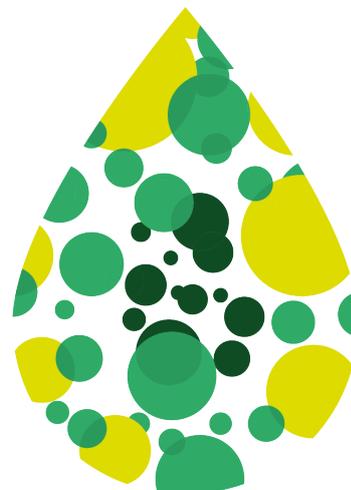


BL2F

Transforming Black Liquor to Biofuel



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

D7.1 - Dissemination & Communication Plan

WP7 - Task 7.1

July 2020 [M4]

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Table of contents

Abbreviations and Acronyms

Executive Summary.....	7
Keywords	7
1 Introduction	8
1.1 Project Objectives	8
1.2 Communication and Dissemination Objectives.....	9
1.3 Role of the BL2F Partners	9
1.3.1 BL2F descriptions	10
1.3.2 Target audiences.....	11
1.3.3 Promotional Materials:.....	13
2 Content and channels	13
2.1 Project website.....	13
2.2 Social media: Twitter and LinkedIn.....	14
2.2.1 Twitter.....	14
2.2.2 LinkedIn	16
2.3 Newsletters.....	17
2.4 Press releases.....	18
2.5 European dissemination channels.....	18
2.6 Videos.....	18
2.7 Raising Awareness Task	19
2.8 Engaging visuals.....	20
2.9 Event and Publication Management Plan.....	20
2.10 Events.....	21
2.10.1 External Events	21
2.10.2 Workshops.....	21
2.10.3 Summer School.....	21
2.11 Scientific publications.....	22
2.12 Collaboration with other European projects and initiatives	23
3 Key Performance Indicators (KPIs).....	24
4 Conclusion.....	25
Annex I.....	26
Annex II.....	27
Annex III	28



List of figures

Figure 1: The BL2F concept as a whole	8
Figure 2: WP7 Overview	10
Figure 3: Interaction with another EU project on biofuels.....	15
Figure 4: A Twitter thread succinctly presenting the BL2F project	15
Figure 5: The newsletter pop-up box.....	18
Figure 6: A section on the website explaining biofuels.....	19
Figure 7: Social media visual introducing BL2F.....	20
Figure 8: Where to find the Event and Scientific Publication monitoring tables	20

List of tables

Table 1: Stakeholders and their related communication/dissemination objectives and benefits	13
Table 2: Hashtags targeted by the BL2F Twitter and LinkedIn accounts.....	16
Table 3: List of EU dissemination channels.....	18
Table 4: List of journals and magazines targeted for scientific dissemination.....	22
Table 5: List of EU projects and initiatives that BL2F will engage with.....	23
Table 6: WP7 KPIs	25



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. It will include descriptions of the communication objectives and expected results (number of likes, views, etc.), target audiences, overall strategy to follow, key messages, channels and tools to be used... This will be a living document and will be updated accordingly.

In addition, this document aims at providing guidelines to the BL2F partners related to their dissemination and communication activities. As stated in this document, the DCP is an initial version and will be updated and improved based on the monitoring results collected to reach the objectives and actions that have been set. A handbook will be created to serve as an easy, quick guide for partners to help them organise their communication actions, such as the steps to prepare an event related to BL2F, how to communicate about the project, tips for using social media including how to tweet about the project, how to get news out, how to use the project's logo, etc.).

