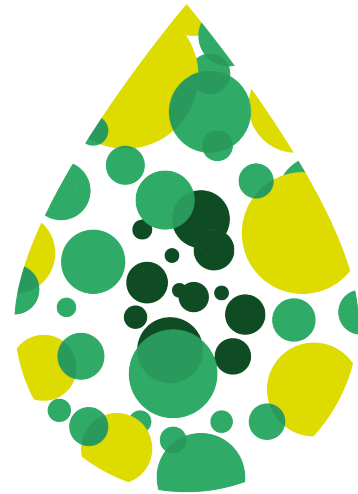


BL2F



Transforming Black Liquor to Biofuel

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

D7.2 - Visual Identity, Project Website and Social Media

WP7

June 2020 [M3]

Lead Beneficiary: LGI

Author(s): Emma Buchet (LGI)



@BL2F_EU



www.bl2f.eu



BL2F_EU



This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Grant Agreement n°884111.



Disclaimer

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Document Information

Grant agreement	884111
Project title	Black Liquor to Fuel by Efficient Hydrothermal Application integrated to Pulp Mill
Project acronym	BL2F
Project coordinator	Tero Joronen
Project duration	1 st April 2020 – 30 th November 2023 (36 Months)
Related work package	WP 7 – Dissemination and Communication
Related task(s)	Task 7.1 – Public Communication
Lead organisation	LGI
Contributing partner(s)	All Partners
Due date	30 June 2020
Submission date	29 June 2020
Dissemination level	Public

History

Date	Version	Submitted by	Reviewed by	Comments
15/06/2020	N°1	Emma Buchet	Mathilde Bazin-Retours	
18/06/2020	N°2	Emma Buchet	Hanna Kivisaari (TAU) & Mathilde Legay (LGI)	
26/06/2020	N°3	Emma Buchet		



Table of contents

Abbreviations and Acronyms

1	Introduction.....	8
1.1	Project Objectives	8
2	BL2F Visual Identity.....	8
2.1	The BL2F Logo	8
2.1.1	Logo Rules	9
2.1.2	Logo Versions.....	9
2.2	Colour Palette.....	10
2.3	Fonts.....	11
2.3.1	Using the Fonts.....	11
2.4	Templates.....	12
2.4.1	Deliverable Template.....	12
2.4.2	PowerPoint presentation template	14
2.5	EU Funding and Acknowledgement.....	14
2.6	Partner Logos.....	15
3	The Project Website	15
3.1	Homepage	16
3.2	About.....	18
3.3	The Partners	19
3.4	The Project Pipeline.....	20
3.5	Black Liquor and Biofuels.....	21
3.5.1	What are biofuels?.....	21
3.5.2	What is Black Liquor?.....	22
3.6	News and Updates.....	23
3.7	Events.....	23
3.8	Partner Area	24
4	Social Media.....	25
4.1	Twitter.....	25
4.2	LinkedIn.....	25
5	Conclusion.....	26



List of figures

Figure 1: The BL2F logo.....	8
Figure 2: On the left is the proper positioning of the logo, on the right is incorrect positioning.	9
Figure 3: Stretched logo.....	9
Figure 4: Greyscale logo.....	10
Figure 5: Logo for a dark background.....	10
Figure 6: Logo without tagline	10
Figure 7: BL2F colour palette.....	11
Figure 8: BL2F typefonts.....	11
Figure 9: Deliverable template.....	12
Figure 10: Example of a figure	13
Figure 11: BL2F PowerPoint Slides	14
Figure 12: EU flag and funding acknowledgement	14
Figure 14: EU disclaimer.....	15
Figure 15: Partner logo banner	15
Figure 16: The BL2F.eu homepage.....	17
Figure 17: About The Project	18
Figure 18: The Partners page	19
Figure 19: The Project Pipeline.....	20
Figure 20: What Are Biofuels? page	21
Figure 21: What is Black Liquor? page.....	22
Figure 22: News & Events page	23
Figure 23: The Events calendar.....	24
Figure 24: The Partner area on Eduuni.fi	24
Figure 25: The BL2F_EU Twitter page.....	25
Figure 26: The BL2F_EU LinkedIn page.....	26

List of tables

Table 1: Font, text sizes and colours of the deliverable template.....	13
Table 2: Example of a table.....	13



Abbreviations and acronyms

Acronym	Description
WP	Work Package
BL2F	Black Liquor to Fuel
GHG	Greenhouse Gas



Executive Summary

Visual identity manuals are important to ensure brand consistency, recognition and visibility of projects under the EU's Horizon 2020 programme. This deliverable provides detailed guidelines and descriptions of the visual identity and tips on how to use the graphic elements created for BL2F (logo, official colours, fonts, templates...). This deliverable also describes the purpose and design of the project website and social media accounts (Twitter and LinkedIn); tools that will be indispensable for project communication and dissemination.

In parallel to this document; and to ensure a coherent and common message about the project, LGI will produce a short handbook giving communication and dissemination guidelines and recommendations (D7.1 - Dissemination & Communication Plan) which can be used then by partners when promoting BL2F.

Keywords

Communication, visual identity, branding, logo, fonts, colours, template, social media, Twitter, LinkedIn, public engagement, Black Liquor, fuel, aviation, shipping,



1 Introduction

1.1 Project Objectives

BL2F is 3-year Horizon 2020 project that will produce drop-in biofuels for aviation and shipping, 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.

