

D5.1 | Dissemination, Exploitation, and Communication Plan

Deliverable: D5.1 Dissemination, Exploitation, and Communication Plan

Author(s): Stefano Proietti, Valentina Malcotti, Andrea Bodino, Giorgia Galvini (ISINNOVA), Fanny Lamon (EBA)

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Coordinator: Stefano PROIETTI, ISINNOVA

Tel: 0039 06. 32.12. 655

Fax: 0039 06. 32.13. 049

E-mail: sproietti@isinnova.org

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1. BIOMETHAVERSE in a nutshell

BIOMETHAVERSE (Demonstrating and Connecting Production Innovations in the **BIOMETHA**^{ne} uni**VERSE**) aims to diversify the technology basis for biomethane production in Europe, increase its cost-effectiveness, contribute to the uptake of biomethane technologies, and support the priorities of the SET Plan Action 8.

To meet these goals, **five innovative biomethane production pathways** will be demonstrated in five European countries: France, Greece, Italy, Sweden, and Ukraine.

The project's objectives will be achieved through the implementation and consolidation of the following founding pillars:

- Demonstration of Innovative Biomethane Pathways;
- Assessment and Optimisation of Innovative Biomethane Pathways;
- Replicability, Planning Decisions, Market Penetration, and Policy Dimension;
- Dissemination, Exploitation & Communication.

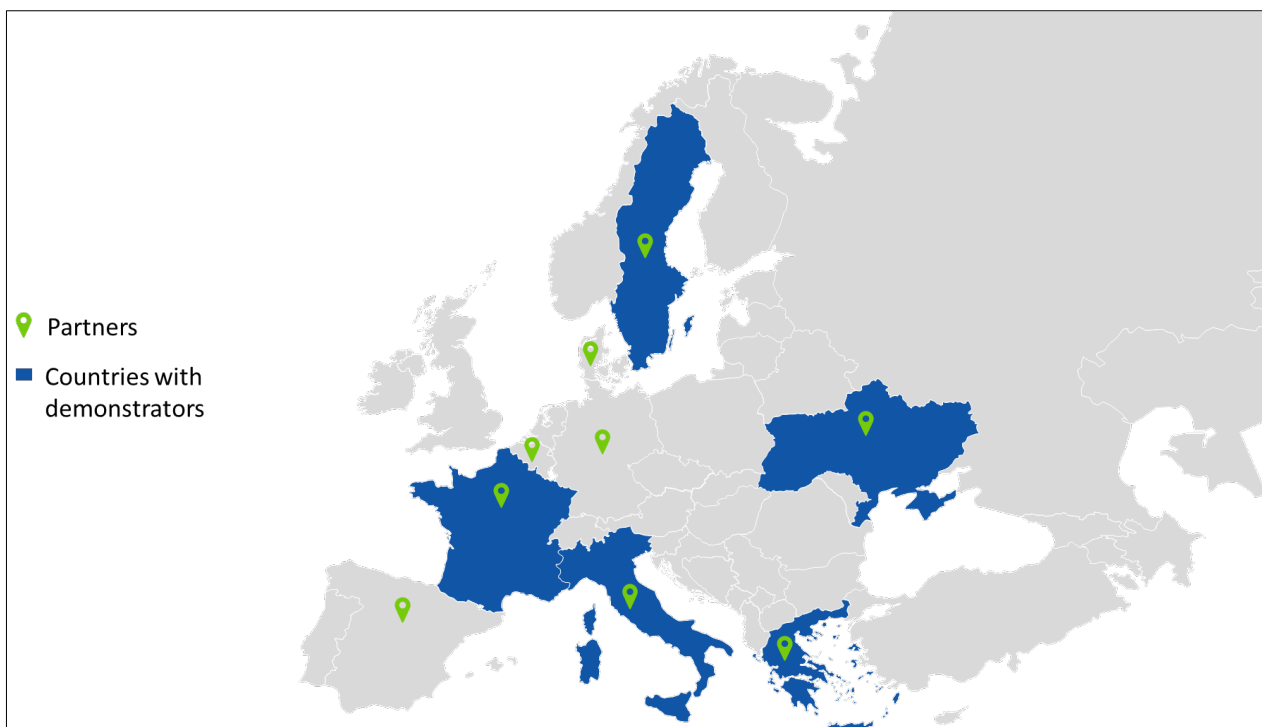


Figure 1 – BIOMETHAVERSE countries and partners

2. Introduction

The present deliverable D5.1 Dissemination, Exploitation, and Communication Plan contains a clear description of the project's objectives, a detailed overview of target groups and the methodology/strategy on how to approach them and the complete basket of communication tools, services and products.

This deliverable details contents as follows:

- Section 3 describes the project's communication objectives;
- Section 4 identifies and prioritises target audiences and stakeholders;
- Section 5 defines tools and strategic channels to deliver the project's communication and dissemination;

- Section 6 sets up procedures for monitoring communication activities carried out by all project partners throughout the project with the purpose of assessing communication impacts;
- Section 7 relates to EU funding acknowledgement;
- Annex 1 details the project's visual identity guidelines;
- Annex 2 provides the templates of the timesheets to report communication/dissemination activities and scientific publications.

This deliverable is conceived as a **living document** to be updated as the project progresses. All updates and adjustments will be reported in the Final Report on dissemination and communication (D5.9), as well as in the Exploitation Roadmap (D5.7), which are intended to provide evidence of the communication, dissemination and exploitation efforts, and the impact of the planned activities.