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

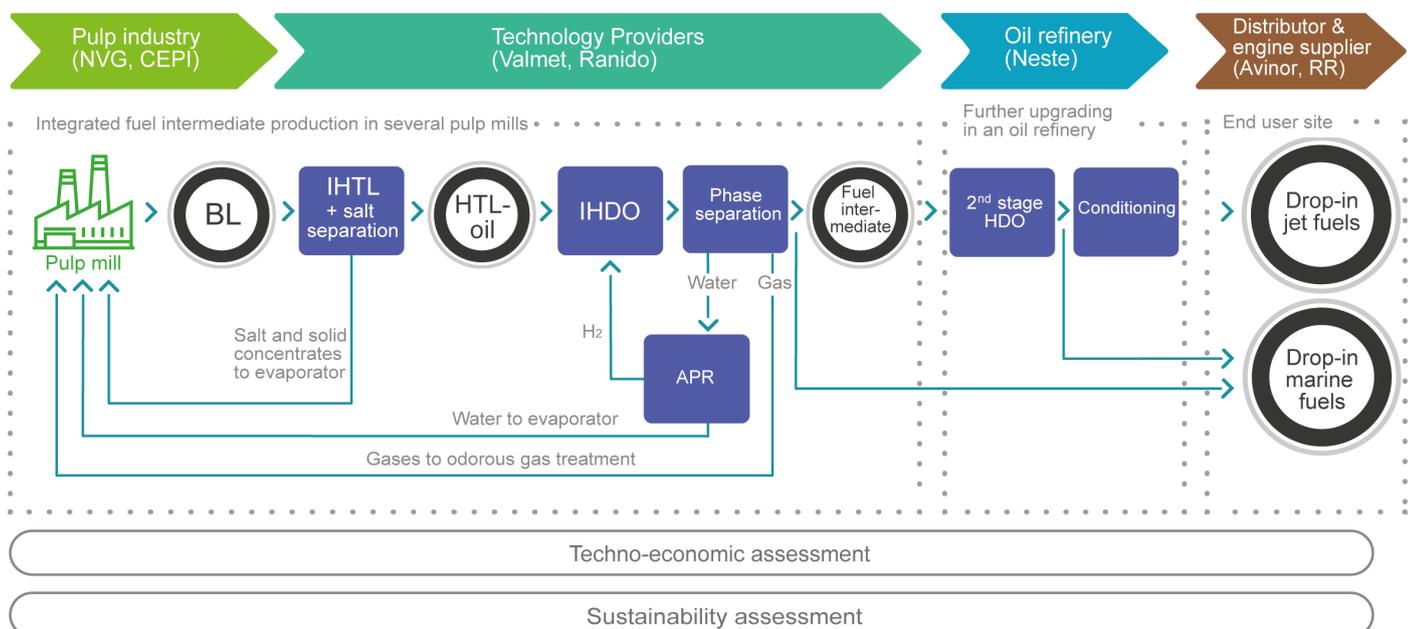


Figure 1: The BL2F concept as a whole



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 (see table 5)
- 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.

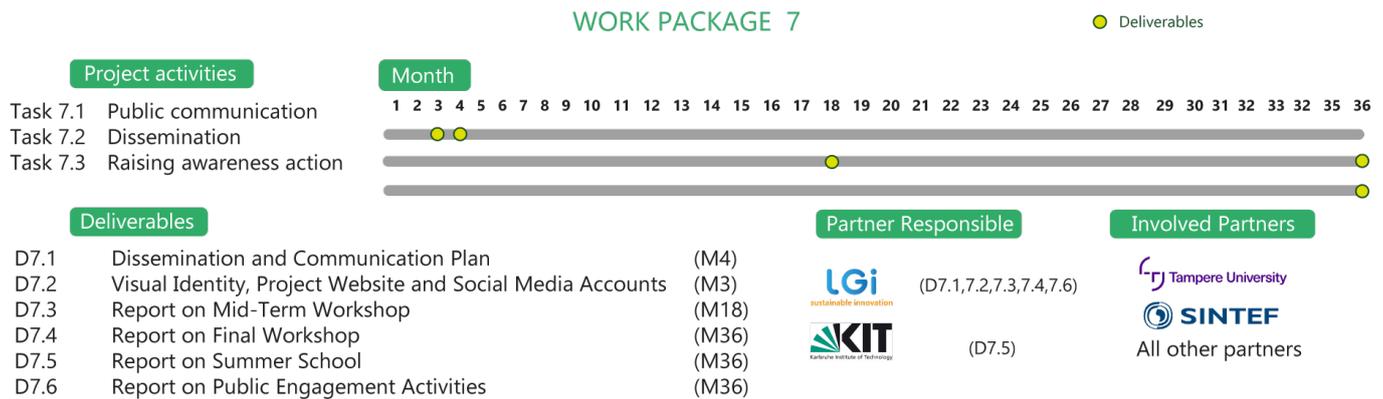


Figure 2: WP7 Overview

1.3.1 BL2F descriptions

General descriptions (or pitches) 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:

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 3-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.

