

Final dissemination, communication, and exploitation plan

Deliverable 5.6

GREENMEUP 



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Index

Executive summary	4
Project's visual identity	5
Objectives	7
Target audience of GreenMeUp	8
<i>Table 1. Market actors</i>	8
<i>Table 2. Policy actors</i>	8
<i>Table 3. General public</i>	9
Key messages of GreenMeUp	9
<i>Table 4. Key messages</i>	9
D&C tools and schedule activities	11
<i>Table 5. D&C tools & activities: update M35</i>	11
<i>Table 6. Project deliverables useful for D&C activities (M18 – M35)</i>	12
<i>Table 8. Relevant events where GreenMeUp was presented</i>	15
Annex 1 - Potential stakeholders	17

Executive summary

This document illustrates the updated strategy for the Dissemination and Communication activities of the GreenMeUp project. The document starts with providing an overview of the project's main activities and key objectives and then presents in detail the target audience and stakeholders relevant for GreenMeUp. After that, the key messages relevant for the project communication are introduced, together with a list of dissemination and communication tools. In addition to D&C tools, a list of D&C activities implemented between M18-M35 has been developed.

Project's visual identity

The following section provides an overview of GreenMeUp **visual identity**, which comprehends logo, fonts, color palettes and graphic elements. These tools will be used by all partners in the project's related publications and dissemination and communication actions.

Figure 1 Project logo



Figure 2 Project logo on white/black screen



Figure 3 color codes and fonts

Fonts

Poppins

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 012345678
(,.;:-+~*#|\'!\$%&/?^_@)!*=>?<±¼½¾×†•©

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 012345678
(,.;:-+~*#|\'!\$%&/?^_@)!*=>?<±¼½¾×†•©

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 012345678
(,.;:-+~*#|\'!\$%&/?^_@)!*=>?<±¼½¾×†•©

Colors

R: 96
G: 173
B: 130
#60ad82

R: 0
G: 155
B: 220
#009bdc

R: 91
G: 90
B: 90
#5b5a5a

R: 250
G: 250
B: 247
#fafaf7

Figure 4 Covers for publications/deliverables



Objectives

The GreenMeUp dissemination and communication (D&C) aims at maximizing the impact of the four main outcomes of the project, as they were detailed in the proposal, which are:

- **Facilitate** the wider uptake of Biomethane in the European energy and transport sectors, leading to an increased share of renewable energy in the final energy consumption by 2030 and beyond;
- **Contribute** to provide a basis for policymakers and stakeholders for developing country-tailored market uptake measures that will refine existing policies on biomethane;
- **Contribute** to the development of markets and respective financial frameworks that can operate efficiently and incentive-compatible while accommodating massive shares of renewables;
- **Ensure** active stakeholder engagement and high societal acceptance of renewable energy facilities and installations through science-based evidence.

Specific objectives of D&C activities:

- Raising awareness on the project's results, giving strong emphasis to the key-role of biomethane in the path towards decarbonisation of the EU and in reducing the reliance on natural gas imports
- Triggering the interest of relevant stakeholders and target audience groups, collecting their feedback
- Disseminating the results of the project and transferring general knowledge to market actors, policy actors and the general public
- Facilitating the uptake of project results at scientific, industrial and policy level
- Ensure the spreading of GreenMeUp results beyond the termination of the project
- Ensure the general understanding of biomethane added value and potential in the EU

Target audience of GreenMeUp

As stated in the proposal, The GreenMeUp project target audience can be divided into 3 main groups:

1. **Market actors**
2. **Policy actors**
3. **General public**

These 3 groups correspond to the main pillars of the proposal, since each one of them plays a fundamental role in the implementation of the project's objectives.

The tables below provide a provisional list of specific stakeholders in each group.

