

Dissemination & Communication Plan

Deliverable n. D5.1

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Renewable Energies

GREENMEUP



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Executive summary

This document illustrates the 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 the end, the document describes a detailed schedule of activities to be carried out in the period M1-M18.

Project's visual identity

The following section provides an overview of the **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

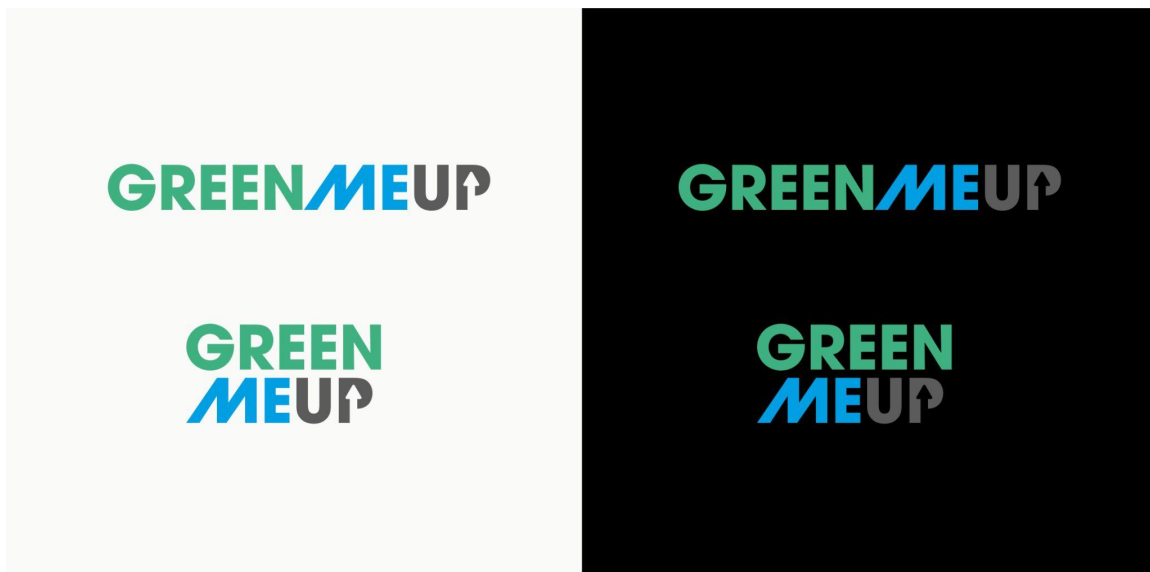


Figure 3 color codes and fonts

<h2>Fonts</h2> <hr/> <h1>Poppins</h1> <p>Bold</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 012345678 (,;:-+*~# '!"\$%&/?^_@)!*~><±¼½¾×†•©</p> <p>Medium</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 012345678 (,;:-+*~# '!"\$%&/?^_@)!*~><±¼½¾×†•©</p> <p>Regular</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 012345678 (,;:-+*~# '!"\$%&/?^_@)!*~><±¼½¾×†•©</p>	<h2>Colors</h2> <hr/> <table border="0"> <tr> <td style="text-align: center;"></td> <td>R: 96 G: 173 B: 130 #60ad82</td> <td style="text-align: center;"></td> <td>R: 0 G: 155 B: 220 #009bdc</td> </tr> <tr> <td style="text-align: center;"></td> <td>R: 91 G: 90 B: 90 #5b5a5a</td> <td style="text-align: center;"></td> <td>R: 250 G: 250 B: 247 #fafaf7</td> </tr> </table>		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
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	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
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 • ENTSOG, ENTSO-E. 	<ul style="list-style-type: none"> • Produce/provide means for bioCH₄

Table 2. Policy actors

Category	Identified stakeholders	Role in the project
<ul style="list-style-type: none"> • European and national Policy makers • Regional and local authorities 	<ul style="list-style-type: none"> • European Parliament: ITRE Committee, ENVI Committee • European Commission: DG AGRI, DG ENER, DG RTD 	<ul style="list-style-type: none"> • Draft/adopt the market uptake measures

<ul style="list-style-type: none"> • CEN Technical Committee 408 and GERG • National standardization bodies 	<ul style="list-style-type: none"> • National ministries of Agriculture of advanced and target country • European Gas Research Group (GERG) 	
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Table 3. General public

Category	Identified stakeholders	Role in the project
<ul style="list-style-type: none"> • end users, gas consumers • NGO active in energy, agriculture, and environment • environmentalists • media, CSO and others 	<ul style="list-style-type: none"> • European media: Euractiv, Politico, Horizon Magazine, Bioenergy insight • National magazines/blogs on biogas • European environmental CSOs: EEB, CAN Europe, Greenpeace etc. 	<ul style="list-style-type: none"> • 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 will be 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
Biomethane is a key renewable energy source for meeting REPowerEU and EU Green Deal goals	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/bioCH ₄ 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/bioCH ₄ producers and associations
Biomethane production can be an opportunity for using local resources, wastes and residues	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
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D&C tools and schedule activities

The first months of the project will be 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 will mainly focus on raising awareness about the project's results and activities. Results and activities will circulate through several tools, such as factsheets, social media cards and short clips for social media.