3. Objectives

The key purpose of the BIOMETHAVERSE Dissemination, Exploitation, and Communication Plan is to properly and effectively communicate the project's scope, objectives, results and impacts to the identified audience and engage a variety of stakeholders in project activities. The plan is the core of a strategy aiming at:

- informing on, communicating and promoting activities and results of the project to multiple audiences (stakeholders, media, citizens, etc.);
- disseminating knowledge and results to actors who can learn from the project (industry, policy makers, scientists, etc.), according to the principles of open science;
- effectively exploiting project results during and beyond the project's lifetime;
- presenting the project's results at dedicated events across Europe;
- transferring the project's results to countries not directly involved in the project through the organization of dedicated workshops which can pave the way for possible replication;
- taking part in joint activities with projects funded under topic HORIZON-CL5-2021-D3-03-16 (SEMPRE-BIO, HYFUELUP, METHAREN) and with other projects and initiatives.

4. Target audience

The BIOMETHAVERSE communication action will be shaped and delivered according to the needs of the different target groups and consistently with their immediate or more long-term strategic importance for the project. This will allow to tailor the communication campaign, determining the most appropriate bespoke channels to be used as well as the messages to be delivered.

The table below identifies the strategic involvement of target groups within the biomethane ecosystem and the expected impact in terms of communication, dissemination and exploitation of the project.

Target Group	Description	Expected Impact
Decision makers and politicians	Regional, national and EU-level authorities (including European Commission and European Parliament).	Benefit will come through the project's sharing of valuable experiences and recommendations for informed decision making on framework conditions for enhanced, sustainable and viable production and use of biomethane as renewable energy source.
Biogas/Biomethane plant investors and producers	Private and public companies and authorities, as well citizen groups	Active engagement of these entities involved in planning, financing, building, and running biomethane plants, as well as ensuring grid-injection and/or customer supply, is one of the project's pillars.

Gas suppliers and distributors	Key actors in this field are owners/operators of gas grids for grid-injection, as well as public/private filling operators for the direct use in transport	Direct involvement with these profiles is crucial to ensure gas decarbonisation and supply from the production site to final customers.
Existing and potential feedstock suppliers	This group includes farmers, sewage, wastewater and municipal waste companies/authorities, forestry sector (for wood waste/wood residues), etc.	Particular focus will be put on engaging with suppliers providing alternative feedstock - from undisputed resources, not competing with food supply - thus sustaining natural cycles, reliable logistics and low conversion losses, in addition to providing non-seasonal sensitive feedstock.
Biogas/biomethane customers and consuming sectors	Specialised industry involved in high temperature application, heating for buildings, power production (e.g., in periods with low solar and wind power production), heavy duty transport and fuel for shipping, but also private users and communities	Liaising with industry level and large-scale final customers will fast-track the project's innovations to relevant sectors.
Equipment manufacturers and technology suppliers	Developers involved in the technology selection, design, building and maintenance of biomethane plants and their different components	Reaching out to industries and companies having the needed know-how and dotation of infrastructures to support and advise the project is vital to power a harmonic and cutting-edge technological development in the field.
Organisations, research community and Interest Groups	associations/organisations (farmers, biogas, and environmental associations), NGOs, universities and research centers, civil society	Establishing a knowledge-sharing relationship with groups (academic and non) willing to investigate the latest technological developments in biomethane production will support and empower the project's dissemination.
Local and Regional Energy Departments	Cities and regions	As leading actors in facilitating the setup of a biomethane supply chain on their territory (e.g., to diversify its economy and process municipal waste) and authorising the construction of biomethane plants, municipal and regional authorities are essential stakeholders for the project. Together with biomethane interest groups, these players can act as multipliers for biomethane production and will spread the project's approach within their local/regional/national community and the networks.
General public	Climate-sensible and innovation-oriented citizens but also population groups not involved in (or resistant to) sustainable energy thinking	Raising awareness on the multiple benefits of a biomethane economy (in environmental, economic and social terms) amongst the non-specialised public will increase well-informed knowledge on the topic and help defuse the "NIMBY" (Not In My Backyard) resistance in some countries.

5. Dissemination, Exploitation and Communication activities

The BIOMETHAVERSE Dissemination, Exploitation, and Communication strategy is designed to attract a broader audience to the project's activities. A mix of actions will be undertaken to present the project in a comprehensive way, through a series of communication channels.

The strategy includes the use of both traditional and innovative dissemination, exploitation and communications tools, including:

- creation of the project's branding, comprehensive of a visual identity and a logo;
- design and implementation of a project website;
- design, print and circulation of project promotional materials, including a project leaflet, a poster, a roll-up, and a final project 'legacy' booklet;
- development of core e-newsletters in English and translations in the languages of the project (French, Greek, Italian, Swedish, and Ukrainian);
- organisation of workshops and site visits in each of the project demonstrators to cater for an appropriate transferability of the project results towards local stakeholders;
- promotion of engagement through social media platforms, such as Twitter and LinkedIn, to convey non-scientific messages to a broader audience and to increase empowerment and involvement of direct stakeholders;
- organisation of dedicated events in other European countries outside the BIOMETHAVERSE universe to promote transferability, replication and planning of online events, including also stakeholders in non-European countries to boost international cooperation;
- participation in major events/conferences attended by BIOMETHAVERSE target groups;
- engagement of the local/national/international press and active participation on TV/radio programs;
- production of video pills presenting the 5 innovation actions of the project to show their progress and successful outputs;
- production and submission of scientific publications addressed to scientific journals and magazines;
- ensuring appropriate and effective exploitation routes for the project's results (for both policy and commercial aspects);
- facilitation of mutual exchange and interaction with other relevant projects and initiatives, including 'buddy' projects funded within the same HORIZON call (SEMPRE-BIO, HYFUELUP, METHAREN);
- organisation of an open final project event to showcase headline results and achievements of the project to a large audience.

