CERESiS: ContaminatEd land Remediation through Energy crops for Soil improvement to liquid fuel Strategies

D5.1: Communication and Dissemination Plan (C & D Plan)

H2020-LC-SC3-2018-2019-2020

Contract No: 101006717

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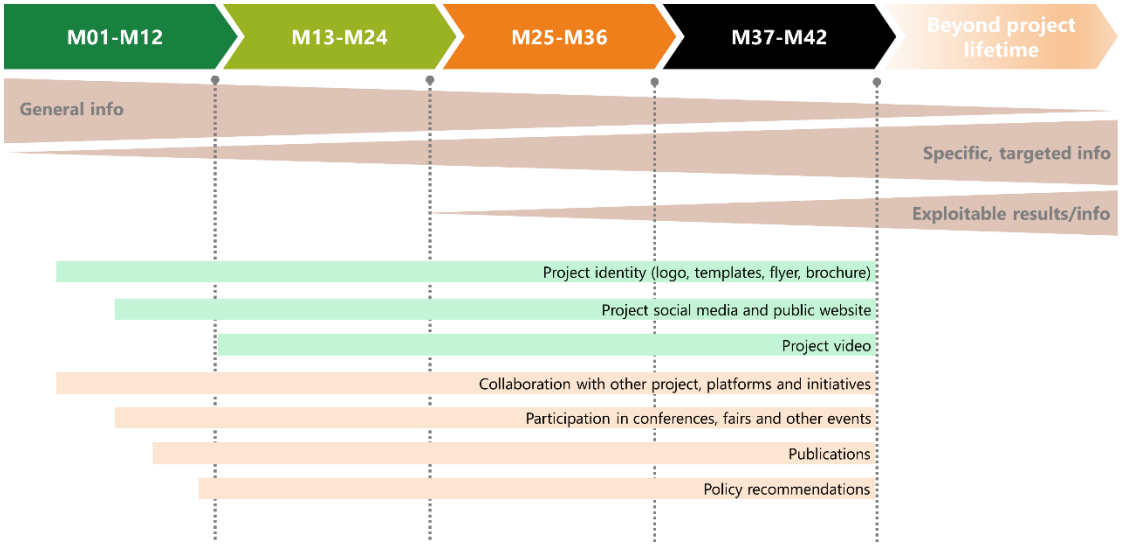
1 EXECUTIVE SUMMARY

Communication and dissemination activities are an integral part of the CERESiS project, as they will ensure the visibility of the project results.

As per the Grant and Consortium Agreements, all partners are required to assume an active role in disseminating their generated results and are also requested to make their own dissemination channels available, in order to reach the European-wide audience.

This Communication and Dissemination plan presents information on target audiences, the messages to be conveyed to them, as well as the identified routes for reaching these audiences.

This document will be updated at M24 and M48. Subsequent versions will provide an overview and evaluate the impact of past activities, adapt the strategy and plan future activities accordingly.



2 INTRODUCTION

This report constitutes the **Deliverable D5.1: Communication and Dissemination Plan (C & D Plan)** of the project "CERESiS: ContaminatEd land Remediation through Energy crops for Soil improvement to liquid fuel Strategies", financed by H2020 (grant agreement No 101006717). The short name of the project is CERESiS, a term that will be used hereinafter in this report.

Exploitation, Dissemination and Communication is addressed in WP5 and includes the development of a Communication and Dissemination Strategy. It is a working document that will be updated continuously until the project completion to keep track of the dissemination actions carried out, to ensure effective communication within the project participants and visibility to the targeted audience, including relevant stakeholders, and the general public to some extent.

The **structure of the present document** is as follows: first, the project background is briefly described, setting the scene for the intended communication activities (Chapter 3). Chapter 4 describes in detail the CERESiS Communication Strategy, providing information about the methodological approach followed, setting the specific goals of the strategy, identifying the targeted audiences, developing the appropriate messages and defining the communication tools which are utilized to convey the messages of the communication campaign. The core of the report lies in Chapter 5, where the detailed Communication Action Plan is presented in a tabular form, providing key information for each Communication Activity. Chapter 6 presents the communication and dissemination procedures, whereas Chapter 7 describes the monitoring of the relevant activities.

3 BACKGROUND & SCOPE

The biomass produced via phytoremediation of contaminated soils is known to be economically valorized in the form of bioenergy (e.g., biofuels) and can contribute to the energy supply and, consequently, play a key role in meeting the targets for use of renewable energy sources (RES). It also represents an important environmental co-benefit, on top of erosion control, improved soil quality and functionality, and preserving wildlife habitat.

CERESiS project will develop, assess and validate integrated biofuel production pathways and ultimately provide a decision support tool to stakeholders and policy makers in order to achieve optimal win-win solutions for site-specific land decontamination through phytoremediation, while simultaneously producing clean liquid biofuels.

It is among the project's concerns to ensure that generated information reaches to industrial, political and social stakeholders in an effective manner, key messages are highlighted, and – in general – that the results are spread.

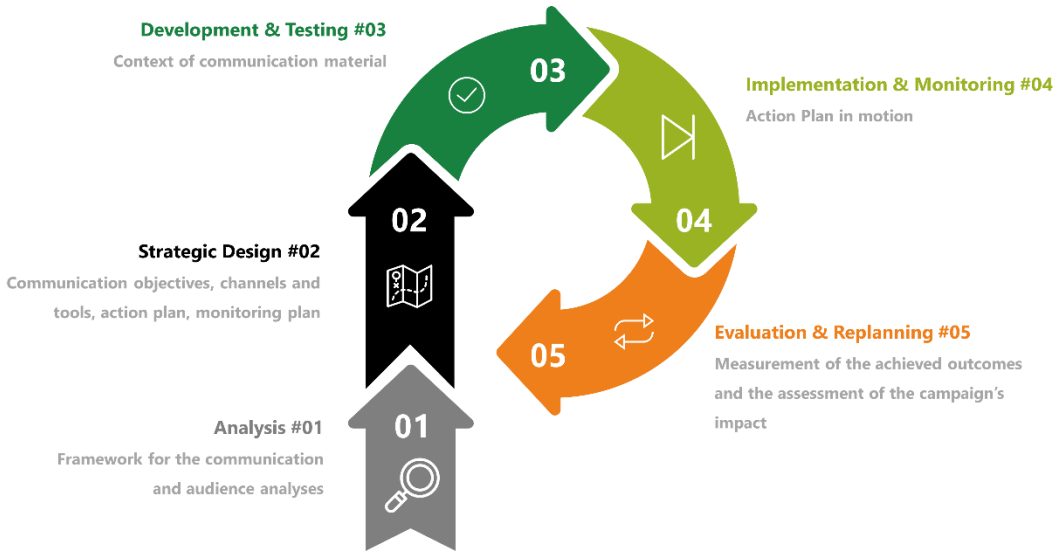
4 COMMUNICATION STRATEGY

4.1 Methodology

A communication and dissemination strategy is the bridge between project developments and activities and the interested stakeholders. The development of a communication strategy includes, *inter alia*, mapping the target groups/stakeholders, developing key messages and identifying communication tools and tactics which work best for the specific audiences.

The methodology adopted for the development of the current strategy heavily relies on the "P PROCESS" approach [1](see also Figure 4-1).

Figure 4-1 P Process Model



Step 1 essentially constitutes a situational analysis, providing the framework for the communication and audience analyses (see section 4.3 of this report). Within the strategic design step, i.e., Step 2, the following activities are undertaken: establishment of communication objectives (see section 4.2 of this report), development of communication strategy approach, determination of communication channels/tools (see section 4.5 of this report), drafting of a communication implementation/action plan (Chapter 5), development of a monitoring plan and evaluation criteria for each considered communication activity. Step 3 involves the development of the context of the communication material and its testing via the engagement of the key stakeholders in the communication process. Activities of Step 2 are analysed later in Chapter 4, including also the design and development of communication material templates (as per Step 3). The

[1] P Process is a tool originally developed by the Johns Hopkins Center for Communication Programs (CCP) in 1982. P Process is a tool for planning strategic, evidence-based, health-centred social and behaviour change communication (SBCC) initiatives.

actual production of the communication material, mobilization of partners to participate and contribute to the communication activities management, monitoring and evaluation, occur within Step 4, and as described in Chapter 5 (Communication Action Plan). The evaluation, i.e., Step 5, consists of the measurement of the achieved outcomes and the assessment of the campaign's impact.

In the frame of the current project, particular attention has been paid to setting of goals and objectives of the communication strategy. The communication objectives are specially focused on:

- Disseminating information and clear messages;
- Creating awareness across the several target groups about developments in the field of biofuels production via remediation;
- Increasing stakeholder participation;
- Increasing quality, transparency, and social accountability in the field.

All communication objectives follow the **"SMART" methodology** in developing objectives:

Finally, it should be noted that the consortium will ensure that all communication processes and material will comply with the EU visibility rules.

4.2 Goals of the Communication Strategy

The ultimate purpose of the communication and dissemination strategy activity of the CERESiS project is to effectively **communicate the results** of the project activities. Increasing awareness, by delivering effective and concise messaging to industrial, political and social stakeholders of the project, will result in boosting its long-term impact. The strategy lays down the framework within which the project can talk about its results and **coordinates the activities of the consortium partners**.

4.2.1 Specific objectives

- **Communicate the results** of the project activities to the decision-making audiences and influence the latter in favour of the accomplishments of the CERESiS;
- Provide **visibility for the Decision Support System (DSS)**, which is the ultimate output of the project;
- **Build awareness** of the **policy framework barriers, potential reforms and measures** required to support the use of energy crops as phytoremediation approaches for the decontamination of contaminated land;
- **Engage the key actors** in the fields of biomass and biofuels as well as provide a means for coordination of their activities via creating and supporting an appropriate communication network;
- **Establish coalitions with other EU platforms and initiatives** that strive to bridge the gap between phytoremediation strategies and clean biofuel production in a sustainable and optimum manner that will overcome the indirect land use change (iLUC) issue for biofuels and restore lands for agricultural uses;
- **Attract interest** in the selected pilot scale trials for clean biofuel production and phytoremediation processes.

