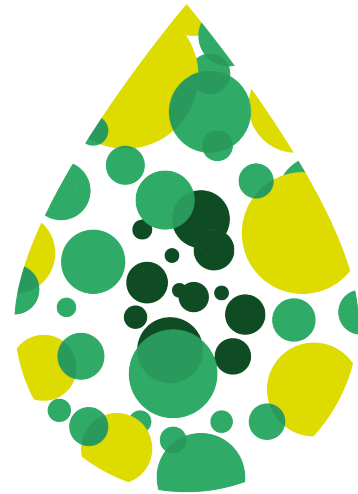


BL2F



Transforming Black Liquor to Biofuel

Research and Innovation Action
H2020-LC-SC3-2019-NZE-RES-CC

D7.1 - Dissemination & Communication Plan - Update

WP7 - Task 7.1

March 2022 [M24]

Lead Beneficiary: LGI

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www.bl2f.eu



BL2F_EU



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Disclaimer

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Abbreviations and acronyms

| Acronym | Description |
|---------|--------------------------------------|
| WP | Work Package |
| DCP | Dissemination and Communication Plan |
| BL | Black Liquor |
| BL2F | Black Liquor to Fuel |
| GHG | Greenhouse Gas |



Executive Summary

The Dissemination and Communication Plan (DCP) outlines the actions and strategies for communication, dissemination and engagement of stakeholders throughout the project, following the EU's five stage model. This updated version of the DCP includes the actions taken over the first 24 months of the project and the KPIs associated.

Keywords

Black liquor, fuel, aviation, shipping, communication, dissemination, stakeholder engagement, visual identity, social media, Twitter, LinkedIn, website

1 Introduction

1.1 Project Objectives

BL2F is 3-year Horizon 2020 that will produce drop-in biofuels for aviation and shipping from Black Liquor, a side stream of the chemical pulping industry. By using cost-effective and low-emission processes, BL2F will help provide solutions to the demand for more environmentally friendly fuels for aviation and shipping.

The main objectives of BL2F are to:

- develop an innovative Integrated Hydrothermal Liquefaction (IHTL) and salt separation process
- develop efficient upgrading process by hydrothermal Integrated HydroDeOxygenation (IHDO) to HTL process and to a pulp mill
- improve the sustainability of the concept by internally produced green hydrogen from aqueous phase
- develop HDO catalysts with improved performance and lifetime
- demonstrate cost-competitive further upgrading of fuel intermediate to drop-in fuels
- evaluate market potential, scale-up and demonstration at pulp mills
- assess environmental, economic and societal impact of the whole value chain