The following table illustrates the main **D&C tools** identified for D&C activities. Each tool is associated to a key performance indicator (KPI):

Table 5. D&C tools

D&C tool	Channel
Press release to announce the start of the project and its objectives	LinkedIn, Website
Newsletter to report on project updates/progress	Website, mailing list
Factsheets series on bioCH ₄ production	Website, social media, events
Short clips for social media sharing informing about key project results	Website, social media, YouTube
Posts on social media	Website, social media
Slide presentations and or article/paper presentations	Events, conferences, website
Presentation at the European Biomass Conference and Exhibition (EUBCE)	Conferences
Policy event in Brussels	Hybrid event

During the first 18 months of the project, several deliverables will be submitted – in particular concerning WP1 (Market dynamics & framework conditions in advanced European and MI countries), WP5 (Outreach) and WP6 (Project Management):

Table 6. Project deliverables

Deliverable	WP	Due date
D1.1 Overview of production and end-use routes	WP1	M6
D1.2 Midstream and downstream technological development	WP1	M18
D1.3 Feedstock supply developments	WP1	M18
D1.4 Development of standardization process	WP1	M18
D2.1 Country reports	WP2	M10
D3.1 Report on policy, market and society hubs	WP3	M12
D3.2 Report on co-creation actions in 7 target countries	WP3	M16
D4.1 Policy briefings	WP4	M12
D5.1 Dissemination, Communication, Exploitation plan	WP5	M4
D5.2 Report on the policy workshops	WP5	M14
D5.4 Updated dissemination, communication and exploitation plan	WP5	M18
D6.1 Updated timetable, work plan, protocols	WP6	M2
D6.2 Report on IAB meetings	WP6	M10
D6.3 Data management plan & support pack	WP6	M6
D6.4 Ethics requirements	WP6	M6

As a result, the **first 18 months** of the project will focus on the **evaluation of framework market conditions** in both advanced and target countries, followed by the draft of a report on the established policy, market and society stakeholder hubs in the 7 target countries.

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

The following table shows the schedule of **D&C main activities from M1 to M18**, including events, webinars, and participation to specific conferences.

All the above-mentioned activities will go on until M18, when a new version of the DCP will be released.

Table 7. Schedule of activities

Activity	Time frame
GreenMeUp Kick-off meeting	M1-M4
First press release of GreenMeUp project	M1-M4
Posts and social media cards on LinkedIn	M4-M18
News on the Website page	M4-M18
Preparation of GreenMeUp factsheets	M4-M18
First project's Newsletter	M12-M13
Project presentation at the 31 st European Biomass Conference and Exhibition	M10
Policy event in Brussels	M12-M13

The above-mentioned activities will be fundamental in order to disseminate and exploit the results of The GreenMeUp project.

Posts on social media, news, factsheets and newsletters will be 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 are also important dissemination activities, since they give project partners the opportunity to share and discuss the project results before an audience of policy makers and industry representatives.

Together with the schedule of activities planned in the project, the GreenMeUp consortium foresees participating in other relevant events concerning biomethane, where partners will be able to participate and illustrate the project's main results and achievements.

In this specific case, the most relevant ones are the national biogas conferences of partner countries in Italy and Germany, together with the European and international ones.

At least one project's partner will participate in each of the following events, as described in the table, with the main aim of disseminating GreenMeUp results and hence widening the project's audience.

Table 8. Other relevant events

Event	Organizer	Where?	When?	Partner attending
Biogas Italy 2023	CIB	Rome	8-9 March	CIB
European Biogas Conference 2023	EBA	?	October	EBA
Biogas Convention 2023	Fachverband Biogas	?	November	
Agrotica 2023				CRES
World Biogas Expo 2023	World Biogas Association, ADBA	Nec Birmingham	29-30 March	
REGATEC 2023		Berlin	15-16 May	
Fuels of the Future		Berlin	23-24 January	

Stakeholders Plenary meeting	ETIP Bioenergy		November	ETA
EUBCE 2023	ETA Florence Renewable Energies	Bologna	5-9 June	ETA

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
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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
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