6 digital newsletters shared via all SET4BIO & partners digital means</p> <p>by M6 by M12 by M18 by M24 by M30</p>

			know the state-of-the-art of the project implementation	by M36
4	<p>Outreach articles, factsheets, infographics and maps, publications</p> <p><i>by ETA in cooperation with all PPs (data providers and contributors); IWG8 members as co-authors</i></p>		<p>General press / specialised magazines;</p> <p>Meaningful data and information disclosed to SET4BIO Target Groups, as useful tools for gathering the right stakeholders (at institutional, funding & finance & innovation level) for planning and developing further R&D&I activities</p>	<p>In line with the SET4BIO EDITORIAL PROGRAMME:</p> <p>at least #3 Outreach articles published on general & specialized magazines;</p> <p>several factsheets + infographics & maps delivering main project outcomes in an appealing and clear way;</p> <p>at least #1 dedicated edition of SETIS Magazine on renewable fuels and bioenergy</p>
5	<p>Physical and digital events</p> <p>(organization of own events and participation to external ones) <i>by each partner involved in the specific WP;</i></p> <p><i>ETA taking care of promotional campaigns and follow-up at consortium level; technical/logistic assistance upon request</i></p>	All (primary target groups & multipliers) depending on the event	<p>Digital and physical events (in places to be defined);</p> <p>Several events for involving specific Target Groups as part of WP1-WP5 (+ webinars in WP1 and WP4; ad-hoc physical/online workshops as part of the Innovation Challenge, WP3)</p> <p>The event at the EUBCE will target project partners, IP8 Target Groups (IWG8 representatives RTD and market experts, etc.)</p> <p>Seamless connection SET4BIO /ETIP B</p>	<p>About #13 workshops as part of tasks under WP1, WP2, WP3, WP4 and WP5 (several deadlines)</p> <p>#1 SET4BIO side event at the annual EUBCE (www.eubce.com) by M18</p> <p>#1 SET4BIO session or side event within the ETIP B SPM by M18</p> <p>Participation by SET4BIO partners to leading events at EU/national level as well as to EC & INEA initiatives</p>

Table 8 Overview of all C&D activities and schedule

11. Preliminary SET4BIO Exploitation plan

The SET4BIO project is tailored to bring together the relevant stakeholders (industry, sector platforms and finance organizations), the right resources (funds and finance) and the most innovative solutions to create the **first European renewable fuels & bioenergy environment**. The bigger, ambitious scope is facilitating the plan and execution of projects in line with the 13 Actions of the IP8.

This is possible only by generating interest and being able to collect the needed information and provide technical assistance and solutions to European RTD and industry actors. For this reason, a specific SET4BIO pathway on Innovation will be launched thanks to the Innovation Challenge that will be organized by RISE in WP3, which will permit to gather promising ideas for technical solutions from participants of all across Europe. These ideas will be matched with appropriate funding alternatives, as well as evaluated on the basis of several criteria (such as “Sustainability Potential”, “User Desirability”, “Innovation Height” and “Business Potential”). The process will be followed by the relevant work foreseen in WP4 (lead by CIRCE): the realisation of bioenergy project ideas.

The support of SET4BIO to new project ideas (on research, development and demonstration) will be done by **several steps**: at the beginning, a matchmaking between the project ideas (as by the WP3) and the stakeholders (as per WP2) to the financing and funding opportunities (as set by WP1) will be facilitated. Once the link is established, the second step will consist in organizing a series of informative sessions and brokerage events, in alliance with the funding authorities, easing the transition from the project idea to the effective project implementation. A further, third step will be the provision of project management assistance to the project ideas owners by the experts of SET4BIO consortium, which will assist them in the diverse proposal stages. Once the projects will have received needed funding, a thorough monitoring will be performed to guarantee they duly contribute to objectives of the IP8. Besides, useful information will be collected on any potential barriers to the implementation of the project and potential policy recommendations to overcome them could be issued.

