Fit4Micro

Deliverable D8.2: Dissemination, Exploitation and Communication Plan 2

Funded by the European Union

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	8.2
Title	Dissemination, Exploitation and Communication plan 2
Version	1
Lead Beneficiary	ETA Florence
Authors	Teresa Ridolfi, Stefano Capaccioli
Reference period	31/03/2024 – 30/09/2025
Due date	31/03/2024 (Month 18)
Submission date	04/04/2024
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

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

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 addition to the D&C tools, the document describes a detailed schedule of activities carried out in the period M1-M18. In the end, the document describes a detailed schedule of activities to be carried out in the period M18-M36.

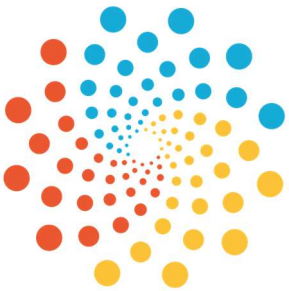
This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement n. 101083536.

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

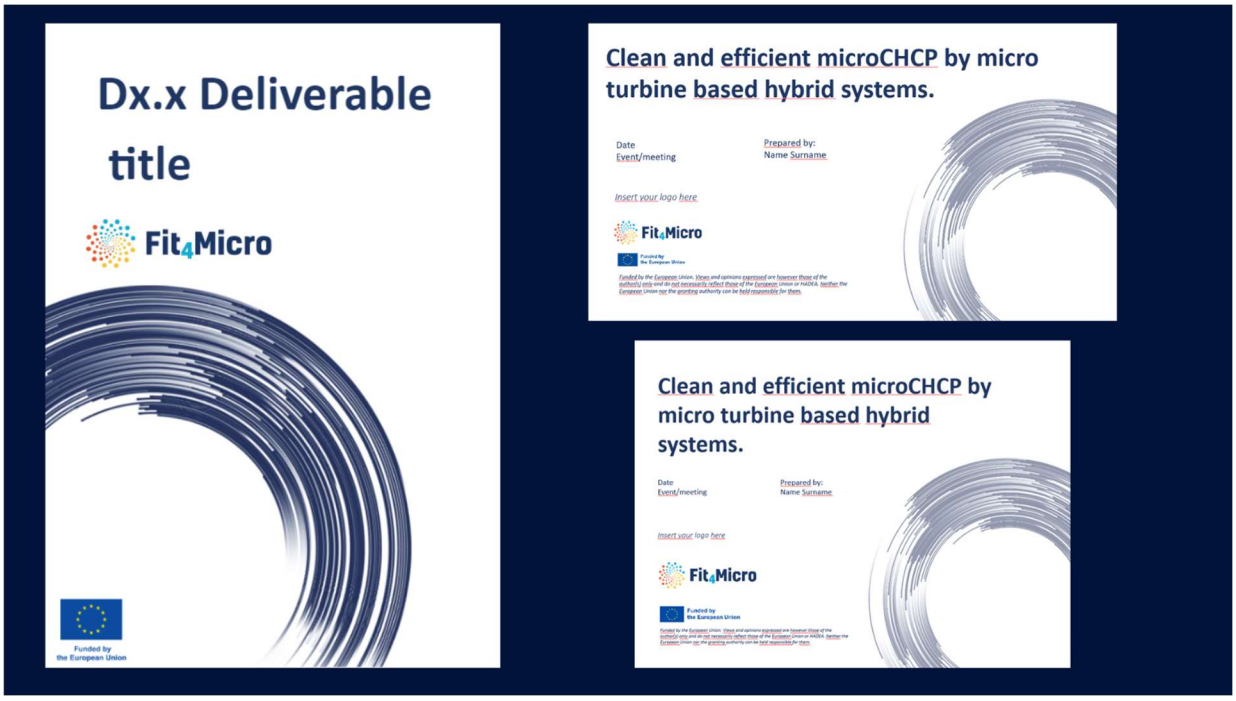


In this specific case, the symbol chosen represents a dynamic symbol which recalls the deployment of energy from a machine. The 3 main colours represent the 3 main sources of energy: red representing heat, yellow representing electricity and blue representing cooling.

