

Minutes

1st WP7 Meeting, Skype, 8th February 2016

Time: 13:30h to 15:30h

Organisation/location: EURIDA/Skype

Participants:

Rita Clancy, EURIDA (Leader WP7, Dissemination Officer, Meeting Organiser)

Anne-Belinda Bjerre, DTI (Coordinator)

Bert Groenendaal, SIOEN (Exploitation Officer)

Jaap van Hal, ECN (Chair Executive Board)

Ed de Jong, AVT

Meeting's Agenda

- Format and content of the advanced Dissemination and Exploitation Plan
- Practical organisation and flow of communication between 'Exploitation Officer', 'Dissemination Officer' and General Assembly for dissemination and IP protection
- Dissemination material: Brochures, flyers
- Press release

Topic of discussion	Next steps & timeline
Status update WP7	
<p>Rita Clancy briefly presented the current status of WP7 activities.</p> <p>The initial ‘Dissemination and Exploitation’ plan has been finalized and provides the framework for all dissemination, exploitation and communication activities. It also represents deliverable D7.2.</p> <p>The MacroFuels online presence (equal to deliverable D7.1) has been presented with the following current status:</p> <ul style="list-style-type: none"> • Website: <p>The MacroFuels project website has been up and running since 1st February 2016. The first, informative website will be extended towards an interactive website over the next couple of weeks (with continuous updates).</p> <p>First steps include:</p> <ul style="list-style-type: none"> - Adding sections for different target groups (‘Citizens’, ‘Industry’, ‘Governments’ etc.). - Adding a blog - Making project material accessible as downloads (e.g. abstracts) <p>Comments:</p> <p><i>Anne-Belinda Bjerre:</i> Break up the ‘technical’ and ‘strategic objectives’ and link each objective to a separate page with extended content; <i>response Rita Clancy:</i> Layout change in progress, more scientific content will be needed from partners and IP check will be necessary.</p> <p><i>Bert Groenendaal:</i> Each partner should provide up to three photos that can illustrate the specific objectives</p> <p><i>Anne-Belinda Bjerre:</i> Means of interaction between interested stakeholders and the consortium should be possible; <i>response Rita Clancy:</i> Interaction will be organized in the stakeholder sections via “Stakeholder Rooms” for knowledge exchange (on registration), targeted blogs and invited guest-blogs, specific contact forms etc.</p> <ul style="list-style-type: none"> • Social Media <p>The following MacroFuels groups/pages have been set up:</p> <ul style="list-style-type: none"> - LinkedIn group (currently 18 members, ca. 50 % project members) - Twitter account (currently 14 followers, mostly outside the consortium) - Facebook page (Facebook group is in progress) 	<p>Rita Clancy:</p> <ul style="list-style-type: none"> - Add and change respective sections for the updated version of the website as discussed during the meeting: By 19th Feb 2016 - Request additional info on technical and strategic objectives from the WP leaders (IP check by Bert Groenendaal of submitted content) Send request by 11th Feb 2016 - Send a reminder to all partners for providing photos, join social media groups Send reminder by 11th Feb 2016 <p>All partners: Additional feedback on website By 19th February 2016</p>



