

# MacroFuels

## WP7 – Dissemination and communication



# Objectives



- Enhance the project visibility at the local, national and international level
- Show how outcomes are relevant to public, e.g. by creating jobs, positive environmental impacts
- Work towards the European knowledge base on energy, blue economy and alternative fuels via targeted knowledge and data transfer
- Connect with the scientific community to ensure project follow-up
- Maximize support and acceptance and minimize risks towards project outputs via stakeholder engagement



# Tasks



- **Design a dissemination and exploitation plan/DEP – M1-6**
- **Set up dissemination channels and material – M1-3**
- Manage content for 'Open Access' publications (IPR measures and GA compliance) – relevant from M12 onwards
- Network (conferences, fair trades, meetings) – from M12 onwards
- Knowledge/data transfer & inter-project knowledge exchange – from M6
- Organise seminars for skill development/policy making – M36-48
- Provide a knowledge base for policy makers (policy briefs) – M28-42
- Organise stakeholder engagement – M20-48



# Deliverables & Milestones



| Deliverables  | Responsible | Delivery |
|---|-------------|----------|
| Project online presence   | EURIDA      | M1       |
| First MacroFuels dissemination, exploitation and communication plan (DEP)                                       | SIOEN       | M1       |
| Stakeholder engagement events and results' evaluation report #1 – Scientific community, Citizen Panel           | ECN         | M24      |
| Knowledge and data repository (e.g. for ERKC, IEE and other stakeholder platforms)                              | AVT         | M47      |
| Policy briefs and strategy papers with recommendations for policy making #1                                     | EURIDA      | M30      |
| Stakeholder engagement events and results' evaluation report #2 – Policy makers, scientific community, citizens | ECN         | M48      |
| Policy briefs and strategy papers with recommendations for policy making #2                                     | EURIDA      | M42      |
| <b>Milestones</b>   |             |          |
| Advanced DEP is set up and approved by all partners   | EURIDA      | M6       |



# Tasks: Month 1-6



## Design a dissemination and exploitation plan/DEP

- Basis: Initial plan designed during preparatory phase of MacroFuels and the GA
- Time of delivery: M1 for the basic plan, M6 for the advanced plan 'Version 1'
- Content: Basic plan: General dissemination and communication strategy, target groups, channels and media, roles and responsibilities, IPR restrictions (excluded background according to GA)

Advanced plan: Dissemination, exploitation and communication plan per WP and deliverable (incl. suitable channels, media, target groups & available networks/contacts, potential publications), project communication guidelines

This will be a 'living' document and be continuously updated!



# Tasks: Month 1-6



## Design a dissemination and exploitation plan/DEP

- Responsibilities and roles – Basic plan: **EURIDA** (dissemination/communication), **SIOEN** (exploitation) deliver initial plan

**All partners:** Agreement on basic DEP

- Responsibilities and roles – Advanced plan: **SIOEN** (exploitation), **EURIDA** (dissemination/communication), input from **AVT** (exploitation strategy), **ECN** (general strategy)

**All partners:** Contribution on networks/contacts, conferences, publications, knowledge for exchange etc.



# Tasks: Month 1-6

## Set up dissemination channels and material

### ➤ Initial project website:

- Mainly to inform about the project, its aims, outcomes and outputs, consortium
- Time of delivery: M1 for the basic website, M3 for the more advanced website (sections for target groups, material for download etc.)
- Responsible: EURIDA for website design and initial content
- Input required by partners:
  1. Description of organisation (if different from proposal) & high quality logo
  2. Photo and details of main contact
  3. Photos for website sections
  4. A volunteer for a first blog post
  5. Link project website to organisation's project page (if available)



# Tasks: Month 1-6



## Set up dissemination channels and material

- MacroFuels LinkedIn group, Twitter account, Facebook page:
  - To inform interested parties about project progress and events
  - To engage in dialogues (consortium-external)
  - Colleagues and researchers from other projects shall be invited to join the group
  - Responsible: EURIDA for creating groups and inviting consortium members
  - Action from partners:
    1. Invite colleagues to join groups
    2. Actively contribute by posting project news and related content (IPR checked!)
    3. Add social media widgets to organisation's project page





# Tasks: Month 1-6



## Set up dissemination channels and material

- Project brochures and flyers (first set; digital and printed):
  - To raise awareness and inform (as downloads on website, hand-outs during conferences, meetings)
  - Responsible: EURIDA for providing initial brochure and flyer template, printing and distributing agreed material to all partners
  - Action from partners:
    1. Provide input for material
    2. Assess material drafts and approve
    3. Distribute material externally



# Timeline



MACROFUELS

| Task                                      | Partner  | Delivery                      |
|---|--|-------------------------------|
| Initial DEP (extracted from proposal/GA)  | EURIDA, SIOEN                                      | 22 <sup>nd</sup> January 2016 |
| Agreement on initial DEP (→ D2)           | All partners                                       | 29 <sup>th</sup> January 2016 |
| Advanced DEP: First draft                 | EURIDA, SIOEN                                      | 11 <sup>th</sup> March 2016   |
| Input Advanced DEP: Exploitation          | AVT  | 11 <sup>th</sup> April 2016   |
| Input Advanced DEP: General               | ECN  | 11 <sup>th</sup> April 2016   |
| Advanced DEP: Second draft                | EURIDA, SIOEN                                      | 22 <sup>nd</sup> April 2016   |
| Input Advanced DEP, 2 <sup>nd</sup> draft | All partners                                       | 20 <sup>th</sup> May 2016     |
| Advanced DEP - Final                      | SIOEN  | 31 <sup>st</sup> May 2016     |
| Agreement on Advanced DEP                 | All partners                                       | 17 <sup>th</sup> June 2016    |
| Updates and revisions Advanced DEP        | Input: all partners<br>Updates: EURIDA, SIOEN, ECN | Continuous                    |



# Timeline



MACROFUELS

| Task  | Partner      | Delivery                       |
|---|--------------|--------------------------------|
| Initial MacroFuels website design             | EURIDA       | 20 <sup>th</sup> January 2016  |
| Input for website, backlinks                  | All partners | 27 <sup>th</sup> January 2016  |
| MacroFuels website online (D2)                | EURIDA       | 31 <sup>st</sup> January 2016  |
| Advanced MacroFuels website: Design           | EURIDA       | 29 <sup>th</sup> February 2016 |
| Feedback and input advanced website           | All partners | 11 <sup>th</sup> March 2016    |
| Advanced website online                       | EURIDA       | 31 <sup>st</sup> March 2016    |
| MacroFuels social media groups set up         | EURIDA       | 25 <sup>th</sup> January 2016  |
| MacroFuels brochure and flyer template        | EURIDA       | 15 <sup>th</sup> February 2016 |
| Input, material for brochures, flyers         | All partners | 29 <sup>th</sup> February 2016 |
| Brochures, flyers distributed to all partners | EURIDA       | 31 <sup>st</sup> March 2016    |



[www.macrofuels.eu](http://www.macrofuels.eu)



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