2 BL2F Visual Identity

One of the first actions to start building the BL2F brand was the design of the overall project's visual identity, which includes an official logo, a colour palette, a typefaces and a number of templates adapted to each type of support material. All of the logos and templates presented below are available on the page "Templates, logos, pictures" on the partner area: <https://wiki.eduuni.fi/display/tuniBL2F/Templates%2C+logos%2C+pictures>

2.1 The BL2F Logo

The BL2F logo was created in order to represent the projects main objective: Transforming Black Liquor to Biofuel. Different logo versions were created and presented to the partners at the project kick-off, voted upon and then refined in order to establish the final version.

In order to make a clear and appealing logo the topic of biofuels was researched which informed the colour scheme and the droplet icon. The drop represents the oil drop of the biofuel end-product so it is easily interpreted by a more general audience.

There are 3 main colours used in the BL2F logo: green, yellow and dark green. Each colour represents a part of the process of transforming Black Liquor into biofuel which will be further explained in section 1.3. One of the project's aims is to produce an alternative to fossil fuels that does not emit as much GHG, often called a green fuel so green is the primary colour for the project materials.

The tagline "Transforming Black Liquor to Biofuel" was added so that the project's goals are quickly identified from the logo itself. For certain applications a version without the tagline was created to more easily fit (Figure 6).



Figure 1: The BL2F logo



2.1.1 Logo Rules

- The logo must be used in PNG, i.e with a transparent background or EPS if it is to be placed on printed materials.
- Keep the logo proportionate to other logos present in the material
- Keep a space between logo and other items/colours according to the boundary box. This is built into the files so do not crop the logo or put anything in the boundary box



Figure 2: On the left is the proper positioning of the logo, on the right is incorrect positioning.

- Do not warp the logo or icons



Figure 3: Stretched logo

- Do not alter the colours of the logo

2.1.2 Logo Versions

In order to accommodate different materials different versions of the logo have been created:



Figure 4: Greyscale logo



Figure 5: Logo for a dark background



Figure 6: Logo without tagline

2.2 Colour Palette

As mentioned in section 2.1, the colour scheme was chosen as it represents the stages of transforming Black Liquor into Biofuel:

- **Green:** Black Liquor is a side-stream of the chemical pulping industry and pulp originally comes from trees. This also represents the idea of green energy which is one of the goals of the project.
- **Yellow:** fuels and biofuels can be yellow in colour and yellow is an energetic colour, giving a visually pleasing lightness and energy to the visual identity.
- **Dark green:** the dark green dots are clustered together at the centre of the drop, representing the dense black liquor that is the starting product of the biofuel.

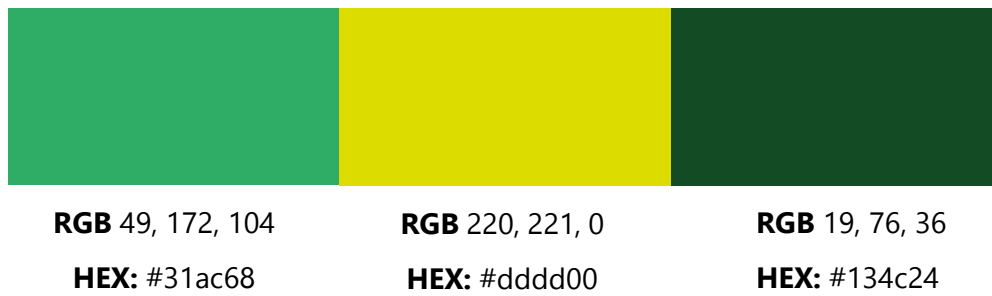


Figure 7: BL2F colour palette

2.3 Fonts

The BL2F logo uses 2 fonts:

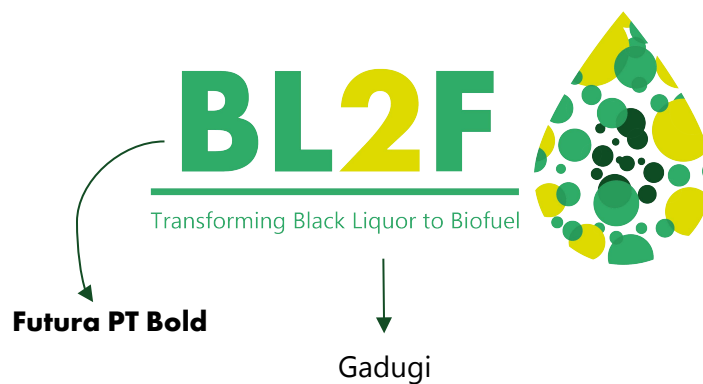


Figure 8: BL2F typefonts

2.3.1 Using the Fonts

2.3.1.1 Documents and printed materials

For Microsoft Office documents and materials (Word, Powerpoint, etc) use Gadugi for all text:

- **Gadugi** in bold for headers and titles:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789?.,:/+ -@

- **Gadugi** for body text:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789?.,:/+ -@



2.3.1.2 Website

Gadugi and Futura PT are not available as Google Fonts which is integrated into the website theme. The website uses **Montserrat**, **Open Sans** and **Source Sans Pro**.

2.4 Templates

All of the templates are available on the page “Templates, logos, pictures” on the internally shared confluence: <https://wiki.eduuni.fi/display/tuniBL2F/Templates%2C+logos%2C+pictures>

2.4.1 Deliverable Template

A template was created for project deliverables in M2 and cannot be altered in structure or style, but the content will depend on each deliverable.



