BECOOP

UNLOCKING THE COMMUNITY BIOENERGY POTENTIAL

D6.1 Dissemination and Communication Plan - First

JANUARY 2021

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About

Over the last years, the EU has witnessed some remarkable steps in Renewable Energy (RE) deployment. However, at the same time, we see an increasingly uneven penetration of RE across the different energy sectors, with the heating and cooling sector lagging behind. Community bioenergy schemes can play a catalytic role in the market uptake of bioenergy heating technologies and can strongly support the increase of renewables penetration in the heating and cooling sector, contributing to the EU target for increasing renewable heat within this next decade. However, compared to other RES, bioenergy has a remarkably slower development pace in the decentralised energy production which is a model that is set to play a crucial role in the future of the energy transition in the EU.

The ambition of the EU-funded BECoop project is **to provide the necessary conditions and technical as well as business support tools for unlocking the underlying market potential of community bioenergy.** The project's goal is to make community bioenergy projects more appealing to potential interested actors and to foster new links and partnerships among the international bioenergy community.

The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952930.

Project partners

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Abbreviations

DCP	Dissemination and Communication Plan
ESCOs	Energy Service Companies
KEP	Knowledge Exchange Platform
RE	Renewable Energy

1 Introduction

Dissemination and communication activities are key to a successful project. The activities described in this document are dissemination activities targeting our audiences (RESCoops, local authorities and municipalities, policymakers, energy and RE authorities and associations, energy market actors, etc.) with specific and detailed information on project results, to maximize the impact of the project, as well as communication activities targeting larger audiences with the goal to promote the project and enhance its visibility.

The strategy takes a 4-step approach, answering the following questions: What, When, To whom and How? This document, one of the first key project output, answers these questions ensuring a successful dissemination and communication throughout the project, detailing to partners a strategy that all can follow, pick from and complete, to increase outreach and engage audiences. It will be important that all partners feel involved, as many communication activities will perform better if adapted in national languages and national markets.

The strategy includes a list of our target groups together with detailed actions on how to effectively reach them. This includes for example which tools and distribution channels should be used, with which expected objectives and impacts. KPIs and evaluation mechanisms, risks and challenges as well as modus operandi are also detailed.

It includes some events to be targeted during the project lifetime allowing reaching the project communications' objectives, lists of (social) networks to use as potential levers, and strategies to reach them. The first press release is included, which has guided partners with a starting message to translate and disseminate to make the project known.

Finally, the strategy includes the project identity and guidelines, to ensure a better recognition and visibility for the project and be used on all material and outputs.

All activities presented in this document and resulting from all partners' actions will be monitored using templates: it is the responsibility of each partner to fill the monitoring file and alert the Dissemination and Communication Manager of future activities. The report is subject to modifications and updates in line with the project progress and the experience that will be gathered through the various project activities. As such, the strategy presented here is not static. Instead, it will be continuously reviewed in specific time intervals to account for any challenge or opportunity that may arise. A second version of the Dissemination and Communication Plan (DCP) is already foreseen for M18 (D6.2) and is expected to build upon the experiences gathered within the first 18 months of BECoop activities in order to update our dissemination strategy. The project's dissemination and communication results will be reported in a final deliverable to be published by M36 (D6.4)

Nota Bene: exploitation strategies and plan, which activities are part of the Work Package 6, are not described in this document, they are part of a stand-alone deliverable, D6.7 (first version by M12) and D6.8 (final version by M36).

2 Objectives of the dissemination and communication activities

This plan / strategy aims at securing actions to increase dissemination and communication of the project results and activities and will be closely linked to all other project tasks which will feed into it. The main goal of our dissemination activities is to facilitate the widespread adoption of BECoop results, thus, maximizing the project impact.

To this end, this plan outlines the approach to effectively communicate the project's outcomes, guiding partners in planning and implementing their respective activities, serving also as a management tool for the consortium and the European Commission.