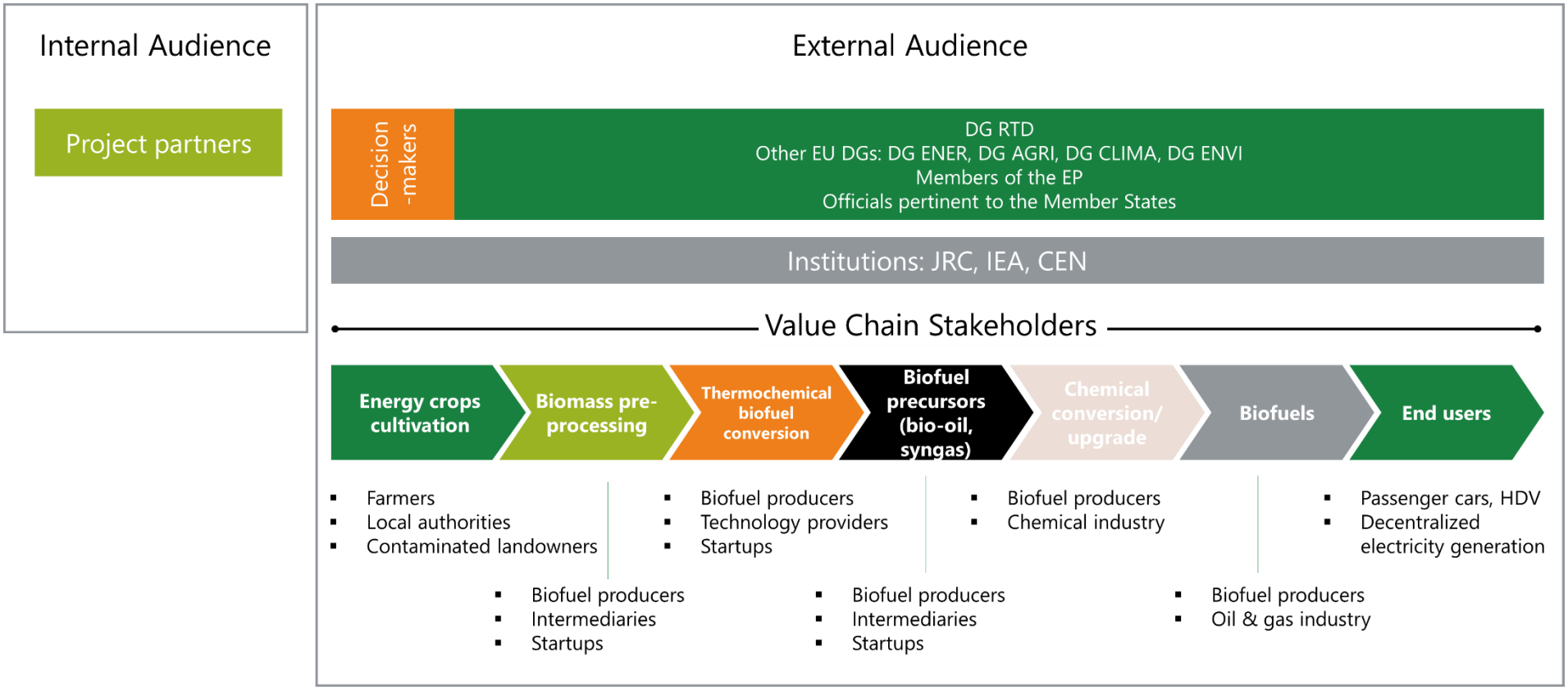
4.3 Stakeholder Identification

For a communication and dissemination strategy to successfully conceive and bring forward the appropriate messages, it is crucial to identify the target groups/audiences related to the exploitation of the DSS. **Stakeholder identification** also assists with the selection of the appropriate messages and of the communication tools to deliver them.

Communication and dissemination activities depend on the recipients, who may be distinguished between internal and external audiences. Particular attention will be given to the specific sub-group of external audiences constituting the decision-making audience.

The respective audiences addressed by the communication and dissemination activities of the CERESiS project are schematically presented in Figure 4-2 and are briefly described below.

Figure 4-2 Internal and external audiences of the project



4.3.1 Internal audience

The internal audience consists of the partners of the project, who actually participate in the projects' activities. The communication addressed to the Internal Audience, targets to:

- Efficiently coordinate all partners and facilitate the activities of the project;
- Ensure a prompt and transparent collaboration among partners;
- Ensure a coherent approach to all communication and dissemination activities of the project.

4.3.2 External audience

The external audience is of paramount importance to the project, and can be classified in two main target groups:

- Decision-making audience
- Other external audience interested in the project outcome.

The external communication serves to:

- Disseminate the outcome of the project and communicate the developments in the relevant policy and market frameworks;
- Facilitate the decision-making process;
- Foster collaboration between the stakeholders.

Decision-making audience

EU Directorate-General

Besides the main beneficiary (DG RTD), there are also other EU institutions related to the concept of CERESiS. These include the DGs for Energy (ENER), Agriculture and Rural Development (AGRI), Climate Action (CLIMA), Environment (ENV) and Mobility and Transport (MOVE).

- **DG ENER:** Among the activities they undertake, DG ENER also facilitates energy technology innovation, develops the European legal framework for the market uptake of the advanced sustainable biofuels, develops strategic analyses and short, medium and long term policies for the energy sector.
- **DG AGRI:** DG AGRI considers the impact of advanced biofuels on agricultural markets and on land use both in the EU and third countries, focusing also on trade aspects and the impact on food prices and food security.
- **DG CLIMA** leads the European Commission's efforts to fight climate change at EU and international level. Within its scope of work, DG CLIMA promotes the development of low-carbon technologies and adaptation measures, including standards for vehicle-efficiency and fuel quality.
- **DG ENV** is the European Commission department responsible for EU policy on the environment, developing and facilitating the implementation of policies and legislation that contribute to this end. Within its activities, DG ENV also studies the

Environmental Aspects stemming from the use of various fuels under the perspective of the inherent link between energy and environment.

- **DG MOVE:** Among the targets of DG MOVE is to promote a sustainable, efficient and environmentally friendly mobility.

Members of the European Parliament

The European Parliament (EP) is the directly elected parliamentary institution of the European Union. Together with the Council of the European Union and the European Commission, it exercises the legislative function of the EU.

The Member States pertinent Officials (Members of the Council)

Governments are mostly concerned about policy and macroeconomic aspects, such as economic growth, impact on the prices of other competitive fuels/commodities, GHG emissions, air quality, fossil fuel dependency, impact on the state budget, compliance with EU directives targets etc.

Other external audience

Institutions

The project has established direct liaison with selected international stakeholders, such as the Joint Research Centre, IEA Renewable Energy Division, IEA Bioenergy and CEN Technical Committee 19 on fuels standards.

The **Joint Research Centre** (JRC) is the European Commission's science and knowledge service which employs scientists to carry out research in order to provide independent scientific advice and support to EU policy. The JRC's scientific activities on bioenergy and biofuels span from a vast array of analyses in different areas to the testing of the biofuels sustainability. It includes topics such as greenhouse gas (GHG) emission savings, direct and indirect effects of land-use change, the overall availability of other primary energy sources or the most suitable and efficient production and transformation technologies.

IEA Renewable Energy Division deals with the assessment of the technology status of renewable energy technologies, relevant market and policy developments and renewable energy-based systems and market integration. The Forum will, among others, inform about the stage of maturity of each advanced biofuel, in terms of policy and market framework.

IEA Bioenergy aims at improving cooperation and information exchange between countries that have national programmes in bioenergy research, development and deployment, therefore is very keen on keeping up with the developments of the Forum.

The **European Committee of Standardization** (**CEN**) deals with the development of European Standards as an important element in the creation and expansion of the European market for biofuels. Standardization is also important in relation to sustainability and the widespread use of biofuels.

Sustainable biofuels supply industry

The sustainable biofuels supply industry mainly includes companies and other institutions (e.g., associations, governmental associations and agencies, etc.), as well as consultants, research institutions and universities, active in the areas of sustainable biofuels production, the exploitation of various energy crops for land decontamination and of feedstocks suitable for the production of sustainable biofuels, as well as consultants and institution focusing on the deployment of those fuels in a particular transportation sector.

4.3.3 Stakeholder database

All partners of the project have contributed to the task of building a continuously updated stakeholder database of individuals with an interest in the CERESiS project. This database includes only non-sensitive personal data, such as name, organization, role, email address and phone number (if available), complies with the General Data Protection Regulation (GDPR) and is a property of the whole consortium.

4.4 Key Messages

Drafting compelling key messages to all audiences and the general public (to the extent the latter is considered) is part of the communication and dissemination strategy. The key messages will convey the main concept and standpoint of CERESiS project and will, consequently, contribute towards the projects' visibility and success.

The formulation of the key messages has become an exercise for all partners of the project, who contributed with their ideas. Key messages are either general and refer to all audiences or tailored to address specific stakeholder sub-groups.

The **main messages** to all audiences could be the following:

- The European Commission is committed to increase the competitiveness of next generation renewable fuels while safeguarding food and feed security;
- CERESiS partners represent the entire value chain from the biomass to biofuel producers;
- CERESiS project considers all significant stakeholders who are **essential in a policy decision-making process** on the production of clean biofuels with phytoremediation;
- CERESiS project establishes an **efficient communication and collaboration network** that allows for a prompt and transparent awareness and dissemination of all developments within the scope of the project.

Table 4-1 summarizes the tailored key messages.

Table 4-1 CERESiS key messages

No.	Key message	Recipient
1	Biomass-based feedstocks and conversion technologies are available to meet the bioenergy needs in a sustainable manner.	Biofuel producers, end users
2	An evidence-based approach is needed to ensure biofuel sustainability.	Biofuel producers, end users
3	Energy crops can be a suitable and effective solution for contaminated land remediation, exhibit high mass productivity and lead to biofuel production when coupled with appropriate conversion processes.	Farmers, local authorities, contaminated landowners
4	Remediation of large, contaminated areas can lead to the production of sustainable, high quality and high value fuels, including jet-fuels.	Fuel producers, refineries, public, governmental organizations
5	The energy valorization of contaminated biomass through eco-friendly processes contributes to the economic sustainability of soil phytoremediation.	Biofuel producers, farmers, local authorities, contaminated landowners
6	Energy crops from contaminated land are an opportunity to enhance non-iLUC biofuel production.	Biofuel producers, end users, governmental organizations
7	An evidence-based approach is needed to create an operative link between the technical-scientific protocols and the regulatory and financial tools for contaminated soil management.	Farmers, local authorities, contaminated landowners

4.5 Communication Tools

Communication of the CERESiS messages and outcome to the targeted audiences should be realized through the utilization of the most suitable means for each specific audience.

CERESiS communication strategy will pay particular focus on the communication tools that are most popular with each audience. A multi-channel approach will be used in order to ensure that a variety of messages are effectively communicated. These communication tools/channels include - *inter alia* - internet, direct e-mail, the projects' plenary meetings, conferences/fairs/exhibitions, etc. The communication tools are described below and categorized to the internal and external audiences.