Figure 9: Deliverable template



1 First level heading	Gadugi, 18 pt., bold, Colour: #134c24, rgb: 19,76,36
1.1 Second level heading	Gadugi, 16 pt., bold, Colour: #404040, rgb: 64, 64, 64
1.1.1 Third level heading	Gadugi, 14 pt., bold, Colour: #404040, rgb: 64, 64, 64
1.1.1.1 Fourth level heading	Gadugi, 12 pt., bold, Colour: #404040, rgb: 64, 64, 64)
Body text	Gadugi, 11 pt.
Bullet List	• Bullet 1
Number List	1. Number 1

Table 1: Font, text sizes and colours of the deliverable template



Figure 10: Example of a figure

2. (To add hyperlink: Click on References tab and add caption – then choose Figure)

Heading 1	Heading 2		

Table 2: Example of a table

(To add a hyperlink: Click on References tab and add caption – then choose table)

2.4.2 PowerPoint presentation template

A PowerPoint slide deck was created to represent the project internally and externally (conferences, workshops, meetings with stakeholders...).



Figure 11: BL2F PowerPoint Slides

2.5 EU Funding and Acknowledgement

According to the European Commission Horizon 2020 rules, all materials, including scientific papers and publications produced by the project, must contain the mandatory EU emblem with the following funding acknowledgement and required disclaimer with the sentences below (article 29). Moreover, it is important to note that “when displayed together with another logo, the EU emblem must have appropriate prominence” (article 38):



This project has received funding from the European Union Grant Number 884111

Figure 12: EU flag and funding acknowledgement

In material that disseminate the project’s results (publications), the acknowledgement must also include a disclaimer excluding the European Commission’s responsibility (article 29.5).

This project has received funding from the European H2020 Research and Innovation programme under the Grant Agreement n°884111. The content of this document reflects only the author's view. The European Commission is not responsible for any use that may be made of the information it contains.

Figure 13: EU disclaimer

2.6 Partner Logos

To facilitate the use of partners' logos and avoid incorrect practices when using multiple logos, a banner was designed to be used in relevant documentation (paper or electronic), and promotional materials produced by the project. It is available for download in *Templates, logos, pictures* on Eduuni:



Figure 14: Partner logo banner

3 The Project Website

The BL2F public website (task 7.1) was officially launched in June 2020: www.bl2f.eu

As the main information entry point and delivery channel for results and progress achieved in BL2F, the public website will disseminate the key messages to the target audiences, inform on events, publications or activities of interest for the BL2F community (project's deliverables, reports...), and foster participation and engagement among the consortium members. In addition, any stakeholder can access it to gain information or to contact relevant partners. Lastly, the public website will promote the European and international visibility of BL2F.

To make useful and relevant information available to the website's visitors, it was decided that the website should address the needs and the questions that would most likely interest external stakeholders such as:

- what the project is about
- what the project is delivering, and why
- who the project partners are
- what the latest news and events of the project are

- where to find more information on the topic or related topics

For BL2F, the public website will contribute to achieving the objectives in terms of public communication:

- 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

Browser compatibility: the website is compatible with the common web browsers on all common operating systems. These include various versions of Internet Explorer, Firefox, Safari, Opera and Chrome. The layout of the website is also responsive: it adjusts the design display based on the screen size of the device it is viewed on, regardless of whether it is viewed on a desktop, tablet or mobile phone.

3.1 Homepage

All of the important information about the project can be directly found from the homepage under the header and/or the different sections. Therefore, visitors have direct access to general information on:

- key definitions such as what is black liquor and biofuels
- the activities carried out
- the latest news and upcoming events
- all published reports, newsletters, and promotional materials produced in the project (flyers, press releases, videos...)
- the expected impacts and objectives
- the related projects and networks
- the link to the partner area

In the footer (all pages and not only on the homepage), users can find the EU funding emblem and acknowledgement, name of the coordinator, project's email, and the project Twitter feed. In the header, partners can access to the restricted internal platform (to share documents and work in a collaborative way).

