



Deliverable D8.1: Dissemination, Exploitation and Communication Plan



Document control sheet

Project	Fit4Micro - Clean and efficient microCHCP by microturbine based hybrid systems
Grant Agreement n°	101083536
Coordinator	MITIS
Start date of project	01/10/2022
Work Package n°	8
Work Package title	Dissemination, Communication and Exploitation
Work Package leader	ETA Florence
Deliverable	8.1
Title	Dissemination, Exploitation and Communication plan 1
Version	1
Lead Beneficiary	ETA Florence
Authors	Teresa Ridolfi, Stefano Capaccioli
Reference period	01/10/2022 – 31/03/2024
Due date	31/01/2023 (Month 4)
Submission date	27/01/2023
Dissemination level	PU - Public

Funded by the European Union, Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement n. 101083536.

Index

Executive summary	4
Project's visual identity	5
Project's website	7
Objectives	8
Target audience of Fit4Micro	9
<i>Table 1. Target audience of Fit4Micro</i>	9
Key messages of Fit4Micro	10
<i>Table 2. Key messages</i>	11
D&C tools and schedule activities	11
<i>Table 3. D&C tools</i>	12
<i>Table 4. Project deliverables</i>	13
<i>Table 5. Schedule of activities</i>	14
<i>Table 6. Other relevant events</i>	15
Conclusions	16

Executive summary

This document illustrates the strategy for the Dissemination, Communication and Exploitation activities of the Fit4Micro 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 Fit4Micro.

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, together with a list of all the relevant events where the Fit4Micro project will be disseminated and presented.

Project's visual identity

The following section provides an overview of the Fit4Micro visual identity, which comprehends logo, fonts, colour palettes and graphic elements. These tools will be used by all partners in the project's related publications, deliverables and dissemination/communication activities.

Figure 1. Project logo with white/blue screen



Figure 2: Project symbol

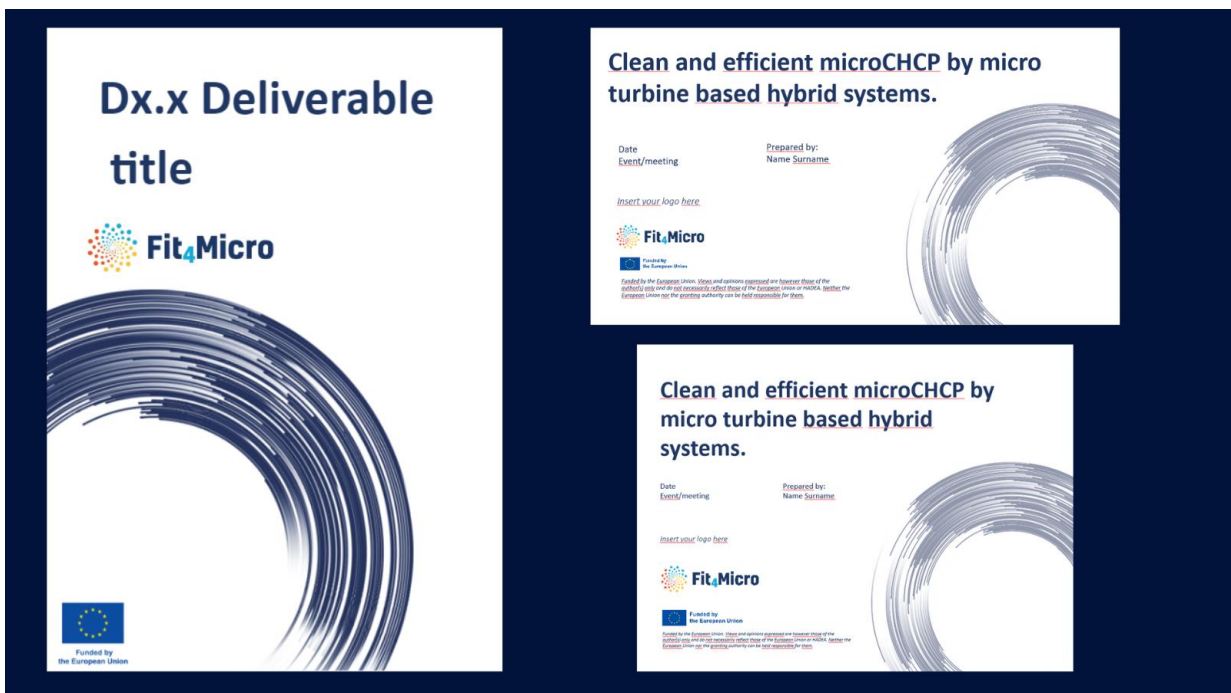


In this specific case, the symbol chosen represents a dynamic symbol which recalls the deployment of energy from a machine. The 3 main colours represent the 3 main sources of energy: red representing heat, yellow representing electricity and blue representing cooling.