4.5.1 Project branding

The development of CERESiS branding is a very important step for the implementation of the project's communication strategy.

Project Name

The name of the project is "CERESiS". It is a one word with capital letters, apart from the "i", which is written in lower case.

Logo

CERESiS logo will give the communication campaign a visual identity, as all project communication material (e.g., documents, presentations, flyers, posters, etc.) will bear it. The logo must not be altered, adapted or have its dimensions distorted by project partners. Different formats are available, depending on the use, and are shown in Figure 4-3 and Figure 4-4.

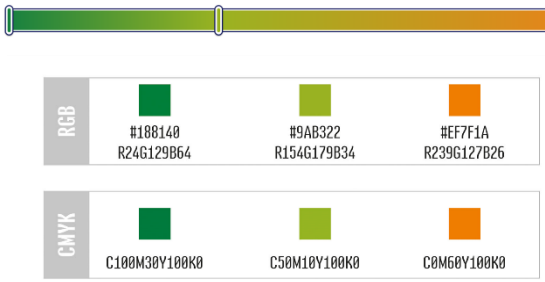
Figure 4-3 CERESiS logo

Figure 4-4 Versions of the logo

Colors and fonts

The visual identity has well defined colors (Figure 4-5) and fonts, which are incorporated in the templates and communication material and should be used as much as possible when communicating about the project.

Figure 4-5 Colour palette



The fonts to be used are:

- Candara for Word documents;
- Tahoma for PowerPoint documents.

Templates

The Word and PowerPoint templates have been designed in accordance with the colors of the CERESiS logo.

The Word template for submitting deliverables is shown in Figure 4-6 and includes the required info, such as:

- Project
- Call identifier
- Grant Agreement N°
- Coordinator
- Work package
- Work package leader
- Related tasks
- Deliverable title
- Deliverable nature
- Dissemination level
- Lead Beneficiary
- Contributing partners
- Authors
- Reviewer(s)
- Version
- Total number of pages
- Issue date

Figure 4-6 Word template

CERESiS: ContaminatEd land Remediation through Energy crops for Soil improvement to liquid fuel Strategies

DX.X: DELIVERABLE TITLE
H2020-LC-SC3-2018-2019-2020
Contract No: 101006717
MONTH YEAR

The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006717

CERESiS www.ceresis.eu Deliverable X.X - Inception Report

Document control sheet

Project	ContaminatEd land Remediation through Energy crops for Soil improvement to liquid fuel Strategies
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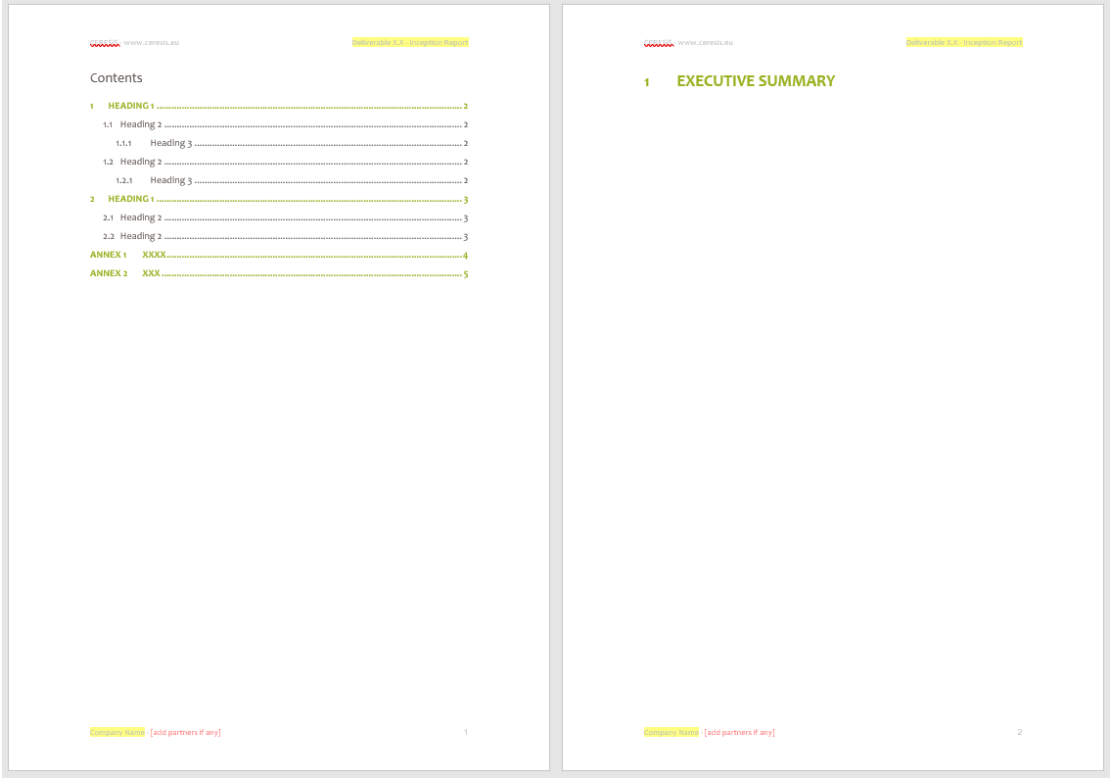

CERESiS www.ceresis.eu Deliverable X.X - Inception Report

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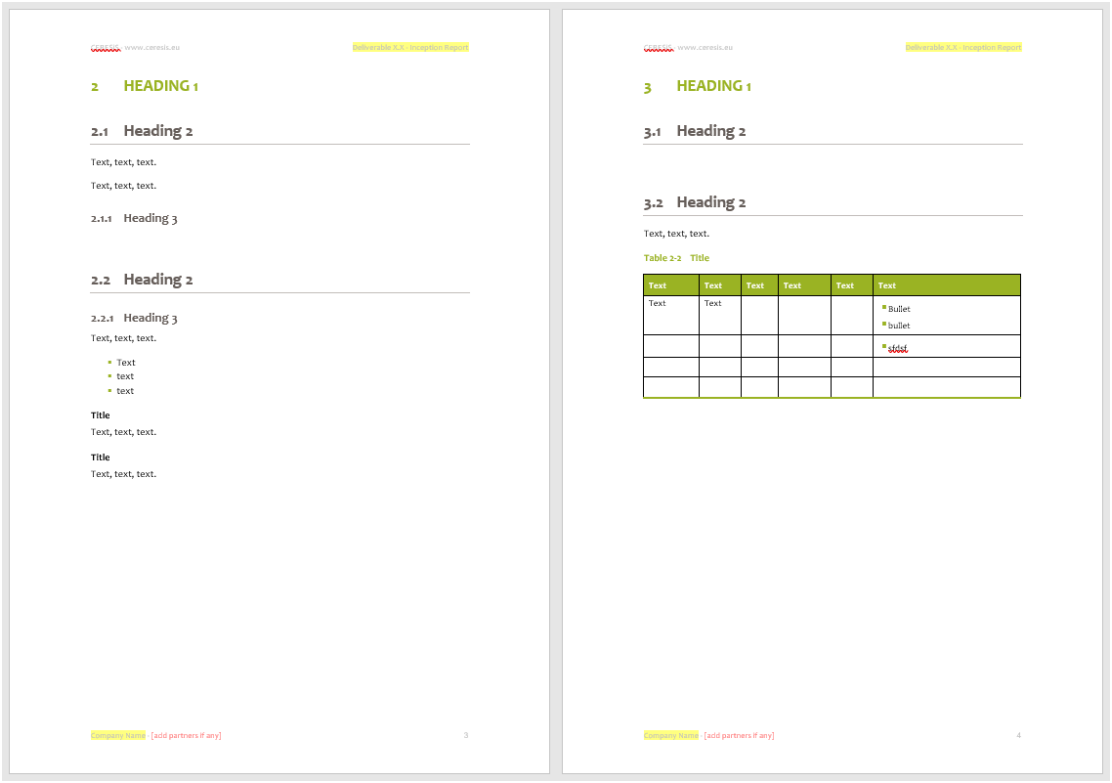
1 EXECUTIVE SUMMARY

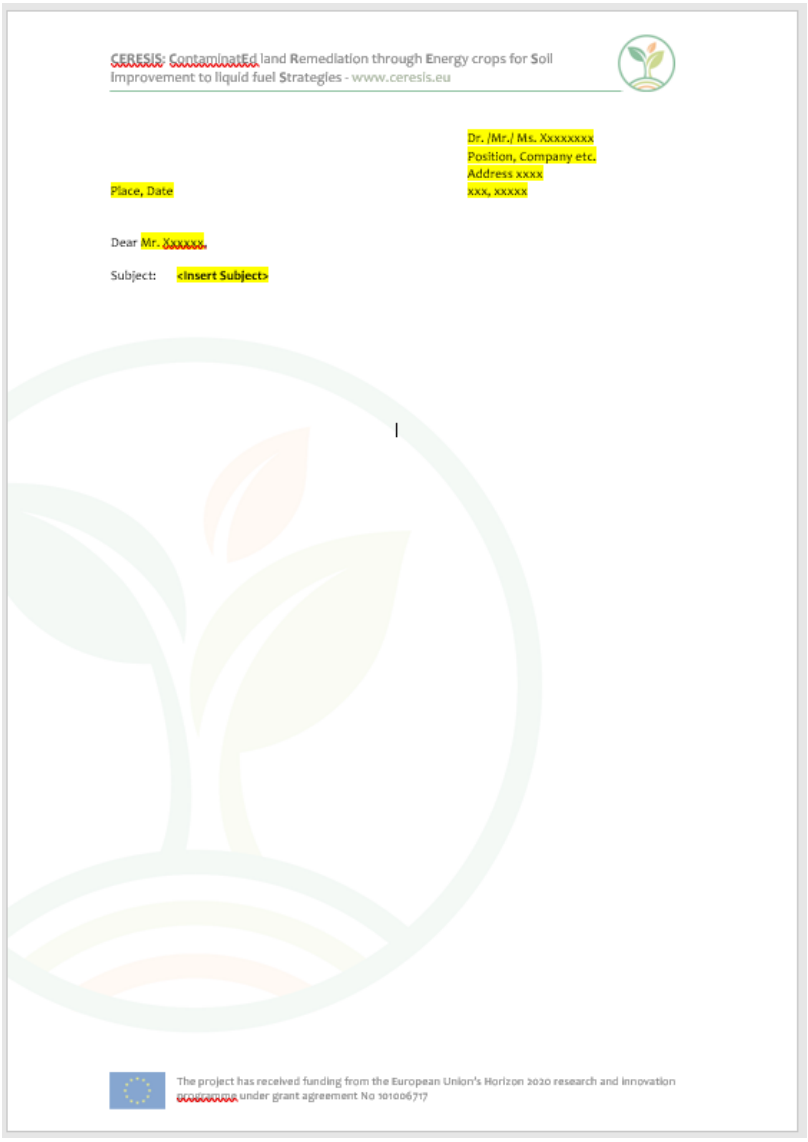


The overall design of the PowerPoint template has been chosen to be simple and elegant, while including the project and partners logos, as well as acknowledging the funding entity. The master slides of the CERESiS PowerPoint template are presented in Figure 4-7.

