



**WASTE2H<sub>2</sub>**

WASTE TO HYDROGEN

## Outreach and Dissemination Strategy Plan

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## Abstract

This document provides a plan for outreach and dissemination of WASTE2H2 project activities and cooperation with project stakeholders. It identifies the target audiences of the project, including various stakeholder groups and relevant neighbouring European and national projects and initiatives. For stakeholder groups, the document identifies the project's corresponding outcome and associated impact on each stakeholder group. The document identifies how the project consortium will be cooperating with both potential and confirmed stakeholders. Furthermore, it provides guidelines and a schedule to the project partners regarding dissemination and stakeholder engagement.

## Document History

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# Table of Contents

<b>1. INTRODUCTION</b> .....	<b>4</b>
1.1 Objectives and definition .....	4
1.2 Target audience.....	5
<b>2. TOOLS FOR OUTREACH AND DISSEMINATION OF THE PROJECT</b> .....	<b>6</b>
2.1 Visual identity and branding material.....	6
2.2 Website and social media channels .....	6
2.3 Conferences and workshops.....	6
<b>3. PLAN FOR OUTREACH AND DISSEMINATION ACTIVITIES</b> .....	<b>7</b>

# 1. Introduction

WASTE2H2 aims to enhance the scientific and technological capacity of IPPortalegre in clean and purification of thermal gasification syngas in order to produce hydrogen, and at raising staff research profile and excellence by twinning with three well established and leading research institutions: Royal Institute of Technology, in Sweden; Italian National Agency for New Technologies, Energy and Sustainable Economic Development, in Italy and Karlsruhe Institute of Technology, in Germany. This will allow mutual learning and knowledge transfer activities, cross-fertilization and networking opportunities and increased opportunities for research collaborations. Because of its nature, WASTE2H2 is a project that brings together heterogeneous partners with different approaches to communication and information. In order to achieve the best possible development of the project, coordination and collaboration among partners is needed. In this sense, this Outreach and Dissemination Plan represents an essential guide to providing a common framework for all the communication activities. To secure the synergy during the lifetime of the project, the methods displayed should include the exact definition of the main terms and objectives, but also the series of dissemination and communication tools which are expected to be the most useful. In this way, it is possible to ensure the most effective collaboration around this project which could grow more and more thanks to the contribution of all the partners.

## 1.1. Objectives and definition

The main objectives of Waste2H2 project are:

- ✓ Guarantee that all actions in Waste2H2 project are widely known in targeted communities;
- ✓ Share the knowledge and communicate with end-users groups and audiences with similar interests;
- ✓ Exploit different funding possibilities and identify collaborations and consortium-building opportunities;
- ✓ Put the Waste2H2 Project in the context of what is happening in terms of R&I globally;
- ✓ Shape a network of “followers” and interested third parties for future communication and collaboration;
- ✓ Influence a much wider and pertinent online audience than before;
- ✓ Pursue market opportunities arising from the project results.

To properly address the general objectives of the project, the communication activities and materials will have two main objectives: **inform and create desire and trigger action through stories**. From a strategic point of view, and in order to reach the audiences identified, the guiding principle of the communication and dissemination strategy is outlined as follows (AIDA Model):

**AWARENESS** - attract the attention of the stakeholders and keep raising awareness through a website updates/briefings/notes of events. Awareness does not come from website updates though; it must come from outreach via multipliers.

**INTEREST** - raise stakeholder interest by focusing on and demonstrating advantages and benefits of using results for addressing the issue of hydrogen production and biomass waste materials.

**DESIRE** - convince stakeholders that using our results will improve their innovation capacity in the hydrogen production and gases separation sector.

**ACTION** - lead stakeholders towards taking action – eventually resulting in increased applications, innovation and research competitiveness.

What Waste2H2 project proposes to add to this model is:

**SUSTAIN** - the interest of the people on this area of research must be sustained, so they keep coming back and contribute to the growth of the community. Sustainability and scalability are key aspects that must be kept in mind from the beginning onward as a fundamental pillar of all work carried out.

## 1.2. Target audience

WASTE2H2 outreach and communication activities aim to promote the activities of the project conveying them to the following categories of stakeholders.

Category	Stakeholder category
<b>R&amp;D community in the EU</b>	Scientific community in the fields of: <ul style="list-style-type: none"> <li>• Biomass gasification</li> <li>• Renewable fuels</li> <li>• Hydrogen production from carbonaceous feedstock</li> <li>• Hydrogen utilisation</li> </ul>
<b>Industry and industrial organizations</b>	Farmer’s organisations, Biomass producers, Energy utilities, Hydrogen end-users,
<b>Regulators and authorities</b>	National and regional authorities in renewable energy and fuels. EC DG Energy, EC DG Agri, EC DG Research, ED DG Environment etc., European Parliament, Standardization bodies etc, European Committee for Standardization
<b>Platforms and other Horizon 2020 projects</b>	European Technology Platform for Bioenergy, Renewable Heating and Cooling Technology Platform, Biobased industries Consortium, European Regions Research and Innovation Network, Clean Hydrogen for Europe Partnership, Relevant EU funded projects (e.g. BLAZE, Waste2Watts)
<b>Media</b>	Press and journalists, renewable energy magazines, sustainability magazines, farmer’s magazines, EU policy magazines

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## 2. Tools for outreach and dissemination of the project

The multiplicity of messages and the diversity of target audiences identified above require utilization of a wide series of dissemination and communication tools in order to ensure that the right message is conveyed to the relevant target audience in the most effective way. The tools and measures to use for WASTE2H<sub>2</sub> are the following:

### 2.1 Visual identity and branding material

Basic project dissemination material includes a **project logo and templates** of slides, documents and deliverables (Annex I Presentation Template) will be used in all communication activities. All partners are provided with these materials to be used during events, workshops and all available opportunities to raise awareness on the project.