Biofuels Community, Industry (related to pulp, paper and oil) and Industry Associations:

BL2F (Black Liquor to Fuel) is a 3-year Horizon 2020 project that will more efficiently use the Black Liquor produced by pulp-and-paper mills to create an end-to-end production chain, producing a biofuel ready to be used in plane and ship engines. The process, which is first-of-its-kind, begins at the pulp mill where the Hydrothermal

Liquefaction step has integrated salt separation, reducing the amount of greenhouse gas emissions during the process. The result is then taken for further refining through Hydrothermal Hydrodeoxygenation and other feedback processes such as Aqueous Phase Reforming. These cyclical processes can produce energy for the pulp mill while also creating the fuel intermediate that will be upgraded in oil refineries, ensuring that the entire chain is low-emission and will contribute to a circular economy, which benefits each member of the chain.

Aviation and Shipping sectors:

Aviation and shipping 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 BL2F (Black Liquor to Fuel) will create a new, clean fuel to be used as an alternative to the current fossil fuel used by planes and ships. BL2F will take a side-product of the pulp-and-paper industry, called Black Liquor, and create an end-to-end production chain to produce a drop-in biofuel ready to be used in plane and ship engines. The process will be low-emission and low-cost, resulting in monetary savings for aviation and shipping industries while also helping save the planet.

Science and Research:

In order to fight against climate change, we must look to alternatives to the fossil fuels currently used which are releasing large amounts of greenhouse gases. BL2F (Black Liquor to Fuel) is one such project tackling this, taking a side-product of the pulp-and-paper industry, called Black Liquor, and transforming it into biofuel using novel processes. BL2F will develop these processes (Hydrothermal Liquefaction, Hydrothermal Hydrodeoxygenation and other feedback processes such as Aqueous Phase Reforming) and components (innovative catalysts and corrosion-resistant construction materials) using rigorous scientific testing and techno-economic assessments. The project aims to ensure that the entire chain is low-emission and will ultimately create a new, clean biofuel for aviation and shipping.

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 below:



Stakeholders	Subgroups	Anticipated benefits
Industry	<ul style="list-style-type: none"> • Oil refiners, • Forest industry, • Process suppliers, • Logistics, • Aircraft manufactures, • Shipbuilders, • Engine manufacturers 	<ul style="list-style-type: none"> • Showcase a novel cost-effective process for next generation biofuel production • Provide open access to ground-breaking results and publications
Industry associations	<ul style="list-style-type: none"> • European biomass association, • European Association of Internal Combustion Engine Manufacturers, • General Aviation Manufacturers Association, European waste-to-advanced biofuels association, • The Confederation of European Paper Industries, • General Aviation Manufacturers Association, • EU refining forum 	<ul style="list-style-type: none"> • Demonstrate industry-driven actions to enable the increase of advanced biofuel production in Europe to reach GHG reductions
Science & research	<ul style="list-style-type: none"> • Researchers in the fields of bioresources, and biofuels. • Energy, chemical and process engineering • Summer School participants 	<ul style="list-style-type: none"> • Provide open access to ground-breaking results and publications • Training and knowledge on biomass conversion processes, upgrading and analysis.
Public sector	Public transport, air force, navy	<ul style="list-style-type: none"> • Inform on alternative biofuels to reduce fleets' GHG emissions
Rural areas	Forest owners, forestry companies, transport	<ul style="list-style-type: none"> • Increased volume in business, local welfare enhancement
General public	<ul style="list-style-type: none"> • Environmental NGOs, • Airline and ship (e.g. cruises) passengers 	<ul style="list-style-type: none"> • Raise awareness about non-food based biogasoline and biodiesel made in Europe

Politicians, Decision-makers	<ul style="list-style-type: none"> • EU European Commission DG MOVE and DG CLIMATE, especially the Expert Group on alternative transport fuels (Sustainable Transport Forum), • The International Marine Organisation (IMO) and the International Civil Aviation Organization (ICAO) • National government 	<ul style="list-style-type: none"> • Provide knowledge on potential biofuel production capacity and options for blending. • Energy security, Increased EU competitiveness
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Table 1: Stakeholders and their related communication/dissemination objectives and benefits

1.3.3 Promotional Materials:

Flyer: a flyer will be designed to be distributed at workshops and events organised by BL2F, as well as in external events. It will include the main message, keywords, consortium members, and the results of the project.