Figure 4-7 PowerPoint template

To facilitate the written correspondence between the project and potential stakeholders, a letterhead has also been produced and shown in **Error! Reference source not found.**.

Figure 4-8 Project letterhead



4.5.2 Communication tools for the External Audience

This section describes the available tools to facilitate the needs of the project's external communication.

Project public website

For the purposes of communicating the results of the project with the external audience and the stakeholders, a project-specific publicly available website with a user-friendly navigation structure has been developed. The site URL is https://ceresis.eu.

The CERESiS public website has been designed not to act merely as a passive website displaying collected information, but to provide a communication pathway with interested parties. This will be an important measure towards ensuring the sustainability of the site and keeping it up-to-date not only for the period of the project but in the long-run.

Public website General Specifications:

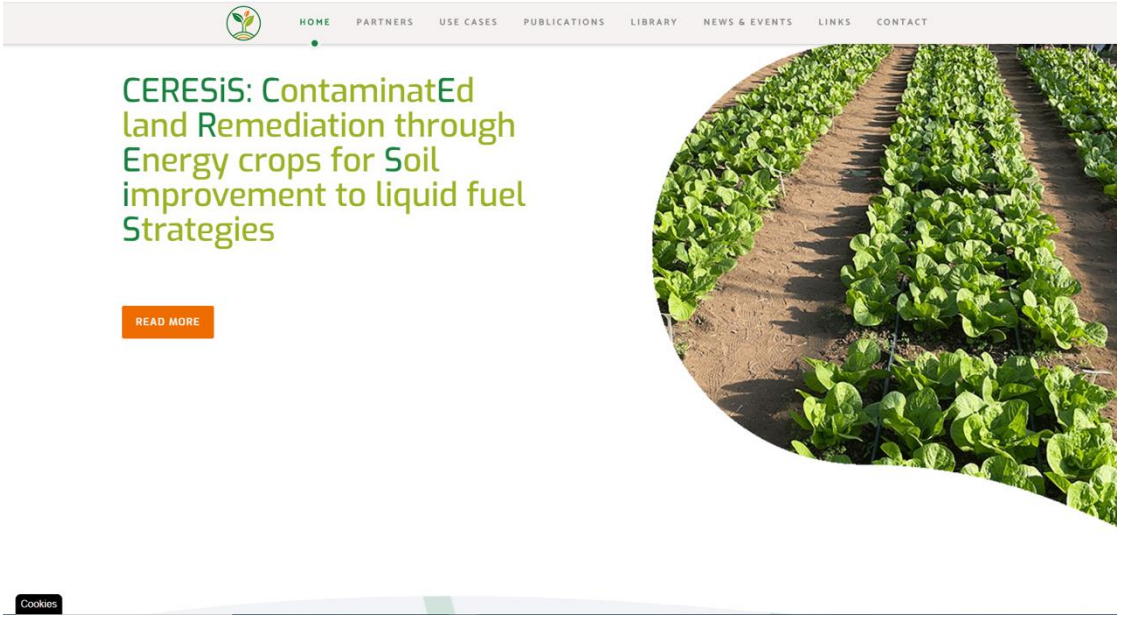
- Static displaying collected information, and providing a communication pathway with interested parties;
- 'Minimal', light and straightforward user interface focusing on the usability and clarity without compromising flexibility and security;
- Graphically designed according to the rules set out in the European Commission's Visual Identity Manual;
- Content developed according to Web Content Accessibility Guidelines 2.0 of the W3C.

Functionality provided to the users:

- Access to textual and multimedia informational content;
- Access to other informational material stakeholders may provide (reports, statistics, etc.);
- Access to structured data content with search/filtering and sorting capabilities appropriate to the content-type;
- A contact form will be provided that will allow users to contact either the coordinators of the Project and/or the Content Managers of the website;
- Newsletter subscription mechanism;
- Automatically generated emails with updates mechanism.

Error! Reference source not found. shows a screenshot of the draft public website home page.

Figure 4-9 Screenshot of the draft public website home page



Project Flyer

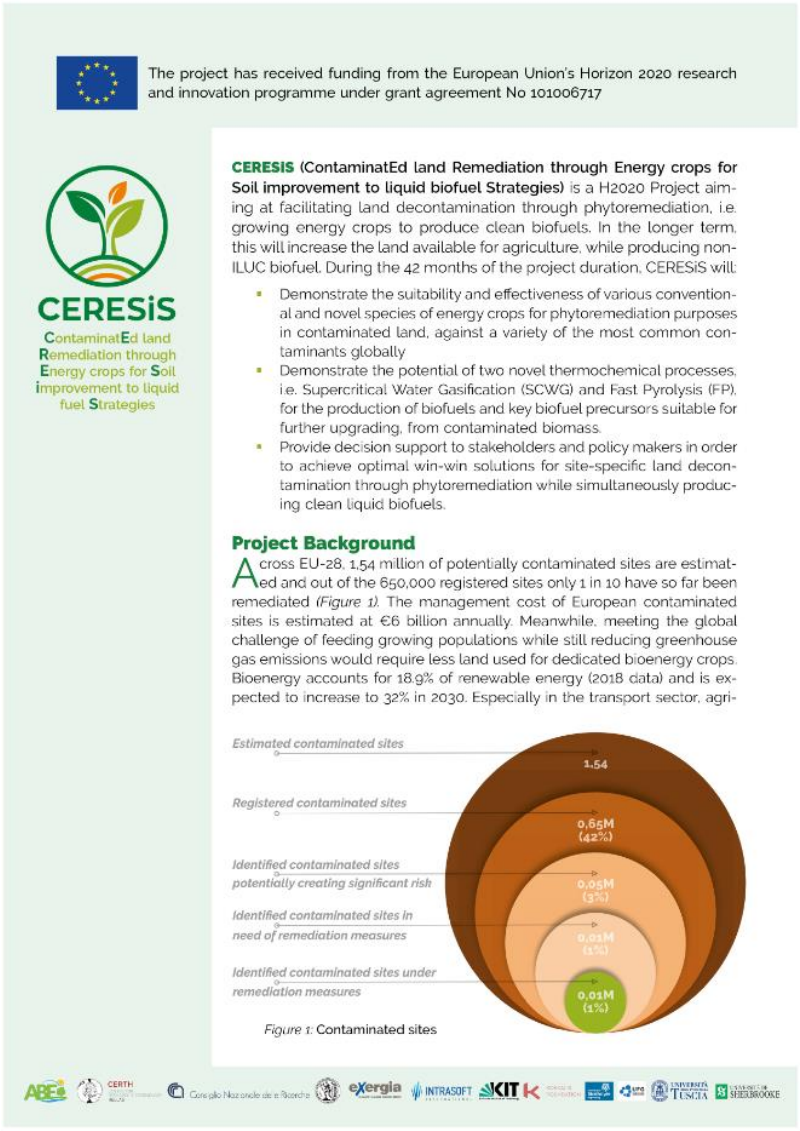
A flyer has been designed by EXERGIA to be used by all partners and its content has been approved by the project leader, according to the procedures outlined in Chapter 6.

The project flyer is drafted following the rationale of conveying in a concise manner the main aspects of the project. More specifically, the flyer comprises of 4 sections; introduction to the project objectives and purpose, project background, project output and composition of the project consortium.

EXERGIA made sure to design the 2-pager flyer is a way to catch the eye of the reader (be it the non-specialized scientific community or a stakeholder) and attract its interest. Therefore, wherever this was possible, infographics were chosen.

The project flyer is illustrated in Figure 4-10.

Figure 4-10 Project flyer (front and back sides)



The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006717

CERESiS
ContaminatEd land Remediation through Energy crops for Soil improvement to liquid fuel Strategies

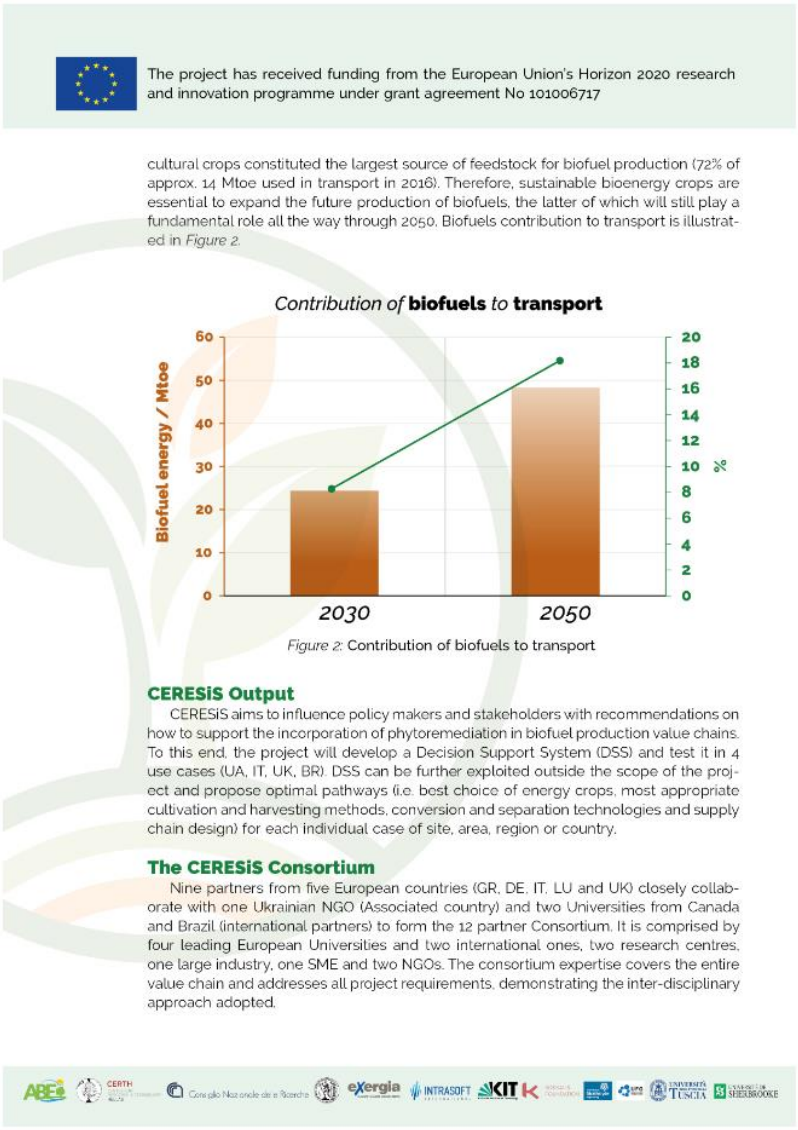
CERESiS (ContaminatEd land Remediation through Energy crops for Soil improvement to liquid biofuel Strategies) is a H2020 Project aiming at facilitating land decontamination through phytoremediation, i.e. growing energy crops to produce clean biofuels. In the longer term, this will increase the land available for agriculture, while producing non-ILUC biofuel. During the 42 months of the project duration, CERESiS will:

- Demonstrate the suitability and effectiveness of various conventional and novel species of energy crops for phytoremediation purposes in contaminated land, against a variety of the most common contaminants globally
- Demonstrate the potential of two novel thermochemical processes, i.e. Supercritical Water Gasification (SCWG) and Fast Pyrolysis (FP), for the production of biofuels and key biofuel precursors suitable for further upgrading, from contaminated biomass.
- Provide decision support to stakeholders and policy makers in order to achieve optimal win-win solutions for site-specific land decontamination through phytoremediation while simultaneously producing clean liquid biofuels.

Project Background

Across EU-28, 1,54 million of potentially contaminated sites are estimated and out of the 650,000 registered sites only 1 in 10 have so far been remediated *(Figure 1)*. The management cost of European contaminated sites is estimated at €6 billion annually. Meanwhile, meeting the global challenge of feeding growing populations while still reducing greenhouse gas emissions would require less land used for dedicated bioenergy crops. Bioenergy accounts for 18.9% of renewable energy (2018 data) and is expected to increase to 32% in 2030. Especially in the transport sector, agri-

Figure 1: Contaminated sites



Project Brochure

EXERGIA has also designed a brochure for use by all partners. The brochure takes the form of a booklet with 4 pages each 17 x 24 cm.

The project brochure will communicate to the wider audience the following information:

- Context
- Objectives
- Output
- Partners of the consortium
- Participating countries
- Use cases
- Budget
- Duration
- Contact details (i.e. social media account, public website and contact email)
- Funding entity

The project brochure is illustrated in Figure 4-11**Error! Reference source not found.**.

Figure 4-11 Project brochure

Press releases

Press releases are foreseen to be part of the communication and dissemination campaign. Up to 6 press releases tailored to share facts and promote the economic, social and environmental benefits of the DSS will be produced throughout the duration of the project at times to be decided by the partners. The first press release took place in November 2020 and announced the onset of the CERESiS project. It can be found in Annex 1.

Open access scientific publications

Articles and manuscripts will be prepared and published in peer-reviewed journals in order to make the project results available to the scientific community and allow for further research to be conducted in the future.

Publications must follow the rules regarding open access to publications and data which are set out in articles 29.2 and 29.3 of the Grant Agreement. A provision for the cost of open access publishing is included in each partner's budget. Joint publications with several partners' participation will be encouraged.

The production of at least twelve scientific or technical publications are foreseen during the project.

The journals identified so far as relevant for the publication of future CERESiS results are:

- International Journal of Phytoremediation;
- Biomass and Bioenergy;
- Energies;
- Energy Conversion and Management;

- Fuels;
- Journal of Cleaner Production Renewable Energy;
- Science of the Total Environment;
- Sustainability.

Training, courses and visits

The CERESiS partners will enrich existing academic courses with the aim to develop robust Master level energy transition related curricula, together with new executive training courses. Open days can also be considered to offer access to the CERESiS field trials and lab tests and enhance the availability of training and research facilities. Training activities will also take place in order to provide an insight on the concept and implementation stages of the DSS platform. A tentative plan is summarized in Table 4-2.

Table 4-2 Tentative plan for courses, training and open days

No.	Courses/ Training / Open Days	Description	Suggested timing
1	Visit at KIT	Tour of the SCWG-pilot plant "Verena" and the bioliq® facility	2022
2	Lectures and case studies presentation in Mechanical Engineering School of NTUA, Greece	Incorporating findings of the CERESiS use cases and algorithms developed for DSS platform in Undergraduate and Postgraduate teaching at the Mechanical Engineering School of NTUA, Greece	Academic year 2023-2024
3	Scottish phytoremediation sites technical visit	Site visit(s) to local phytoremediation sites as part of Engage with Strathclyde week & in collaboration with Scottish Contaminated land Forum	May 2023
4	Researchers Night	EU-wide yearly event aiming to showcase science and demonstrate the impact of research to citizens' lives – particularly young people. Can be combined with lab visits and/or demonstration of CERESiS research findings and perspectives	September 2022

Workshop with policy makers

An event aiming at illustrating the relevant policy and regulatory landscape, presenting the identified shortcomings and shaping the necessary policy recommendations will be organized by month 12. It is noted that prior to this event, the Consortium will have accomplished the regulatory & policy analysis for contaminated land management and biofuels (Task 1.4 spanning throughout the 6 first months of the project).

Project's final conference

A conference will be held at the end of the project (by month 42) to promote the developed results. It aspires to be a strategic event to mark the added value of the project and demonstrate the DSS and Use Case outcomes. The work performed during the whole duration of the project, as well as any lessons learned will be presented. The event will be suitable for different actors in the ecosystem: scientific community, engineering/technology companies, SMEs, industries, end users, associations, policy makers, regulators, local authorities, EC, and journalists (press conference type). The External Advisory Board members will be invited to the final workshop.

Project events and webinars

Organization of milestone events will take place in the framework of the European Biomass Conference and Exhibition (EUBCE) 2022 and 2023. The thematic of the side events, as well as their overall specificities, will be decided by the consortium in due time.

Clustering activities

During the project, information related to current projects dealing with phytoremediation strategies, biofuel production and decision support systems will be collected. Liaison with those relevant projects will be pursued and yield in participation of CERESiS in clustering events, including those organised by outstanding organizations and platforms (e.g., IEA and IEA B, AFF, ETIP B, IRENA, EUBIA, Supergen Bioenergy Hub, etc.) or under national/EU funded projects.

As part of a large network of European projects and initiatives working on similar topics, CERESiS project partners will exploit synergies and explore opportunities for collaboration with relevant projects. This could be through jointly organising communication and dissemination actions, or by promotion and cross fertilisation of results between projects.

Table 4-3 summarizes a preliminary and non-exhaustive list of projects/initiatives for CERESiS to explore possible synergies with. The list will be reviewed and updated on a regular basis based on the contributions provided by all project partners.

Table 4-3 List of projects/initiatives to cluster with.

No.	Name of platform	Type	CERESiS Partners involved	Engagement with CERESiS
1	IEA – Task 39: Commercializing Conventional and Advanced Transport Biofuels from Biomass and Other Renewable Feedstocks	Group of experts	EXERGIA S.A.	CERESiS results' input into Task's objective to commercialize sustainable transportation biofuels.

No.	Name of platform	Type	CERESiS Partners involved	Engagement with CERESiS
2	ETIP Bioenergy	Platform	EXERGIA S.A.	Dissemination channel, networking
3	IRENA	Agency	EXERGIA S.A.	Dissemination channel; networking
4	ART Fuels Forum – Alternative and Renewable Transport Fuels Forum	EC project	EXERGIA S.A.	Networking
5	Supergen Bioenergy Hub	Hub	UoS	Dissemination channel; networking
6	reFuels– Rethinking Fuels	Research project funded by the Baden-Württemberg state government	KIT	Dissemination channel; networking
7	Feasibility of phytoremediation on former mine sites, Derwent Reservoir catchment, NE England	Industrially-funded research project	UoS	Experience in Reed Canary Grass (RCG) biomass will be transferred to CERESiS; networking
8	BIKE - Biofuels production at low ILUC risk for European sustainable bioeconomy	H2020 project	EXERGIA S.A.	Joint dissemination activities; networking
9	RIZOBIOREM - Role of soil-plant-microbial interactions at rhizosphere level on the biogeochemical cycle and fate of contaminants in agricultural soils under phytoremediation with biomass crops	PRIN (Research program of national interest) project	CNR	Experience gained in different feedstock for pyrolysis and for added value materials production from contaminated biomass will be used in CERESiS; networking
10	PUREHY - Development of a biogas reformer using stand-alone membrane systems for the production and recovery of high purity hydrogen	EPAnEK 2014-2020 project Operational Programme Competiveness-Entrepreneurship-Innovation	CERTH	Experience gained in biogas cleaning using membrane systems will be transferred to the CERESiS project; networking
11	RECODE - Recycling carbon dioxide in the cement industry to	H2020 project	CERTH	Experience in process design will be transferred to the

No.	Name of platform	Type	CERESiS Partners involved	Engagement with CERESiS
	produce added value additives: a step towards a CO_2 circular economy			CERESiS project; networking
12	PHOTOX - Development of a novel advanced electrochemical oxidation system for the removal of non-biodegradable organics from industrial wastewaters	EPAnEK 2014-2020 Operational Programme Competiveness-Entrepreneurship-Innovation	CERTH	Experience in process optimization and prototyping demonstration will be transferred to CERESiS; networking
13	SURICATES - Sediment Uses as Resources in Circular and Territorial Economies	Interreg Project	UoS	Experience in Reed Canary Grass (RCG) biomass will be transferred to CERESiS; networking
14	MAGIC - Marginal lands for Growing Industrial Crops: Turning a burden into an opportunity	H2020 project	EXERGIA S.A.	Joint dissemination activities; networking
15	BIOPLAT-EU - Promoting Sustainable Use of Underutilized Lands for Bioenergy Production Through A Web-Based Platform for Europe	H2020 project	EXERGIA S.A.	Joint dissemination activities; networking
16	BioReGen - Biomass, remediation, re-generation: Re-using brownfields sites for renewable energy crops.	EU Life Project (led by R Lord while at University of Teesside)	UoS	Biomass from 9 active sites of the project will be made available to CERESiS to kick-start the activities

In the forthcoming period, relevant partners will investigate about possible opportunities for cooperation with the projects and initiatives identified above and discuss such opportunities within the consortium.

