



D7.1 Dissemination & Communication Plan



reuse-project.eu

Enzymatic CO₂ capture
in a rotating packed bed
and electrocatalytic CO₂
reduction to useful
products.



Funded by
the European Union

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Document control sheet

	REUSE: Enzymatic CO2 capture in a rotating packed bed and electrocatalytic CO2 reduction to useful products.
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Executive Summary

The Dissemination and Communication Plan (DCP) provides a strategic framework to promote the REUSE project's activities and outcomes, aiming to raise awareness and expand the project's impact. This document outlines the approach for effectively communicating and disseminating the project's results to key stakeholders, including target audiences, core messages, communication tools, and dissemination practices.

The DCP will be delivered by M4 and updated by M18 to ensure alignment with project developments. The plan focuses on increasing the visibility of the project's contributions, engaging with relevant stakeholders, and promoting the uptake of key results. By facilitating knowledge transfer and fostering exploitation opportunities, the plan aims to generate impact during and beyond the project's lifespan.

1. Expected C&D Impacts

1.1 Impact Objectives

The REUSE's DCP are devoted to maximising the expected impacts of the project:

Goal 1: **Raise awareness and inform the target groups** on the importance of novel carbon fixation technologies and smooth interface with bioenergy combustion systems.

Goal 2: **Engage in a dialogue with key stakeholders** along the biomass-to-renewable energy carriers value chain.

Goal 3: **Enable detailed knowledge transfer** amongst the partners on specific models, experimental work, and methodologies.

Goal 4: **Foster exploitation opportunities** for further research.

1.2 Key messages and target groups

REUSE will collaborate with various stakeholders to achieve its intended impact through targeted dissemination actions led by the Consortium and strategic communication campaigns. These efforts will ensure that the knowledge generated by the project reaches potential institutional and private users, addressing their specific needs and requirements.

Target groups	Key messages
Policy makers Associations KOL	<ul style="list-style-type: none"> - REUSE benefits regions in transition from coal and fossil fuels. - REUSE promotes circularity and alignment with European Green Deal priorities.
Technical Academia Certification bodies	<ul style="list-style-type: none"> - Strategies to smooth the interface between BCS and CCU systems. - Experimental and numerical data along the entire value chain of FA production.
Business Investors End-user	<ul style="list-style-type: none"> - Pioneer technology to produce FA. - Potential to export technology and methodologies to industrial facilities worldwide.
Open public Influencers	<ul style="list-style-type: none"> - Provides disruptive technology to deliver CO₂ negative emissions. - Affordable and clean route to produce renewable energy carriers. - Aims are aligned with SDGs indicated by the UN.

Figure 1. Target groups and key messages objectives

2. Dissemination & Communication Tools

ETA Florence has developed a comprehensive toolkit for dissemination and communication activities within the scope of REUSE project and activities that are beyond, in which REUSE' partners decide to engage in. These include:

2.1 Project logo



Figure 2. REUSE logos

2.2 Templates

These following templates have been developed, approved and circulated among partners for use:

- Deliverable Template
- Power Point Template 4x3
- Power Point Template 16x9
- A0 Poster Template

