

MacroFuels

WP7 – Dissemination and communication

2nd Project Meeting – 11th Jan 2017, Wageningen



Progress M7-12

- Objectives
- Activities performed between M7 and M12
- Results achieved
- Lessons learnt so far

Objectives for M7-12

- Further raise awareness and keep the target community informed
- Implement the general dissemination and press strategy
- Prepare stakeholder involvement and public engagement

Tasks performed

- Practicability of the DEP, the suitability of communication and dissemination channels and the effectiveness of the measures so far have been assessed -  Internal Communication
- Project website and social media channels have been maintained and kept up-to-date to inform interested parties about the project's progress, events and conferences, and publications.
- The first issue of the MacroFuels newsletter has been designed and sent out.
- Audiovisual media have been added: SIOEN and SAMS short movies via website and social media

Tasks performed

- MacroFuels members have participated in several conferences, symposia and meetings
- Initial preparatory work was carried out for future public engagement activities
 - Targeted stakeholder analysis
 - Research on policy input

Project Dissemination - Website

A screenshot of a web browser displaying the MACROFUELS website. The browser address bar shows "www.macrofuels.eu/news-events". The website header includes the MACROFUELS logo and navigation links: Home, About MacroFuels, News & Events, Consortium, EU Policies, Contact, and Members Area. The main content area features a large grey banner with the text "News & Events". Below this, there is a news article titled "MacroFuels in Brussels" dated "2nd September 2016". The article includes a photograph of a woman presenting at a screen. The screen displays a slide titled "Technical Challenges" with a bulleted list of points. To the right of the article is a "NEWSLETTER SIGN UP" form with the text "If you would like to receive news and updates - please leave your details below....". The form contains input fields for "Name" and "Email Address", and a green "Subscribe Now" button.

h2020-macrofuels | News ...

www.macrofuels.eu/news-events

MACROFUELS

Home About MacroFuels News & Events Consortium EU Policies Contact Members Area

News & Events

MacroFuels in Brussels 2nd September 2016

Technical Challenges

- Provide robust seaweed biomass supply (stable and sufficient biomass availability)
- Provide cost-efficient seaweed storage (e.g. emulsification)
- Develop efficient biomass pretreatment and saccharification technologies
- Develop robust fermentation and thermochemical process concept for biofuels production from seaweed
- Develop sustainable approach for the entire value chain including residual waste streams valorization

NEWSLETTER SIGN UP: If you would like to receive news and updates - please leave your details below....