Figure 3. Colour codes and fonts

FONT S	COLOR S						
<p>Barlow Semi Condensed</p> <p>Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 012345678 (.,:;-+*^# ~!ES%&/?^c@)!*=>?<±∥¼½¾×†•€</p> <p>Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 012345678 (.,:;-+*^# ~!ES%&/?^c@)!*=>?<±∥¼½¾×†•€</p> <p>Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 012345678 (.,:;-+*^# ~!ES%&/?^c@)!*=>?<±∥¼½¾×†•€</p>	<table border="0"> <tr> <td>  <p>#011231 R: 1 C: 100 G: 18 M: 89 B: 49 Y: 47 K: 65</p> </td> <td>  <p>#253860 R: 37 C: 98 G: 56 M: 81 B: 96 Y: 33 K: 23</p> </td> </tr> <tr> <td>  <p>#54a8d2 R: 84 C: 71 G: 168 M: 13 B: 210 Y: 8 K: 0</p> </td> <td>  <p>#f3c356 R: 243 C: 0 G: 195 M: 27 B: 86 Y: 84 K: 0</p> </td> </tr> <tr> <td>  <p>#d8603e R: 216 C: 1 G: 96 M: 77 B: 62 Y: 84 K: 0</p> </td> <td></td> </tr> </table>	 <p>#011231 R: 1 C: 100 G: 18 M: 89 B: 49 Y: 47 K: 65</p>	 <p>#253860 R: 37 C: 98 G: 56 M: 81 B: 96 Y: 33 K: 23</p>	 <p>#54a8d2 R: 84 C: 71 G: 168 M: 13 B: 210 Y: 8 K: 0</p>	 <p>#f3c356 R: 243 C: 0 G: 195 M: 27 B: 86 Y: 84 K: 0</p>	 <p>#d8603e R: 216 C: 1 G: 96 M: 77 B: 62 Y: 84 K: 0</p>	
 <p>#011231 R: 1 C: 100 G: 18 M: 89 B: 49 Y: 47 K: 65</p>	 <p>#253860 R: 37 C: 98 G: 56 M: 81 B: 96 Y: 33 K: 23</p>						
 <p>#54a8d2 R: 84 C: 71 G: 168 M: 13 B: 210 Y: 8 K: 0</p>	 <p>#f3c356 R: 243 C: 0 G: 195 M: 27 B: 86 Y: 84 K: 0</p>						
 <p>#d8603e R: 216 C: 1 G: 96 M: 77 B: 62 Y: 84 K: 0</p>							

Figure 4. Covers for presentations/deliverables



The figure shows three presentation covers. The leftmost cover is a large vertical slide with the title 'Dx.x Deliverable title' and the Fit4Micro logo. The two smaller covers on the right are horizontal slides with the title 'Clean and efficient microCHCP by micro turbine based hybrid systems.' Each of these covers includes a form for 'Date Event/meeting' and 'Prepared by: Name Surname', a placeholder for a logo, the Fit4Micro logo, and the European Union logo with the text 'Funded by the European Union'. A decorative circular graphic made of blue lines is on the right side of each slide.

This project has received funding from the European Union’s Horizon Europe Research and Innovation Programme under Grant Agreement n. 101083536.

Figure 5. Project roll-up and poster (first version)



Project’s website

The project website will be structured into 6 main sections:

1. **Homepage:** this section will represent one of the most relevant pages of the website, being the first one that the user will see. The homepage will give a first overview of the project’s main aims and objectives, together with a quick explanation of the Fit4Micro solution.
2. **About:** here, we will have 3 main sub-sections:
 - **The project**, where a brief analysis of Fit4Micro main technical aspects will be implemented.
 - **Partners**, where the consortium will be introduced and shortly described.
 - **Applications**, a specific section where the real-life possible applications of the Fit4Micro solution will be listed and described.
3. **Activities:** this section will be dedicated to the description of the project’s 8 work packages.

This project has received funding from the European Union’s Horizon Europe Research and Innovation Programme under Grant Agreement n. 101083536.

4. **Results:** in this section all the project's main documents, videos and publications will be available for users.
5. **Updates:** this section will be dedicated to the project's news, such as newsletters and press releases.
6. **Contacts:** this section will be implemented with a contact form to fill in, for those who are interested in the project and wishes to keep up with the news.

The website will be a fundamental part of the project's visual identity, and it will be implemented with all the visual identity's tools created so far.

Objectives

The Fit4Micro **Dissemination and Communication Plan (DCP)** aims at describing all the appropriate activities to ensure an optimal transfer of knowledge and outreach to stakeholders and potential adopters of the Fit4Micro solution.