Roll-up: a roll-up will be designed to be displayed at workshops and events organised by BL2F, as well as in external events. It will include the visual identity, messages and contact details of the project.

2 Content and channels

The BL2F partners will be sent a **monthly email** reminding all partners 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 will be 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.



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.

Main targets

The following targets have been initially identified to follow, retweet, and mention in order of importance:

1. other related EU projects in biofuels, biomass and waste-derived materials and transportation sectors
2. EU institutions, associations, clusters and networks in the above sectors
3. general public/citizens
4. influencers in biofuels, climate change and aviation/shipping sectors
5. pulp and paper mills
6. aviation and shipping industries
7. public transport operators
8. European and national policymakers in the field of renewable energy, transportation and circular economy

Main actions

The BL2F Twitter account is managed on a daily basis, and targets:

- one tweet/retweet a day on content published on the BL2F website or related stories with appropriate or trending hashtag(s), including the link to the tweeted content.
- follow and engage communication with users who tweet specific words that relate to BL2F activities.



Figure 3: Interaction with another EU project on biofuels

- reply to users who tweeted or mentioned @BL2F_EU
- track specific words, mentions and trending hashtags to be responsive, efficient, and pro-active on the channel. Make sure that the most recent best practices for Twitter are implemented.



Figure 4: A Twitter thread succinctly presenting the BL2F project



Hashtags

A first list of hashtags related to the BL2F project has been established, and will be used to increase the project visibility on Twitter and LinkedIn:

Specific to the project	Sustainable Energy	General topics
#biofuels	#alternativefuels	#aviation
#biomass	#greenfuel	#shipping
#BlackLiquor	#renewableenergy	#climatechange
	#emissionfree	#H2020
		#researchimpact
		#ClimateNeutralEU
		#EU
		#Innovation

Table 2: Hashtags targeted by the BL2F Twitter and LinkedIn accounts

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.

Main targets

The following targets have been initially identified to share and mention in order of importance:

1. other related EU projects in biofuels, biomass and waste-derived materials and transportation sectors
2. EU institutions, associations, clusters and networks
3. pulp and paper mills
4. aviation and shipping industries
5. public transport operators
6. European and national policymakers in the field of renewable energy, transportation and circular economy
7. influencers in biofuels, climate change and aviation/shipping sectors
8. general public/citizens

LinkedIn serves as a channel for the mass distribution of news published on the website, advertise events that will be attended by BL2F partners, and promote the engaging content generated by the project. The partners involved in the communication activities will closely monitor related content, generated by other social media accounts, to share it and help to disseminate it.

Main actions

The BL2F LinkedIn page is managed on a daily basis, and targets:

- sharing published content as frequently as possible from the BL2F website, or relevant content from another source, on the BL2F Twitter account or on appropriate LinkedIn groups.
- managing the followers' community and replying to messages and comments.
- looking for LinkedIn groups to engage dialogue with experts and professionals of the biofuel, aviation and shipping sectors, as well as building a strong community in the field of alternative fuels.

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.

To create and develop interest for this newsletter, partners are encouraged to share all relevant information related to the project. The newsletter will contain different sections:

- a section written by one key stakeholder, the coordinator for example, recapping the highlight projects results and news over the year
- a "featured" section presenting the main news or upcoming event linked to an article published on the website
- an "calendar" section announcing upcoming events identified as relevant for the project members
- a "news" section sharing the last articles published on the website
- a last section named "news for partners" grouping all relevant information shared by the partners

To create engagement among the consortium members, the newsletter will contain a specific mention at its end, asking readers to contribute by sharing information.

The results and statistics will be drawn for each newsletter. Conclusions and possible areas of improvement will be also indicated, with the aim to help optimise future mailings. A subscription pop-up box was embedded into the public website, complying with the European GDPR regulation and allowing subscribers to opt in to receive the latest achievements and results generated by the project.