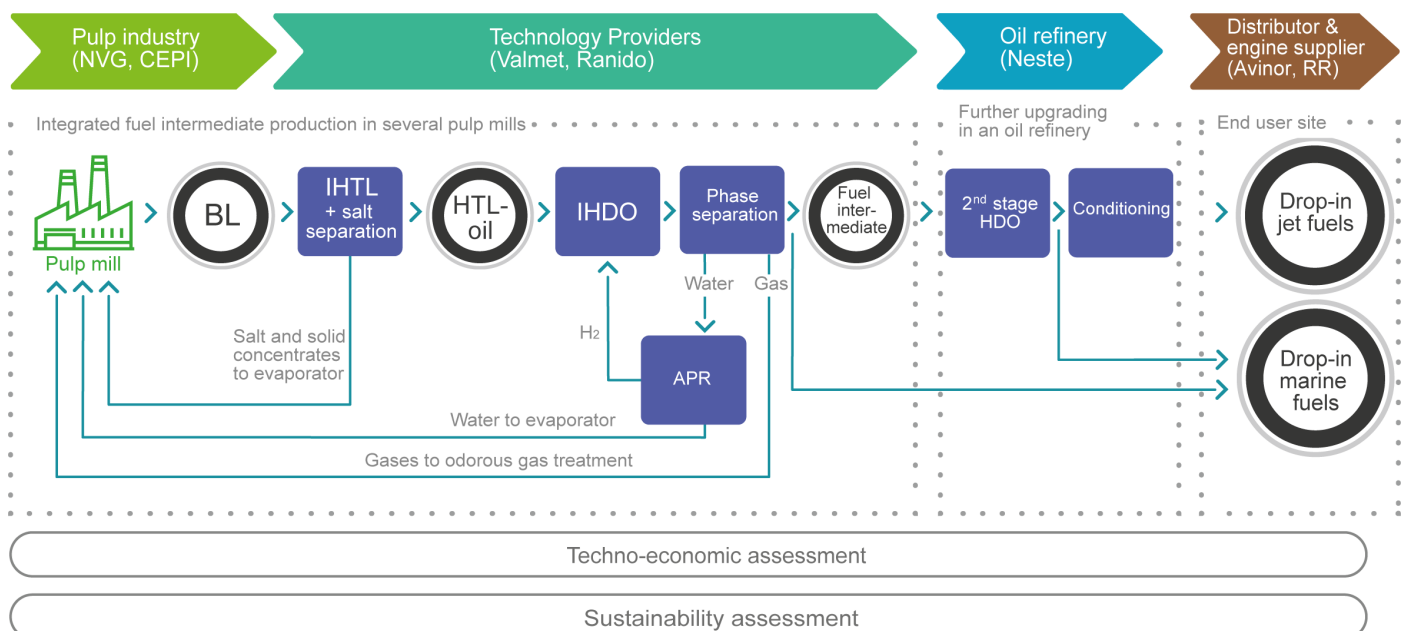


Figure 1: The BL2F concept as a whole



1.2 Communication and Dissemination Objectives

Communication and dissemination activities have become a top priority in European collaborative research projects funded under the EU's Horizon 2020 programme and so the BL2F Dissemination and Communication Plan is one of the key outputs of WP7.

Based on the needs of the project, the BL2F project's main **communication and dissemination objectives** are to:

- raise awareness of biofuels and the EU's commitment to becoming carbon neutral by 2050,
- interact with other related initiatives,
- generate interest in the project, helping its sustainability and exploitation,
- motivate transport industries and public transport organisations to adopt a greener fuel alternative,
- widely promote and ensure the visibility of the BL2F project through tailored communication tools, channels and an overall strategy,
- inform and educate key decision-makers, NGOs, initiatives and the general public about the benefits of IHTL based biofuels as a sustainable alternative for the aviation and shipping sectors in the context of climate change and needs for global reduction of carbon emissions,
- disseminate the knowledge and results achieved in BL2F to the project's stakeholders,
- foster collaboration between researchers, industrials and policymakers who work in the biofuel technologies, transport and energy sectors.

To achieve these goals the DCP will follow the EU's five-stage model:

- **Step 1 – Why:** the objectives of communication
- **Step 2 – What:** the results to communicate
- **Step 3 – Who:** sharing the responsibilities with all partners
- **Step 4 – How:** the best channels and tools to get the word out
- **Step 5 – How good:** monitor and evaluate actions

1.3 Role of the BL2F Partners

As leader of the communication and dissemination work package (WP7) LGI, who is responsible for the development of the DCP, will coordinate all communication and dissemination activities of the project. A preliminary Gantt chart for the dissemination and communication activities is available in Annex I which will be updated over the course of the project. The coordinator (TAU) will validate the necessary information before dissemination and all partners will provide the WP7 leader with their results, news, events and related

activities. TAU and KIT will be the key organisers of the workshops (D7.3 and D7.4) and Summer School (D7.5) with LGI acting as a supporting partner for organisation and promotion.