In order to do so, the Fit4Micro DCP will pursue the following **objectives**:

- **Raising awareness** on the project scope: in order to reach this result, it is fundamental to emphasize CHP systems' robustness and feasibility in terms of technical performance.
- Triggering the **interest** of relevant **stakeholders** and potential **end-users**, collecting their feedback on the Fit4Micro technology.
- Increase the **general understanding** of the socioeconomic and environmental sustainability of renewable-based energy systems at the household level.
- Facilitating the **uptake of project results** by third parties at scientific, industrial and policy.
- Ensure the **uptake of Fit4Micro solutions** beyond the termination of the project.

Dissemination, communication and exploitation activities are very much linked, and will be undertaken in a coordinated way, thus exploiting synergies and avoiding overlaps.

Target audience of Fit4Micro

For disseminating the **main results** of the Fit4Micro project, first of all it is fundamental to implement a detailed mapping of **target groups** for exploiting and disseminating the results. Since the objective of the project is to reach TRL 5 technology, the interaction with end-users will be limited. On the other side, it will be fundamental to reach those **stakeholders** that can function as **multipliers**, hence industries, renewable energy associations and so on.

The following table provides a provisional list of **specific stakeholders**.

Table 1. Target audience of Fit4Micro

Target audience	Specific stakeholders	Medium and means
Heating sector, energy professionals and intermediaries	<ul style="list-style-type: none"> • European Heating Industry Association (EHI) • Federation of European Heating, Ventilation and Air Conditioning Associations (REHVA) • Renovate Europe Campaign • European Heat Pump Association (EHPA) • BUILDUP Platform • European Federation of Intelligent Energy Efficiency Services (EFIEES) • Members of COGEN Europe in various member states. 	<ul style="list-style-type: none"> • Project website • Press releases and newsletters • Scientific papers and results • Video-clips
Renewable energy sector	<ul style="list-style-type: none"> • Bioenergy Europe • European Biogas Association • Liquid Gas Europe • Solar Power Europe • Members of the advanced biofuel coalition • Members of BIOCOGEN 2030 	<ul style="list-style-type: none"> • Project website • Press releases and newsletters • Promotional materials (leaflet, posters) • Video-clips
Academia and research	<ul style="list-style-type: none"> • Joint Research Centre • Building Performance Institute 	<ul style="list-style-type: none"> • Scientific papers and results

This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement n. 101083536.

institutions	<ul style="list-style-type: none"> Europe (BPIE) Biogas Research Centre Scientific community in the fields of combined heat and power from biomass Partners from similar H2020 and HEU projects Leading research institutes (ENEA, CEA, CERTH, Fraunhofer), European Technology Platform for Bioenergy Renewable Heating and Cooling Technology Platform. 	<ul style="list-style-type: none"> Outreach articles
EU and national policymakers	<ul style="list-style-type: none"> European Commission (DG ENER, DG ENV, DG CLIMA, DG GROW) European Parliament ENVI and ITRE Committees Relevant policymakers in identified target countries 	<ul style="list-style-type: none"> Scientific papers and results Outreach articles Project website Events
International organizations, civil society and end-consumers associations	<ul style="list-style-type: none"> International Energy Agency (IEA) European Consumer Association European Environmental Bureau WWF Europe. 	<ul style="list-style-type: none"> Project website Press releases and newsletters Video-clips.

Key messages of Fit4Micro

The identification of clear and understandable messages is fundamental for a successful communication campaign, especially if our main objective is the one-off reaching specific stakeholders and potential adopters of the Fit4Micro solution.

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.

This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement n. 101083536.

Table 2. Key messages

Key message	Target audience group
Buildings represent a hard-to-decarbonise sector	Policy actors
Fit4Micro solution is based on a hybrid-heating system, which will significantly increase environmental sustainability in the building sector	Potential adopters of the Fit4Micro solution
The technology developed by Fit4Micro will increase the availability of renewable fuels for domestic usage	Producers of renewable fuels
Fit4Micro solution will combine heating, cooling and power generation	Heating sector, energy professionals and intermediaries
The micro-Gas Turbine can be integrated with Solar-PV to allow a flexible power operation and heat supply by the heat pump, limiting the biofuel usage.	Solar PV industry.

D&C tools and schedule activities

During the first months of the project, one of the most important activities will concern the development of **Fit4Micro visual identity**, together with the launch of the project's **website** and the **social media** (LinkedIn, Twitter and YouTube) pages.

More specifically, the project website will also include a link to an innovative tool which will allow users to simulate the adoption of Fit4Micro system into their houses.

Together with the visual identity's implementation, Dissemination & Communication (D&C) activities will mainly focus on disseminating the Fit4Micro solution and promoting it to potential adopters.

Communication activities will be aligned with the release of the project's public deliverables, ensuring that their content is shared and communicated to the target audiences, through social media posts, newsletters, press releases and website news.

This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement n. 101083536.