Project-specific dissemination and communication objectives are to:

- Develop a Dissemination and Communication Plan that identifies target groups, key messages, communication channels, timelines, and responsibilities, to set up an effective dissemination and communication strategy and guarantee a large uptake and coverage of the project achievements and outputs.
- Raise awareness on, communicate and disseminate BECoop's value propositions and results.
- Organise and run dissemination and communication activities and events, ensuring stakeholder engagement during the project as well as uptake and sustainability of the outcomes beyond its end.
- Establish continuous communication, coordinate, and exploit synergies with relevant initiatives and projects.
- Demonstrate, with quantifiable evidence, the impact of project results, stimulating trust and confidence in them and driving the development of an enabling environment for their deployment and uptake.
- Promote pilot results to increase awareness among the bioenergy community value chain, in several languages.
- Ensure careful attention is put on following the GDPR.

3 Tasks, deliverables and milestones

WP6 has few tasks yet they each entail many activities which will be described in the next sections. This chapter presents the Work Package tasks, deliverables and milestones.

Table 1. WP6 Tasks

Tasks	Lead Participant	Start	End
T6.1 Dissemination and communication strategy, plan and implementation	IEECP	M1	M36
T6.2 Networking and synergies with relevant actions and initiatives	IEECP	M1	M36
T6.3 Exploitation and sustainability	Q-PLAN	M1	M36

Table 2. WP6 Deliverables

Deliverables	Lead participant	Category	Diss. level	Due date
D6.1 Dissemination and Communication Plan - first	IEECP	R	PU	M3
D6.2 Dissemination and Communication Plan - final	IEECP	R	PU	M18
D6.3 BECoop Web Portal and dissemination material	IEECP	DEC	PU	M4
D6.4 Dissemination and communication results	IEECP	R	PU	M36
D6.5 BECoop synergies with similar initiatives – first	IEECP	R	PU	M18
D6.6 BECoop synergies with similar initiatives - final	IEECP	R	PU	M36
D6.7 BECoop Exploitation and Sustainability Plan - first	QPLAN	R	PU	M12
D6.8 BECoop Exploitation and Sustainability Plan - final	QPLAN	R	PU	M36

Table 3. WP6 Milestones

Milestones	Lead Participant	Due Date	Means of verification
MS2 Dissemination and Communication plan	IEECP	M3	D6.1
MS3 BECoop web portal and dissemination material	IEECP	M4	D6.3 + website live with material hosted on it
MS17 Exploitation and Sustainability plan	Q-PLAN	M36	D6.5

4 The dissemination and communication strategy in short: the 4-step approach

As mentioned earlier, the project dissemination and communication activities are defined on a 4-step approach, answering 4 questions: what to disseminate? To whom? By when? And by what means? The below answers can be considered as a short version of BECoop's dissemination and communication strategy, further detailed in the next chapters.

Step 1 – What to disseminate?

The following project-related information will be disseminated to BECoop's target groups:

- **Vision, objectives, strategic relevance and key facts:** opportunities that energy cooperatives offer, existing potential for bioenergy market uptake in the heating sector, misperceptions regarding the use of bioenergy in heating. Messages will evolve from the start of the project to its aftermath and will be reviewed periodically during its course.
- **News (achievements, results):** partners will recapture how BECoop contributes to Renewable Energy Sources (RES) market uptake, by increasing demand for bioenergy heating and reducing project effort for RESCoops.
- **Events** held by the project or in which partners participated presenting their results, where project assets will be disseminated as widely as possible.

Step 2 – To whom disseminate?

The stakeholder groups illustrated in Figure 1 are the ones already identified as relevant to BECoop and, thus, represent the target audiences of the current strategy. These groups cover several stakeholder categories across different regions. The stakeholder groups of BECoop are:

- **RESCoops** (e.g., existing RESCoops wishing to expand their activities in the bioenergy market)
- **Local Authorities/ Municipalities**
- **Energy/RE authorities and associations** (e.g., national energy associations, bioenergy associations, etc.)
- **Energy market actors** (e.g., energy suppliers, grid operators, commercial RE companies, etc.)
- **Bioenergy technology providers** (e.g., Energy Service Companies, (ESCOs), boiler manufacturers, etc.)
- **Biomass Producers** (e.g., feedstock providers, actors in the bioenergy supply chain)

Figure 1. BECoop stakeholder groups

- **SMEs** (e.g., participating in the bioenergy value chain activities)
- **NGOs** (e.g., environmental, energy, housing associations, etc.)
- **Potential Investors/Financiers** active in the field of energy, RE, green financing, etc.
- **Policymakers** (e.g., local/national/ EU policymakers in energy, agriculture, environment, etc.)
- **General Public/ Citizens**

In the frame of the revised Dissemination and Communication Plan, this list of target stakeholders might be adapted based on collected project experience and actual data.