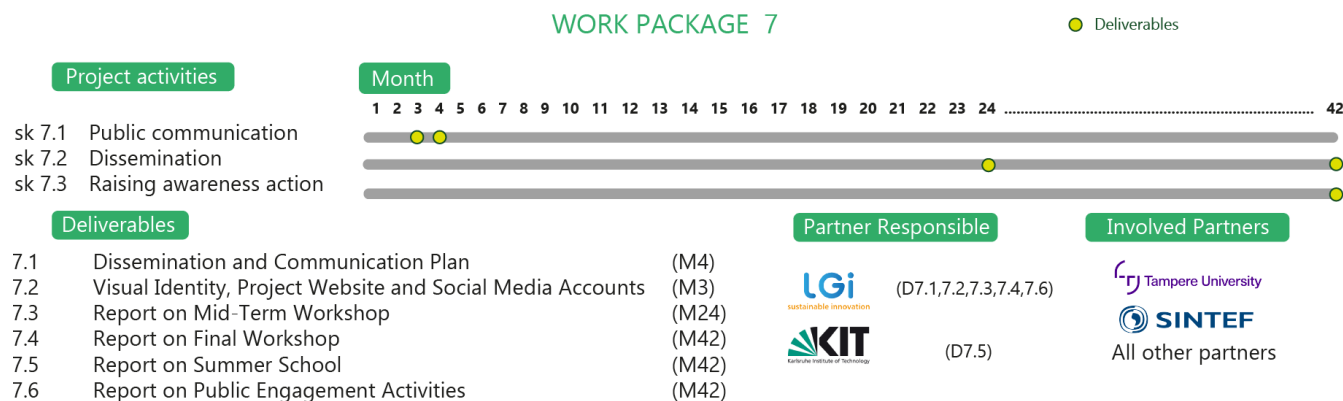


Figure 2: WP7 Overview Update

1.3.1 BL2F descriptions

General descriptions (or pitches) of the project have been drafted to ensure cohesive communication by the partners when promoting BL2F externally, and are tailored to the different target audiences. These are available in the first version of the DCP and in the Dissemination and Communication Handbook.

1.3.2 Target audiences

The main target groups of BL2F's communication and dissemination strategy are **the stakeholders of the project**: biofuel and pulp-and-paper industries, aviation and transport industries and public sector organisations, as well as citizens and policymakers. Each communication action will be targeted at different levels: local, nationwide, European and globally. In the next version of the communication plan, these groups will be further refined into a more specific set of audiences. The objectives of communicating/disseminating to each stakeholder are detailed in the first version of the DCP.



1.3.3 Promotional Materials:

The project flyer and roll-up were designed and approved by the consortium and subsequently published online. Due to COVID-19 and the lack of in-person events the promotional materials are hosted online.



Figure 3: Online mockups of the BL2F flyer and roll-up

A general presentation was also created to have an easily accessible resource to present the project online.



Figure 4: A selection of slides from the general presentation

2 Content and channels

The BL2F partners are sent reminder emails for them to share their upcoming activities, announcements, media, and results and will inform them of the communication materials at their disposal. The communication activities are also presented at the General Assembly meetings and Management Board meetings. A number of tools are used to analyse these KPIs, such as web analytics software, Twitter and LinkedIn analytics and feedback forms after events.

2.1 Project website

The public BL2F website was officially launched in June 2020: www.bl2f.eu. The details of the website are explained in D7.2: Visual Identity, project website and social media accounts (submitted in June 2020 and available on the [Deliverables](#) page on Eduuni).

The website is the main face of the project and will be where most stakeholders will go to find out more about its activities. The design was purposefully tailored to be accessible and visually pleasing, reflecting the project's communication objectives to engage expert stakeholders and non-expert (policymakers, general public, media, etc.) alike.

The website will be continuously updated with news, events, communication items, deliverables and results to avoid stagnation and keep current audiences interested in the project.

| | Website visits | Most visited pages (excluding the homepage) |
|----------------------|----------------------------|--|
| March 2022 (M24) | 9263 | Calendar What is Black Liquor? About the Project |
| September 2023 (M42) | <i>To be filled in M42</i> | <i>To be filled in M42</i> |

Table 1: Website statistics for M24 and M42

2.2 Social media: Twitter and LinkedIn

2.2.1 Twitter

At the beginning of the project a dedicated Twitter account was created for the project with the handle: [@BL2F EU](#). This account will engage with related projects/initiatives, the biofuel community and promote the project to non-expert stakeholders.



Tweet activity



| | |
|--|--|
| <p>BL2F_EU @BL2F_EU</p> <p>Join the @PulpAndFuel project during the @EUBCE for a #workshop on "Integration of gasification and #hydrothermal technologies in the #pulp and #paper industry"</p> <p>📅 29th of April 2021 🕒 16.00-18.00 CEST 👤 Featuring BL2F!</p> <p>Find out more here: https://www.bl2f.eu/2021/04/07/upcoming-bl2f-event/ ...</p> | <p>Impressions 2,092</p> <p>Total engagements 19</p> <p>Detail expands 7</p> <p>Retweets 3</p> <p>Likes 3</p> <p>Link clicks 3</p> <p>Profile clicks 3</p> |
|--|--|

Figure 5: Tweet with the most impressions

2.2.2 LinkedIn

At the beginning of the project a dedicated LinkedIn page was created for the project with the handle: <https://www.linkedin.com/company/bl2f-eu>. This account will engage with related projects/initiatives, EU institutions and industrial stakeholders (pulp and paper mills, aviation and shipping sectors) and promote the project to non-expert stakeholders.