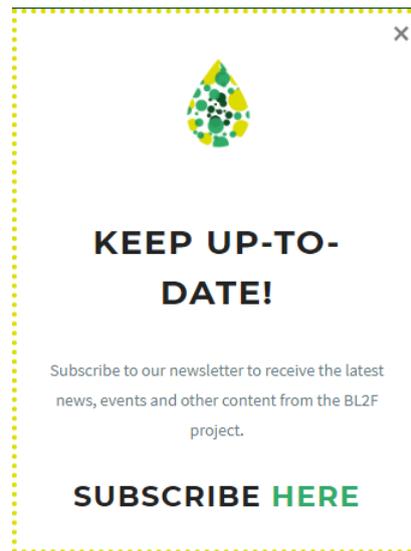


Figure 5: The newsletter pop-up box

2.4 Press releases

When a result, event or other activity in the project could attract media attention, a press release will be written and distributed on the project website, promoted through social media and potential media contacts will be reached out to in order to promote the content as widely as possible to an interested audience. Press releases will be used to announce forthcoming events (e.g. seminars or conferences).

2.5 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 3: List of EU dissemination channels

2.6 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. This will play an important part in the Raising Awareness action (Task 7.3), aiming to help answer some of the questions posed in section 2.1 of this document.

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).

2.7 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.

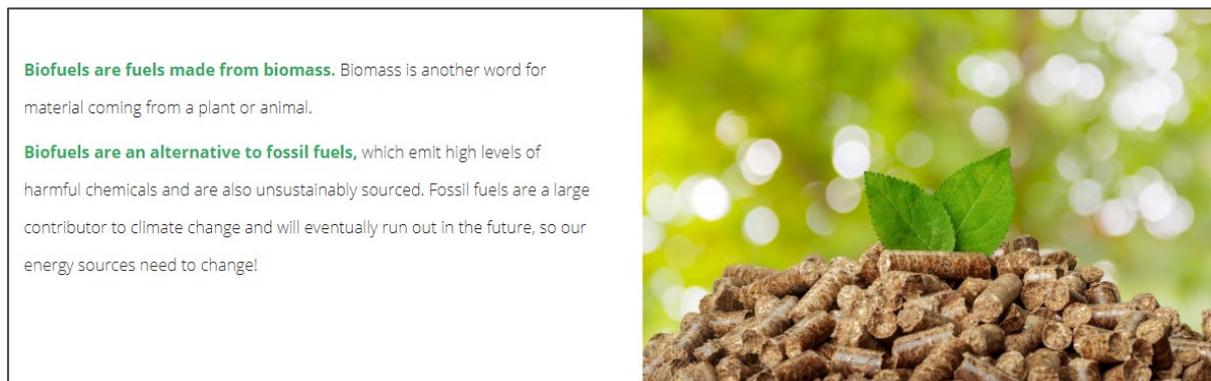


Figure 6: A section on the website explaining biofuels

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. These will be mainly implemented through social media and web articles, featuring short interviews with the relevant partners (one from the pulp mill step, one from the oil refining step, one from the sustainability assessment, etc.) who will explain their step of the project in layman’s terms. This will provide engaging content and put a face to the project.

Videos for the project will be created with the aim of educating and engaging both non-expert and expert audiences (section 2.7).

2.8 Engaging visuals

A series of infographics will be produced to present the project and its processes in a more accessible way. The goals of these infographics will be to raise awareness and peak interest in biofuels and the BL2F project in a visually pleasing and shareable format. Graphics for social media will make for more appealing posts and get the message across to a wider audience faster and easier than text alone.



Figure 7: Social media visual introducing BL2F

These visuals will follow the Visual Identity presented in D7.2 so will be easily identifiable as belonging to BL2F.

2.9 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 8: 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).

2.10 Events

2.10.1 External Events

Partners will be encouraged to represent BL2F at events in Europe and abroad. Events relating to the sectors of:

- Biofuels
- Pulp and paper industries
- Air and sea transport
- Climate change and renewable fuels

will be targeted and the partners will promote BL2F and engage with related initiatives and organisations to help the project meet its goals. Some events that are interesting to the BL2F project are available in Annex III.

2.10.2 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. The partners will aim to organise one of the workshops together with a similar initiative or European project to maximise its impact and increase the project's visibility and reach. The mid-term workshop, planned in 2021, is envisioned to be a second iteration of the Expert workshop on HTL: <http://www.besustainablemagazine.com/cms2/expert-workshop-potential-of-hydrothermal-liquefaction-htl-routes-for-biofuel-production/>.