Step 3 - when to disseminate

In order to ensure that the timing of the dissemination activities is appropriate, BECoop identified four stages along the lifespan of the project and beyond: the first 2 stages are carried out throughout the duration of the project and the other 2 by the end and after the grant's duration.

During the project: several activities will take place, organised by the Dissemination and Communication Manager but also by all partners supporting the action and organising capacity building and awareness campaigns (WP3). Main activities include the use of a public website and newsletter, social media campaigns, the design of BECoop's Knowledge Exchange Platform and the events organised. Finally, the organisation of several cross-promotion actions with other initiatives and projects will be key.

By the end of the project: BECoop has foreseen replication activities to ensure additional cases are considered and showcase the potential for bioenergy communities' uptake in further regions. Policy debates will also bring together all relevant decision-makers and ensure the co-design of recommendations. A final dissemination event will gather all stakeholders and showcase outputs and lessons learned and ensure engagement for the follow up activities.

Beyond the end of the project: partners are committed to continue disseminating the project results through their everyday activities and networks – the project website will stay live for 2 years after the end of the project-, the stakeholders that will have participated in the project activities are also expected to act as multipliers for the wide-spread adoption of project results beyond the project lifespan. Finally, the BECoop Knowledge Exchange Platform will be sustained as well, acting as a strong dissemination channel for the project results.

Step 4: By what means to disseminate?

In order to reach a wide pool of relevant stakeholders, we will leverage our extensive networks and employ tailored dissemination channels. The following actions are foreseen, with more details provided in the next chapters.

- International / National industrial events

BECoop partners are expected to attend major industrial exhibitions and trade fairs with a view to disseminating the project's outcomes to its industrial stakeholders.

- Publications in scientific journals

Even though our project is funded under a Coordination and Support Action, relevant research could be expected in the fields of behavioural and social sciences and scientific publications authored by partners. The Dissemination and Communication Manager as well as the Project Coordinator will ensure that they are done so respecting open access.

- International / National conferences

BECoop's research partners are frequently attending high ranked international conferences and thus have the necessary access to disseminate BECoop's outcomes and relevant research output to the targeted audiences. These will be tracked in the monitoring file and promoted widely to BECoop's community.

- Workshops and events

A broad agenda of events, including several workshops, is foreseen by the project, addressing all its targeted stakeholders, disseminating its outcomes and promoting their adoption across Europe.

- Communication campaign

A variety of communication channels and actions is foreseen that will synergise with the dissemination activities of the project.

- Knowledge Exchange Platform

The Knowledge Exchange Platform will also host the BECoop Network of Interest further empowering interaction and knowledge exchange among stakeholders.

5 Main project outcomes to disseminate and links with other WPs

In addition to specific dissemination and communication material or actions produced by the dedicated Dissemination and Communication Work Package, public results from other packages will be used to increase outreach, generate interest about the project and share results regularly. Below outputs will therefore be widely reused, in their original format or transformed (in banners, briefs, factsheets, videos, infographics, posters).

Dissemination and communication activities mostly build on the results from the other workstreams, developing news items or factsheets, social media posts or graphics from the reports produced or activities organised. Although the assets for dissemination and communication will be defined in parallel to the unfolding of the project activities, a **preliminary list of core assets** is the following:

- **New bioenergy communities** that will be set up in our pilot and replication cases and will facilitate the market uptake of bioenergy technologies.
- BECoop's **novel knowledge** on the community bioenergy market potential along with an inventory of community bioenergy lighthouse examples.
- **BECoop assessment tool** for bioenergy communities to evaluate their current status and future potential.
- BECoop inventory of tools and resources (including a virtual e-market environment for bioenergy communities) for supporting the development and operation of bioenergy communities.
- The BECoop **technical and business catalogues** offering a wide range of suitable bioenergy technical, business and financial models for the community level.
- A set of **validated technical, business and financial services portfolio** for optimising bioenergy communities' development and functioning.
- The **BECoop Knowledge Exchange Platform (KEP)** that will support mutual knowledge exchange and partnerships among bioenergy actors (to ensure sustainability, we will investigate partnering with existing EU platforms and include specific plans in our Exploitation and Sustainability Plan).
- The **BECoop Replication Handbook** for applying the project outcomes to additional regional settings.
- Evidence-based **national and EU level policy roadmaps**.
- The BECoop **Network of Interest** of community bioenergy stakeholders.

WP6 has strong links with other work packages from the project, especially:

- WP2 and the tools and catalogues released, that will be a great promotion element allowing to create support material and organise a wide outreach to disseminate their release/availability.
- WP 3 & 4 - Several events and activities can benefit from WP6 (promotion, support to design material, etc.). Capacity building and awareness raising actions will be widely promoted.

- WP5 - The Knowledge Transfer Platform and policy recommendations, that will be a great promotion element allowing to create support material and organise a wide outreach to disseminate their release/availability.

The below (public) reports and tools are planned in the project (events are listed into a specific sub-section), including responsible partner, deliverable number and submission deadline:

Year 1 – 2021

- **Dissemination and Communication Plan - first** (D6.1, IEECP, M3 – January 2021)
- **State-of-play of community bioenergy across Europe: market size, applications, and best practices** (D1.1, CBS, M8, – June 2021)
- **Regional and EU framework and value chain conditions affecting community bioenergy uptake** (D1.2, WU, M8 – June 2021)
- **Stakeholders' perceptions, acceptance levels and needs on bioenergy heating** (D1.3, WR, M10 – August 2021)
- **Definition of community bioenergy heating uptake needs and challenges** (D1.4, GOIENER, M12 – October 2021)
- **Self-assessment tool for evaluating current regional status and future potential – first** (D2.1, CIRCE, M12 – October 2021)
- **BECoop toolkit – first** (D2.3, CIRCE, M12 – October 2021) – this is a tool, it will be accessible from the tools section of the website.
- **BECoop Exploitation and Sustainability Plan – first** (D6.7, QPLAN, M12 – October 2021)

Year 2 – 2022

- **Bioenergy RESCoops e-market environments – first** (D2.5, CIRCE, M15 – January 2022) – this is a tool, it will be accessible from the tools section of the website.
- **BECoop catalogue for the provision of technical support services – first** (D2.7, CIRCE, M15 – January 2022)
- **BECoop catalogues for the provision of business and financial support services – first** (D2.9, QPLAN, M15- January 2022)
- **Deployment of the BECoop capacity building program – first** (D3.3, WU, M18 – April 2022)
- **Awareness raising actions for improving bioenergy perceptions and image – first** (D3.5, CBS, M18 – April 2022)
- **Co-definition of community bioenergy heating roadmaps** (D4.1, FIPER, M18 – April 2022)
- **BECoop Knowledge Exchange Platform – first** (D5.1, QPLAN, M18 – April 2022) – this is a tool, it will be accessible from the tools section of the website.
- **Dissemination and Communication Plan – final** (D6.2, IEECP, M18 – April 2022)
- **BECoop synergies with similar initiatives – first** (D6.5, IEECP, M18 – April 2022)
- **Self-assessment tool for evaluating current regional status and future potential -final** (D2.2, CIRCE, M24 – October 2022)
- **BECoop toolkit - final** (D2.4, CIRCE, M24 – October 2022) – this is a tool, it will be accessible from the tools section of the website.