BL2F_EU
83 followers

After HTL we still need to remove some of that pesky #oxygen 🚫
Hydrodeoxygenation does exactly what the name describes: using #hydrogen (Hydro-) to remove #oxygen (-deoxygenation) from #chemical compounds! 🧩
#BL2Fpuzzle #H2020 #renewableenergy

HDO
Hydrodeoxygenation

Hydrodeoxygenation is a process where hydrogen (hydro) is used to remove the oxygen (deoxygenation) from chemical compounds.

This is done to upgrade or refine the products obtained from HTL.

👍 with Tero Joronen and 14 others

Reactions

| | | | | | | | | | |
|-------|---------------|-------|---|---|-------|---|---|---|---|
| Image | All followers | 1,181 | - | 5 | 0.42% | 2 | 0 | 0 | - |
|-------|---------------|-------|---|---|-------|---|---|---|---|

Posted by Emma Buchet
7/8/2021

Boost

Figure 6: LinkedIn post with the most impressions

2.3 Newsletters

A yearly newsletter will be produced and distributed to interested stakeholders to inform them on the latest achievements of the project, outputs and relevant events, conferences or workshops. They will be sent to the subscribers that have signed up through the website, at events and more.

The first newsletter was sent out in April 2021 which presented the news, events, and updates from the work packages of the project. It was sent to 37 subscribers with an open rate of 45%. The full newsletter can be found on the Resources page on the project website.



Figure 7: The “Word from the Coordinator” section of the BL2F newsletter.

The next newsletter is planned for April 2022 and will feature a shorter version of the work package updates which may encourage more users to go to the website.

2.4 European dissemination channels

When the project has newsworthy results or activities relevant EU dissemination channels will also be targeted:

| Magazines | Portals |
|---|--|
| Research*eu results magazine | www.cordis.europa.eu/research-eu/home_fr.html |
| Horizon – The EU Research and Innovation Magazine | https://horizon-magazine.eu/ |
| CORDIS | www.cordis.europa.eu/home_fr.html |
| Horizon 2020 newsroom | www.ec.europa.eu/programmes/horizon2020/en/newsroom |



| | |
|--|--|
| | |
|--|--|

Table 2: List of EU dissemination channels

The publications are currently publicly available on CORDIS and the magazines were contacted to promote the Mid-Term Workshop.

2.5 Videos

Videos will be produced further along the project’s progress to show the process of converting Black Liquor into biofuel. This will be presented in an easy-to-understand way, as the process can be overwhelming technically for an audience of non-experts. The aim of the videos is to peak interest in the project, give context and reasons to why BL2F has chosen to integrate important processes at the pulp mill, and to educate about alternative fuels, especially non-food related biofuel. Videos from the Mid-Term Workshop which touch on the above points will be published and disseminated.

All these videos will be shared on the project public website and the social media channels. A BL2F YouTube account and channel will be registered to host the project videos and gain visibility when using search engines and tools (Search Engine Optimisation).