5.1. Visual identity

The project's visual identity is designed to make BIOMETHAVERSE a unique, recognisable brand across all communication channels. Having a clear image, as well as a strong message, is essential to ensure that target groups easily recall the project and its frame of action.

Visual identity elements include:

- the project's logo and guidelines on how to use and place it;
- the project's brand colours and typography specifications (fonts types and sizes);
- the project's templates for documents, letterheads, PowerPoint presentations and e-newsletters.

BIOMETHAVERSE's Visual Identity is detailed in Annex I.

5.2. Communication & Dissemination Tools

BIOMETHAVERSE's communication suite involves a series of traditional and ad hoc communication tools which are listed in the sections below.

5.2.1. Project website

The BIOMETHAVERSE website (www.biomethaverse.eu) is bound to go live no later than month five (M5 - February 2023). The project coordinator and WP5 leader (ISINNOVA) will design, develop and implement the project website in English with inputs and contents provided by all partners.

As one of the **primary communication streams** for both **project administration** and **outreach** to partner organisations, stakeholder groups, media and the public at large, it will convey the **project's aims and intended impacts and showcase project results** as they become available. It will also promote project events, provide information on project partners and give access to BIOMETHAVERSE-related materials, including scientific presentations and papers, e-newsletters, video pills, press releases and media statements. It will always contribute to feed the project's social media presence (via EBA's official accounts).

The website's main purposes are to:

- inform consortium members, stakeholders and target groups of new developments, milestones and insights relevant to the project;
- showcase the BIOMETHAVERSE project in an effort to improve dissemination of project results to multiple audiences, including the scientific community, industrial partners, policy makers and the general public to increase awareness of the social, economic and environmental benefits of biomethane upscaling and production diversification;
- contribute to the transfer of knowledge on innovation pathways of biomethane production and make results available for wider use, within BIOMETHAVERSE's replicability and tech transfer framework;
- provide BIOMETHAVERSE with a project repository that will survive beyond the project's lifetime.

The BIOMETHAVERSE website aims to be a **content-oriented and user-friendly hub**, with one foot in **project technicalities** and one in **scientific communication**. To meet this dual purpose, the Homepage will have a **professional but pioneering look** and a **sustainable spirit** to it, with an attention to the user's experience in navigation and to friendly internal link building. The beating heart of the website will be the **interactive section devoted to the five demos** which represent the project's core activity and innovation. The website design and contents comply with the project's visual identity and communication/dissemination strategy (both outlined in this deliverable).

Sections, sub-sections, calls to actions and contents will be shaped along the way based on the project's needs and requirements. In its core version, delivered at M5, the website (see Figure 1) hosts ten main sections, including the Homepage, all accessible from the website's header menu.

Main sections include:

Homepage – As the project's main landing page, the Homepage will have a captivating look with a full-screen slider offering a **highly visual overview of the project**, including key details in terms of consortium, duration, funding and quick links to the main sections of the website.

Active engagement with the website and project materials will come through **specific 'calls to action'**, including:

- Check out our innovative biomethane production pathways (link to demo sites' page),
- Download the project leaflet (pdf file),
- Subscribe to our e-newsletter,
- News from the #biomethane universe (provides quick links to the News and Events sections),
- Connect with BIOMETHAVERSE (provides quick links to the project's Help Desk).

About – A section providing the **project's challenge, expected impact and potential innovations**, through the exploration of two main questions:

- Why BIOMETHAVERSE? – concentrating on the **GHG emissions challenge**, the **SET Plan action** (Bioenergy and Renewable Fuels for Sustainable Transport) goals and the biomethane and biogas state-of-the-art;
- How? – Illustrating BIOMETHAVERSE's **new production pathways and innovative technologies** for biomethane production and upscaling, going beyond technologies already implemented at commercial scale.

Links to the Demo sites section for an in-depth explanation of each innovative biomethane demonstrator (EMG, ETM, EBM, ESB and IBM) will be provided.

Partners - Information on **consortium partners**, their expertise and specific role in BIOMETHAVERSE.

Work packages - Outlining the project's workplan and expected deliverables (reports/documents/digital and printed products). A sub-section will **contain all downloadable public project deliverables** (approved by European Commission) and provide access to any other sharable project outputs.

Demo sites – Interactive section with dedicated pages for each demonstration plant/site illustrating its specific technology pathway, how it is innovative, expected challenges and economic viability. A 'News from the demo sites' section will provide regular updates/interesting facts from each site.

Resources – Repository of BIOMETHAVERSE-related scientific articles, issued newsletters, press releases and video pills.

The Biomethane Community – Links to all relevant projects and networks dealing with biogas and biomethane, including **EU 'buddy' projects** and other initiatives within the **CINEA framework** and scope, addressing similar challenges.

News – Regular feed of project-related news, such as project milestones, in-project events, partner initiatives, announcements of external conferences, interesting news from the biogas and renewable energy planet. Content provided by partners will be **proofread by ISINNOVA and might be edited to adhere to scientific communication requirements**.