Year 3 – 2023

- **Bioenergy RESCoops e-market environments - final** (D2.6, CIRCE, M30 – April 2023) – this is a tool, it will be accessible from the tools section of the website.
- **BECoop catalogue for the provision of technical support services – final** (D2.8, CIRCE, M30 – April 2023)
- **BECoop catalogues for the provision of business and financial support services – final** (D2.10, QPLAN, M30- April 2023)
- **Deployment of the BECoop technical support services** (D4.2, CERTH, M30 – April 2023)
- **Deployment of BECoop business and financial support services** (D4.3, QPLAN, M30 – April 2023)
- **BECoop Replication Handbook** (D5.3, WR, M30 – April 2023)
- **BECoop small-scale demonstration activities** (D4.4, CERTH, M32 – June 2023)
- **BECoop evaluation results** (D4.5, CERTH, M32 – June 2023)
- **BECoop Knowledge Exchange Platform – final** (D5.2, QPLAN, M36 – October 2023) – this is a tool, it will be accessible from the tools section of the website.
- **Application of the BECoop Replication Handbook to follower cases** (D5.3, WR, M36 – October 2023)
- **BECoop national policy roadmaps** (D5.4, IEECP, M36 – October 2023)
- **BECoop EU policy roadmap** (D5.5, IEECP, M36 – October 2023)
- **Deployment of the BECoop capacity building program -final** (D3.4, WU, M36 – October 2023)
- **Awareness raising actions for improving bioenergy perceptions and image – final** (D3.6, CBS, M36 – October 2023)
- **Dissemination and communication results** (D6.4, IEECP, M36 – October 2023)
- **BECoop synergies with similar initiatives – final** (D6.6, IEECP, M36 – October 2023)
- **BECoop Exploitation and Sustainability Plan – final** (D6.8, QPLAN, M36 – October 2023)

6 Dissemination and communication activities in short

BECoop's team is committed to delivering results and share them through dedicated actions: communication actions – sharing the project's information and results to multiple audiences, dissemination actions – making the project results available for use to audiences that may use them, and finally exploitation actions, making available results to audiences that will use them.

The main actions are summarised in the conceptual graph below:

Communication
- Identity
- Website
- 6 newsletters
- Press releases and general articles
- Clustering activities
- Video
- Basic promo package: brochure & poster
- Roadmaps & policy recos
- Social media
- Events & fairs participation
- Matchmaking & brokerage events

Dissemination
- Website & Knowledge Exchange Platform
- Social media
- Poster
- Events & fairs participation
- Workshops
- Final conference
- Clustering activities / synergies with other initiatives
- Scientific publications

Exploitation
- Project innovation strategy
- Development of an exploitation and sustainability plan including a strategy for all project main assets: BECoop tools, catalogues, Knowledge Exchange Platform, replication handbook.

Figure 2. BECoop dissemination, communication and exploitation actions

7 Dissemination and communication tools and activities

All project specific dissemination and communication tools (identity, digital and physical actions, synergies, etc.) are detailed in this chapter. In addition, consortium partners provided input so that refined media and events' lists are generated.

The creation of identity guidelines, the first step towards building a strong project presence and recognition, was prepared by IEECP, after input received during the project Kick Off Meeting (M1).

7.1 BECoop identity and guidelines

A first selection was then provided to partners with few logo options they could vote on. The most popular option was then refined. The project guidelines include: logo, colours, fonts as well as PPT and Word templates to be used throughout the project lifetime, to ensure brand recognition. **The EU emblem and funding source have a prominent space in the project templates.**
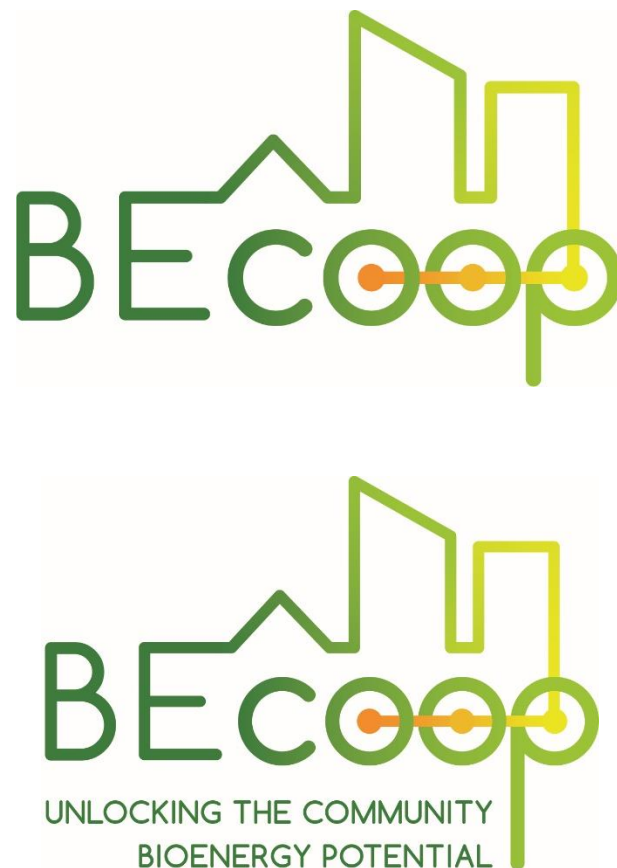