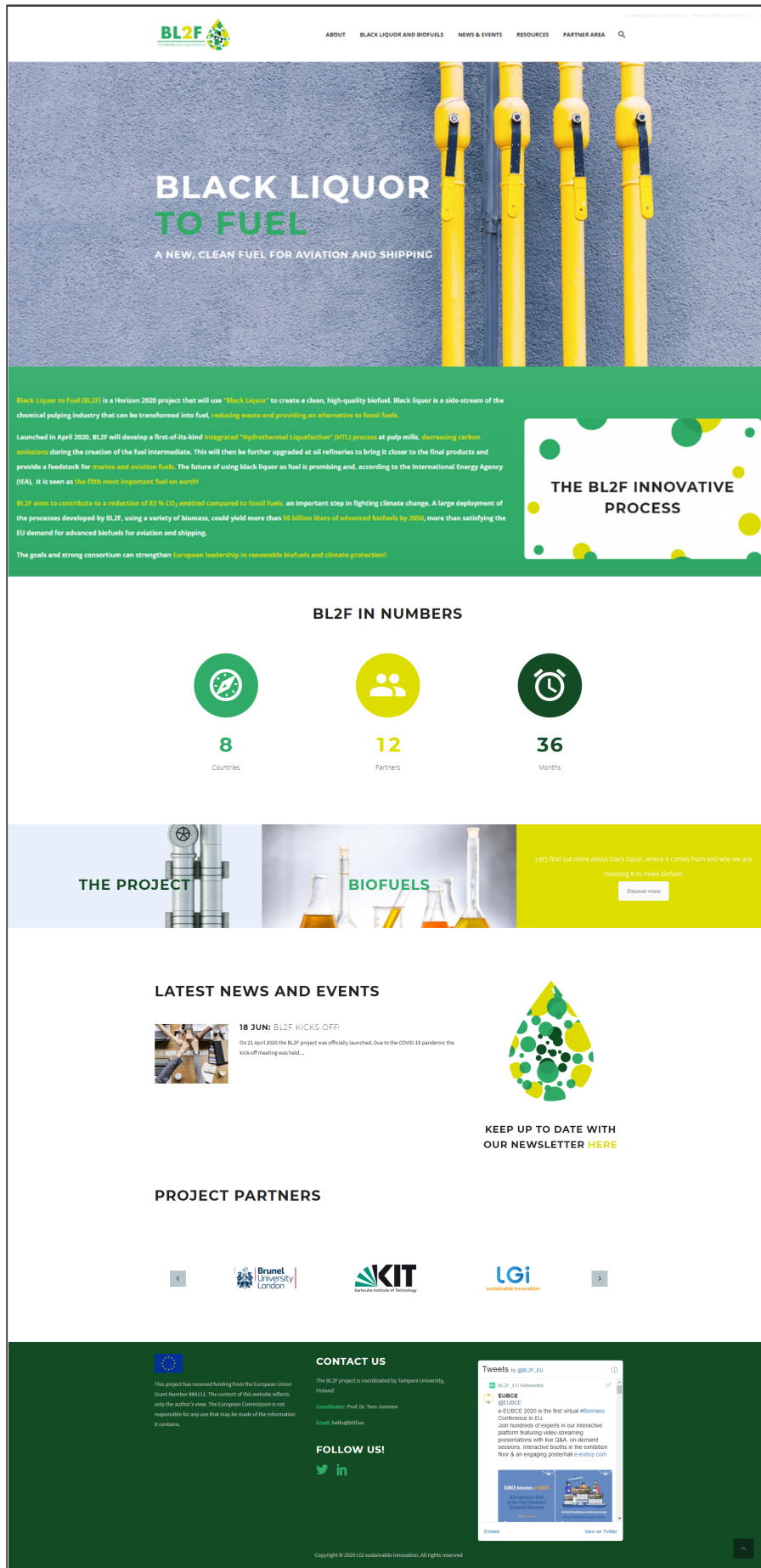


Figure 15: The BL2F.eu homepage

3.2 About

This page informs the visitors about the project in more depth:


- A description of the project
- Project goals
- The impacts of the project

ABOUT THE PROJECT

BL2F AIMS TO PILOT A ONE-OF-A-KIND INTEGRATED HYDROTHERMAL LIQUEFACTION (IHTL) AT THE PULP MILLS, TO DEVELOP A FUEL INTERMEDIATE FOR FURTHER UPGRADING IN OIL REFINERIES.

Launched in April 2020, BL2F is a H2020 European project that brings together **partners** from all over Europe to develop a **high-quality, drop-in biofuel** to be used in the aviation and shipping sectors.


The consortium consists of a mix of partners from **research, industrial and innovation** backgrounds. BL2F is also supported by a **number of key organisations** to help achieve the project's goals.



THE CHALLENGE


Emissions from the use of fossil fuels in transport are contributing to the amount of greenhouse gases in the atmosphere, and so are also contributing to **climate change**. It is urgent to find solutions to fighting against **harmful gas emissions, unsustainable fuels, waste management** and contributing to a more **sustainable, circular economy**. One way of tackling these challenges is through the research into and production of **clean biofuels**.

3 MAIN GOALS




CREATE A HIGH-QUALITY DROP-IN BIOFUEL

The fuel developed by BL2F will be a **clean and ready-to-use fuel made from biomass**. By integrating the **HTL** process at the pulp mills (where **Black Liquor** is produced) this biofuel will produce less emissions along the whole production line.




DECREASE CARBON EMISSIONS FROM AVIATION AND SHIPPING

The aviation and shipping sectors are growing at a rapid rate, and so will their greenhouse gas emissions. The fuel developed by BL2F will be a **ready-to-use alternative** to help these sectors become more environmentally friendly.




DECREASE THE USE OF FOSSIL FUELS

Biofuels can decrease carbon emissions by 83% compared to fossil fuels, so the EU is taking actions to search for alternatives that can replace them. The BL2F project aims to provide a clean solution to help make this happen!




FIND OUT MORE ABOUT BLACK LIQUOR AND BIOFUELS [HERE!](#)


IMPACTS OF BL2F




Raise awareness of biofuels



Develop a low-cost low-emission fuel



Create jobs along the whole value chain



Help the EU become a world leader in advanced biofuels

Figure 16: About The Project

3.3 The Partners

This area provides a description of the project partners, supporting organisations and advisory board members and has links to their own websites. This page is long, so it is presented in two columns below.

MEET THE BL2F PARTNERS!

The BL2F project brings together **12 partners** from **8 countries** around Europe. The consortium is composed of universities, research institutes, industrial partners and SMEs, bringing complementary skills and knowledge to achieve the projects goals.