Table 1. Market actors

Category	Identified stakeholders	Role in the project
- Farmers aiming to produce energy crops - Industries producing organic wastes - Biogas/BioCH₄ producers and associations - Technology developers - Industries and end-users utilizing the bioCH₄ - The natural gas distribution system operators	- National and European agriculture associations: Coldiretti, Deutscher Raiffeisenverband – DRV, etc. - National biogas associations of advanced and target countries - International and European biogas associations - National biogas companies of advanced and target countries - National TSO of gas and electricity - ENTSO-G, ENTSO-E.	Produce/provide means for bioCH₄

Table 2. Policy actors

Category	Identified stakeholders	Role in the project
- European and national Policy makers - Regional and local authorities - CEN Technical Committee 408 and GERG - National standardization bodies	- European Parliament: ITRE Committee, ENVI Committee - European Commission: DG AGRI, DG ENER, DG RTD - National ministries of Agriculture of advanced and target country - European Gas Research Group (GERG)	Draft/adopt the market uptake measures

Table 3. General public

Category	Identified stakeholders	Role in the project
• end users, gas consumers • NGO active in energy, agriculture, and environment • environmentalists • media, CSO and others	• European media: Euractiv, Politico, Horizon Magazine, Bioenergy insight • National magazines/blogs on biogas • European environmental CSOs: EEB, CAN Europe, Greenpeace etc.	• Support the market, use the products

Key messages of GreenMeUp

The identification of clear and understandable messages is fundamental for a successful communication campaign, especially in fields with low society awareness levels, as it is the case for the biomethane market. It is essential to draw attention on **biomethane's role in EU decarbonisation process** and increase people's awareness about the project's results and activities.

The table below lists the **key messages** identified by project partners. These key messages were the guideline for online communication activities, especially through the project's website and the social media channels.

Table 4. Key messages

Key message	Target Audience group
Enhancing biomethane production and use among EU Member States will help reaching RED II initial binding target of reaching 42,5% ¹ Renewable Energy Sources consumption by 2030 ² .	Policy actors: European and national policy makers
Biomethane can play an important role in meeting the European Green Deal target for a reduction of	Policy actors: European and national policy makers

¹ "European Green Deal: EU agrees stronger legislation to accelerate the rollout of renewable energy", European Commission, 30 March 2023. Source: https://ec.europa.eu/commission/presscorner/detail/en/IP_23_2061.

² Directive (EU) 2018/2001 of the European Parliament and of the Council of 11 December 2018 on the promotion of the use of energy from renewable sources. Source: https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L_.2018.328.01.0082.01.ENG&toc=OJ.L:2018:328:TOC.

at least 55% net greenhouse gas emissions by 2030, compared to 1990 levels ³ .	
Biomethane is a key renewable energy source for meeting REPowerEU goals, for diversifying energy imports and accelerating clean energy transition ⁴ .	Policy actors: European and national policy makers
Biomethane can be traded and produced within Europe, ensuring the EU's security of supply, and avoiding dependence on external providers.	Policy actors: European and national policy makers
Being indistinguishable from natural gas, biomethane can be stored and deployed in the existing gas infrastructure	Market actors: the natural gas distribution system operators, industries utilizing bioCH ₄ in their operations
Biomethane production is expected to grow.	Market actors: biogas/biomethane producers and associations
There is a wide potential for biomethane deployment, up to 41 bcm by 2030 and 151 bcm by 2050 could be available	Market actors: biogas/biomethane producers and associations
Biomethane production is a unique opportunity for exploiting local resources, wastes and residues that constitute an significant environmental burden	General public: environmentalists, civil society organisations
Biomethane can be a greener alternative to natural gas for electricity, heat, and transport	General public: end users, gas consumers, NGO active in energy, agriculture, and environment
Biomethane can support the primary sector, creating high local added value and specialized jobs across all stages of the biomethane supply chain, and foster technological innovation.	Market actors: biogas/biomethane producers and associations General public: end users, gas consumers, NGO active in energy, agriculture, and environment
The digestate produced from biogas plants is rich in organic matter, making it suitable for soil enhancement and capable of reducing water requirements.	Market actors: biogas/biomethane producers and associations

³ The European Green Deal, European Commission, 11 December 2019. Source: <https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1588580774040&uri=CELEX%3A52019DC0640>.

⁴ REPowerEU Plan", European Commission, 18 May 2022. Source: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM%3A2022%3A230%3AFIN&qid=1653033742483>.

D&C tools and schedule activities

The first months of the project have been focused on the development of GreenMeUp's visual identity, together with the launch of the project's website and the LinkedIn page. After this first implementation, D&C activities focused on raising awareness about the project's results and activities. Results and activities have circulated through several tools, such as factsheets, social media cards and short clips for social media.

Different materials have been produced by ETA based on the rich and well-structured deliverables developed by the other WPs, such as factsheets, informative videos, newsletters, and webinars.