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

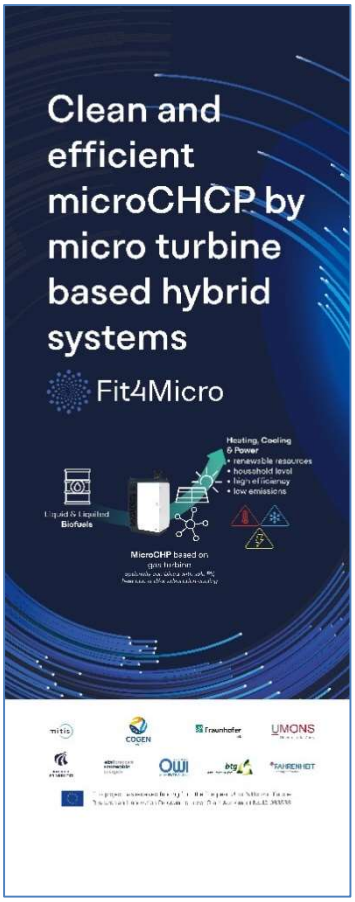
Figure 3. Colour codes and fonts

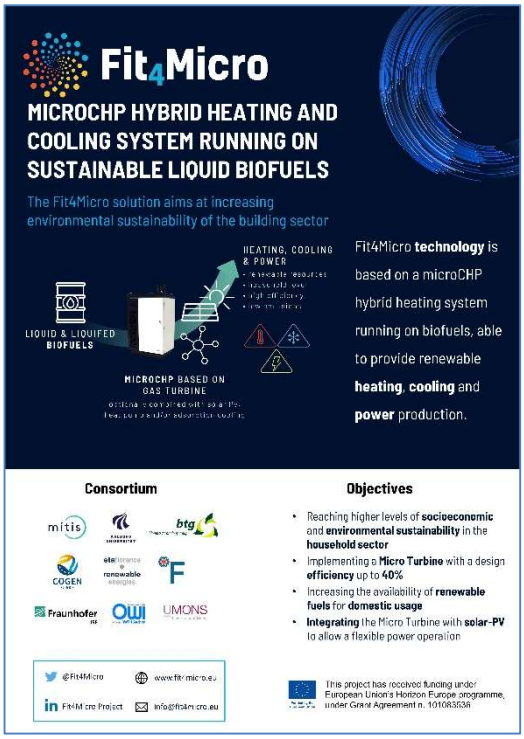
Figure 4. Covers for presentations/deliverables



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 has been structured into 6 main sections:

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

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

3. **Activities**: this section is dedicated to the description of the project's 8 work packages.
4. **Results**: in this section all the project's main documents, videos and publications are available for users.
5. **Updates**: this section is dedicated to the project's news, such as newsletters and press releases.
6. **Contacts**: this section has been 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 represents fundamental part of the project's visual identity, and has been 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.

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

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	• 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.	• Project website • Press releases and newsletters • Scientific papers and results • Video-clips
Renewable energy sector	• Bioenergy Europe • European Biogas Association • Liquid Gas Europe • Solar Power Europe • Members of the advanced biofuel coalition • Members of BIOCOGEN 2030	• Project website • Press releases and newsletters • Promotional materials (leaflet, posters) • Video-clips
Academia and research	• Joint Research Centre • Building Performance Institute	• 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	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.	• Outreach articles
EU and national policymakers	• European Commission (DG ENER, DG ENV, DG CLIMA, DG GROW) • European Parliament ENVI and ITRE Committees • Relevant policymakers in identified target countries	• Scientific papers and results • Outreach articles • Project website • Events
International organizations, civil society and end-consumers associations	• International Energy Agency (IEA) • European Consumer Association • European Environmental Bureau • WWF Europe.	• 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 has been the development of **Fit4Micro visual identity**, together with the launch of the project's **website** and the **social media** (LinkedIn, Twitter and YouTube) pages.

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

Communication activities have been 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. In this regard, two factsheets have been published, in relation to the work done in D3.1 and D5.1.

