

This document is currently under revision by the European Commission (EC) and has not yet been validated or approved by the EC. The content provided herein is subject to change, and the information presented may not represent the final position or official stance of the EC.

This document is being shared for informational purposes only and is not to be considered an official or authoritative source of information from the European Commission. Any decisions, actions, or interpretations based on the content of this document should be taken with caution, as the content may be subject to modification or revision by the EC.

The EC accepts no liability for any inaccuracies, errors, or omissions in this document, and any reliance on its content is at the user's own risk. It is recommended to verify the information provided in this document with official EC publications or communications before making any decisions or drawing any conclusions based on its content.

Please note that the content in this document may be confidential or sensitive in nature and should be treated as such. Unauthorized dissemination, distribution, or use of this document is strictly prohibited.

By accessing and reviewing this document, you acknowledge and accept the terms of this disclaimer.



Transforming Black Liquor to Biofuel

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

D7.6 - Report on public engagement activities

WP7 - Task 7.3

27.3.2024 [M48]

Lead Beneficiary: LGI

Author(s): Sarah Naffi Johansson (LGI),



@BL2F_EU



www.bl2f.eu



BL2F_EU





Disclaimer

The content of this deliverable reflects only the author's view. The European Commission is not responsible for any use that may be made of the information it contains.

under revision by the European Commission



Document Information

| | |
|--------------------------------|--|
| Grant agreement | 884111 |
| Project title | Black Liquor to Fuel by Efficient Hydrothermal Application integrated to Pulp Mill |
| Project acronym | BL2F |
| Project coordinator | Prof. Dr Tero Joronen |
| Project duration | 1 st April 2020 – 31 st March 2024 (48 Months) |
| Related work package | WP 7 - Dissemination and Communication |
| Related task(s) | Task 7.3 – Raising Awareness Action |
| Lead organisation | LGI |
| Contributing partner(s) | All partners |
| Due date | 31 st March 2024 |
| Submission date | 27 th March 2024 |
| Dissemination level | Public |

History

| Date | Version | Submitted by | Reviewed by | Comments |
|----------|---------|-----------------------|-------------|----------|
| 22/03/24 | N°1 | Sarah Naffi Johansson | | |
| | | | | |
| | | | | |



Table of contents

| | |
|---|----|
| Executive Summary..... | 6 |
| Keywords..... | 6 |
| 1. Introduction..... | 7 |
| 1.1 Communication and Dissemination Objectives..... | 7 |
| 1.2 BL2F targeted description..... | 8 |
| 2. Raising Awareness Task..... | 9 |
| 2.1 Raising awareness activities..... | 10 |
| 3. Communication Materials..... | 11 |
| Conclusion..... | 15 |

List of figures

| | |
|---|----|
| Figure 1: A section on the website explaining biofuels..... | 10 |
| Figure 2: The BL2F project flyer..... | 11 |
| Figure 3: The BL2F roll-up..... | 12 |
| Figure 4: The BL2F project video..... | 12 |
| Figure 5: The BL2F puzzle..... | 13 |
| Figure 6: The save the date visual for the mid-term workshop..... | 13 |
| Figure 7: The BL2F Trello kit..... | 14 |

under revision by the European Commission



Abbreviations and acronyms

| Acronym | Description |
|---------|--------------------------------------|
| WP | Work Package |
| DCP | Dissemination and Communication Plan |
| RMT | Report on the Mid-Term workshop |
| BL | Black Liquor |
| BL2F | Black Liquor to Fuel |
| GHG | Greenhouse Gas |
| HTL | Hydrothermal Liquefaction |
| iHTL | Integrated Hydrothermal liquefaction |

under revision by the European Commission



Executive Summary

The report on the public engagement activities presents the results of the first stakeholder workshop organised in M24 of the project (March 2022) Additionally, the report describes the communication materials that were produced for the workshop, and the activities that were carried out in task 7.3, "Raising Awareness action".

Keywords

Dissemination, communications, public engagement, awareness, stakeholder engagement, visual identity, event, workshop, Black liquor, biofuel, aviation, shipping, social media, video.

under revision by the European Commission



1. Introduction

1.1 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 (DCP) 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

Under revision by the European Commission



1.2 BL2F targeted description

General descriptions of the project have been drafted to ensure cohesive communications by the partners when promoting BL2F externally and are tailored to the different target audiences.