The following table illustrates the main **D&C tools** identified to disseminate and communicate the project results, and the **D&C activities** that have been performed. Each tool is associated with a **key performance indicator (KPI)**:

Table 5. D&C tools & activities: update M35

D&C tool	Channel	KPIs & delivered activities
Press releases	LinkedIn, Website	At least 3 press releases by M36 Update M35: 2 press release published Last one planned for M36
Newsletter to report on project updates / progress	Website, mailing list	2 newsletters/year Update M35: 4 newsletters published
Factsheets series on bioCH4 production,	Website, social media, events	4 factsheets delivered. Update M35: 8 factsheets delivered
Short clips for social media sharing informing about key project results	Website, social media, YouTube	Minimum 3 clips Update M35: 2 short video-interview released
Posts on social media	Website, social media	More than 50 posts by M36 Update M35: +50 posts +1000 followers on LinkedIn
Slide presentations and or article/paper presentations Presentation at the European Biomass	Events, conferences, website	Minimum 3 outreach articles 1 public presentation delivered every year. Update M35:

Conference and Exhibition (EUBCE)		1 Presentation at Agrotica 2022 1 presentation at CEBC 2023 1 presentation at EUBCE 2023 1 presentation at European Biomethane week 2023 2 poster presentations EUBCE 2025 Final event at EUBCE 2025 1 presentation at 2nd Open-Air Cities International Conference
Policy events	Hybrid event	3 Policy events held (1 per year) Update M35: 1 policy event held at EUBCE 2023 in Bologna; 1 policy workshop held in Leipzig, Germany Last policy workshop in Brussels
Webinars and workshops	Online/onsite events	2 webinars, 1 workshop Update M35: first webinar held in January 2024, with the title “Biomethane dynamics in emerging European markets”. +150 online attendees Second webinar held in February 2025 entitled “Biomethane market from research and industry points of view” with +150 online attendees

During the **period M18 – M35**, several deliverables have been submitted, and they have been used to create useful materials for the dissemination and communication activities such as factsheets, newsletters and social media posting. The following table summarizes all the deliverables submitted from M18 to M35.

Table 6. Project deliverables useful for D&C activities (M18 – M35)

Deliverable	WP	Due date
D1.2 Midstream and downstream technological development	WP1	M18
D1.3 Feedstock supply developments	WP1	M18

D1.4 Development of standardization process	WP1	M18
D1.5 Indicators for market integration	WP1	M21
D1.6 Final overview of production routes and end-uses of renewable gases and existing policy frameworks in advanced European and MI countries	WP1	M28
D1.7 Final overview of midstream and downstream technological developments	WP1	M30
D1.8 Final overview of feedstock supply developments	WP1	M30
D1.9 Final overview of the development of Standardisation processes	WP1	M30
D2.2 SWOT analyses in target countries	WP2	M24
D2.3 Business Missions and B2B meetings Report	WP2	M24
D2.4 Country final reports on the existing production routes, end uses, policy frameworks and market dynamics (7 target countries)	WP2	M28
D5.4 Updated dissemination, communication and exploitation plan	WP5	M18
D4.2 Market uptake measures at national level (7 target countries)	WP4	M24
D4.5 Final Policy briefings with key policy requirements for improved market uptake of biomethane (EU and 7 target countries)	WP4	M32

D4.6 Final Market uptake measures at national level (7 target countries)	WP4	M34
D5.3 Final Project publication	WP5	M35
D5.5 Updated report on the policy workshops	WP5	M26
D5.6 Final Dissemination, Communication and Exploitation plan	WP5	M35
D6.5 Updated report of the International Advisory Board meetings	WP6	M20
D6.6 Updated report of the International Advisory Board meetings	WP6	M29

As a result, the **period M18 – M35** of the project has proceeded on the **evaluation of framework market conditions** in both advanced and target countries, followed by the policy, market and society stakeholder hubs in the 7 target countries. These activities resulted in the drafting of rich and useful reports to be exploited for the project’s dissemination and communication activities.

The main results and findings of the abovementioned deliverables have been disseminated by ETA, through the design and editing of factsheets, newsletters and posts on social media.

Posts on **social media, news, factsheets** and **newsletters** have been the main communication tools of the project. Their use will be instrumental in reporting the progress made by GreenMeUp, and in disseminating its results.