Participation in conferences, symposia, meetings

In addition to the events organized by the CERESiS project, partners participate in leading events and conferences at national/EU level and take advantage of the offered outlets to different audiences. The participation may involve oral presentations of the project, poster presentations, or distribution of promotional material and networking with relevant actors of the sector. The representatives of the project will have the opportunity to communicate

the project's scope and interact with initiatives and projects in both brownfield remediation and biofuel production frameworks. Presentations at -at least- 24 international conferences with wide audiences are foreseen.

Based on the input of the project partners, a tentative list of identified events is summarized in Table 4-4. This list will be continuously updated.

Table 4-4 List of identified events for the CERESiS partners to participate in

No.	Courses/ Training / Open Days/ Conferences	Description	Suggested timing	Location	URL of Event	Description of the event	Partners	Planned activity
1	Conference	EUBCE2021	26-29/04/2021	virtual	https://www.eubce.com	EUBCE is the largest biomass conference and exhibition in the world. Each year, EUBCE brings together the greatest minds and latest advancements in biomass, with the aim of accelerating research and market uptake across the globe. During the conference, over 2,000 experts from both academia and industry share and discuss ground-breaking ideas, technologies, applications, and solutions for the sourcing, production, and utility of biomass. The scientific programme is coordinated by the Joint Research Centre of the European Commission.	CERTH, KIT, UoT, EXERGIA, NTUA	tbd.
2	Conference	ECM	14-16/04/2021	virtual	https://www.ntnu.edu/fesci/home	The main objective of ECM 2021 is to bring together researchers, scientists, engineers and students to exchange and share their experiences, new ideas, and research results about all aspects of combustion science and technology. ECM 2021 will provide the opportunity for academic and industrial combustion experts to meet and discuss on all fundamental and applied aspects of combustion, as well as of neighboring fields, particularly those related to the following topics: Fundamental physical and chemical aspects of combustion Reaction kinetics Laminar and turbulent flames Solid fuels combustion, pyrolysis and gasification Spray, droplet and supercritical combustion Stationary combustion systems	CERTH	tbd.

No.	Courses/ Training / Open Days/ Conferences	Description	Suggested timing	Location	URL of Event	Description of the event	Partners	Planned activity
						Oxyfuel combustion Combustion diagnostics Formation and control of pollutants and greenhouse gases Soot, nanoparticles, PAH and other large molecules Internal combustion engines Gas turbine combustion Catalytic combustion Detonations, explosions and supersonic combustion Fire and safety research MILD combustion Biofuels, biochemicals and biorefinery Fuel processing and upgrading Smart energy carriers Novel concepts, technologies and systems		
3	Conference	38th International Symposium on Combustion	24-29/01/2021	Australia	https://www.combustioninstitute.org/	The International Symposium on Combustion is the major biennial meeting of The Combustion Institute. Scientists, engineers, and others interested in combustion are invited to attend and participate in this world congress of The Combustion Institute.	CERTH	tbd.
4	Conference	EUSEW	2021 (tba)	Brussels	https://www.eusew.eu/	EU Sustainable Energy Week	CERTH, EXERGIA	tbd.
5	Conference	ICOM	2023 (tba)	International	http://www.icom2020.co.uk/	International Congress on Membranes & Membrane Systems	CERTH	tbd.
6	Conference	EUROMEMBRANE	12-16/09/2021	Copenhagen	http://euromembrane202	European Membrane Conference	CERTH	tbd.

No.	Courses/ Training / Open Days/ Conferences	Description	Suggested timing	Location	URL of Event	Description of the event	Partners	Planned activity
					1.eu			
7	Conference	13th European Symposium on Electrochemical Engineering (ESEE 2023)	2023 (tba)	tbd.	n.a.	European Symposium on Electrochemical Engineering	CERTH	tbd.
8	Conference	International Symposium on Analytical and Applied Pyrolysis (PYRO 2022)	2022 (tba)	Beijing	n.a.	The program includes topics varying from fundamental studies and advanced analytical techniques, up to pyrolysis applications in a commercial setting	CNR	tbd.
9	Conference	International Conference on Biomass (ICBB 2022)	2022 (tba)	Italy	n.a.	The program includes topics varying from fundamental of biomass conversion processes, biomass resources and policies	CNR	tbd.
10	Conference	Ecomondo	9-12/11/2021	Rimini	https://www.ecomondo.com/	Technological and industrial innovation of the circular economy. The benchmark event in Europe for technological and industrial innovation. An international event with an innovative format that brings together all sectors of the circular economy on a single platform: from the recovery of materials and energy to sustainable development.	UoT	tbd.
11	Conference	International	09/2021	Kyiv,	https://uabio	The conference is held annually for the past 15 years and is	REA	tbd.

No.	Courses/ Training / Open Days/ Conferences	Description	Suggested timing	Location	URL of Event	Description of the event	Partners	Planned activity
		conference "Biomass for Energy"		Ukraine	conf.org/en/	the largest bioenergy event of the year in Ukraine and Eastern Europe.		
12	Conference	International Conference on Thermal Equipment, Renewable Energy and Rural Development (TE-RE-RD)	10-12 June, 2021	Bukharest, Romania	http://www.tererd.pub.ro/	International multi-disciplinary Conference aimed to be a forum for information exchange between scientists from academic, research and development communities around the world on topics related to thermal machines and equipment and technologies, and policies for rural development, renewable energy sources conversion and other technical domains.	REA	tbd.
13	Fair	EcoEnergyExpo	09-11/11/2021	Kyiv, UA	https://www.iec-expo.com.ua/en/eeen-2021.html	EcoEnergy Expo included conferences, seminars, and round tables on topical legal, technical and financial issues of the environmental situation in Ukraine, international experience and cooperation, as well as the prospects for the development of technologies relating to protection of the natural environment.	REA	tbd.
14		World Sustainable Energy Days	21-25/06/2021	Wels, AU	https://www.wsed.at/en/world-sustainable-energy-days/	In 2021, the conference - which attracts over 600 participants from over 60 countries each year - shows how we can make a green recovery happen in practice and how the energy transition can contribute as an investment engine to this deep transformation	REA	tbd.
15		EU Green Week	31/05-04/06/2021	tba	https://ec.europa.eu/info/events/eu-green-week-	The European Green Week 2021 will be dedicated to the 'zero pollution ambition'. It will also look at other relevant European Green Deal initiatives, such the climate initiatives, the upcoming Chemicals Strategy, as well as	NTUA	tbd.

No.	Courses/ Training / Open Days/ Conferences	Description	Suggested timing	Location	URL of Event	Description of the event	Partners	Planned activity
					2021_en	initiatives in the field of energy, industry, mobility, agriculture, fisheries, health and biodiversity.		
16	Conference	Euro Working Group 'Sustainable Supply Chains in the Digital Era'	2023	tbd	https://sustsc2020.tecnico.ulisboa.pt/ (for 2021)	The purpose of the SustSC 2021 Conference is to offer the European and international sustainable supply chain community (researchers and practitioners) the opportunity to present state-of-the-art developments and to discuss current research challenges	NTUA	Presentation of research related to CERESiS

It is noted that the partners participation in events as part of the CERESiS project is governed by procedures, which are elaborated in Chapter 6.

Social media

Acknowledging the significant penetration of social media in our lives nowadays, CERESiS will make good use of them as means to inform and stay connected with policy makers, scientific/technical communities as well as reach out to the more general public. It is an ideal outreach channel to support and amplify all elements of the dissemination strategy and key project milestones.

Already in M2 CERESiS set up a Twitter (Figure 4-12) and a LinkedIn account (Figure 4-12).

Figure 4-12 Twitter account of CERESiS

CERESiS will use Twitter as its primary social media channel and its feeds will aim to:

- Identify stakeholders and influencers;
- Distribute CERESiS original content (videos, reports, publications, etc.);
- Highlight key results and outcomes of CERESiS research;
- Attract and maintain interest of potential users and key influencers;
- Announce project events (e.g., conference, workshops, seminars, etc.).

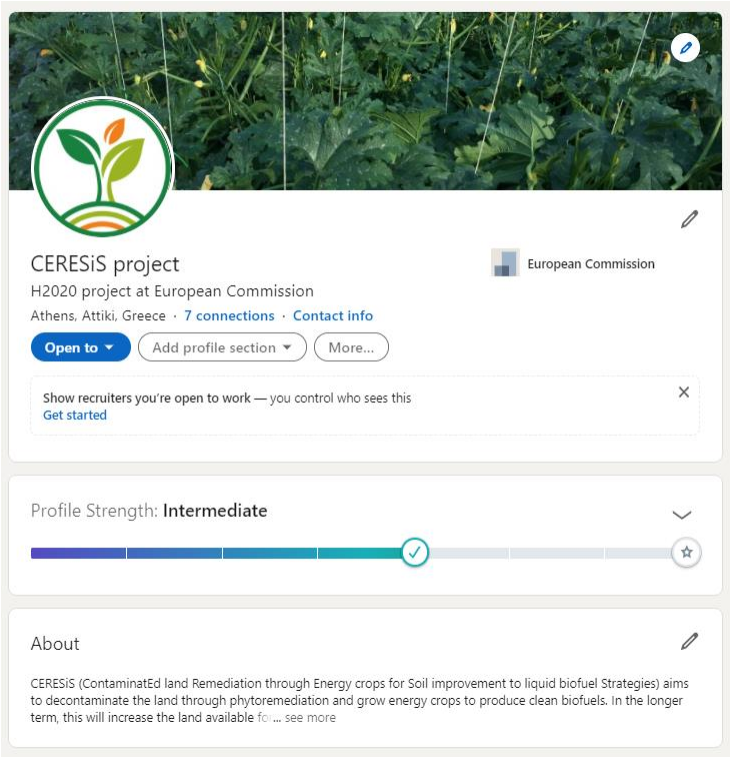
Some of the main hashtags/ topics are: #biomass #renewables #pyrolysis #decarbonisation #bioenergy #ClimateChange #sustainable #decontamination #phytoremediation #biofuels. The relevant stakeholders are also being identified, tagged and engaged on an ongoing basis.

CERESiS will also seek to gain additional visibility by leveraging event hashtags where partners or project onsite.

A "project page" account has been created in LinkedIn to feed project news and targets. EXERGIA encourages the consortium members to post updates and articles about their work and challenges in CERESiS from a personal point of view. Such peer-to-peer insights

delivered to personal professional contacts can be very effective in creating awareness and impact.