The consortium consists of:

- **the 6th largest producer in the world** of bleached eucalyptus kraft pulp: The Navigator Company (NVC)
- **one catalyst developer**: Ranido
- **the world's leading company for clean processes**: Valmet
- **the world's largest producer of renewable diesel**: Neste
- **several research partners**: PSI, SINTEF, SINTEF-ER, Tampere University, KIT, Brunel University, London, VTT
- **one SME**: LGI

Tampere University (TAU) was created on 1 January 2019 as a merger of Tampere University of Technology and University of Tampere. The multidisciplinary, foundation-based Tampere University is Finland's second-largest university. TAU conducts scientific research in technology, health and society and provides the highest education within these fields.

Brunel University in West London is a dynamic institution with over 13,000 students and over 1,000 academic staff operating in a vibrant culture of research excellence. With a turnover of more than £190 million, the University is a Higher Education and research establishment with considerable intellectual, financial and social resources and makes a major contribution to the economy and community of the West London region.

Karlsruhe Institute of Technology (KIT) is a higher education and research organisation. KIT operates across the three strategic fields of action of research, teaching and innovation. It is devoted to top research and to excellent academic education as well as being a prominent location for academic life, life-long learning, comprehensive advanced training, exchange of know-how, and sustainable innovation culture.

SINTEF is the 4th largest independent contract research organisation in Europe with approximately 2,100 employees (70% of them are researchers). One of SINTEF's business areas participating in the present proposal is SINTEF Industry, which offers high competence within materials technology, applied chemistry and applied biology.

SINTEF Energy Research (SINTEF-ER) is part of a legal entity within the SINTEF Group. The institute carries out R&D with the aim of promoting cost-effective and environmentally sound solutions for energy use and the supply of heat and power.

The Paul Scherrer Institute (PSI) is the largest research institute for natural and engineering sciences in Switzerland, conducting cutting-edge research in three main fields: matter and materials, energy and environment and human health. PSI develops, builds and operates complex large research facilities.

VTT Technical Research Centre of Finland Ltd is a state-owned and controlled non-profit limited liability company established by law. VTT carries out research and innovation activities for the needs of industry and knowledge-based society. It aims at renewal of European industrial value chains increasing EU competitiveness while strengthening dynamic ecosystems and addressing societal challenges.

The Navigator Company SA (NVC) is the leading European manufacturer of uncoated wood free printing and writing paper and the 6th largest producer in the world of bleached eucalyptus kraft pulp. The pulp mills annually produce about 1.6 million tons of paper, 1.6 million tons of pulp and 2 million tons of black liquor.

Valmet is the leading global developer and supplier of technologies, automation and services for the pulp, paper and energy industries. The strong technology offering includes pulp mills, tissue board and paper production lines, as well as power plants for bio-energy production.

NESTE

Neste (NESTE, Nasdaq Helsinki) creates sustainable solutions for transport, business, and consumer needs. They are the world's largest producer of renewable diesel refined from waste and residues. Introducing renewable solutions also to the aviation and plastics industries and are also a technologically advanced refiner of high-quality oil products.

Ranido, s.r.o. is a SME registered in Prague, the Czech Republic. The company focuses on catalyst R&D and custom manufacturing service and has more than 20 years of experience in catalyst development for various applications, including refining, petrochemistry and specialty chemicals.

LGI Consulting is a European innovation-driven business consultancy founded in 2005. LGI has coordinated a number of European projects, and regularly leads work packages dealing with the company's areas of expertise such as innovation management, market, exploitation, economic analyses, technology assessment, and public engagement.

OTHER INVOLVED ORGANISATIONS

RAIZ is a private non-profit research institute committed to support competitiveness of the Portuguese pulp and paper industry, through research, technology, transfer and training and will support the Navigator Company throughout the project.

INDUSTRIAL ADVISORY BOARD MEMBERS

The members of the BL2F advisory board represent the distributor and end user side of the value chain for the aviation and marine sectors.

AVINOR is a state-owned company responsible for 44 Norwegian airports. Avinor is a leader in reducing climate gas emissions from aviation, by the development of electric aircraft and supplying sustainable fuel.

Rolls Royce's diesel engines are manufactured by Bergen Engines based in Norway. Rolls Royce produces various ranges of diesel engines for the marine sector.

The Confederation of European Paper Industries (**CEPI**) is a non-profit that aims to secure pulp and paper industries competitiveness and sustainability towards EU policy-makers.

SUPPORTING BODIES

The project is also supported by two clusters to help the BL2F partners reach their goals.

CLIC Innovation Ltd. is an open innovation cluster with the mission of facilitating creation of breakthrough solutions in bioeconomy, circular economy and energy systems. CLIC Innovation is owned by leading international companies and Finnish research organisations committed to creating sustainable solutions for the world.

Bioenergy Europe (formerly known as AEBIOM) is a non-profit, Brussels-based international organization bringing together more than 40 associations and 90 companies, as well as academia and research institutes from across Europe. It aims to develop a sustainable bioenergy market based on fair business conditions.

KEEP UP-TO-DATE

Subscribe to our newsletter to receive the latest news, events and other content from the BL2F project

SUBSCRIBE

Figure 17: The Partners page

3.5 Black Liquor and Biofuels

These subpages are targeted to the general public to raise awareness about biofuels and Black Liquor.