Name

Email Address

Subscribe Now



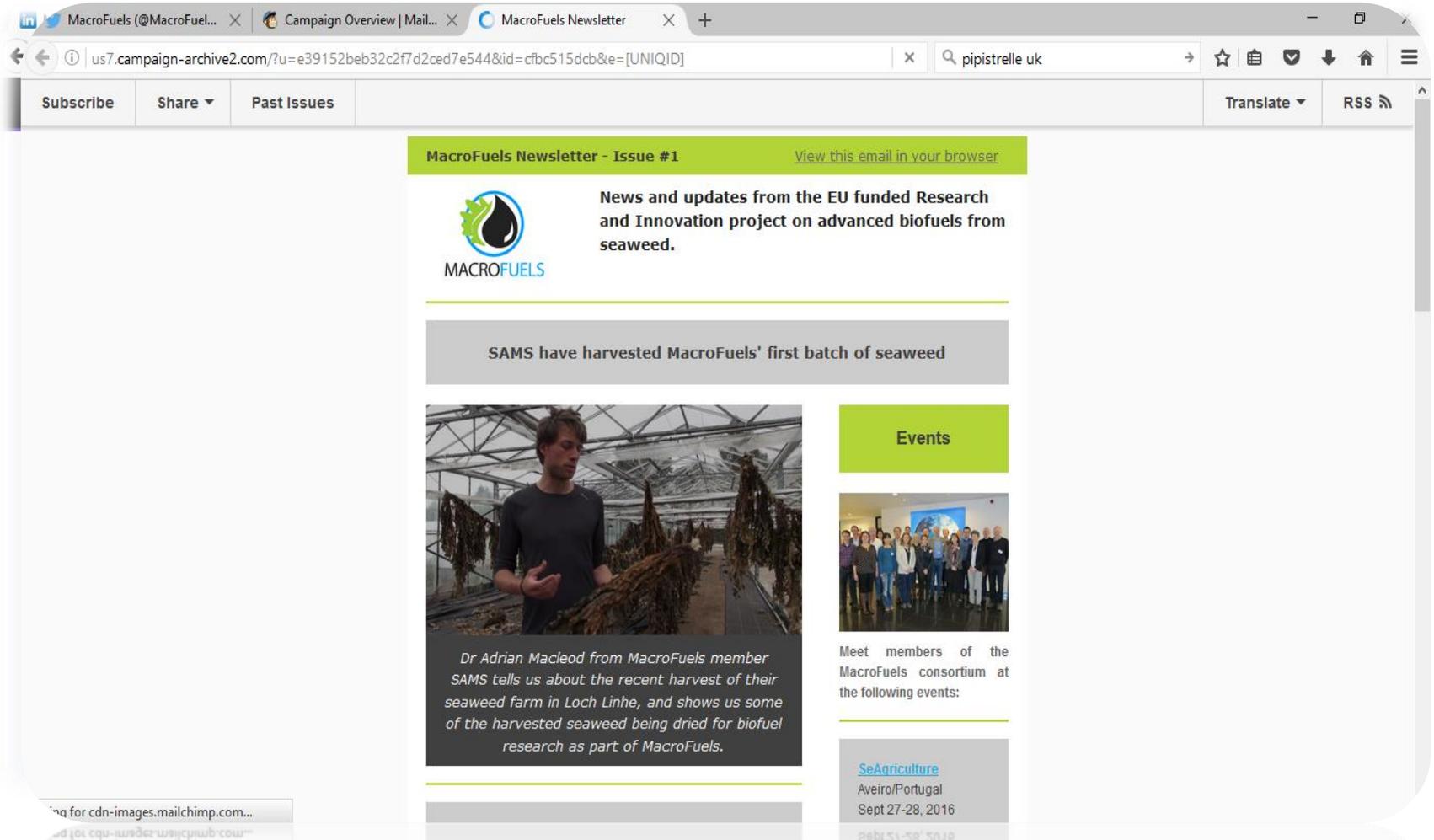
Project Dissemination - Twitter



The screenshot shows the Twitter profile page for MacroFuels (@MacroFuels). The profile information includes the name "MacroFuels", the handle "@MacroFuels", a bio describing a research project funded by the European Union, and the location "Europe". The page also shows the number of tweets (95), followers (122), and people followed (144). A tweet by Phil Kerrison (@SeaweedPhil) is visible, mentioning a seaweed farm and the hashtag #seaweedfarm. The right sidebar shows a list of users following the profile, including Janssen Deutschland, IBioIC, and Scotland Food&Drink.



Project Newsletter



Project Visibility - Twitter



A screenshot of the MacroFuels Twitter profile page. The browser address bar shows "https://twitter.com/MacroFuels". The profile header includes the MacroFuels logo and name, along with statistics: 54 tweets, 113 followers, 71 following, and 27 likes. A tweet from MacroFuels (@MacroFuels) is highlighted, reading "Great to hear! #ISS2016 #seaweed @EU_MARE @EU_ecoinno". Below the tweet is a retweet from AlgeCenter Danmark (@AlgeCenterDK) with the text "Great perspectives in seaweed! Extremely interesting company presentations at #ISS206" and a photo of a conference. The right sidebar shows a list of users following MacroFuels, including Fasihi GmbH, MareFrame, and Ragnheiður Sveinþórs.