Events - The section provides a calendar plug-in to display the **key industry events/conferences** in the field and any other project-related dissemination events worth mentioning. Each entry will have a brief description of the conference and include registration links (if available).

Helpdesk – Providing direct contact to the project (ISINNOVA) and technical (EBA) coordinators who will manage requests from target groups, key actors and other parties interested in project activities and potential technologies.

Privacy Settings and Data Management aspects - The website will be fully **GDPR compliant**. For monitoring and evaluation purposes (including assessment of KPIs), the website will be **linked to Google Analytics tools** thorough which anonymous data will be collected (users' consent is stated in the Privacy and Cookie policy) to keep track of the number of visits, users' behaviour (pages visited and for how long), audience overview (countries of provenience and other socio-demographic characteristics). No personal data will be collected or stored on the BIOMETHAVERSE website. Micro copy and guiding statements on Disclaimers, Cookies, etc. will be available through pop-ups, in addition to specific references to data management in the Privacy Policy section.

EU-funding acknowledgment - Full acknowledgement of EU-funding will be provided in the website's footer.



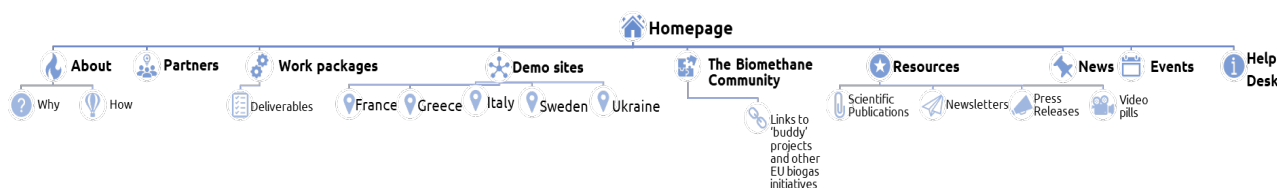


Figure 2 – Overview of BIOMETHAVERSE's core website structure (www.biomethaverse.eu) (Source: ISINNOVA)

Keeping the website 'alive' is top priority! As the project's main showcase, special attention must be devoted to **regular feeding of the hub** with the project's latest news, including important milestones reached, participation at biogas/renewable energy events and details on any synergies built along the way.

ISINNOVA will be responsible for maintaining and regularly updating the website throughout the project, mainly by uploading project deliverable as they become available and by refreshing the news and events sections. Along with the regular update of contents, the website will be re-structured along the way (e.g., addition of specific calls to action displayed in the Homepage) based on the project's promotion/dissemination needs.

To achieve a regular flow of contents **ALL partners are invited to share updates and progress on their project-related work and actions using the timesheets provided (Annex II)**. Text and contents will be revised and, if necessary, rewritten to make sure the text is informal, engaging, web-friendly and understandable also for wider (non-technical) audiences.

Regular **calls for content will be circulated by WP5 leaders (ISINNOVA)** but partners are encouraged to jump the gun and share insights when available. Accompanying **images/photos truly empower any content**. Please include visuals and provide any useful links/pdf/materials to make your proposed contribution richer.

The BIOMETHAVERSE website has a '**responsive design**' to ensure **seamless usability and readability** on a variety of devices and screen sizes. The backend Content Manager System (CMS) is WordPress, powered by an Avada Theme. The website uses the project fonts: Ubuntu and Ubuntu Medium or their equivalents. The project website will be maintained for at least one year following the end of the project.

5.2.2. Social media

The strategy chosen to engage the social media community with the project's innovations/results and create an iterative on-line dialogue with all interested target groups around BIOMETHAVERSE is to **fast-track BIOMETHAVERSE via EBA's social media accounts**.

Rather than creating dedicated project accounts, which often fail to build large audiences due to limited time and reach, BIOMETHAVERSE will have the opportunity to rely on EBA's massive and well-established audience (+ 14,400 followers on LinkedIn and + 6,500 followers on Twitter), and benefit from this large existing community by maximising its visibility from the start and beyond the end of the project. This will **empower project communication** and ensure a **long-lasting echo** of the project's results. LinkedIn and Twitter have been selected as the most fitting social networks for project promotion due, respectively, to their professional/academic nature and innovation-oriented scope.

To promote BIOMETHAVERSE and share project contents with (and beyond) their followers, EBA will prepare **specific visuals and posts on project developments** adapting and integrating them into the above-mentioned EBA social media, will publish them via the EBA accounts **sharing the project hashtag #Biomethaverse** and will encourage other partners to share them via their own social networks. All partners are asked to promote posts about BIOMETHAVERSE by sharing through their company/personal accounts and interacting with them to improve engagement.

5.2.2.1. Twitter

EBA's Twitter profile will be used to promote the project's news, highlighting activities, participation in events, meetings, and conferences. All partners will contribute to telling BIOMETHAVERSE's story by providing regular inputs. Partners are also encouraged to share project announcements, to always include the **#Biomethaverse hashtag** in relevant posts, and to **retweet project-related posts** coming from EBA's Twitter profile. EBA's Twitter activity in relation to BIOMETHAVERSE will be monitored through Twitter's in-built insight and analytics tools.

Twitter account: @European_Biogas

Twitter hashtag: #Biomethaverse



Figure 3 – EBA's Twitter profile

5.2.2.2. LinkedIn

EBA's LinkedIn page will be used to reach a wide range of professionals relating to the topic addressed by the project with the purpose of engaging them online and **stimulate offline synergies and exploitation routes** as well. EBA's LinkedIn activity in relation to BIOMETHAVERSE's promotion will be monitored through the in-built LinkedIn analytics tools.