Advanced 'Dissemination and Exploitation Plan/DEP'	
<p>Rita Clancy highlighted the aim to make the advanced DEP a practical guide and working sheet as opposed to a report. The most important aim should be to make it usable for all partners and to provide them with an 'aid-to-thinking' during their project efforts.</p> <p>Exemplary exploitation paths and dissemination opportunities should be highlighted that partners can use for planning their own. Graphical presentations will illustrate decision-making routes.</p> <p>The advanced DEP should be set up on WP and deliverable level and relate those to different stakeholder groups. Partners, based on suggested pathways and formats shall suggest and present own ideas for dissemination and exploitation and existing stakeholder contacts that can be exploited during the project.</p> <p>Comments: <i>Bert Groenendaal:</i> Advanced DEP should be discussed and shaped in more detail during the next GA meeting. <i>Response Rita Clancy:</i> An initial concept should be designed beforehand and distributed, so partners can prepare and targeted feedback is possible during the meeting</p> <p>Conclusion: Bert Groenendaal will develop a concept for exploitation, Rita Clancy will do the same for dissemination and communication</p>	<p>Bert Groenendaal: Develop initial concept for exploitation guide to be discussed during the next GA meeting <i>should be sent to partners before GA meeting</i></p> <p>Rita Clancy: Develop initial concept for dissemination guide to be discussed during the next GA meeting <i>should be sent to partners before GA meeting</i></p>
Dissemination Material (brochures and flyers)	
<p>It has been discussed that the printed material has to be available by the end of May the latest (printed material sent to all partners by that deadline). Earlier deadline will be targeted.</p> <p>Rita Clancy emphasized that the brochures' messages should be based on the positive impacts that can be expected from MacroFuels (detailed content based on the general message of the press release, see there) and address various target groups.</p> <p>Selected photos from partner contributions will be used, layout will match the MacroFuels graphic identity (logo, colour scheme etc.).</p> <p>Comments: <i>Jaap van Hal:</i> Material and content (also referring to website and press release) should not only focus on final output of MacroFuels, i.e. biofuel, but should also consider relevant results throughout the project that are not directly linked to the call (seaweed available for applications other than fuel, i.e. food etc.) <i>Ed de Jong:</i> We should be careful about a realistic positioning of our project and not 'oversell' our final result</p>	<p>Rita Clancy:</p> <ul style="list-style-type: none"> - Send around a table for partners to be filled with suggested content, target groups and additional material to be used (photos, graphs etc.) <p>By 19th Feb 2016</p> <ul style="list-style-type: none"> - Provide a draft of the brochure and flyer layout <p>By 15th March 2016</p> <p>All partners:</p> <ul style="list-style-type: none"> - Provide content and ideas for brochure/flyer (in the table sent by Rita Clancy) <p>By 4th March 2016</p> <ul style="list-style-type: none"> - Feedback on brochure/flyer layout <p>By 25th March 2016</p>



Work flow between IP assessment and dissemination activities	
<p>Suggested by Anne-Belinda Bjerre & Jaap van Hal: Procedures will follow Consortium Agreement with regards to the timeline (notification about publication to be given at least 45 calendar days before publication). Content selected for publications and/or patents should be sent to Bert Groenendaal and Rita Clancy for pre-assessment in good time (with Anne-Belinda Bjerre and Jaap van Hal in copy). Material will be assessed and feedback given. The material will be provided to all partners for potential objection (objection will have to be notified within 30 days). Intended publications shall be sent either as summarizing abstracts or as full, secured (i.e. watermarked) PDFs to avoid IP issues. Suggested by Ed de Jong: Patents shall be provided as summaries with limited details. It shall be notified THAT a patent will be filed on XY than details on WHAT will be patented. Details on the patent will be accessible after the patent has been filed.</p>	
MacroFuels press release	
<p>Anne-Belinda Bjerre and Jaap van Hal explain that a press release is planned that shall convey a strong message on the benefits and impacts expected from MacroFuels. Target groups to be addressed shall include interest organizations (e.g. Greenpeace, WWF), local and national authorities, bioeconomy and other interested parties equally. Content that should be emphasized is the climate benefit to be expected from MacroFuels as well as the economic impacts (in the line of ‘combining profit with sustainable thinking’, overcoming ‘food vs fuel’ and ‘land vs. energy resources’ issues). According content will be provided by Anne-Belinda Bjerre and Jaap van Hal and edited by Rita Clancy. Partner feedback will be sought before publishing the press release.</p>	<p>Anne-Belinda Bjerre and Jaap van Hal: Provide content for the press release to Rita Clancy for editing. 23rd February 2016 is targeted</p>

Notes taken by Rita Clancy