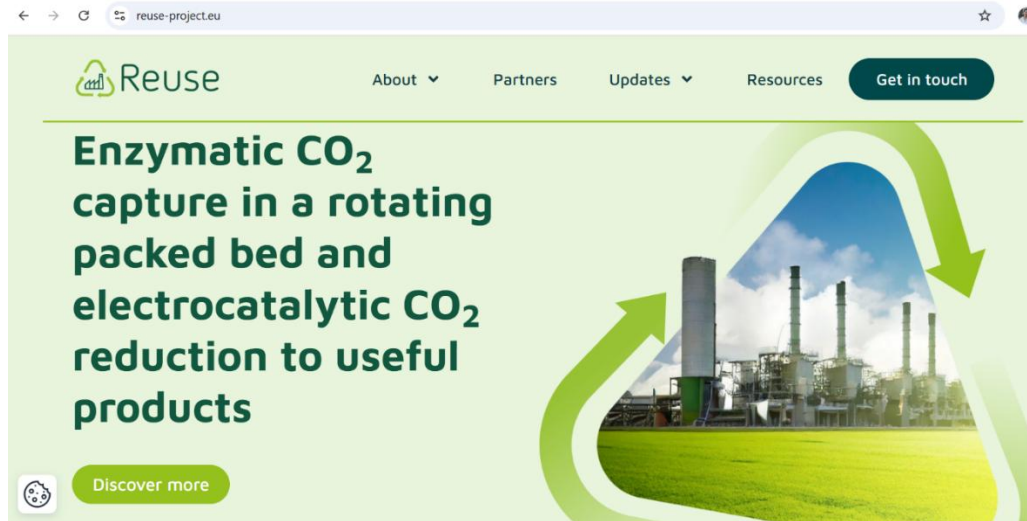
2.3 Online Presence

ETA Florence has developed a dedicated project website, serving as the primary dissemination and communication platform, integrated with social media channels and connected to other relevant projects. The website aims at providing comprehensive information on the project's background, partners, activities, resources, deliverables, publications, international cooperation, and events.

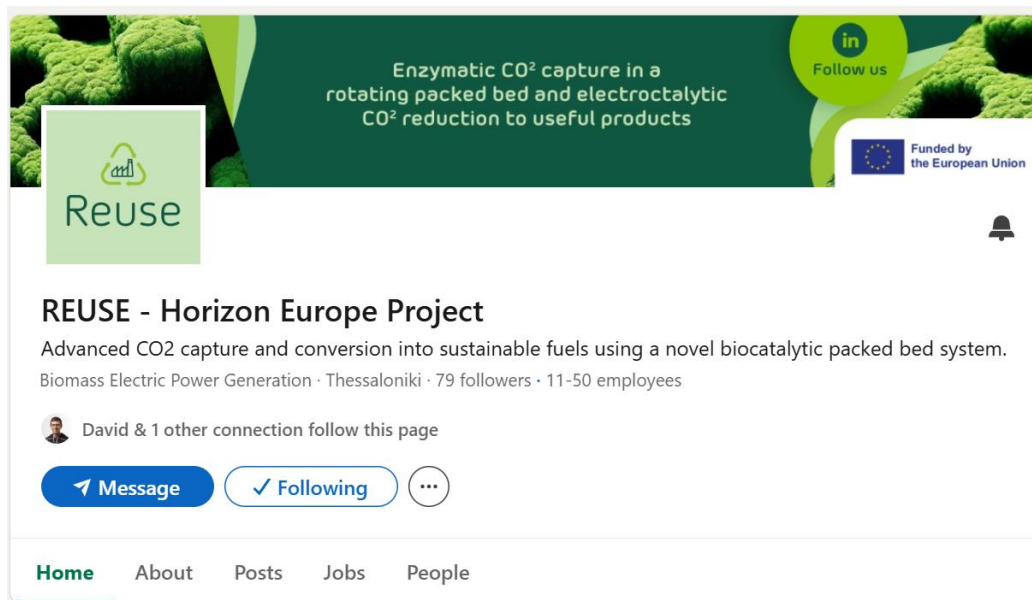
In addition to the website, REUSE will maintain active social media page - LinkedIn - to engage diverse audiences. This will facilitate broad communication, while specialised channels (e.g., special interest

magazines) will target expert audiences. Local media outlets (e.g., newspapers, radio, TV) will be utilised to engage end-users and the broader public.

The online presence will foster a community of stakeholders and early adopters, enabling continuous engagement, dialogue, and feedback to generate interest and enhance the project's impact.



<https://www.reuse-project.eu/>



<https://www.linkedin.com/company/reuse-horizon-project/>

Figure 3: REUSE website and LinkedIn platform

3. Events & Networking

REUSE will organise and participate in presentations, workshops, and webinars to raise awareness, promote the project's work, and engage stakeholders. These events aim to foster collaboration with other projects, connect with the research and industrial communities, and support knowledge exchange. By building capacity and engaging a broad range of stakeholders, REUSE will ensure its impact is widely recognized and adopted.