EBA's LinkedIn page: European Biogas Association

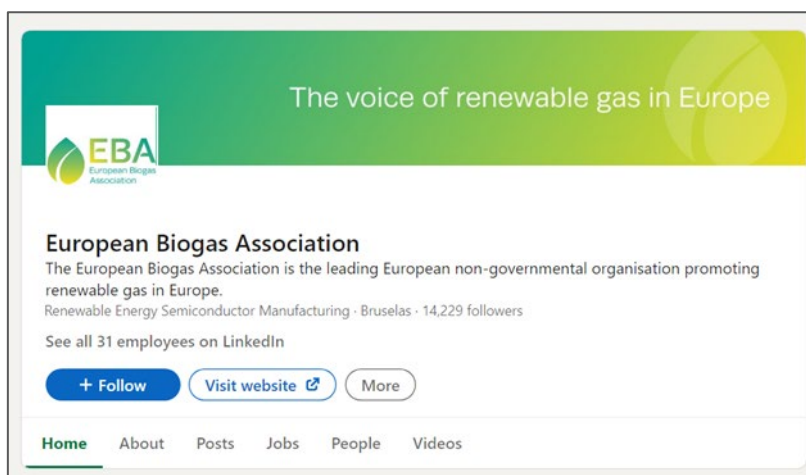


Figure 4 – EBA's LinkedIn page

5.2.3. Project leaflet

To help promote BIOMETHAVERSE across multiple channels a project leaflet (A5, closed format) will be designed by EBA no later than month 5 (February 2023) and distributed to various channels, including at

conferences and workshops with the aim of generating interest among the target audience and establishing contact early on in the project.

Content-wise, the leaflet will provide a short overview of BIOMETHAVERSE, as well as key information on the project's aims, activities and expected results. The **core version will be in English**, and this will then be translated into all partners' languages (French, Greek, Italian, Swedish, and Ukrainian).

Ready-to-print versions will be shared with all project partners so that they can print on-demand and distribute it at local events. A digital version will be also available for download from the project's website and shared with the partners, so that they can circulate it through their respective websites and networks.

5.2.4. Project roll-up and poster

The project roll-up and a project poster will be designed (by EBA) no later than month 5 (February 2023). These **promotional products** will be used mainly at events, such as exhibitions, workshops and conferences, to grab participants' attention.

The roll-up will include the following elements:

- BIOMETHAVERSE logo, EU emblem and statement of the Horizon Europe funding;
- an eye-catching photo or graphic design;
- a brief description of BIOMETHAVERSE's objectives and expected impacts;
- the logos of project partners;
- the official #Biomethaverse hashtag to follow on social media;
- the link to the BIOMETHAVERSE website;
- useful contacts of project coordinators.

5.2.5. Project e-newsletters

The project newsletter is one of the main communication tools that will keep the target audience informed about the project's progress. **Nine e-newsletters** will be prepared, issued (at six-month intervals, from month 6 to month 54, i.e., from March 2023 to March 2027) and disseminated through BIOMETHAVERSE's network over the course of the project.

Each newsletter will feature concise articles and updates coming from across the work packages. Contents will be based on deliverables, key updates, milestone announcements, publications and attended and upcoming events. Every newsletter will consist of a first page presenting information on a dedicated project topic, including recent news on biomethane markets, and a second page that will cover sector developments coming from the demo sites.

The e-newsletters will be **initially issued in English and then translated into all the other languages of the project's countries** to enable partners to reach local stakeholders and target groups.

All e-newsletters will be **downloadable from the website** and will be promoted through EBA's and the other partners' social media channels, to maximize their diffusion.

ISINNOVA will be responsible for designing, implementing and issuing the e-newsletters, while all partners will commit to providing timely reporting on project progress and results, in their respective work packages, which will **feed the e-newsletters' contents**.

5.2.6. Video pills

Dedicated video pills **presenting the 5 innovation actions of the project** will be produced by EBA (D5.5). The videos will provide a summary of the demo sites' activities and showcase progress and successful outputs while the project is still ongoing.

Videos will be produced according to development and progress of demonstrators, ideally in synergy with consortium meetings, with a tentative timing as below:

- Video with Ex-Situ Biological Methanation (**EBM**) in Italy (month 14, i.e., November 2023),
- Video with In-Situ Biological Methanation (**IBM**) in Ukraine (month 20, i.e., May 2024),
- Video with Ex-Situ Thermochemical/catalytic Methanation (**ETM**) in Greece (month 26, i.e., November 2024),
- Video with Ex-Situ Syngas Biological Methanation (**ESB**) in Sweden (month 32, i.e., May 2025),
- Video with In-Situ and Ex-Situ Electromethanogenesis (**EMG**) in France (month 38, i.e., November 2025).

5.2.7. Media relations and Press Releases

Media relations will be established with key online and press channels (also via the Biogas Channel), in particular through the publication of news and of **at least four press releases** during the project's key moments; for instance, to announce the launch of the project, to pinpoint relevant outcomes during the project and to present the final outputs (from month 6 to month 54, i.e., from March 2023 to March 2027). BIOMETHAVERSE can benefit from EBA's press list of over 200 contacts from **general and specialized media** operating mainly in Europe.