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. ***Update M18: 1 press release published***
Newsletter to report on project updates	2 newsletters per year, reaching hundreds of interested people. ***Update M18: 1 Newsletter published in July 2023.***
Factsheets series on MicroCHCP and its advantages	4 factsheets delivered ***Update M18: 2 factsheets published***
Short clips for social media sharing, presenting some key facts about micro-cogeneration and Fit4Micro	Release of at least 3 video clips ***Update M18: 1 video-animation and 1 video-interview published***
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 ***Update M18: 26 LinkedIn posts, 17 Twitter posts***
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 ***Update M18: attendance in 8 Conferences, with 2 poster presentations***

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

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

During the first 18 months of the project, several **public deliverables** have been 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	WP8	M4

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

Communication plan 1		
D8.11 Data Management Plan	WP8	M6
D8.2 Dissemination, Exploitation and Communication plan 2	WP8	M18
D8.5 Report on events and stakeholder engagement 1	WP8	M24
D8.3 Dissemination, Exploitation and Communication plan 3	WP8	M36

As a result, the first 18 months of the project have been focussed 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 have been 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 M36, with a focus on **events**, **webinars** and **participation in conferences**.

Table 5. Schedule of activities

Activity	Time frame	Status
Fit4Micro kick-off meeting	M1-M4	Done in M2 – November 2022, hosted by COGEN Europe in Brussels
First press release of Fit4Micro	M1-M4	Published in M2
Launch of the Fit4Micro website	M1-M4	Landing page available in M2, full website available in M4
Release of the first version of the Dissemination, Exploitation and Communication Plan	M1-M4	Submitted in M4. After the approval, the Deliverable has been published on the website under the

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

		section “results”.
Release of the Data Management Plan	M1-M6	Submitted in M6
News on the website page	M4-M18	5 news by M18
Posts on social media	M4-M18	26 LinkedIn posts by M18 17 Tweets by M18
Three project Newsletters	M4-M18	1 Newsletter published by M18
Preparation of Fit4Micro factsheets	M4-M18	2 factsheets published by M18
Project presentation at the 31st European Biomass Conference and Exhibition	M9	1 poster presentation held by M18
Annual meeting 2023	M14	Done in M12 – September 2023, hosted by MITIS in Liege
Attendance to EUBCE 2024 – Marseille	***M21***	Ongoing
Attendance to Turbo Expo 2024 – London	***M21***	Ongoing
Project factsheet on D2.1	***M20***	To be published by M20
Second project’s newsletter	***M20***	Published after the review meeting in May 2024
Annual meeting 2024	***M24***	Aachen, OWI
First Fit4Micro workshop	***M24***	Held in Aachen during the Annual Meeting at OWI
First Fit4Micro webinar	***M18-M25***	To be organised and held by M25

The above-mentioned activities have been 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 represent one of the main communication tools of the project. Their use is 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 have been presented and disseminated in **other policy events** and webinars in partners' countries. These occasions gave 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 **participated in other relevant events** concerning **cogeneration**, where partners illustrated the project's main results and achievements.
The following table illustrates the **events where Fit4Micro have been presented** between M1 and M18, together with a list of next relevant events where the consortium is planning to disseminate Fit4Micro results.

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
7th Central European Biomass Conference CEBC2023	Austrian Biomass Association	Graz (AT)	18-20 January 2023	ETA
Middle East Energy Dubai		Dubai	7-9 March 2023	MITIS
EUBCE – European Biomass Conference and Exhibition 2023	ETA	Bologna	5-8 March 2023	ETA, MITIS, BTG
ASME Turbo Expo	ASME	Boston	26-30 June 2023	MITIS, UMONS

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

Sustainable PolyEnergy generation and HaRvesting Conf & Exhib - SUPEHR23		Savona (Italy)	6-8 September 2023	UMONS
Hydrogen Technology Conference & Expo		Bremen	27-28 September 2023	MITIS
European Micro-Gas Turbine Forum		Brussels	17 October 2023	MITIS, COGEN Europe, UMONS
Enlit Europe Exhibition 2023	Enlit Europe	Paris	28-30 November 2023	MITIS
Indian Energy week	FIPI	Goa	6-9 February 2024	MITIS
Clean Energy for EU Island Forum	***Clean energy for EU islands secretariat***	***Pantelleria***	***14-15 May 2024***	***COGEN Europe***
EUBCE 2024	***ETA***	***Marseille***	***24-27 June 2024***	***ETA, OWI, UMONS, BTG***
ASME Turbo Expo 2024	***ASME***	***London***	***24-28 June 2024***	***MITIS, UMONS***

Conclusions

This document represents a second version of the Dissemination, Exploitation and Communication plan. It covers the period from M18 to M36, hence from 01/04/2024 to 30/09/2025, when a third updated version will be submitted, also including events and related project activities carried out.

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