3.5.1 What are biofuels?


This page serves as a short introduction to biofuels to a more general audience.

WHAT ARE BIOFUELS?

Biofuels are fuels made from biomass. Biomass is another word for material coming from a plant or animal.

Biofuels are an alternative to fossil fuels, which emit high levels of harmful chemicals and are also unsustainably sourced. Fossil fuels are a large contributor to climate change and will eventually run out in the future, so our energy sources need to change!





WHAT ARE THE BENEFITS OF BIOFUELS?


Biofuels produce much less CO₂ than burning fossil fuels. If produced sustainably, **biofuels can emit around 63% less CO₂** than producing conventional fuels.

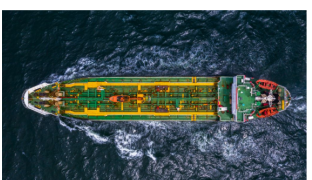
Biofuels can also contribute to **the implementation of a circular economy, by turning waste into fuel,** not only reducing greenhouse gas emissions but also stimulating the economy. **The EU is committed to becoming climate neutral by 2050** so biofuels will become much more common.

HOW ARE BIOFUELS MADE?

Biofuels can be produced in a variety of ways. The underlying idea is to convert something found in nature into an easily burnable substance that can be used by engines in machines such as cars, planes, ships and trains. BL2F will use a product called **"Black Liquor"** to make biofuels.

Black liquor is a side-product of the chemical pulping industry which uses trees to make different products. A process called **"Hydrothermal Liquefaction (HTL)"** will turn this thick black liquor into the starting substance to produce a high-quality fuel to be used in the aviation and shipping industries.





HOW CAN BIOFUELS HELP REDUCE EMISSIONS IN AVIATION AND SHIPPING?

According to the International Air Transport Association (IATA), the numbers of air passengers are expected to grow **100% by 2050**. Therefore, it is extremely important to reduce harmful emissions from aviation and shipping sectors. "Despite improvements in fuel consumption, **emissions from planes in 2050 are expected to be 7 to 10 times higher than 1990 levels, while emissions from ships are projected to increase by 50% to 250%**", the European Environment Agency (EEA) warns. Using clean biofuels, like the one produced by BL2F, can reduce the amount of CO₂ emitted by these sectors.

HOW CAN BL2F HELP?

The European Commission expects decarbonisation in transport to take off by 2030 and BL2F will take measures so that the first commercial plant will be operational before that.

If implemented at a large scale the processes developed by BL2F can potentially **produce 50 billion litres of biofuel by 2050**. The fuel produced will also be ready-to-use by the plane and ship engines, this is called **"drop-in" fuel** so there is no energy wasted in adapting plane and ship engines for this new fuel.




Figure 19: What Are Biofuels? page

3.5.2 What is Black Liquor?

This page gives an overview of the process of transforming Black Liquor to fuel.

WHAT IS BLACK LIQUOR?

“Black Liquor” is a by-product of pulp from mills that make products from trees, such as paper. It is currently used to recover cooking chemicals and produce high-pressure steam used in the pulp and paper-making process. It is composed of different ingredients from these processes such as **lignin, hemicellulose, sodium hydroxide (NaOH) and sodium sulfide (Na₂S).** The lignin compound in black liquor can be used to make biofuel but it can be expensive to produce and so fuel made from it is not very common.

However, and **according to the International Energy Agency (IEA),** the future of using black liquor as fuel is promising and it is seen as **the fifth most important fuel on earth!**





THE BL2F PROCESS

The BL2F project will apply a process called **“Integrated Hydrothermal Liquefaction” (IHTL)** in the production stream. Using this process, there is no need to separate out the lignin which will lower costs and lower emissions. Estimates show that using black liquor could produce **about 11 billion litres of advanced biofuels by 2050**, and so it is aiming to become an important source for biofuels in Europe.

The result from the first step (an intermediate liquid phase) is then taken for further refining in a process called **“Hydrothermal Hydrodeoxygenation” (HDO)** and other feedback processes called **“Aqueous Phase Reforming” (APR)**. These cyclical processes can produce energy for the pulp mill while also creating the fuel intermediate that will be upgraded in oil refineries.

The fuel developed in BL2F is a **drop-in biofuel**, this means that it can be used in the current plane and ship engines with no adjustments required.

FROM PULP MILL TO BIOFUEL: THE BL2F WAY

The BL2F process shows a feedback cycle that makes the entire process emit less carbon than producing fossil fuels. All along the production line, **the BL2F partners will be performing techno-economic and sustainability assessments** so that the end result is a high-quality biofuel that will be an alternative to fossil fuels for aviation and shipping.



Figure 20: What is Black Liquor? page

3.6 News and Updates

This page will provide updates on the news about the latest project activities and results, public deliverables, meetings, and events carried out in the project.