2.10.3 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.

2.11 Scientific publications

A number of scientific publications (Task 7.2) will be prepared with the lead of the academic partners of the consortium. They will be primarily presented in some of the conferences that are mentioned in the BL2F Events section. Their content will mention the main findings of the project's public deliverables. A distinction between exploitable results and results to be disseminated is available on slide 13 of the IPR webinar held by LGI (Annex II).

BL2F will follow the open access policy of Horizon 2020 by providing online access to scientific information that is free of charge to the end-user and that is reusable, such as the TAU's repository or on Zenodo. In the context of this project, scientific information refers to **peer-reviewed scientific research articles (published in scholarly journals), articles, conference papers and research data**. As such, the project will combine different measures to foster open access to knowledge as much as possible for non-confidential data and project results.

Project partners will be encouraged to regularly send the WP7 leader information about their scientific publications. Summaries of these scientific publications will be disseminated on the project website, through the newsletter and social media tools. Partners will also identify the most relevant events to disseminate these results. This action is therefore closely linked to the Events section.

Journals and Magazines	Impact Factor
Energy & Environmental Science	33.25
Renewable and Sustainable Energy Reviews	7.40
Applied Energy	5.94
Energy Conversion and Management	5.22
Fuel Processing Technology	4.50
Bioresource Technology	4.35
Chemical Engineering Journal	3.89
Industrial & Engineering Chemistry Research	3.71
Biomass & Bioenergy	2.61
Biomass Conversion and Biorefinery	2.33
Biofuels, Bioproducts and Biorefining	2.18
Biofuels International magazine	2.18
Mitigation and Adaptation Strategies for Global Change	1.97
Energy & Fuels	1.78

Table 4: List of journals and magazines targeted for scientific dissemination

2.12 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.

EU projects/Initiatives			
European Biomass Industry Association (EUBIA)			
European Technology and Innovation Platform Bioenergy (ETIP Bioenergy)			
World Bioenergy Association			
Bioenergy Europe (formerly AEBIOM)			
European Energy Research Alliance (EERA)			
Sustainable Aviation Fuel Users Group (SAFUG)			
International Air Transport Association (IATA)			
European Alternative Fuels Observatory (EAFO)			
Projects involving BL2F partners:			
• Pulp and Fuel	• COMSYN	• AQUACAT	• Bio4A
• WASTE2ROAD	• 4REFINERY	• BRISK2	• Heat-to-Fuel
• HyFlexFuel	• LignoHTL	• NextGenRoadFuels	
• Biomates	• BioNEXT	• FlexJet	

Table 5: List of EU projects and initiatives that BL2F will engage with

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 6: WP7 KPIs

4 Conclusion

The BL2F detailed Dissemination and Communication Plan will be updated regularly. Its content and structure may evolve if necessary. 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. Descriptions of the communication and dissemination actions will also be available in a handbook for partners to refer to over the project's lifetime. Other communication materials (flyer, roll-up...) will be prepared and disseminated regarding the needs of partners and upcoming BL2F key events.