Policy **events** and **webinars** were also important dissemination activities, since they gave project partners the opportunity to share and discuss the project results before an audience of policy makers and industry representatives.

In M31, a [second webinar](#) titled “Biomethane market from research and industry points of view: exploring biomethane production, future implementation and scaling up technologies”, resulting in a great success.

During M32, the [second policy workshop](#) took place in Leipzig the day before our project’s consortium meeting. Many experts gathered giving their valuable contributions not only from a biomethane policy framework perspective but also addressing technology thematic.

The final event was held in Valencia, Spain, on the frame of the 33rd European Biomass Conference & Exhibition. ETA took care about the organization of the event, and partners have gathered to showcase the project's latest results and achievements. Also, three other projects have accepted the invitation to participate during the panel discussion: [HyFuelUp](#), [Sempre-Bio](#) and [Biomethaverse](#).

Together with the schedule of activities planned in the project, the GreenMeUp consortium has participated in other relevant events concerning biomethane, where partners participated and illustrated the project's main results and achievements.

The table below shows the other relevant events where GreenMeUp was presented between M18 and M36.

Table 8. Relevant events where GreenMeUp was presented

Event	Organizer(s)	Where?	When?	Partner attending
RHODES 2024 11th International Conference on Sustainable Solid Waste Management	NTUA - National Technical University of Athens	Rhodes Island, Greece	19 – 22 June 2024	CRES
EUBCE 2024	ETA	Marseille	24-27 June 2024	ETA, CRES
2nd Investment – Scientific Forum "Energy Recovery from Waste, Biomass and Biomethane" (in Greek)	AENERGY	Athens	11 July 2024	CRES
Biomethane week 2024	EBA	Brussels	October 2024	EBA, CRES
Aviation, maritime, biomethane cluster meeting	CINEA	Brussels	October 2024	CRES
2 nd Open-Air Cities international Conference	Syros Institute, Harokopio University, Open-Air Cities	Athens	14 – 15 February 2025	CRES
Policy Workshop	ETA, CRES, DBFZ	Leipzig	25 March 2025	All

11th International Conference on Renewable Energy Gas Technology	REGATEC	Weimar, Germany	20-21 May 2025	CRES
3rd Forum "Energy Recovery from Waste, Biomass, Biomethane 2025" (in Greek)	AENERGY	Athens	30 May 2025	CRES
EUBCE 2025 (Final event)	ETA	Valencia	9 – 12 June 2025	ETA, CRES, AEBIG, EBA, CZ BIOM,
EUBCE 2025 (2 Poster presentations)	ETA	Valencia	9 – 12 June 2025	ETA, CRES
3rd Hydrogen & Green Gases Forum (in Greek)	ENERGYPRESS	Athens	24 June 2025	CRES

In addition, a training session in the National Technical University was organized and CRES presented GreenMeUp to the students, as part of the Interdepartmental course 'Environment and Development', under the topic 'Biofuels: A Choice or a Necessity?'

Annex 1 - Potential stakeholders

The following list will provide an overview of the **potential stakeholders** that shall be informed of the project results.

Transmission System Operators (TSO) - Electricity

Name	Country
ADMIE/IPTO (Independent Power Transmission Operator)	Greece
Elia Transmission Belgium	Belgium
EnBW Energie-Baden Wurttemberg	Germany
TenneT	Germany
Amprion	Germany
50hertz	Germany
Terna	Italy
Austria Power Grid (APG)	Austria
VUEN	Austria
PSE Polskie Sieci Elektroenergetyczne	Poland
AST	Latvia
Elering	Estonia
Red Eléctrica de Espana (REE)	Spain
CEPS	Czech Republic

Transmission System Operators (TSO) - Gas

Name	Country
DESFA	Greece
Fluxys	Belgium
Fluxys Interconnector	Belgium
Bayernets GmbH	Germany
Fluxys TENP	Germany
Gascade Gastransport GmbH	Germany
Gastransport Nord GmbH	Germany
Gasunie Deutschland Transport Services GmbH	Germany
GRTgaz Deutschland GmbH	Germany
Terranets GmbH	Germany
Thyssengas GmbH	Germany
NEL Gastransport GmbH	Germany
Nowega GmbH	Germany
Ontras Gastransport GmbH	Germany
OGE Open Grid Europe GmbH	Germany
Infrastrutture trasporto gas SpA	Italy
Snam rete gas SpA	Italy
SGI Società Gasdotti Italia SpA	Italy