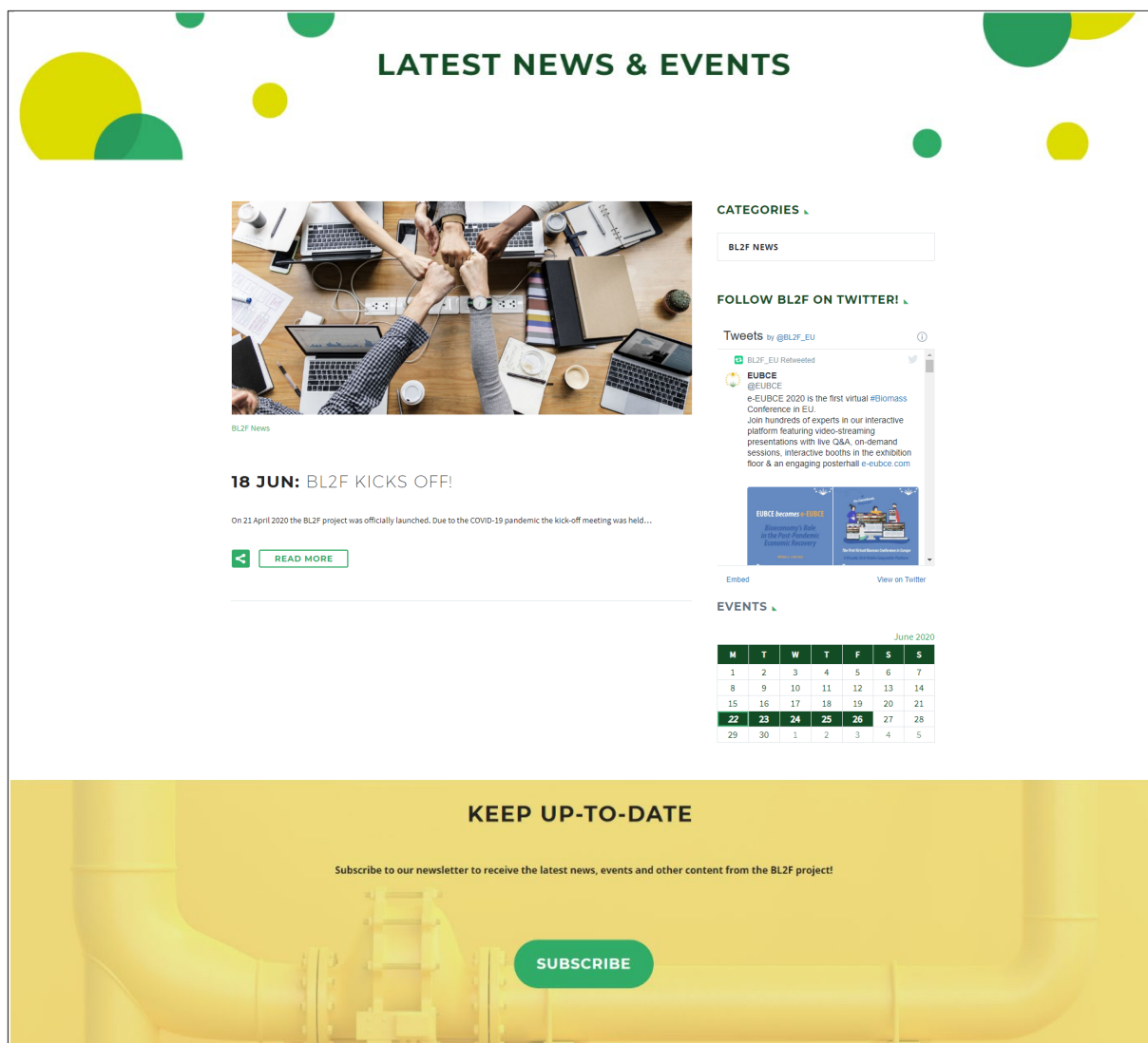


Figure 21: News & Events page

3.7 Events

The Events calendar will show events related to the project and will become especially useful for the workshops and summer schools planned later in the project.