In line with the raising awareness activities, a general project description for the specific target groups particularly relevant for this task was written.

Policy makers/General Public/Media:

Aviation and shipping sectors are two areas of transport that are expected to grow at an incredibly fast rate, and so will their greenhouse gas emissions. To tackle this challenge the BL2F project (Black Liquor to Fuel) will create a new, clean fuel to be used as an alternative to current fossil fuels.

BL2F is a 4-year Horizon 2020 project that will take a side-product of the pulp-and-paper industry, called Black Liquor, and create an end-to-end chain to produce a biofuel ready to be used in plane and ship engines. The process begins at the pulp mill, through the fuel refining stage and eventually fuel upgrading with all the production steps optimised to be low-cost and low emission. Led by Tampere University, the consortium consists of a mix of 12 partners which all bring in different resources and expertise to help ensure the project's success.

Employing the BL2F process can reduce waste, cost, greenhouse gas emissions, and contribute to a circular economy. Large-scale use of the processes and fuel developed by the project can be an important asset in the fight against climate change.

under revision by the European Commission

2. Raising Awareness Task

At a crucial point in the intersection of sustainability and the potential role that clean biofuels can play in tackling climate change, it is more important than ever to communicate and engage with the public to educate and increase the understanding of what the BL2F project aims to achieve.

BL2F set three ambitious project goals:

- To create a high-quality drop-in biofuel
- To decrease carbon emissions from aviation and shipping
- To decrease the use of fossil fuels

In line with that, a separate task has been dedicated within the dissemination and communication activities to raise awareness about BL2F, aimed at a less technical audience such as policymakers, NGOs or the public. This has been a key part of the BL2F project to ensure that the project informs and creates a sustainable impact, well beyond its end.

Three key areas were chosen to elaborate on and to create a series of communication materials:

- **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) has been dedicated to providing answers to these questions.

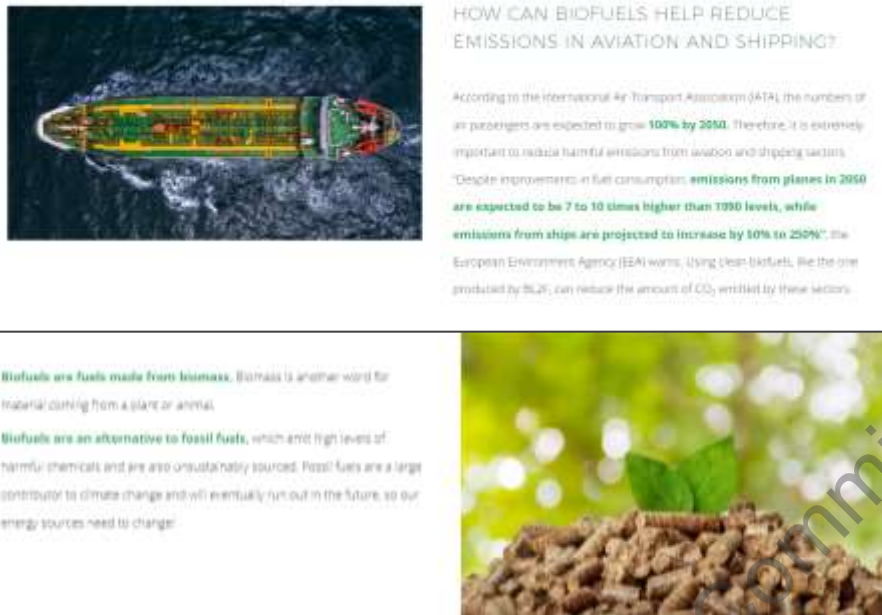


Figure 1: A section on the website explaining biofuels

2.1 Raising awareness activities

During these past four years, BL2F has created and run several awareness-raising campaigns (e.g., the BL2F puzzle), with the aim to answer the key questions about the BL2F project (see page 10), as one way to communicate about the project to a non-technical audience. These campaigns have been created, implemented, and disseminated via BL2F's online channels, for example the website, LinkedIn, and Twitter, as well as sharing updates in the annual newsletter.