Project Visibility – Short Videos



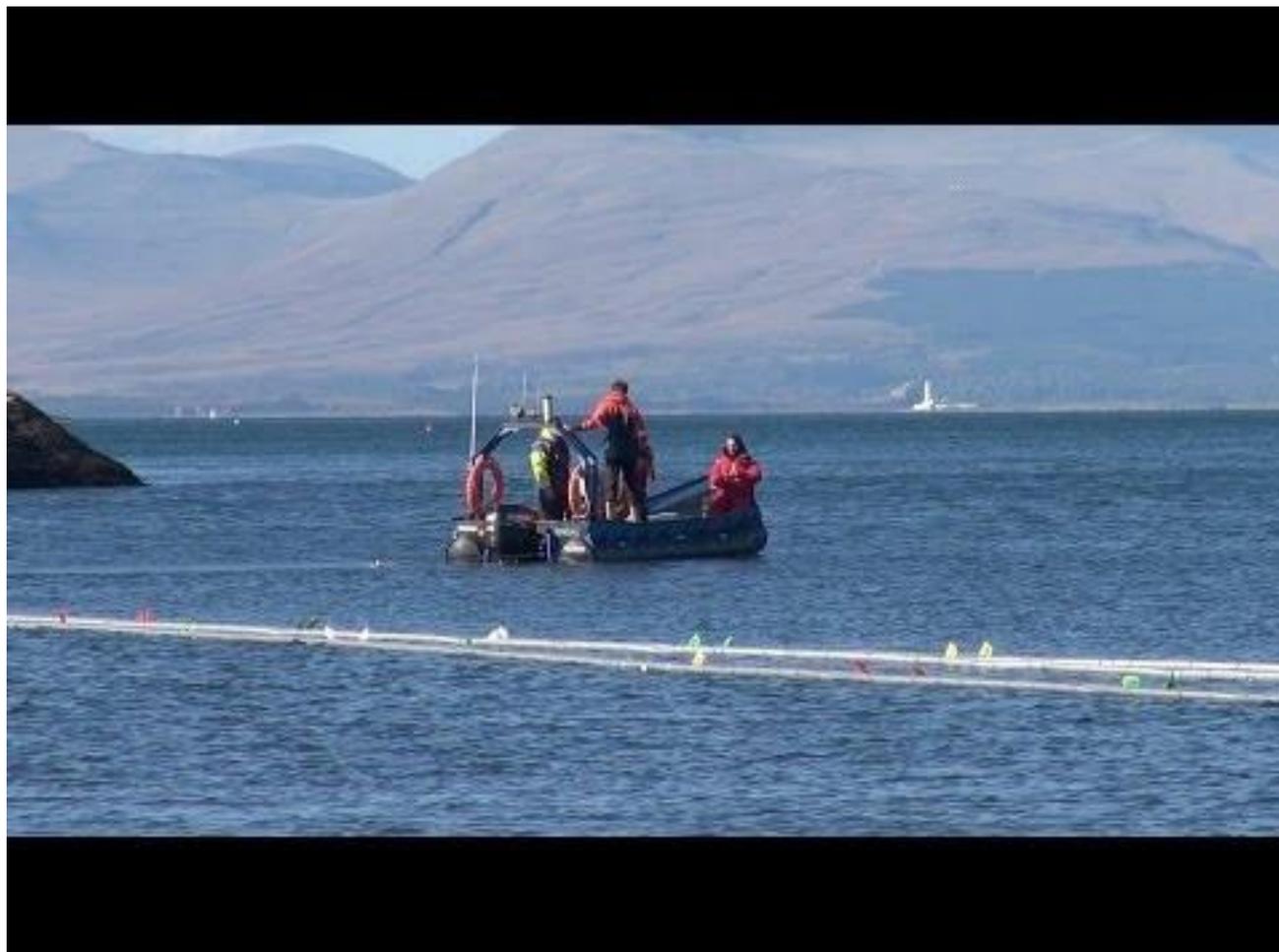
Source: SIOEN

Project Visibility – Short Videos



Source: SAMS

Project Visibility – Short Videos



Source: SAMS

Conference Participation

Contractors Meeting
Brussels, 15th Sept 2016



Conference Participation



EERA-Bioenergy Algae Workshop

Brussels/Belgium, 13th September 2016

SeAgriculture

Aveiro/Portugal, 27th-28th September
2016 <http://seagriculture.eu/>

Nordic Seaweed Conference

AlgeCentre Danmark, 12th-13th October 2016
<http://www.algecenterdanmark.dk/conferences/nordic-seaweed-conference-2016.aspx>

AlgaEurope 2016

Madrid/Spain, 13th-15th December 2016
<http://algaecongress.com/>



Outlook next phase



Outlook for the next 6 months...

**...what activities are
planned?**



Outlook: Tasks Month 13-18



- Further assess the DEP and, if necessary, adapt it to the realities of the project.
- Maintain and update the project website and social media groups and disseminate project news and results via all formats.
- Set up and send out the second issue of the MacroFuels project newsletter to subscribers.
- Manage content for 'Open Access' publications and supervise IPR activities and compliance with grant agreement.
- Screen future relevant conferences and fair trades and discuss participation with consortium partners.
- Intensify inter-project knowledge exchange



Outlook: Tasks Month 7-12

- Assess the potential of project results for knowledge and data transfer towards relevant EU stakeholder groups
- Initial preparatory work for setting up a MacroFuels Citizen Panel, incl.
 - (a) initiating contacts with authorities in seaweed cultivation areas to get in touch with local communities
 - (b) starting an information campaign towards local communities
 - (c) developing a first citizen survey to be performed between M12 and M18.

Issues to be discussed

- How can we improve the internal and intra-WP communication?
 - Internal monthly newsletter or memo?
 - Project blog on the website Member Area?

Issues to be discussed

- Policy input
 - Knowledge **in** and knowledge out
 - Sources of knowledge: Publications, individuals, conferences and events, projects
 - What can we build from within the consortium?

Issues to be discussed today



Data and knowledge sharing

- What type of data are we expecting?
- Are data formats compatible?
- How will we make (not IP-protected) data openly accessible (database?), esp. side-knowledge to adopters?



Issues to be discussed

Public involvement

- What can we build from (existing local contacts and formats)?
- Local partner responsibilities, esp. at cultivation and harvesting sites?

Acknowledgement



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