Figure 4-13 LinkedIn account of CERESiS



Already at the proposal drafting stage, KPIs (i.e. number of followers) have been defined in order to evaluate the social media performance a mix of quantitative and qualitative criteria will be used. The number of impressions and followers, as well as the type of followers and interaction will be used for Twitter and LinkedIn. A more detailed explanation is included in the "Monitoring" section.

Video

By M12, EXERGIA will produce a short video (1-3 minutes) presenting the CERESiS concept and expected impact. The video will target relevant industrial actors as well as the general public. It will be disseminated via the project and partners' websites and social media channels and showed during events.

4.5.3 Communication tools for the partners of the consortium

The **internal communication** addresses the need of the partners to stay up to date on the activities and progress of the project. This section describes the available tools implemented for this purpose.

Monthly Project Meetings

The **Task Leaders** (TLs), the **Work Package Leaders** (WPLs) and the **Project Steering Committee** (PSC) meet virtually on a monthly basis in order to discuss the progress of the project activities, present their results and discuss next steps and potential challenges. The

virtual project meetings will take place on the WebEx or ZOOM platforms. During those monthly telcos, the WPLs will:

- collect the information needed to prepare periodic progress reports and to submit them to the project coordinator,
- communicate information from the project coordinator to the partners involved in the Work Package,
- manage topic-oriented meetings, and to report to the project coordinator on all matters related to the topic (planning, costs, etc.).
- allow smooth upstream and downstream exchange of information, regular contact will be kept between the project coordinator, the project manager and WP leaders.

Biannual Meetings

Biannual meetings are foreseen for the PSC in order to ensure that deliverables are produced to the agreed quality and that milestones are achieved on time. PSC will also monitor decisions needed for further progress, ensure that all the results are disseminated on time, the exploitation plans are followed in detail, support and motivation are provided to partners where and when this is appropriate, amendments to the contract and Consortium Agreement are initiated and the intellectual Property Rights issues are regularly reviewed making decisions in those cases where it is not necessary to refer to the GA.

Biannual physical meetings are also foreseen for the WPLs.

Annual Meetings

The **External Advisory Board** (EAB) staffed with representatives from all stages of the value chain (end users from industry, biofuel suppliers, regulators, problem holders, local authorities and land remediation experts) will meet physically once per year. They will provide input and receive updates about the project results.

The General Assembly (GA) also meets physically once a year to monitor the progress of work. Its members will also be informed about any interaction with EC project officer, reviewers and external bodies (EAB).

The overall periodicity of the meetings is summarized in Table 4-5.

Table 4-5 Periodicity of the meetings

Periodicity	GA	EAB	PSC	WPs	TLs
Monthly			× - telco	× - telco	× - telco
Annually	×	×			
Biannually			×	×	

CERESiS internal collaboration site (EMDESK)

EMDESK has been set up and all partners across different organizations are granted access to the platform, while maintaining maximum control and transparency. Each partner

representative is issued personalized log-in credentials giving him/her access and is requested to take full advantage of the capabilities of the platform. More specifically, reports, deliverables, drawings, specification tables, etc., are expected to be exchanged among the partners through EMDESK, which allows easy access and tracking. The internal collaboration site will also include stakeholders' lists, material from meetings and teleconferences, as well as other project-related material.

The site's URL address is the following: https://ceresis.emdesk.com/

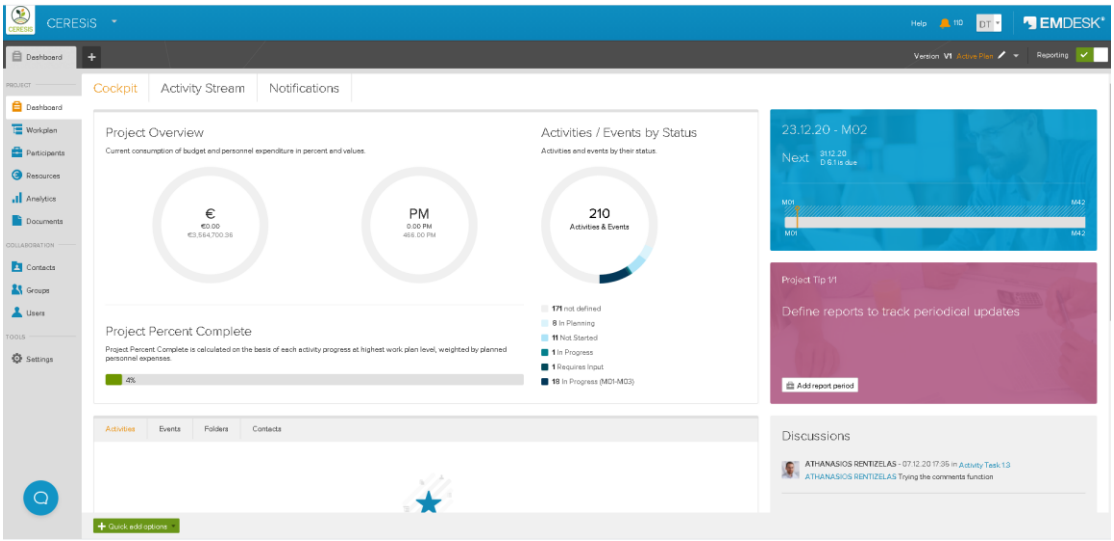
All partners are responsible for maintaining and updating the platform with their input.

The **platform** consists of four areas:
(https://www.emdesk.com/assets/images/Downloads/EMDESK_Leaflet.pdf)

- Dashboard. Shows the project overview, project completion percentage and the status of activities and events.
- Workplan. Hosts a matrix of the WPs, their leading partners, as well as the start and end dates.
- Participants. Hosts a matrix of the individual partners alongside with the budget allocated to each of them.
- Resources. Hosts a matrix where each WP is broken down to the individual participants and their costs (i.e. indirect and direct).
- Analytics. Generates several reports, such as an analysis of the participants budget vs. expenses per activity type.
- Documents. A repository for any type of documents relevant to the consortium and its activities within the project.
- Contacts. A list of contacts of the project partners.
- Groups. Allocation of the contacts in different groups, such as General Assembly, NTUA and WP Leaders, each having their own group email address.

Figure 4-14 shows a screenshot of the internal web platform home page.

Figure 4-14 Screenshot of the internal web platform home page



Electronic correspondence (E-mails, skype, WebEx)

Besides the utilization of the internal project collaboration platform, the common conventional means of e-communication will be also exploited in the course of the project and as per project needs.

Communication via **e-mails** is foreseen mostly for administrative issues and for one to one communication among the partners.

Skype meetings/calls could also be used for more direct communication and coordination of activities within a small group of Forum participants.

Finally, online meetings, **web conferences** and videoconferences are foreseen to take place with WebEx or ZOOM for as long as physical meetings are prohibited due to COVID-19 pandemic.

5 COMMUNICATION ACTION PLAN

Communication to audiences is realized on the basis of a detailed communication action plan, which actually describes how the project intents to communicate its results to the targeted audiences. The communication action plan prescribes the objectives, the target groups/targeted audiences, the key messages, the communication channels/tools, the relevant timetable and the associated resources.

In a communication action plan, the following questions should be answered:

Why - goals of the communication plan associated with the goals of the project and the aim of the communication strategy

To **whom** – audiences and stakeholders

What - key messages

Where - channels (e.g., internet, workshops, fairs, etc.)

How - tools (e.g., website, flyers, brochures, videos, etc.)

When – timetable

Error! Reference source not found. below presents the CERESiS communication plan that has been designed to realize communication to the audiences.

Table 5-1 CERESiS communication action plan

No.	Communication activity	Description	Targeted audience	Key message	Timing	Resources	KPI
1	Public Website	Development of an aesthetically advanced and modern public web site displaying collected information, and providing a communication pathway with interested parties (e.g. through the provision for subscription to the e-newsletters). Content developed according to Web Content Accessibility Guidelines 2.0 of the W3C.	External.	All messages addressed to the external audience.	M3	Communication experts, Web designer, IT specialist.	▪ Nr. of visits; ▪ Frequency of update; ▪ Nr. of documents and wealth of information provided by the site; ▪ Nr. of queries/contacts; ▪ Nr. of subscribers; ▪ Number of downloads;
2	Internal collaboration web platform (EMDESK)	Deployment of the commercial EMDESK platform for the facilitation of the internal communication and tracking of the project activities.	Internal audience.	Communication among the CERESiS partners will be handled through the EMDESK platform.	M1	The Consortium has availed an expert familiar with the features and operation of EMDESK.	Not relevant
3	CERESiS meetings	Organization of monthly, biannual and annual meetings involving the project partners, the PSC and the EAB. Monthly meetings will be virtual, whereas the annual and biannual ones	Project partners, the PSC and the EAB	Not relevant	monthly, biannually and annually	The Consortium Leader as well as the host of each of the physical	Not relevant

No.	Communication activity	Description	Targeted audience	Key message	Timing	Resources	KPI
		will be held in person provided that the COVID-19 situation permits.				meetings are responsible for their organization and realization.	
4	Flyer	Design and development of a project flyer providing condensed information about the project, to be used for promotional purposes in a wide range of events where project participants will participate in (e.g., in scientific conferences). Flyer specifications: 1 color two-side offset printing, paper weight of up to 220 gps, A4 page, English language. The electronic version of the flyer will be distributed to all project partners (via EMDESK) for the latter to be able to distribute it as per their needs.	External.	Main aspects of the project (i.e. introduction to the project objectives and purpose, project background, project output and composition of the project consortium)	Distribution to the attendees of the events CERESiS will participate in.	EXERGIA S.A. is the partner responsible for the design and development of the project flyer. Costs will be covered by the project budget. All partners are responsible for the dissemination of the material.	Nr. of copies disseminated; Nr. of downloads from the public web site;
5	Press release	Issuing of a press release whenever deemed necessary (up to 6 in total). Indicative timing could be prior to a significant project meeting, upon a publication, etc. The purpose is to	External audience and the broader public to	Significant project achievements and/or interesting	Whenever deemed necessary by the Consortium.	EXERGIA S.A. is the partner responsible for organizing the content of the	Nr. of press releases;

No.	Communication activity	Description	Targeted audience	Key message	Timing	Resources	KPI
		inform about and promote the work of the project.	some extent.	upcoming project events.		press release and of the activity as a whole.	
6	Representation of the project in national and international conferences, international fairs and exhibitions	Participation in selected national and international conferences, fairs and exhibitions to present the progress made by the project. A list of indicative events is presented in Table 4-4. Representation of the Forum to additional events from those mentioned above is possible to occur during the project lifetime and depends on the specific project developments.	External audience and the broader public to some extent).	Significant project achievements	Throughout the project duration, timing of targeted events.	Allocated financial resources from the project budget to cover registration fees, travelling and accommodation costs, etc.	▪ Nr. of events where the Forum is represented; ▪ Nr. of attendees in conferences, interest expressed; ▪ Nr. of new contacts established; ▪ Visitors at the stand of fairs and exhibitions; ▪ Requests for further information; ▪ Nr. of promotional material disseminated.
7	Scientific publications	Peer reviewed articles resulting from CERESiS will be published in an OPEN ACCESS institutional or subject based repository, connected to the tools proposed by the European Commission.	External audience and the broader public to some extent).	Significant project achievements	Throughout the project duration	Allocated financial resources from the project budget to some partners.	▪ Nr. of publications in specialized magazines

6 COMMUNICATION & DISSEMINATION PROCEDURES

Dissemination in the CERESiS project is governed by Articles 29 and 38 of the Grant Agreement and by Article 8.4 of the Consortium Agreement. This section will outline the procedures for Dissemination and Communication as presented in the aforementioned articles, but will also add specific information relating to the CERESiS consortium and activities.