In addition to that, a BL2F video was produced in June 2022 with the aim of learning more about the project and its process, while also educating and engaging with the public in an easy and accessible way.

Part of the overall BL2F dissemination and communication strategy was the organisation and delivery of a mid-term workshop, a Summer School and a final BL2F workshop. Although these three key activities all had different target groups identified compared to that of the raising awareness task - it is still relevant to mention in this report, as there have been some overlaps in communication content creation, activities and reach.

3. Communication Materials

To create a lasting impact while raising awareness about the core issues and challenges that the BL2F project was working on, a selection of communication materials was created informing a non-expert audience about the ongoing developments.

A project flyer was designed to be distributed at workshops and events organized by BL2F, as well as to share at external events and meetings. A clear and sleek design of the BL2F process was illustrated to best showcase the key concept of the project.



Figure 2: The BL2F project flyer

A project roll-up was created to be displayed at workshops and events organized by BL2F, as well as at external and public conferences, illustrating the core concepts of the consortium, in an easy-to-understand way.



Figure 3: The BL2F roll-up

In June 2022, a [project video](#) was produced to explain and inform about the BL2F project and its ambitions. The video particularly highlighted how BL2F worked on reducing harmful gas emissions in the aviation and shipping sectors by developing a high-quality, drop-in biofuel from black liquor.



Figure 4: The BL2F project video

As a way to learn more about all the different pieces that make up the BL2F project and what goes where, [the BL2F puzzle](#) was created and turned into an interactive raising awareness campaign showcasing the project as a whole. The campaign included the sharing of one piece of the puzzle during a set time period to build engagement and create a buzz around BL2F.



Figure 5: The BL2F puzzle

BL2F delivered on two project workshops during the lifespan of the project, the mid-term workshop in March 2022, and the final BL2F workshop in March 2024. For both events, the communication materials were updated and adapted according to each workshop.



Figure 6: The save the date visual for the mid-term workshop

For the final BL2F workshop, a special TRELLO [communications kit](#) was developed to facilitate the involvement of the project partners in the dissemination and raising awareness activities of the project's final event.

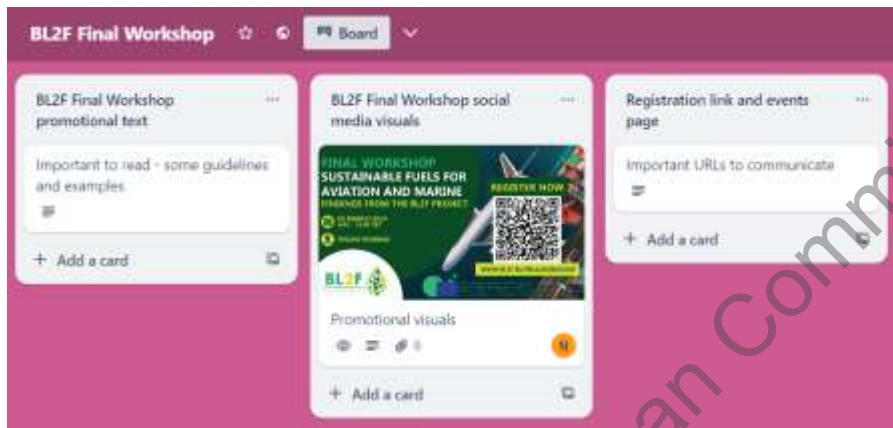


Figure 7: The BL2F Trello kit

under revision by the European Commission

Conclusion

Since the launch of BL2F in 2020, the strategic communications of the project have gone beyond the remit of communication and dissemination, as it was decided early on to focus on raising awareness as a separate task. And especially so when engaging and connecting with the interested and general public.

It was viewed as important to BL2F to reach farther than to those whom the technical expertise, hence a selection of user-friendly and accessible communication materials was created and shared during different project phases.

As the project has come to an end, with its final workshop held in March 2024, the outcomes of BL2F and the dedicated work done by all the partners has contributed to people learning more about the advancements in the research and production of clean biofuels.

under revision by the European Commission