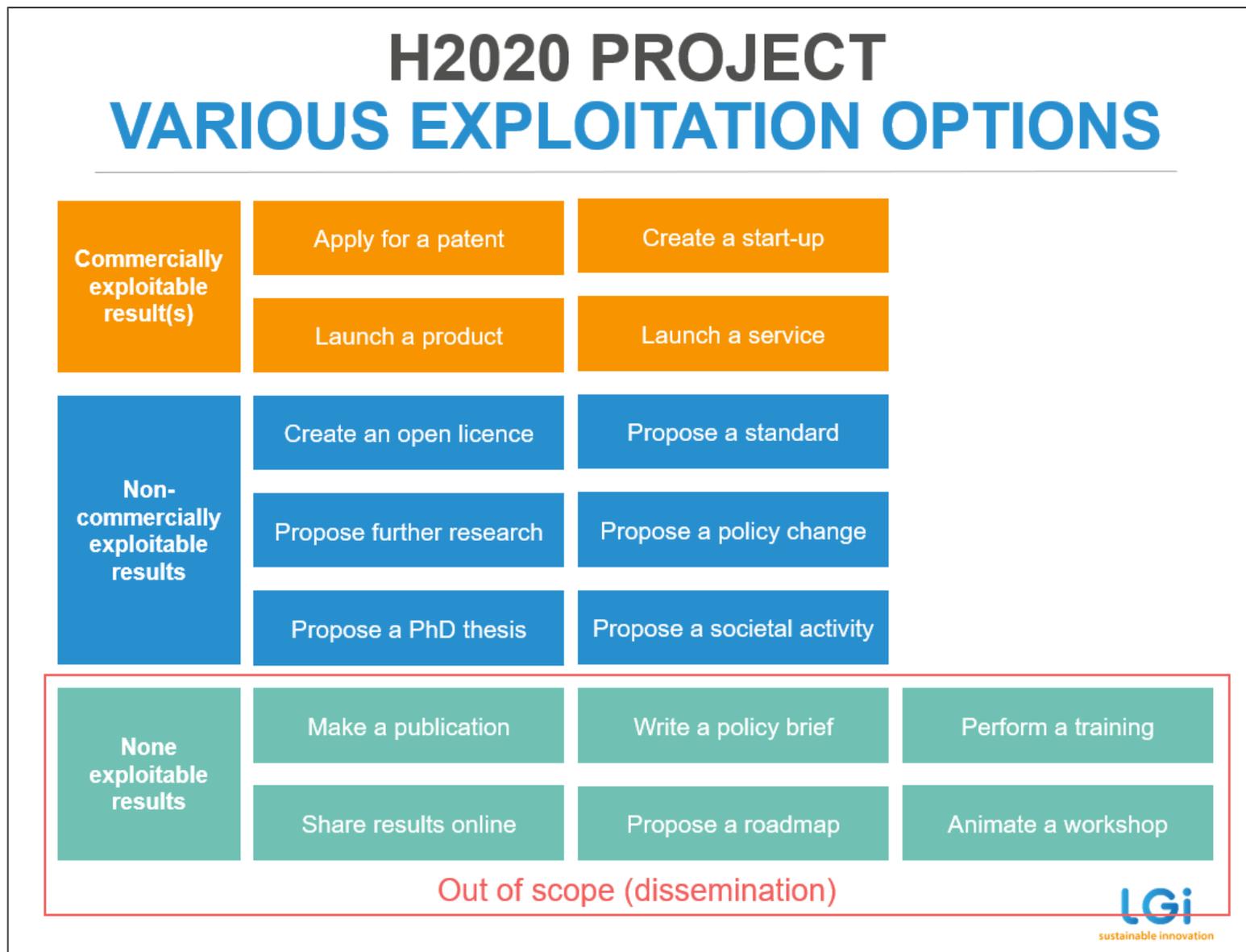
Annex I

Activity/Tool	2020								2021				2022			
	M1	M2	M3	M4	M5	M6	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
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



Annex III



Event	Dates	Location	Description	Website	Speech/Presentation topic at event	Have you promoted it on your social media? (include links if yes)	How many participants?	Any other items of interest?
Example: EU Sustainable Energy Week	22-26 June 2020	Online	The EU Sustainable Energy Week (EUSEW) will take place 22-26 June 2020 under the theme: 'Beyond the crisis: clean energy for green recovery and growth'.	https://www.eusew.eu/	N/A	https://www.linkedin.com/posts/bl2f-eu_eusew-renewableenergy-energyefficiency-activity-6679740981899755520-j54N		Held online this year, started with a European Youth Energy Day
EUBCE	06-09 July 2020	Online	EUBCE is the largest European conference regarding biomass utilization.	https://www.eubce.com/	Oral (PSI): The Behaviour of Black Liquor Salts Under Hydrothermal Conditions and their Continuous Extraction	N/A	1500-2000	Held online this year
Future of Biofuels 2020	22-23 September 2020	Copenhagen	Future of Biofuels 2020 is set to bring industry stakeholders, unique content, workshops and networking. Join us for newly researched agenda, latest market news, excellent keynote speakers & technical insights!	https://fortesmedia.com/future-of-biofuels-2020,4,en,2,1,5.html#details				
World Ethanol and Biofuels Conference	03-05 November 2020	Brussels or Online	Global conference for ethanol and biofuels	https://informaconnect.com/world-ethanol-biofuels/				