Key Event Types:

- **Conferences and Presentations:** A series of REUSE presentations will be held at conferences and industry events to raise awareness and facilitate collaboration with other EU projects and initiatives.
- **Workshops and Webinars:** REUSE will host 2-4 workshops and targeted programmes annually to consolidate relationships with stakeholders. These will include capacity-building workshops for professionals and open sessions on combustion/gasification, carbon capture, CO₂R cells, and REUSE methodologies.
- **International Engagement:** At least one international event will be held to connect with other EU projects and engage with research and industrial communities, focusing on knowledge exchange and collaboration.

Specific Workshops:

- **Carbon Fixation Technologies Awareness Workshop:** Aimed at municipalities and local communities in transition regions, this workshop will focus on correcting misconceptions around Carbon Capture and Utilisation (100+ participants).
- **Biomass and Carbon Fixation Technologies Workshop:** Bringing together stakeholders from the bioenergy and carbon fixation value chains, this event targets biomass professionals and local authorities from rural areas (40+ participants).
- **Green Public Procurement Workshop:** Focused on circularity actions, existing labels, and CO₂ indicators in public tenders, this workshop will involve WP6 participants and target civil servants from regional and local authorities (50+ participants).
- **Ecosystem Services and Governance Workshop:** Targeted at environmental scientists and regional civil servants, this workshop will explore the application of ecosystem services and governance concepts in decision-making (30+ participants).
- **Private Sector and Public Authority Workshop:** Aimed at fostering commitments around RPB-CO₂R implementation, this workshop will connect civil servants and professionals from industrial value chains (50+ participants).

Major Conferences:

- **European Biomass Conference and Exhibition (EUBCE):** At least one workshop will be organised at EUBCE, and, if the timing aligns, the final project event will also be held here.

4. Dissemination Activities

The REUSE dissemination strategy will target relevant audiences by selecting the most appropriate journals, topics, and events to publish scientific results. These will be shared through Open-Access outlets and conferences, fostering collaboration and engagement with key target groups. An International Stakeholders Forum (ISF) and External Advisory Board (EAB) will be established to involve stakeholders beyond the project consortium. Dissemination efforts will be evaluated through citations, journal impact factors, altimetric, and event feedback.

Key motivation	Target audience	Goal alignment	Timeline	KPI	Note (if any)
Activity #1: Scientific OA publications, conference presentations, master courses and theses					
Exchange scientific knowledge and provide technical details and open data.	Academic community, students	G1,2,3	M6-M36	8+ peer-reviewed publications, 6 master theses, reaching 300 academics & leading to 100 citations.	Target Journals: Applied Energy (11.2), Energy Conversion Management (10.4), etc.
Activity #2: External conferences, workshops, and events					
Present project goals, methodologies, results, and impacts across various disciplines.	Academic community, industry experts	G1,2,3,4	M6-M36	15+ presentations, 600+ scientists, industry stakeholders, policymakers engaged.	
Activity #3: REUSE open days					
Showcase technology demonstrations, workshops, and discussions on developed technologies and strategies.	Consortium partners, advisory board, energy service providers, industry reps.	G2,3	M12 & M24	2 open days	-
Activity #4: REUSE workshops (incl. surveys and questionnaires)					
Organize workshops to gather feedback	REUSE end-users, researchers, technology	G1,2,3,4	M8-M36	10+ workshops reaching 500+ attendees.	1 workshop at European Biomass

and discuss technology development and deployment.	developers, policy makers.			Conference and Exhibition (EUBCE)
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Activity #5: Training/educational platform

Deliver an online leadership program and provide training materials for professionals.	Industry stakeholders, professionals and students.	G1,2,3,4	M12-M36	1 annual online course, 150+ attendees, 2-4 workshops.
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Activity #6: Creation of an External Advisory Board (EAB)

Provide consultation and dissemination of project results through expert input.	EAB members, bioenergy, and carbon capture experts.	G2,3,4	M12-M36	1 event per year, 4-6 experts
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Activity #7: International Stakeholders Forum (ISF)

Engage key non-partner stakeholders and align project outcomes with policy expectations.	Representatives from relevant sectors, researchers, government bodies.	G1,2,3,4	M6-M36	3 events reaching +150 attendees
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Activity #8: Liaisons with related projects and organisations