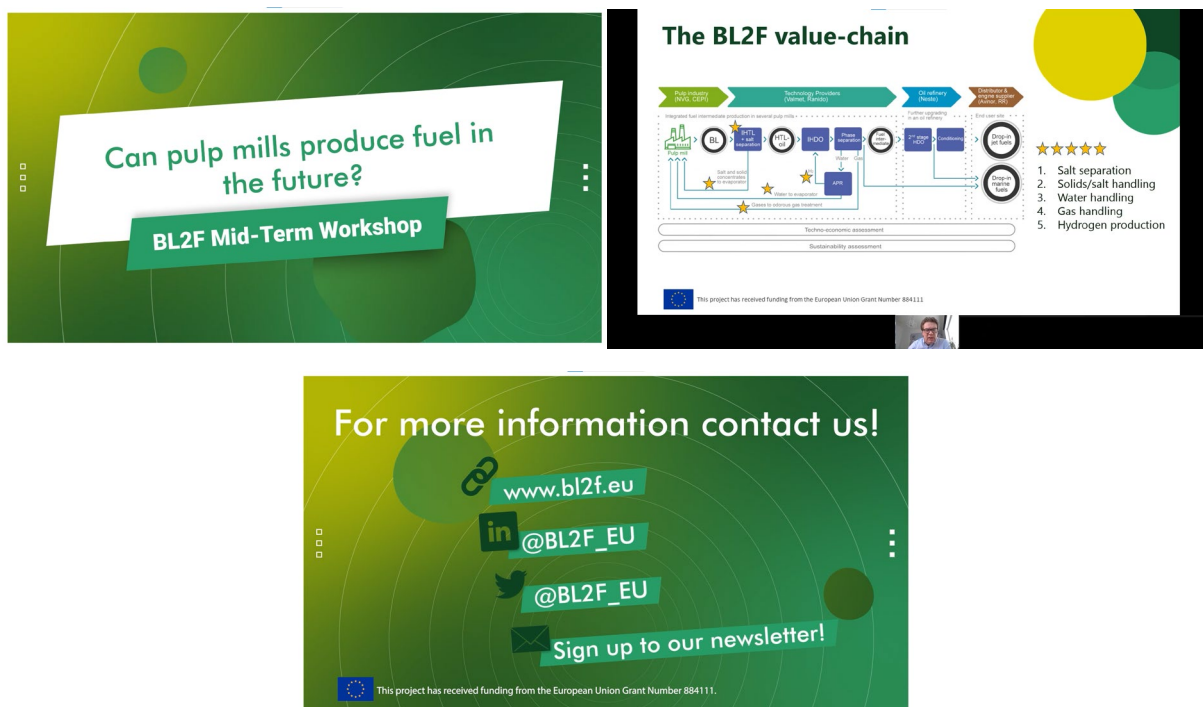


Figure 8: Screenshots from the BL2F Mid-Term Workshop videos



2.6 Raising Awareness Task

A separate task dedicated to raising awareness of aspects of the project for non-experts was included to ensure that the project makes an impact amongst external, non-expert stakeholders as well as internal stakeholders. Three points were chosen to elaborate on specifically:

- **What are biofuels, especially those developed in BL2F?**
- **How can the aviation and shipping sectors use biofuels as an alternative to fossil fuels?**
- **How can biofuels help reduce emissions produced by the aviation and shipping sectors?**

A section of the website (the “What are biofuels?” and “What is Black Liquor?” pages) is dedicated to providing answers to these questions.

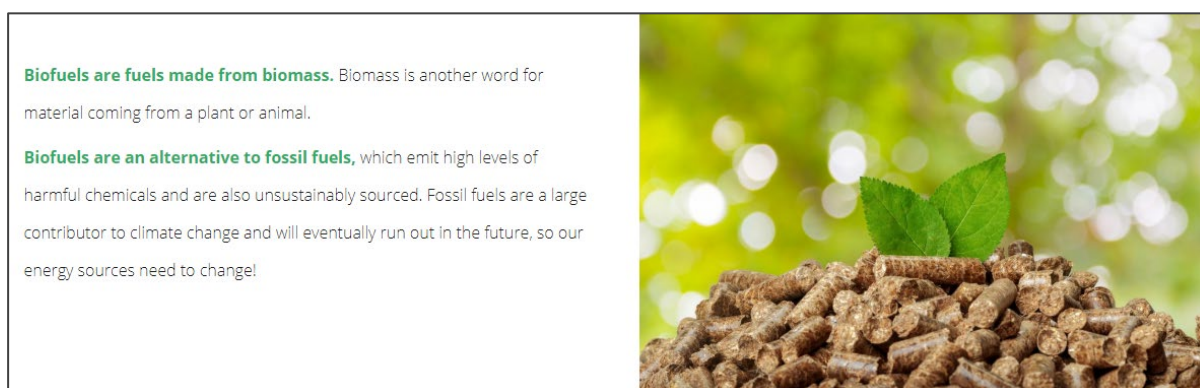


Figure 9: A section on the website explaining biofuels

Campaigns specifically targeting answering these questions will be implemented further along the project, making sure that the project results that are communicated are also accessible to non-experts.

2.6.1 BL2F Puzzle

A social media campaign: “The BL2F Puzzle” was launched in May 2021 to raise awareness of the processes and materials used in the BL2F project. This campaign consisted of “puzzle pieces” which explained the different materials (such as cooking chemicals and black liquor) and the processes (such as HTL and HDO). The campaign led to the unveiling of the project infographic which summarised the entire process. The “pieces” and infographic are available on the website under the Resources page and on the campaign’s [own dedicated page](#).