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

Table 3. D&C tools

D&C Tool	KPI
Initial press release to announce the start of the project and its objectives. One at M24 and one at the end of the project	3 press releases during the project lifetime
Newsletter to report on project updates	2 newsletters per year, reaching hundreds of interested people
Factsheets series on MicroCHCP and its advantages	4 factsheets delivered
Short clips for social media sharing, presenting some key facts about micro-cogeneration and Fit4Micro	Release of at least 3 video clips
One virtual demo tour at the lab scale plant	One demo tour from the lab scale facility my M45
Continuous social media posting	More than 50 posts by M36
Outreach articles published in specialized magazines	6 outreach articles in written media over 4 years
Scientific papers (open access, peer reviewed)	10 scientific papers on the Fit4Micro activities
Info sessions during high level conferences	3 info sessions/presentations held
Industry focussed events	One event organized by each of the following countries by M46: Germany, Italy, The Netherlands, Czech Republic and Belgium
Online webinars	6 online webinars organized by M40

This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement n. 101083536.

During the first 18 months of the project, several **public deliverables** will be submitted - in particular concerning **WP2** (Biofuel production and supply), **WP3** (Flameless combustion for liquid fuels development and high temperature material assessment), **WP4** (IRRGT Humidified micro gas turbine), **WP5** (Integrated hybrid trigeneration system development and evaluation), and **WP8** (Dissemination, Communication & Exploitation):

Table 4. Project public deliverables

Deliverable	WP	Due date
D2.1 Production report of 200 L reference-quality HPO	WP2	M12
D3.1 Operating parameters combustor	WP3	M3
D4.3 Analysis of Humidification techniques for the IRRGT cycle	WP4	M6
D4.4 Report on experimental testing of the new saturator	WP4	M18
D5.1 Report on 4 use definitions for system development and evaluation	WP5	M12
D8.1 Dissemination, Exploitation and Communication plan 1	WP8	M4
D8.11 Data Management Plan	WP8	M6
D8.2 Dissemination, Exploitation and Communication plan 2	WP8	M18

This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement n. 101083536.

As a result, the first 18 months of the project will focus on a first implementation of the IRRGT Humidified micro gas turbine, with first experimental tests and analyses. The main results and findings of the abovementioned tests will be then disseminated by ETA, through the design and editing of factsheets, newsletters and posts on social media.

The following table will show the schedule of **D&C main activities** from M1 to M18, with a focus on **events, webinars** and **participation in conferences**.

Table 5. Schedule of activities

Activity	Time frame
Fit4Micro kick-off meeting	M1-M4
First press release of Fit4Micro	M1-M4
Launch of the Fit4Micro website	M1-M4
Release of the first version of the Dissemination, Exploitation and Communication Plan	M1-M4
Release of the Data Management Plan	M1-M6
News on the website page	M4-M18
Posts on social media	M4-M18
Three project Newsletters	M4-M18
Preparation of Fit4Micro factsheets	M4-M18
Project presentation at the 31st European Biomass Conference and Exhibition	M9
Annual meeting 2023	M14

The above-mentioned activities will be fundamental to disseminate and exploit the results of the Fit4Micro project.

This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement n. 101083536.

Posts on social media, newsletters, factsheets and scientific publications will be the main communication tools of the project. Their use will be instrumental in reporting the progress made by the project, in particular for what concerns the implementation of the Fit4Micro solution and its possible adaptations.

In order to increase the number of potential adopters of the Fit4Micro solution, the project will be presented and disseminated in **other policy events** and webinars in partners' countries. These occasions will give project partners the opportunity of demonstrating and sharing the results of the project to an audience of industry representatives and policy makers.

As a consequence, together with the schedule of activities planned in the project, the Fit4Micro consortium foresees **participating in other relevant events** concerning **cogeneration**, where partners will be able to participate and illustrate the project's main results and achievements.

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 Fit4Micro results and hence widening the project's audience.

Table 6. Other relevant events

Event	Organizer	Where?	When?	Partner attending
COGEN annual conference 2022	COGEN Europe	Leuven (BE)	11-12 October 2022	COGEN Europe, MITIS
7 th Central European Biomass Conference CEBC2023	Austrian Biomass Association	Graz (AT)	18-20 January 2023	ETA
Hannover Messe 2023	Hannover Messe	Hannover (DE)	17-21 April 2023	MITIS
ITGC International Gas Turbine Conference 2023	ETN Global	Brussels (BE)	10-12 October 2023	MITIS, UMONS

This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement n. 101083536.

Enlit Europe Exhibition 2023	Enlit Europe	Paris (FR)	28-30 November 2023	ETA
---------------------------------	--------------	------------	---------------------------	-----

Conclusions

This document represents a first version of the Dissemination, Exploitation and Communication plan. It covers the period from M1 to M18, hence from 01/10/2022 to 31/03/2024, when a second version will be submitted. If necessary, eventual updates will be made during the first 18 months of the project.