Figure 3. BECoop main logo and logo with tagline

LOGO GUIDELINES

COLORED LOGO

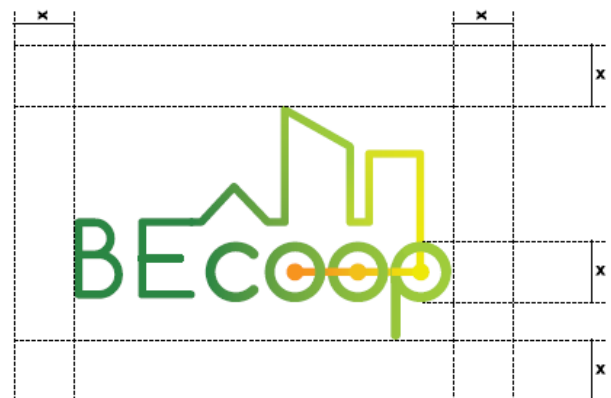Always use the full color logo. The colors are a part of the logo.

FREE SPACE

Around the logo must be free space where no graphic element or text is allowed.

To preserve the readability of the logo and to strengthen recognizability.

The free space is the height of the letter "o".

COLORS

PRIMARY

forrest green
CMYK 78|12|92|22
RGB 42|134|67
HEX #2A8643

grass green
CMYK 43|0|100|0
RGB 159|204|59
9FCC3B

yellow sun
CMYK 10|0|100|0
RGB 238|232|9

orange fire
CMYK 5|24|100|0
RGB 242|192|25
F2C019

orange heat
CMYK 0|50|100|0
RGB 247|148|29
F7941D

SECONDARY

grey dark
CMYK 0|0|0|80
RGB 90|90|90
5A5A5A

grey light
CMYK 0|0|0|20
RGB 200|200|200

yellow sun

sun heat

full gradient

FONTS

Which fonts to use layouting a document for BEcoop.

For TITLES and QUOTES:
COMFORTAA
Is a free font.
Available on dafont.com

Comfortaa bold

Consequiant quat re moluptas aligendis re prat magnamus atia quam est

Comfortaa regular

Consequiant quat re moluptas aligendis re prat magnamus atia quam est

Comfortaa light

Consequiant quat re moluptas aligendis re prat magnamus atia quam est

For running TEXT:
QUICKSAND
a Google and adobe supported font.
So you can use it for web applications as well.

Quicksand bold

Consequiant quat re moluptas aligendis re prat magnamus atia quam est

Quicksand book

Consequiant quat re moluptas aligendis re prat magnamus atia quam est

Quicksand light

Consequiant quat re moluptas aligendis re prat magnamus atia quam est

For PPT presentations:
CALIBRI

Calibri bold

Consequiant quat re moluptas aligendis re prat magnamus atia quam est

Calibri regular

Consequiant quat re moluptas aligendis re prat magnamus atia quam est

Figure 4. Main guidelines, colour scheme, fonts and icons

Figure 5. BECoop PowerPoint template

Figure 6. BECoop Word template

In line with the European Commission's policy on corporate visual identity, Horizon 2020 will be promoted as a verbal brand, meaning no "visual mark" or logotype.

When Horizon 2020 is promoted by beneficiaries and other third parties, the EU emblem (flag) can be used in conjunction with the words "Horizon 2020".

 The project BECoop has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952930.