Here below the official project logo designed and adopted:



### 2.2 Website and social media channels

A **project website** aims to raise awareness about project's activities and results achieved. In the initial phase, the website includes static pages information about the project, the partners, the process involved, the foreseen impacts of the project and the public resources produced by the project. These will be gradually complemented by a news section which will be updated regularly with more in-depth information about each step of the process, project's recent activities or achievements, event announcements and other content provided by all partners. Once published on the website, all contents are then promoted via social media channels (Linkedin and Twitter).

### 2.3 Conferences and workshops

As part of a strategy to promote and facilitate **outreach and dissemination of W2H2 project**, capacitation activities such as workshops and training activities in the form of exploratory visits will be organised by **the consortium aiming to:**

Promote the interaction between partners and external experts and stakeholders, not only from different institutions but also from different **topics**.

Provide opportunities to bring together groups of national and international senior research staff and world top experts, discussing advanced topics related to syngas **production**.

Increase the range of expertise and know-how at the widening partner (**and** at the leading partners), developing a common idea of scientific community between the three partners.

IPP, Portalegre, KTH and KIT will organise these workshops with the following structures:

Workshop 1: “Technologies and methods for production of H<sub>2</sub> rich gas from thermochemical treatment of solid waste feedstocks”, related to Thematic Line 1, to be held at KTH [M9].

Workshop 2: “Entrained flow and dual fluidised bed gasification”, related to Thematic Line 3, to be held at KIT [M18].

Workshop 3: “Overview of waste-to-gas cutting-edge technologies”, Thematic Line 2, to be held at IPP [M24].

Each workshop will be designed for a participation of approximately 20-30 people where the following target participants are expected: partners’ ESRs and senior researchers; ESRs and senior researchers from other organizations, related industries and scientific experts, and other interested **stakeholders**.

ENEA will also co-organise with IPP a project international final conference related to the main topics of the project, in close collaboration with all partners and the Advisory Board members. The conference will last two days, will be scheduled towards the very end of the project (M31) and will allow for to take advantage of the work and results obtained so far in the project, as well as the academic and scientific strategies and roadmaps established meanwhile. The conference will have as main target audiences national and international research institutions and universities, internationally recognised experts and national and international companies within the relevant value-chain. For this, special rounds of invitations and advertisement to the event will be issued. Particular effort will be put in to bringing local/regional industries and experts in different areas to the event, so that multiple and varied insights are given to all participants. The conference will consist of oral communications, whereas poster exhibitions and communications will further complement the main agenda.

### 3. Plan for outreach and dissemination activities

Communication among partners will base itself on direct contact via e-mail, calls, project meetings and teleconferences, and a sharing point on the project website. A “corporate” image will be generated, using the outreach and dissemination tools mentioned before, to more effectively spread communication activities to outside entities, both at national and international level. With a recognizable identity, the project can systematically engage with all possible parties and stakeholders. The outreach and communication plan will follow the scheme as outlined below, with indicators to target progress.

Outreach and dissemination levels				
	AWARENESS	INFORM	PROMOTE	ENGAGE
Waste2H2 stakeholders	General Public, Authorities, Students			
	Technology platforms, end-user associations, interest groups			
	OEMs, standardization bodies (SDOs), regulatory agencies			
		The scientific community, Technology integrators		
Outreach and dissemination channels and activities				
Public, Authorities	Project Website, video clip			
Students			Lessons, internship	
Platforms, end-user associations, interest groups			Enterprise Europe Network	FCH JU, Hydrogen Europe
OEMs, SDOs, regulatory bodies	One-on-one	EERA, IEA*	Fairs, exhibition brochures	Project and stakeholder clustering Workshop
Scientific community		Journal articles	Conferences	
Outreach and dissemination contents				
CHANNEL	MESSAGE		INDICATOR TARGETS	FEEDBACK EXPECTED
Project website	<ul style="list-style-type: none"> <li>General info on the project</li> <li>Partner details, contacts</li> <li>News items, milestones</li> <li>Publications, events</li> </ul>		3000 hits, 200 downloads of public deliverables	Attract feedback and enquiries
FCH JU, EERA, Hydrogen Europe	Outreach to the market sector, technology awareness and maturity, compliance		At least the joint participation of the WASTE2H2 partners in the drafting of a European proposal	Increase know how in the field of EU funded projects



Clustering Workshops	<i>Presentation of project ambition and results, share competences</i>	3 thematic Workshops 1 international conference	New partnerships
Journal articles, conferences	<i>Scientific advancement, European know-how</i>	5 publications at international conferences, 3 in journals with impact factor	Verification of scientific quality, new partnerships

The plan for outreach and dissemination of W2H2 is a living document that will be updated periodically during the project with the contribution of all partners. For this purpose, the outreach and dissemination report template is also part of this deliverable and is presented above.