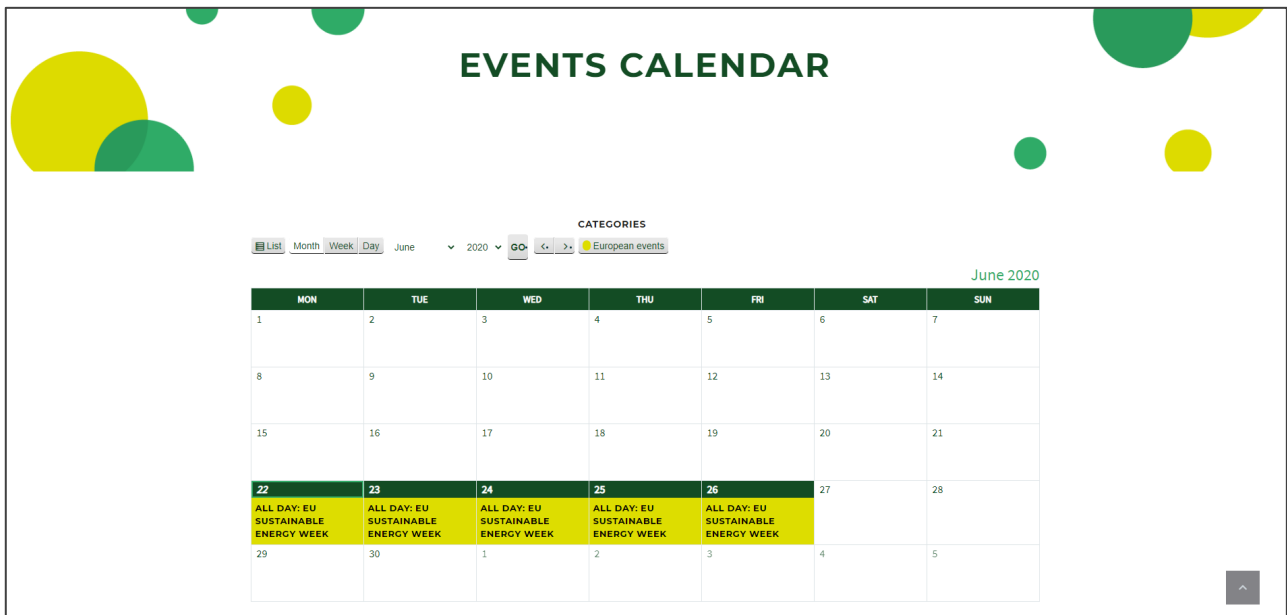


Figure 22: The Events calendar

3.8 Partner Area

Accessible from the header, the 'Partner area' is dedicated to the BL2F partners. This platform allows them to share documents and work in a collaborative way. It provides an online repository for information about the management of the project, contacts, results from the meetings, as well as internal work documents related to the different WPs, that are required to be shared.

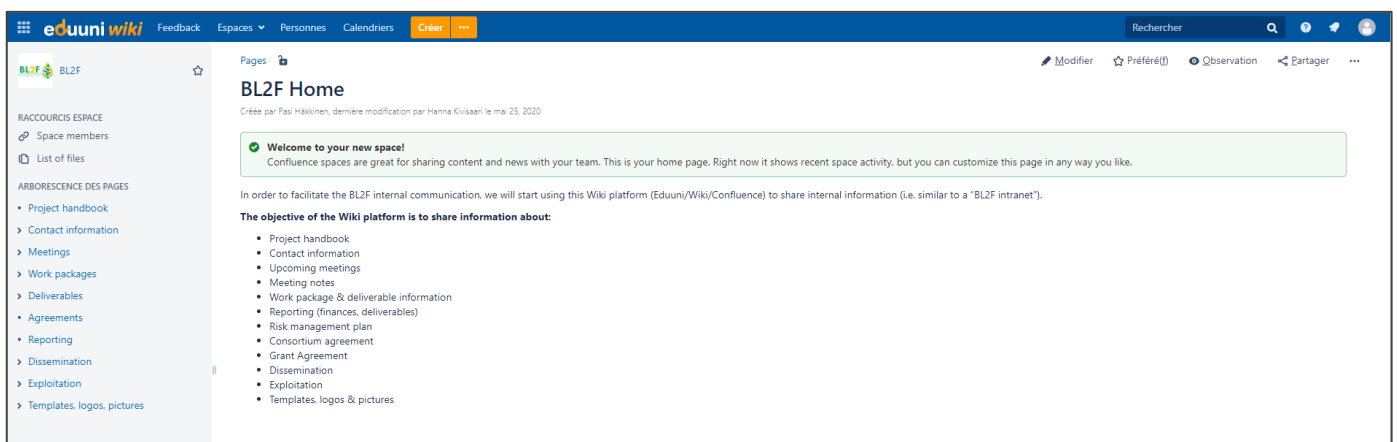


Figure 23: The Partner area on Eduuni.fi

4 Social Media

Social Media provides a tool that can be used to interact with stakeholders and keep them up to date with project news. How the social media accounts will be used will be detailed in the Dissemination and Communication Plan D7.1.

4.1 Twitter

A BL2F Twitter account was created on time for the kick-off meeting of the project, in April 2020 (Task 7.1): **@BL2F_EU**. Twitter is used as one of the main channels to build the project's community online and disseminate the project results. The three main objectives set for Twitter are to:

1. Build a community online in the field of biofuel technologies
2. Inform the community of key events and ways to interact with the project
3. Disseminate key results and latest activities of the project



Figure 24: The BL2F_EU Twitter page

4.2 LinkedIn

LinkedIn is a professional social networking site. A good presence on LinkedIn can boost the reputation of the project as well as serving as a promotional tool. The BL2F LinkedIn account

was created on time for the kick-off meeting of the project, in April 2020 (Task 7.1): **@BL2F_EU**
The three main objectives set for LinkedIn are to:

1. Interact with related initiatives, industrial partners and stakeholders
2. Inform the community of key events and ways to interact with the project
3. Disseminate key results and latest activities of the project



Figure 25: The BL2F_EU LinkedIn page

5 Conclusion

The BL2F visual identity (logo, templates...) have been prepared during the first semester of the project, according to specific needs of the project's partners and key events scheduled (kick-off meeting, project meetings, conferences...). Partners are strongly encouraged to have a look at this deliverable when preparing any communication and dissemination material to promote BL2F and its results, and/or present the project at conferences, events, workshops, meetings with stakeholders... The main guidelines of this document will also be included in a short handbook produced by LGI.

The BL2F website has been prepared during the first stage of the project, and was launched in M3 (June 2020), according to specific needs and aims to maximise the impact of the project. Coupled with Twitter and LinkedIn, it aims to boost the awareness on the results and milestones to be accomplished during the project, to disseminate the key messages to the target audiences, to inform on events, publications or activities of interest for the BL2F community (project's deliverables, reports...), and to foster participation and engagement among the consortium members. The BL2F website and the project's Twitter and LinkedIn accounts will be regularly updated and tracked, remaining flexible tools to build a project's community online and to give the largest possible visibility to the project. The strategy for social media and the general dissemination and communication plan will be detailed in D7.1: Dissemination and Communication Plan.