Figure 7. EU Horizon 2020 disclaimer

If the content of the publication / presentation or other action can be deemed controversial or taking a stand, the disclaimer should include further wording, excluding the Agency responsibility:

"The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the European Commission nor any person acting on behalf of the Commission is responsible for any use that may be made of the information contained therein."

7.2 Promotional material

Different levels of material will be produced to ensure outreach and increase the project visibility: a poster, brochure, video, leaflets and more. All will be presented in D6.3 - BECoop Web Portal and dissemination material (M4 – February 2021). All communication materials will display the EU emblem, the Horizon 2020 funding source and, where appropriate, a disclaimer.

- A **brochure** will be produced by M4 and will introduce the project to all targets, interested actors and, of course, pilot stakeholders. It will introduce the BECoop concept and approach, its objectives, expected results, and contact details. It will also provide links for readers to find out more, will be written in an accessible language and produced with an eye-catching design. If need be, some partners could support in translating it for the pilot countries.
- IEECP will also develop a **poster** by M4, presenting the project objectives and results. Basic information of the project's vision and approach will be illustrated, including visual elements, to catch the attention of the audience. IEECP will remain available if further posters or banners need to be developed based on the project identity.
- **Leaflets**, **Infographics and factsheets** will use other WPs results to make them accessible in another format, targeting policymakers, citizens and others. **Additional material** will come from other WPs, such as the policy and decision-makers recommendations from WP5. These will target either directly policymakers or indirectly, or entities and institutions (consumer and energy provider associations, NGOs) that have a dedicated role and involvement in policy adoption and promotion.
- **Promotional video**: a promotional video (M15, beginning of 2022) will be produced to create awareness and exploit viral effects. The video will be uploaded on YouTube.

Considering the highly digital aspect of this project, we aim to make it paper-free (no print), having at least a 90% digital dissemination and communication focus. The digital files will be widely disseminated through all project tools and channels. It will also build on the importance of languages of the local pilots (Greek, Italian, Spanish, Polish and English), translating and adapting to local conditions, whenever needed, the developed material.

WP3 (especially task 3.3) also includes awareness campaigns and awareness raising actions (M12-36), led by CBS, to improve bioenergy perceptions and image, to get higher social and consumer acceptance and trigger an enlargement of the developed bioenergy communities. The campaigns will aim to reshape negative perceptions and image around bioenergy; offer a better understanding for community bioenergy heating and its related benefits; convince stakeholders of the opportunities that are created by local value chains. BECoop messages and activities will be tailored for each region.

A detailed plan for the awareness raising actions along with the content and messages of the actions will be developed by M18 (D3.5). Additional digital and physical activities will be planned there. CBS will also propose and select, together with pilot partners, simple green nudges that will be incorporated in the conveyed messages and act as behavioural change triggers. The activities will also include the development of **customised infographics**. These actions expect to reach over 20 000 people in awareness raising.

7.3 Online communication

7.3.1 BECoop website

The project website, simple yet complete, easy-to-use and intuitive, will avoid project jargon, providing well-structured information. It will be maintained during the project lifetime, as from end of February 2021 and 2 years beyond and managed by IEECP. Public pages of the website will include generic project information such as:

- The project in general, work steps, objectives and partners,
- Upcoming events, news,
- Major project developments (reports, video, factsheets, pilot news, links to all tools and catalogues, publicly accessible)
- Links to sister projects, external interesting resources such as news, reports or videos,
- Embedded social media items,
- Information about bioenergy and the various technologies and applications, communities.

All dissemination documents and public deliverables will be available in electronic format for download and it will be possible to subscribe to the project newsletter. The website core will be in English with at least an information page available in our project languages, and compliant with the GDPR requirements (privacy policy page, cookies pop up). We will keep track of the visits on the website through Google Analytics. The cookie policy will allow people to decide not to be tracked, following the requirements of the General Data Privacy Regulation (GDPR). Partners will need to support in revising the content and provide regular inputs to ensure a lively website, such as news, additional external links and editorials.

The website domain is: www.becoop-project.eu.

The website will be presented through screenshots in D6.3 - BECoop Web Portal and dissemination material, at M4 – February 2021.