Additionally, all project partners will work with the press individually (at the European and national level) to present their work to their respective target groups and key actors, in order to enhance networking and communication. This can be done via press releases and press conferences as well as through articles for specialist magazines and in local, regional and national papers. All **press coverage will be available on the BIOMETHAVERSE website** and will contribute to the assessment of the project's success (which will also be monitored via dedicated tools as detailed in Section 6 of this deliverable).

5.2.8. Scientific publications

At least **15 scientific publications** will be produced by partners, according to results and developments of the project, and submitted to appropriate scientific journals and magazines to highlight the results achieved and allow their spread and reproducibility (D5.6, at months 30-53).

All scientific publications stemming from the project will be made available in an **open access form**, either through an immediate procedure in open access or "hybrid" journals (via the Gold OA route) or through a repository option (via the Green OA route).

5.2.9. Final booklet

A final booklet, with the **project's 'legacy'**, will be produced in order to provide a summary of BIOMETHAVERSE's main achievements and recommendations, and to increase the involvement of multipliers and businesses (milestone 13, at month 52, i.e., January 2027). This **core publication will be produced in English** and will then be translated into the languages of the BIOMETHAVERSE countries (French, Greek, Italian, Swedish, and Ukrainian). It will be available both in digital and printed format and will be downloadable from the website as well.

5.2.10. Final Conference

A full-day **final conference** will be organised upon completion of the project, presenting its main results (month 53, i.e., February 2027). This conference will be open to the public and will specifically address the target groups and key actors who have supported the project and are directly involved in the field of innovative biomethane production.

5.3. European exchanges, transferability and replication workshops

Workshops and site visits will be organised during consortium meetings to involve selected stakeholders in the country of the hosting partner (mainly possible biomethane producers and policymakers) in **encouraging an effective transferability of project results**.

Moreover, BIOMETHAVERSE will contribute, upon CINEA's invitation, to common communication and dissemination activities to increase the visibility and synergies between **Horizon Europe supported actions** (in particular, projects funded under the same topic HORIZON-CL5-2021-D3-03-16, i.e., SEMPRE-BIO, HYFUELUP, and METHAREN). Synergies imply the co-organisation of joint events; mutual participation to each other's events; bilateral promotion of events and news via respective websites, newsletters and social media; project logo display on relevant project communication materials.

In addition, over the course of the project, BIOMETHAVERSE **partners will be encouraged to participate in events related to the biogas/biomethane sectors** in order to give visibility to the project. Events encompass conferences, workshops, symposia and are aimed at enlarging and **reinforcing the community around BIOMETHAVERSE**. Project partners will identify the most suitable conferences dealing with the innovative production of biomethane and propose their participation to the Consortium.

Also, BIOMETHAVERSE will ensure the proper exploitation and transferability of its results through the organisation of **6 workshops in non-partner EU countries** (e.g., in NL, ES, LT, PL, IE, and EE). Through the involvement of key local/national stakeholders these events will allow to consolidate and exchange the concepts and outputs developed by the project on innovative biomethane production pathways and to possibly **trigger a replication effect**.

Finally, to reinforce international collaboration, notably with **Africa and with Mission Innovation countries**, experts will be invited to attend **two project workshops** to facilitate the exchange and transfer of project results to industries, networks and other stakeholders in the following countries: South Africa, USA, and India.

5.4. Exploitation

Exploitation will happen by identifying **Key Exploitable Results (KER)** from the different demonstrators, in strict combination with implementation, evaluation and upscaling of demonstrators, as well as with policy recommendations. An Exploitation Roadmap (D5.7, at month 52, i.e., January 2027) will be drafted based on **EXPLOITT methodology**.¹

Concerning commercial exploitation, one of the main elements will be to **identify a complete list of benefits and advantages compared to competitor/substitute technologies**, IPR issues (e.g., patent applications), business environment, major risks, barriers to the market (technical, economic, social), etc. This will lead to the so-called 'Value Map', intended to **drive towards successful market penetration**.

Concerning policy exploitation, the recommendations and lessons learned from the project will be exploited by EBA (and other partners) in answering consultations from the European Commission, such as in key *Fit for 55* initiatives during the project lifetime and thereafter [Energy Taxation Directive Revision, Energy Efficiency Directive Revision, Renewable Energy Directive Revision, Transport Fuel Initiatives (RefuelEU, FuelEU, AFI), ETS extension, Carbon Border Adjustment Mechanism].

Additionally, partners in the demonstration countries will actively **interact with policy makers and authorities** in defining and adjusting policy frameworks and legislations to facilitate the development of the biomethane market with emphasis on innovative technologies and solutions.

6. Monitoring and Reporting

As WP5 leader, ISINNOVA will regularly evaluate impacts and results achieved through the communication initiatives, to ensure an **accurate monitoring and reporting of communication activities**. Monitoring activities will rely on the responsible involvement of all partners who will regularly (every six months) fill in the **timesheet templates in Annex II** providing information on the communication and dissemination

¹ <https://www.optimised-h2020.eu/the-exploitt-methodology>,
<https://focusonfof.eu/downloads/results/exploitt-dossier.pdf>

activities they are involved in.

Each partner will be in charge of monitoring its communication activities and reporting the progress. Accordingly, all project partners will contribute to disseminate and communicate the project within their networks and will provide their feedback to ensure a coherent impact assessment of the dissemination, communication, and exploitation activities.