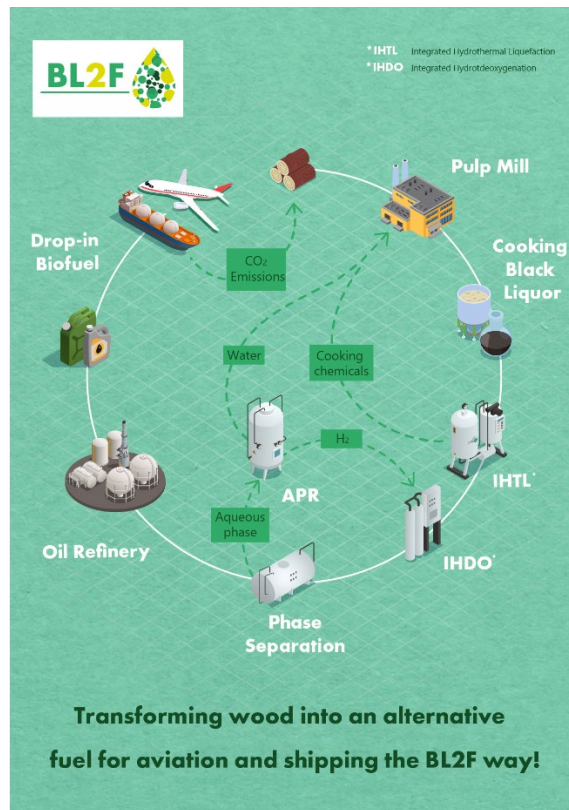


Figure 10: The BL2F process infographic

The posts for the BL2F puzzle campaign had higher overall impressions than non-campaign posts and the infographic has been used by partners to demonstrate the BL2F process in an accessible way to stakeholders.

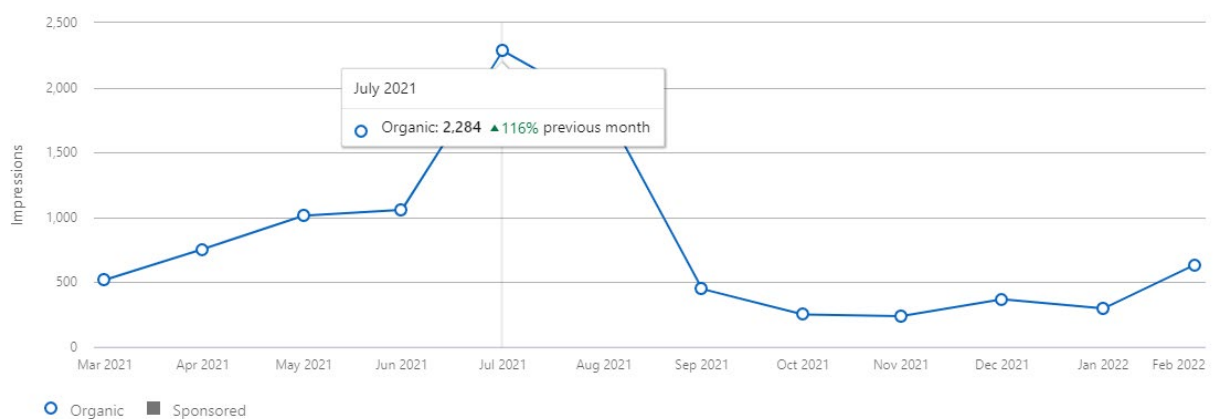


Figure 11: LinkedIn impressions peak in July 2021

2.7 Event and Publication Management Plan

A spreadsheet is available for the partners to fill in on the internally shared confluence (Eduuni) under the Dissemination folder. This will allow the leader of WP7 to keep track of the partners' communication activities. The partners will also be reminded to share their activities through email and during meetings.



Figure 12: Where to find the Event and Scientific Publication monitoring tables

The partners will be encouraged to participate in special sessions at conferences and special issues in journals, ensuring higher impact and visibility of BL2F research outcomes. All partners should check if their results are eligible to be disseminated or whether they should follow the exploitation strategy in Task 6.5, (description available in Annex II).

2.8 Events

2.8.1 External Events

Partners will be encouraged to represent BL2F at events. The partners have participated in the following events:

| External Events attended/presented in by the BL2F partners | | | |
|--|-----------------------------------|--|---|
| Topinpuisto Day | EUBCE 2020, 2021 & 2022 (planned) | PARE Webinar Sustainable Aviation Biofuels | Pulp&Fuel Workshop 2021 EUBCE |
| BIO4FUELS internal meeting | EEERA meeting | DBFZ: 4th Doctoral Colloquium BIOENERGY | 4refinery & Waste2Road workshop: Co-Processing as route to deployment of advanced biofuels production |



2.8.2 Workshops

Two stakeholder engagement workshops (D7.3 and D7.4) will be organised, one at the project's mid-term and at the end of the project to disseminate the milestones achieved and the final results of the project. They will be based on both sharing knowledge and a two-way communication to gather feedback and foster dialogue within the community to boost engagement.