Besides, the consortium has already identified a list of **SET4BIO Exploitable results**, in form of useful, up-to-date and relevant information pieces. They will be made available for scientific, industrial and policy exploitation to the specific Target Groups. In this way, stakeholders will be able to directly access to consistent data on several domains (e.g. stakeholders and related entities; finance and funding opportunities available at public and private level in Europe; best-practices of running projects and novel solutions starting, etc.) and which can be used as useful tools for facilitating synergies among them.

The list is shown in the following Table 9:

SET4BIO exploitable results	Linked SET4BIO Target Groups
A thorough overview of the recent and ongoing National and European R&I projects relevant for Action 8 (WP1)	TG1: Industry Stakeholders; Bioenergy-Renewable Fuels Platforms; Financial Organizations, Institutions and Investment Community TG2: Representatives of the IWG8, SET Plan 8 and IP8 Stakeholders
Detailed overview of public funding and private financing opportunities at both EU and Member States level (WP1)	TG1: Industry Stakeholders; Bioenergy-Renewable Fuels Platforms; Financial Organizations, Institutions and Investment Community
Collaborative, industry-led scenarios and roadmaps towards Action 8 targets (WP2)	TG1: Industry Stakeholders; Bioenergy-Renewable Fuels Platforms; Financial Organizations, Institutions and Investment Community
Innovation opportunities and new project concepts (technology flagships) to achieve Action 8 R&I challenges (WP3)	TG1: Industry Stakeholders; Bioenergy-Renewable Fuels Platforms; Financial Organizations, Institutions and Investment Community
Innovation challenge schemes assembled into explicit blueprints to organize future Action 8 R&I activities (WP3)	TG1: Industry Stakeholders; Bioenergy-Renewable Fuels Platforms; Financial Organizations, Institutions and Investment Community
Support tools to establishment of new R&I consortia (from ideas to projects) & matching with relevant funding instruments (WP4)	TG1: Industry Stakeholders; Bioenergy-Renewable Fuels Platforms; Financial Organizations, Institutions and Investment Community
Key Performance Indicators for continuous monitoring of R&I and industrial activities relevant to Action 8 implementation (WP5)	TG1: Industry Stakeholders; Bioenergy-Renewable Fuels Platforms; Financial Organizations, Institutions and Investment Community TG2: Representatives of the IWG8, SET Plan 8 and IP8 Stakeholders
Continuous provision of support and competence to IWG8 activities (all WPs)	TG1: Industry Stakeholders; Bioenergy-Renewable Fuels Platforms; Financial Organizations, Institutions and Investment Community TG2: Representatives of the IWG8, SET Plan 8 and IP8 Stakeholders TG3: Academic/Research Organizations; International Stakeholders relevant to SET4BIO events

Table 9 SET4BIO preliminary exploitable results

In occasion of the reviewed PEDR (D6.4 Updated PEDR and related annexes, M18), once all project activities will be started and first deliverables available, a more thorough SET4BIO Exploitation Plan will be made available.

12. 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 Description of Action (DoA).

Starting from this **D6.3 SET4BIO First Plan for Exploitation and Dissemination of project Results (PEDR) and related annexes**, in the next months, the consortium will be able to duly communicate and disseminate all the relevant information about the project mission and initiatives and involve the stakeholders 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
D6.2	SET4BIO Digital presence through social media channels and web area	6 - ETA	DEC (+ Report)	PU	M3

13. Annex

A report on the Industrial projects and their status of implementation, with the support of technical data and graphics has been prepared by the ETIP Bioenergy Working Group 2 - Conversion Processes and the ETIP-B-SABS2 project team in the framework of ETIP-B-SABS 2 project (GA 825179). It can be accessed at the following link: http://etipbioenergy.eu/images/ETIP-B-SABS2_WG2_Current_Status_of_Adv_Biofuels_Demonstrations_in_Europe_Mar2020_final.pdf