Based on the type of communication/dissemination activity involved, **different monitoring tools will be used to assess the success/effectiveness** of the initiative. Along with the more quantitative measurements listed below, other qualitative aspects will be taken into account to evaluate BIOMETHAVERSE's performance on the whole (e.g., questionnaire on evaluation of meetings and workshops).

A **final report on Dissemination and Communication** is scheduled at the end of the project (D5.9 at month 54) to account for all the communication, dissemination and exploitation activities performed during the project's lifetime and the channels/tools used.

Quantitative measurements to monitor overall impact will be adopted for the website and for scientific dissemination (with specific KPIs).

As for the website, **Google Analytics** will be used to measure traffic, including new/returning visitors, track activity, behaviour and engagement, including time spent on pages and identify drivers of traffic to the site (e.g., how/why the website was reached).

Website KPIs are:

- 250 visits/month of unique visitors to the website in the project's lifetime.

As for scientific dissemination, the following KPIs will be considered:

- 250 people subscribed to the project newsletter,
- at least 4 press releases issued during the project's lifetime,
- 20 people attending each of the six dedicated workshops with the major industrial and institutional stakeholders of other EU countries (NL, ES, LT, PL, IE, and EE),
- 10 people attending two project workshops to exchange with and transfer project results to industry networks and stakeholders in Africa and other Mission Innovation Countries (India, South Africa and USA),
- 100 people attending the final project conference,
- At least 15 active participations in external conferences/workshops/events,
- At least 15 articles accepted for publication in peer-reviewed journals,
- At least 5 mentions per year of BIOMETHAVERSE in relevant specialised media (at local/Eu level).

7. EU funding acknowledgement

7.1. Obligation to Disseminate Results

Unless it goes against their legitimate interests, each beneficiary must, as soon as possible, 'disseminate' his/her results by disclosing them to the public through appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium). This does not change the obligation to protect results, confidentiality obligations, security obligations, or the obligation to protect personal data.

7.2. Guidelines for acknowledgment of EU-funding

As an EU-funded project, **full acknowledgment of funding must appear on all project materials and outbound communication.**

Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

- (a) **display the EU emblem² ('flag')** - this is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding. When displayed together with another logo, the EU emblem banner must have **appropriate prominence**.

For the purposes of their obligations, beneficiaries may use the EU emblem without first obtaining approval from the Agency. This does not however transfer any right to exclusive use. Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

- (b) **include the funding statement below**, which is usually incorporated in the official logos made available by the European Union:

'Co-funded by the European Union'.

7.3. Disclaimer excluding Agency (CINEA) responsibility

Any dissemination of results must indicate that it **reflects only the author's view**, and that the Agency is not responsible for any use that may be made of the information it contains.

In addition to the EU emblem and funding statement, the following **legal disclaimer** must be displayed on any written content produced within the project:

'Co-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 or CINEA. Neither the European Union nor the granting authority can be held responsible for them.'

This disclaimer can be written in a small font size and can be placed in areas that are less prominent than those used for the main logo, for example at the bottom of websites or in the editorial information of publications/report/deliverables.

² The ready-to-use EU emblem, including the funding statement, can be downloaded in all EU languages, Arabic, Icelandic, Norwegian, Turkish and Russian from the European Commission's [official page](#). Detailed information about the **correct use and placement of the EU emblem and the funding statement** can be found in the [Operational guidelines for recipients of EU funding](#).

Annex I: BIOMETHAVERSE's Visual Identity

With the broad term visual identity, we refer to the **'look' and 'branding'** of the project which is determined by the combination of several elements including logo, specific typographical and chromatic choices, project claim/payoff and tone of voice. Having a **memorable image**, as well as a clear message, is essential to ensure target groups easily recall the project and its innovation pathways and can place it in the **renewable energy/biogas ecosystem**.

Overall, the project's tone of voice, meaning the brand's personality projection, choice of wording and emotional appeal, will have a **professional, innovation-driven and market-gear**d feel. BIOMETHAVERSE's communication style will always embrace the larger **climate crisis, gas decarbonisation and circular economy framework**, aiming to reach beyond the biogas/renewable energy specialists to share certain aspects of the project's biomethane technology innovations also with the well-informed, climate-sensible, non-technical audiences.

When required, communication will avoid the overly specialized shades of BIOMETHAVERSE's endeavour, which don't necessarily have to reach all stakeholders, and focus on innovation and potential applications of project approaches and results.

BIOMETHAVERSE's visual identity study has ensured a consistent, professional, innovative, attractive and friendly interface of the project's communication channels and outputs, including the design of specific templates for presentations and reports/deliverables.

Partners are invited to always use the appropriate visual identity items and templates and **comply with the visual identity guidelines** below when involved in project-related dissemination activities and announcements.

All visual identity items (logo, brand guidelines and templates) will be uploaded into the specific Communication & Dissemination section of the project's shared folder (in Teams) where all partners will be able to download them.

1. Project logo

BIOMETHAVERSE's logo represents the visual element to be used for all communication activities, as it performs as the project's trademark. As such, a **'traditional' logotype solution** (wordmark/lettermark) was preferred, both to ensure the promotion of a name recognition/project branding and to allow for project information (i.e., project's field of action) to be understandable at a first glance.

BIOMETHAVERSE's logotype thus combines the following elements:

- **project name** (*BIOMETHAVERSE*), displayed in a dual color combination to empathise renewable/sustainable aspects (green) and the scientific/innovation dimension evoked by a blue tone, universally recognized as tied to limitless inspiration paired with knowledgeable stability;
- **project slogan/claim** (*Innovations in the Biomethane Universe*), which is intended to explain the aim of the project and its acronym;
- **key symbolic image**, illustrating a leaf-shaped letter to position the project in the biomass universe; the image also echoes a flame-like design which can be traced back to concepts of energy provision (via renewable pathways).