2.8.2.1 Mid-Term Workshop

The objective of this workshop was to disseminate the milestones achieved, the preliminary results of the project, but also to have an overview of the fields of:

- Pulp and paper mills
- Alternatives to fossil fuels
- Sustainable transport fuels (aviation and marine transport)
- Catalyst production for HTL and HDO

The workshop themes were based on both sharing knowledge and a two-way communication (through discussions) to gather feedback and foster dialogue within the community to boost engagement. The Mid-Term workshop is elaborated further in the deliverable D7.3.

2.8.3 Summer School

One summer school will be held at the end of the project, targeting young researchers and students in the field of biofuel technologies. Partners with experience in training activities will be involved in the organisation and successful completion of the school.

The summer school will be designed with the objective to share the knowledge and key results resulting from the BL2F project.

2.9 Scientific publications

The BL2F partners have published 2 scientific publications relating to HTL and Black Liquor:

- Lappalainen, J., Baudouin, D., Hornung, U., Schuler, J., Melin, K., Bjelić, S., ... & Joronen, T., (2020) Sub- and Supercritical Water Liquefaction of Kraft Lignin and Black Liquor Derived Lignin. *Hydrothermal Technology in Biomass, Utilization & Conversion II*, 13(13), 3309; <https://doi.org/10.3390/en13133309> (written before the project began)
- Wang, R.; Deplazes, R.; Vogel, F.; Baudouin, D. Continuous Extraction of Black Liquor Salts under Hydrothermal Conditions. *Ind. Eng. Chem. Res.* **2021**, 60, 4072–4085, <https://doi.org/10.1021/acs.iecr.0c05203> (written independently of the project)

The public deliverables are also available on the website:

- D1.1 Report on feedstock characterization
- D6.1 Policy and stakeholder assessment

- D6.2 Identification of major trends in future biofuel demand (*pending validation but published online*)
- D7.1 - Dissemination & Communication Plan
- D7.2 - Visual identity, project website and social media accounts

Some deliverables have accompanying articles that are written in more accessible language so they can reach a wider audience.

2.10 Collaboration with other European projects and initiatives

In order to maximise the impact of the project, scientifically and through its outreach activities, other similar EU projects or initiatives will be engaged with including participation in conferences, fairs, and events. So far, the BL2F partners have collaborated in other projects through:

- Being featured in the BIOFUELS and PYNE newsletters,
- Co-presenting with the Pulp&Fuel workshop at EUBCE conference,
- Inviting the coordinator of 4Refinery and Waste2Road to present at the BL2F Mid-Term workshop and
- Publishing interesting news from other project on social media and within the consortium (e.g. if they have an upcoming event).



3 Key Performance Indicators (KPIs)

WP 7 aims at delivering information and communicating about the results of the project, its goals and its achievements to targeted audience groups. Specific KPIs have been selected to be able to adapt the content and overall communication and dissemination strategy if needed and best respond to the audience's expectations.

| Channel/Tool | Action/Purpose | Audience | Indicators/ Targets |
|--|--|--|---|
| Visual identity: logo and templates | Designing visual identity (logo and templates) to the project in order to ensure brand consistency, recognition and visibility | All target groups | Not applicable |
| Flyer and rollup | Designing a project flyer and roll-up following the project's visual identity to be distributed at events, conferences, and/or workshops to promote BL2F | All target groups | At least 8 events where the roll-up was displayed and where the flyer was distributed |
| Public website | Deployed at the beginning of the project, the public website will serve as the main communication tool for promoting BL2F | All target groups | At least 8 000 page-views by the end of the project |
| Twitter | Twitter will allow to build an online All target groups community in the field of biofuels, transport and energy, and raise awareness | All target groups | At least 250 followers by the end of the project |
| LinkedIn | LinkedIn will allow to build an online community in the field of biofuels, transport and energy, and raise awareness | All target groups | At least 80 followers by the end of the project |
| Newsletters | A yearly electronic newsletter will be issued to the BL2F community to report on latest activities and news | All target groups | At least 200 subscribers by the end of the project |
| Press releases | Press releases will be produced as content to support the dissemination of the project | Media in the field of transport and energy | Number of mentions in media |
| Videos | Videos will be produced to inform and educate the general public on biofuel technologies and on the BL2F project | General public Non-expert stakeholders | A least 250 views by the end of the project for all the videos |