6.1 Obligations for dissemination

According to Article 29 of the Grant Agreement, each partner of the CERESiS project is obliged to disseminate the results of the action after its generation and after having given advance notice to the other beneficiaries. Dissemination activities shall remain compatible with the protection of intellectual property rights, confidentiality and personal data protection obligations, and the legitimate interests of the owners of the results.

Regarding open access, article 29.2 of the Grant Agreement requests project partners to ensure free of charge online access to all peer-reviewed scientific publications relating to the project results and research data generated within the project.

6.2 EU acknowledgement

In line with Article 29.4 of the Grant Agreement, any dissemination of results (in any form, including electronic) must display the EU emblem and include the following text:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006717".

When displayed with another logo, the EU emblem must have similar prominence.

6.3 Role and responsibilities of partners

At project level, EXERGIA S.A. is responsible for the development and production of the CERESiS project awareness raising material.

To this end, and within the limits of the activities allowed by budget constraints, EXERGIA S.A. will source and review all communication material that are considered as necessary for the implementation of the action and the smooth dissemination of project results.

Each partner will capitalize on its existing links, networks and collaborations for the purposes of dissemination and communication and will focus on addressing those stakeholder communities to which they have better access.

6.4 Procedures for dissemination activities

According to Article 29.1 of the Grant Agreement and Article 8.4 of the Consortium Agreement, the beneficiaries are obliged to adhere to a dedicated procedure when disseminating CERESiS project results. More specifically:

- Any partner intending to disseminate CERESiS project results (i.e. scientific publication, presentation of the results at a conference) must notify the other beneficiaries at least 45 days in advance, providing sufficient information about the planned dissemination activity and the data envisaged to be disseminated.
- If no objections are received from the other beneficiaries within the next 30 days, the activity is considered as permitted, and the partner can carry out the dissemination as originally planned.
- Any objection to the dissemination activity must be made in writing (email) to the co-ordinator and involved parties (including EXERGIA S.A. as the Communication and Dissemination Leader) within 30 days after the notification. An objection must include a precise request for necessary modifications.
- Objections are justified if:
    - the protection of the objecting Party's Results or Background would be adversely affected;
    - the objecting Party's legitimate interests in relation to the Results or Background would be significantly harmed.
- If an objection has been raised, the involved partners shall discuss possible options to amend the planned publication or adapt the dissemination activity accordingly, and the objecting partner shall not unreasonably continue to oppose the activity if appropriate measures are taken following the discussion. It is noted that the objecting Party can request a publication delay of not more than 60 calendar days from the time it raises such an objection. After 60 calendar days the publication is permitted.
- Once an activity has been decided upon, detailed information must be communicated to EXERGIA S.A. to be included in the planning of dissemination activities and promoted in an appropriate manner via the project's communications channels.

6.5 Procedures for the production of communication material

Promotional material for awareness raising and the enhancement of the project visibility need to be produced in time and include press releases, presentations giving general information about the project, project brochures, website text, posters, banners, infographics, hand-outs, contributions to social media discussions and similar material. Therefore, a rather fast-track procedure needs to be developed.

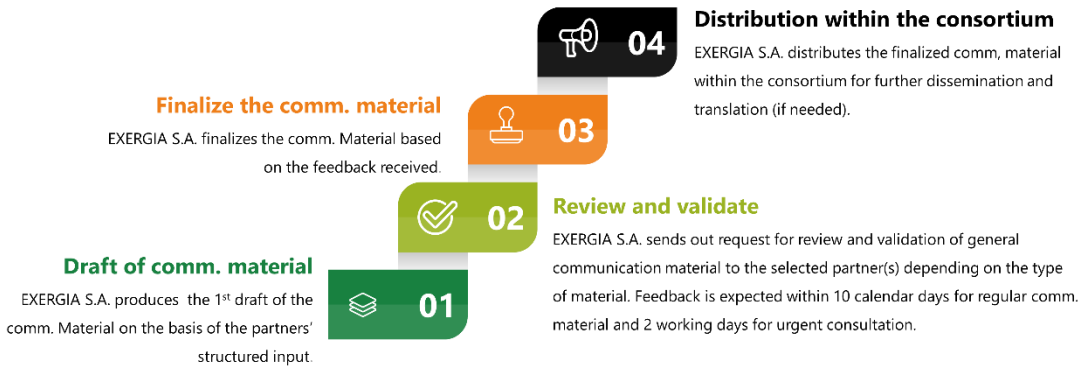
The majority of awareness raising and promotional material will be produced by EXERGIA S.A. Other partners may produce materials themselves, and request that EXERGIA S.A. initiates the approval procedure for their material.

Depending on the type of the communication material, different actors might be involved in the fast-track procedure. More specifically:

- **Short and general promotional material (i.e. posters, leaflets, press releases, etc.)**: only the coordinator reviews the material and decides to consult other partners if needed.
- **Communication material relating to a specific activity or partner (i.e. infographics, videos, articles, interviews)**: the coordinator and respective partner(s) taking part in the activity is (are) involved in the review and approval process.
- **Long or controversial material (i.e. policy recommendations)**: all project partners are involved in the review and approval process.

The fast-track procedure for reviewing and approving the content of the awareness raising material produced by EXERGIA S.A. or other project partners is schematically depicted in Figure 6-1.

Figure 6-1 Procedure steps for the production of CERESiS communication material.



Being the Communication and Dissemination manager for the project, EXERGIA S.A. is responsible for the graphic and visual presentation of awareness raising and promotional material. Therefore, the role of partners in the review and approval of promotional material will be limited to fact-checking to ensure the accuracy of the editorial content.

6.5.1 Good practices for communication materials

Partners are advised to adopt the following good practices when communicating about the project:

- Try to ensure accuracy by using previously approved material;
- Reflect on whether any information disclosed could be considered as confidential by another partner;
- Always use the available CERESiS templates;
- Always include the following acknowledgement, if possible with the EU flag: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006717."
- Send EXERGIA S.A. a copy of the published document and press clippings in order to keep track of all activities.

7 MONITORING

EXERGIA S.A. is monitoring and coordinating the dissemination activities, as well as the communication campaign.

In order to facilitate this monitoring and co-ordination, EXERGIA S.A. ought to be informed of all communications and dissemination actions by the project partners in due time. All partners are requested to provide relevant and up-to-date input at their own initiative and whenever prompted by EXERGIA S.A. Partners are also responsible for reporting on the content and impact of the awareness raising and dissemination activities they undertake.

Already at the proposal stage, EXERGIA S.A. has defined a set of KPIs for Communication and Dissemination, which are shown in Table 7-1. Monitoring of the dissemination and communication activities will be realized through following closely these KPIs and, if rendered necessary (i.e. there is a risk one or more KPIs will not be achieved), remedial action will be taken.

Table 7-1 KPIs and their target values

Key Performance Indicator for dissemination	Target value
Presentations at international conferences with wide audiences	24
Publications in international journals with impact factor	12
Integration of modules with project results in regular HEI courses	3
Training and Open Days (visits at labs and facilities);	3
Exhibitions and trade fairs	5
Interest of stakeholders & end users on Technology Exploitation	10
Project Website: N° of Visits	3000
Public deliverables: N° of downloads	200
Non-scientific publications (articles, press releases, videos)	10
LinkedIn followers	100
Twitter – followers	100
Facebook – followers	100
YouTube Channel - followers	50
Flyers/Poster distributed at conferences, workshops, etc.	1000
Publications in specialised magazines	5
Presentations at specialized events	6
Project Conference (project end)	1
Standardisation groups the project will interact with	1
Participation in EU commission's consultation & other worldwide regulators in the field of interest	3

Key Performance Indicator for dissemination	Target value
Clustering events	3
Project workshop	1

ANNEX 1 1ST PRESS RELEASE

CERESiS

PRESS RELEASE

Award of the CERESiS H2020 proposal and announcement of the kick-off meeting

19-20 November, 2020

The **CERESiS** (*ContaminatEd land Remediation through Energy crops for Soil improvement to liquid biofuel Strategies*) H2020 proposal has been recently awarded a contract (Grant Agreement No. 101006717) to run for 42 months and the **kick-off meeting** is scheduled to take place virtually on **November 19-20, 2020.**

CERESiS involves academia, industry, organizations, institutes and SMEs in a joint effort to tackle the indirect land use change (ILUC) risk while producing biofuels, as well as the fact that - at the same time - significant contaminated land areas remain unused. The project aims to provide a win-win sustainable solution to both issues by facilitating land decontamination through phytoremediation, i.e. growing energy crops to produce clean biofuels. In the longer term, this will increase the land available for agriculture, while producing non-ILUC biofuel. Identified promising energy crops will be trialed in North, South, Eastern Europe and Brazil and their products will be converted into biofuels via the optimization of two clean biofuel conversion technologies (i.e. Supercritical Water Gasification and Fast Pyrolysis) integrated with novel contaminant separation technologies. Having ensured the proof of concept, the project will go beyond the selected case studies and also develop a Decision Support System able to identify optimal solutions for each application. Its operation will rely on land, phytoremediation, technological, economic, and environmental parameters and provide critical information to stakeholders & policy makers on the suitability of combinations of phytoremediation strategies and conversion technologies for particular sites, contaminants, environmental restrictions etc. It will also include techno-economic analysis of pathways, LCA & LCC, supply chain optimization, and performance assessment against SDG goals.

Partners from five EU countries, Ukraine, Brazil and Canada representing the entire value chain join forces for the development and assessment of the integrated pathways.

The project leading to this application has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101006717