Figure 5 - The BIOMETHAVERSE logo (Source: ISINNOVA)

The BIOMETHAVERSE uses a Google font, namely [Doppio One](#) (Regular).

The logo is provided in multiple formats (pdf and png) and versions (full color and grayscale).



2. Visual Identity Guidelines

The visual identity guidelines below detail how the BIOMETHAVERSE logo should be used, the project's fonts, the colour scheme and the templates provided. These **visual identity guidelines will be adhered to in all communication materials, including the website**. General indications and rules on how to acknowledge EU funding of the project and outline the rights and obligations to use the EU emblem, funding statements and disclaimers in connection to the project are found in Section 8 of this deliverable.

2.1 Use of the BIOMETHAVERSE logo

Position

As a general rule, the logo must be placed on the top centre or top/bottom right corner in reports, letters and presentations.

Incorrect use of the logo

- Do not change the shape and proportions of the logo.
- Do not change the font typography.
- Do not change the colours of the logo.

2.2 BIOMETHAVERSE colors

Below are the **BIOMETHAVERSE brand colors**, provided in hex code, RGB and CMYK. These colours are used in the logo, in all promotional materials and project templates, as well as on the website.



Primary colour: 75CB0B – Alien Armpit (R:117 G:203 B:11) (C:42% M:0%, Y:95%, K:20%)



Secondary colour: 1155A7 – Sapphire (R:17 G:85 B:167) (C:90% M:49%, Y:0%, K:35%)



Tertiary colour: Davy's grey: 595959 - (R:89 G:89 B:89) (C:0% M:0%, Y:0%, K:65%)

2.3. BIOMETHAVERSE Typography

Primary Typeface

Ubuntu and **Ubuntu Medium** are the primary typefaces that should be used in all typeset communications and promotional materials, such as deliverables, leaflets, letterheads, e-newsletters and PowerPoint presentations. These fonts were chosen for their clean lines, ease of readability (both online and printed) and contemporary style; also, the Ubuntu font family, being a Google font, is easily accessible.

- Title: Ubuntu, font size 24, bold
- Heading 1: Ubuntu, font size 18, bold
- Heading 1.1: Ubuntu Medium, font size 16, regular
- Heading 1.1.1: Ubuntu, font size 14, regular
- Heading 1.1.1.1: Ubuntu, font size 12, regular
- Heading 1.1.1.1.1: Ubuntu, font size 11, italics
- Body paragraph: Ubuntu, font size 10, regular



- Table heading: Ubuntu, font size 12, bold
- Table text: Ubuntu, font size 10 or 8, regular
- Captions: Ubuntu, font size 8, italics

2.4 BIOMETHAVERSE Templates

All official project documents, including presentations, must adhere to the project's distinctive visual identity. Partners are asked to **use the different template formats developed for BIOMETHAVERSE**. The templates define various elements, such as design, font type, size and color, headlines, captions styles, tables, bullet-points, etc.

The following templates have been developed and made available for download on the project's shared folder.

2.4.1 Document template

This template is meant to be used for all official project reports, including deliverables and meeting reports/minutes/agendas.



Figure 6 - Document template (Source: ISINNOVA)

2.4.2 Letterhead template

This template shall be used for official correspondence on behalf of the BIOMETHAVERSE Consortium. The template, which includes the project's logo, can be personalized with each partner's logo.



Figure 7- Letterhead template (Source: ISINNOVA)

2.4.3 PowerPoint template

This template is provided for use in presentations at project meetings and for official presentations on behalf of BIOMETHAVERSE (e.g., during conferences or other public events).

The PowerPoint template has a cover page in which the BIOMETHAVERSE logo has a prominent position, together with the presentation title and subtitle (which can include the name of the presenter). The EU emblem and funding statement is included in the cover page and repeated, with the addition of the funding disclaimer, also on the back page.

Cover page

Title: **Ubuntu 60, bold**

Subtitle: **Ubuntu 32, bold**

Internal Pages

Title: **Ubuntu 36, bold**

Body text: Ubuntu 14, regular

Bullet Point: Ubuntu 18, regular

Caption text: *Ubuntu 12, italics*



Figure 8 - PowerPoint template (Source: ISINNOVA)

2.4.4 Newsletter template

The newsletter template will be designed by ISINNOVA on the Mailchimp platform both for core English versions and local language versions. ISINNOVA will also be in charge of laying out the text for all language versions. Contents for the core versions of the e-newsletters will be produced, through a collaborative effort, by all partners. Communication and Dissemination leaders appointed at each demo site will be responsible for providing the translation (and any supporting images) in their national language.

COMMUNICATION ACTIVITIES

[illegible]

Target audience	Communication channel	Dissemination level
Industry, business partners	Website	International
Innovators	Social media	European
Investors	Print materials (brochure, leaflet, posters, banners..)	Regional
EU institutions	Press release	National
National authorities	Media article	Local
Regional authorities	Newsletter	Other (specify in the comment)
Local authorities	Interview	
Civil society	Video	
Citizens	TV/Radio campaign	
Research communities	Event (conference, workshop, internet debate..)	
International organization (UN body, OECD etc)	Exhibition	
Other (specify in the comment)	Other (specify in the comment)	