Build relationships and foster knowledge exchange with related EU-funded projects.	Related EU-funded projects, European Partnership for Clean Energy Transition.	G1,2,3,4	M1-36	6 joint events, 30+ new contacts
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Activity #9: REUSE Closing event within EUBCE conference

Present and discuss project results and future developments.	Researchers, industry stakeholders, policymakers.	G1,2,3,4	M33-M36	Engage 80 stakeholders, 1000+ attendees	If time is aligned, the closing event will be held at EUBCE.
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5. Communication Activities

The communication activities aim to raise awareness, inform, and increase the visibility of the REUSE project and its solutions among relevant stakeholders and the public. This will be achieved through compelling content that conveys the project's activities, results, and benefits in an accessible way. Social media (e.g., LinkedIn, Twitter/X, YouTube), the REUSE website, specialised channels, and local media will be used to engage expert audiences and the wider public.

Key motivation	Target audience	Goal alignment	Timeline	KPI	Note (if any)
Activity #1: REUSE website and social media					
Develop stakeholder engagement through accessible content, videos, and social media campaigns.	Stakeholders in bioenergy, carbon capture, researchers, citizens.	G1,2,3,4	M4-M36	>10,000 web page views, 150 social media posts, 25,000 people reach	
Activity #2: Internal Communication Trainings					
Enhance consortium members' communication skills and outreach capabilities, especially through online channels.	Consortium partners -	G3	M7 & M17	2 trainings, outreach success increase by 50-100%	
Activity #3: Promotional materials: factsheets, posters, brochures					
Provide clear information to potential adopters and stakeholders, promoting project results.		G1,3,4	M1-M36	2 factsheets, flyers, roll-ups, brochure, posters. -	

Activity #4: Audio-visual content: videos, infographics

Communicate project results through multimedia formats to engage a broad audience.	Researchers, industry stakeholders, policymakers.	G1,3,4	M1-M36	5 infographics, 1 introduction video, 1 final video
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Activity #5: Journalistic content: interviews, articles, press releases

Increase awareness through professional content on REUSE technologies and their impact.	Journalists, magazines, associations, social media influencers.	G1,2,3,4	M1-M36	4 interviews, 4 articles, press releases, 30,000 views/impressions	Press releases at major project milestones
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6. Progress Update & Planned Activities by M18

Task/Deliverable	Status	Deadline / Remark (if any)	Checklist
Logos, visual identity, and templates	Internally circulated & published	M1	<input checked="" type="checkbox"/>
1st Press release	Published	M1	<input checked="" type="checkbox"/>
LinkedIn	Published	M1	<input checked="" type="checkbox"/>
Dissemination & Communication Plan (D7.1)	Ready to be submitted	M4	<input checked="" type="checkbox"/>
Website	Published	M4	<input checked="" type="checkbox"/>
Introduction video	To be discussed	M6	<input type="checkbox"/>
1 Flyer, 1 Infographic	To be discussed	M8-M10	<input type="checkbox"/>

1 Roll-up banner	To be discussed	M6-M8	<input type="checkbox"/>
Internal C&D trainings	To be discussed	M7 & M17	<input type="checkbox"/>
1 Online course	To be discussed	M18	<input type="checkbox"/>
International Stakeholders Forum	To be discussed	M12	<input type="checkbox"/>
1st Open day	To be discussed	M12	<input type="checkbox"/>
1 Joint event with other EU-funded project?	To be discussed	M10-M12	<input type="checkbox"/>
2 External events?	To be discussed	M12 & M18	<input type="checkbox"/>
2nd Press release	To be discussed	M12 (after the 2 nd consortium meeting)	<input type="checkbox"/>
1 Article, 1 Interview	To be discussed	M12-M18	<input type="checkbox"/>
1st Joint Event with other EU-funded projects	To be discussed	M12-M16	<input type="checkbox"/>
3 Presentations at external events	To be discussed	M10-M18 (Introductory: project goals, methodologies, and progresses)	<input type="checkbox"/>

7. Partners