| | | | |
|---------------------------------|--|---|---|
| Scientific publications | Articles will be published on scientific publications, in particular open access | Scientific community, transport and energy sectors | Number of publications by the end of the project |
| Events & conferences | All partners will be encouraged to actively participate in conferences and events to disseminate the project's objectives and results. | Scientific community, Transport and energy sector, policymakers | Number of events/conferences attended by the end of the project |
| Workshop | Two workshops will be organised (at M18 and M36) to disseminate the project's progress, achievements and results | Scientific community, Transport and energy sector, policymakers | Number of participants |
| Summer schools | A summer school will be organised at the end of the project to share the knowledge and key results generated in BL2F | Scientific and technical community in the field of biofuels | Number of participants |

Table 3: WP7 KPIs

2.11 KPIs after M24

| Channel/Tool | Audience | Indicators/ Targets |
|--|--|--|
| Flyer and rollup* *Due to the COVID-19 situation preventing face-to-face interactions, a BL2F presentation and virtual poster were displayed | All target groups | Poster displayed at the EUBCE 2021 event and presentation shared/presented at 9 events overall (excluding BL2F events) |
| Public website | All target groups | Over 8,000 views |
| Twitter | All target groups | 89 (231 Tweets) |
| LinkedIn | All target groups | 84 followers (92 posts) |
| Newsletters | All target groups | 43 subscribers |
| Scientific publications | Scientific community, transport and energy sectors | 1. Lappalainen, J., Baudouin, D., Hornung, U., Schuler, J., Melin, K., Bjelić, S., ... & Joronen, T., (2020) Sub- and Supercritical Water Liquefaction of Kraft Lignin and Black Liquor Derived Lignin. Hydrothermal Technology in |

| | | |
|---------------------------------|--|---|
| | | Biomass, Utilization & Conversion II, 13(13), 3309; https://doi.org/10.3390/en13133309 (published before the project start) |
| Events & conferences | Scientific community, Transport and energy sector, policy makers | Attended/presented at 9 external events |
| Workshop | Scientific community, Transport and energy sector, policy makers | 100 registrations 50 attendees on Day 1 (excluding presenters) 35 attendees on Day 2 (excluding presenters) |
| Summer schools | Scientific and technical community in the field of biofuels | The Summer school has been postponed for Summer 2022 |


Table 4: WP7 KPIs after M24

4 Conclusion

The BL2F detailed Dissemination and Communication Plan will be updated regularly. Its content and structure may evolve if necessary. The KPIs and lessons-learned during the first part of the project will be used to modify the communication and dissemination activities for the coming months. The main objective is to maximise the impact of the project and boost awareness on the results and milestones to be accomplished during the project.

Annex I

| Activity/Tool | 2020 | | | | | | | | 2021 | | | | 2022 | | | | 2023 | | | |
|--|------|----|------|------|----|----|------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|------|
| | M1 | M2 | M3 | M4 | M5 | M6 | M7-9 | M10-12 | M13-15 | M16-18 | M18-20 | M20-22 | M23-25 | M25-27 | M28-30 | M31-33 | M34-36 | M37-39 | M40-42 | |
| Logo and Kick off meeting | | | | | | | | | | | | | | | | | | | | |
| Visual identity: logo, deliverable and ppt templates | | | D7.2 | | | | | | | | | | | | | | | | | |
| Project website & social media accounts | | | | | | | | | | | | | | | | | | | | |
| Dissemination & Communication Plan | | | | D7.1 | | | | | | | | | | | | | | | | |
| Dissemination & Communication Handbook | | | | | | | | | | | | | | | | | | | | |
| Conferences and events of interest | | | | | | | | | | | | | | | | | | | | |
| Flyers and Roll-up | | | | | | | | | | | | | | | | | | | | |
| Newsletters | | | | | | | | | | | | | | | | | | | | |
| Video(s) | | | | | | | | | | | | | | | | | | | | |
| Mid-Term Workshop | | | | | | | | | | | | | | | | | | | | |
| Final Workshop | | | | | | | | | | | | | | | | | | | | D7.4 |
| Summer School | | | | | | | | | | | | | | | | | | | | D7.5 |
| Final Report on Public Engagement Activities | | | | | | | | | | | | | | | | | | | | D7.6 |

 Preparation/Management

 Delivery Date

Annex II