Gas connect Austria GmbH	Austria
TAG GmbH	Austria
Gaz system	Poland
Conexus baltic grid	Latvia
Elering	Estonia
ENAGAS TRANSPORTE S.A.U	Spain
Reganosa	Spain
NET4GAS s.r.o.	Czech Republic

Agriculture associations

Name	Country
GAIA EPICHEIREIN	Greece
Boeren Bond	Belgium
Deutscher Raiffeisenverband - DRV	Germany
AGCI AGRITAL Associazione generale cooperative italiane settore agro ittico alimentare	Italy
Legacoop agroalimentare	Italy
Coldiretti	Italy
Confcooperative fedagri pesca	Italy
Alleanza delle cooperative italiane	Italy
Österreichischer Raiffeisenverband - ÖRV	Austria

FBZPR (Federation of Agricultural Producers Union)	Poland
LLKA (Latvian Agricultural Cooperatives Association)	Latvia
EPKK (Estonian Chamber of Agriculture and Commerce)	Estonia
ETKL (Estonian Farmers Federation)	Estonia
Cooperativas agro-alimentarias de Espana	Spain
AKCR (Czech Agrarian Chamber)	Czech Republic
ZSCR Agricultural association of the Czech Republic	Czech Republic

National biogas associations

Name	Country
Austrian compost & biogas association	Austria
Biogas-E	Belgium
Edora - Renewable energy federation	Belgium
Valbiom - Wallonian association for the valorisation of Biomass	Belgium
Vlaco (biowaste)	Belgium
Fachverband Biogas (German biogas association)	Germany
FNBB (Society for the promotion of sustainable Biogas and Bioenergy)	Germany
HABIO (Hellenic association of biogas producers)	Greece
FIPER (Federazione Italiana di Produttori di Energia da Fonti Rinnovabili)	Italy

Polish biomethane association	Poland
Polish biomethane organization	Poland
PSPBR - Polish agricultural biogas producers association	Poland
UBEPI - Union of producers and employers of Biogas industry	Poland
Zielony gas dla klimatu	Poland

National companies

Name	Country
IES Biogas	Italy
BTS Biogas	Italy
PlanET Biogas Global	Germany
EnviTec Biogas	Germany
WELTEC Biopower	Germany
Bioconstruct	Germany
Okobit GmbH	Germany
Biogas-E	Belgium
Bioelectric	Belgium
Biogest	Austria

National ministries

Name	Country
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Hellenic Republic - Ministry of Rural development and food	Greece
Ministero delle politiche agricole alimentari e forestali	Italy
Federal Ministry of Food and Agriculture	Germany
Department of Agriculture and Fisheries	Belgium
Federal Ministry Republic of Austria - Agriculture, Forestry, Regions and Water Management	Austria
Ministry of Agriculture and rural development	Poland
Ministry of Agriculture - Republic of Latvia	Latvia
Ministry of Rural Affairs - Estonia	Estonia
Ministry of Agriculture - Czech Republic	Czech Republic
Ministry of Agriculture, fisheries and food	Spain

Media

Name	Country
Magazyn Biomasa	Poland
Euractiv	EU
Politico	EU
Horizon Magazine	EU
Bioenergy insight	EU
Biogas informa	Italy
Biogas channel	Italy

European & International stakeholders

Name	Typology
ETIP Bioenergy	European technology and innovation platform
GERG	European gas research group
ENTSOG	European Network of transmission system operators for gas
ENTSO-E	European association for the cooperation of transmission system operators (TSOs) for electricity
World Biogas Association	International association

Environmentalists

Name	Typology
European Environmental Bureau	Environmental CSO
SDG Watch Europe	CSO for 2030 sustainable agenda
CAN Europe	Environmental CSO
Greenpeace - European Unit	Environmental CSO
Transport & Environment	Environmental CSO
Friends of the Earth Europe	Environmental CSO
Green 10	Umbrella organization

European Commission DGs and European Parliament committees

Name	Institution
ITRE (Committee on Industry, Research and Energy)	European Parliament
ENVI (Committee on Environment, Public Health and Food Safety)	European Parliament
DG AGRI (Agriculture and Rural Development)	European Commission
DG ENER (Energy)	European Commission
DG RTD (Research and Innovation)	European Commission