7.3.2 Additional platforms (BECoop tools and Knowledge Exchange Platform)

In addition to the public BECoop website, two platforms will be released during the project: one will host the tools developed in WP2, the other will host the Knowledge Exchange Platform (KEP).

The KEP, as a digital hub, will also serve as a project dissemination facilitator, promoting peer exchange, matchmaking events and cross-regional interactions. It will offer various stakeholders (other RESCoops, community initiatives, municipalities, RE and bioenergy industry actors, investors, etc.) a one-stop-shop lifting collaboration barriers across regions and sectors and minimising costs thanks to information sharing and knowledge exchange. It will allow early stage RESCoops to pool the expertise of their peers. The KEP will have both digital and physical presence and will:

- Create an easy-to-access repository of knowledge, tools and services in the field of community bioenergy heating;

- Act as an observatory/atlas of bioenergy community cases (and community energy cases with high potential to include bioenergy), technologies and service providers;
- Offer a digital space for fostering cross-regional networking, dialogue and knowledge exchange among community bioenergy actors.

The KEP will be available from April 2022 (first version) and October 2023 (final version).

7.3.3 Newsletters

Six newsletters (at least twice per year) will be designed based on the identity guidelines and sent to the subscribers from the website. The newsletters will present the project, its first results, objectives and regular updates. Mailchimp will be used as the provider, allowing for monitoring and maintenance of the newsletter list while respecting GDPR and BECoop's privacy policy. All issues will be accessible through an updated archive on the project website. Each newsletter will be published via the social media channels and disseminated via the partners' own tools as well (either fully in English or in national languages or integrating some items in their own newsletters). While IEECP is responsible for preparing the newsletters, contribution by all partners is expected.

A standard-type structure is as follows:

- An introductory section briefly describing the project
- Progress updates
- A project's news section including articles which will describe the main activities that carried out during the last six months
- A section dedicated to future developments (e.g., upcoming events)
- A section listing other relevant major events
- Other types of relevant articles

Interested stakeholders can register to the newsletter from the website through a GDPR-compliant form. To get more subscribers while respecting GDPR, BECoop will leverage the project-organised events, adding the following informed consent text to the respective registration forms:

The personal data you provide on this form will be used to manage your access and participation to the conference/ webinar / training. We will not use this personal data for any other purpose and will not share or sell your personal data with any other third-party organisation for any other purpose. For further information about how we process your personal data, please see our privacy notice.

- Do you agree that your intervention in the webinar (Q&A, chat) is audio-visually recorded for the purpose of disseminating project outputs?

  ○ Yes, I agree. ○ No, I do not agree.

- Please state if you agree that your name and organisation are listed in a publicly accessible report on the conference.

  ○ Yes, I agree. ○ No, I do not agree.

- Please state if you would like to be added to the BECoop mailing list to receive the project newsletter (a maximum of 2-3 items yearly).

  ○ Yes, I do. ○ No, I do not.

A newsletter template will soon be developed and shared in the updated edition of this document (M18) as well as D6.3 (M4).

7.3.4 Social media accounts and strategy

A mix of social media tools will be used to broaden outreach and to create a 'buzz' about the project: for this purpose, all 3 accounts described below were already available from M2, early December 2020.

7.3.4.1 BECoop Twitter account

The project has its own **Twitter** account where news from the project but also related to our topics are shared on a regular basis:

https://twitter.com/BecoopH2020.

Most tweets will, once the website is ready, re-direct followers back to the website to boost traffic. All BECoop partners are invited to use their own accounts to share project updates and events where they are participating in.

BECoop will also engage with the group of sister projects in supporting activities on social media, sharing each other's posts. Hashtags and posts will be regularly shared with partners to ensure consistency.

Reminder: *Partners shall always tag the project and the European Commission: @H2020EE (additional accounts that can be tagged: @EU_Commission, @EU_H2020 and @EU_EASME).*

Figure 8. BECoop Twitter account

7.3.4.2   BECoop LinkedIn and Facebook accounts

Additional accounts include LinkedIn and Facebook. Most content published will be the same as, in general, contacts who follow the project on each of the 3 accounts are not the same.
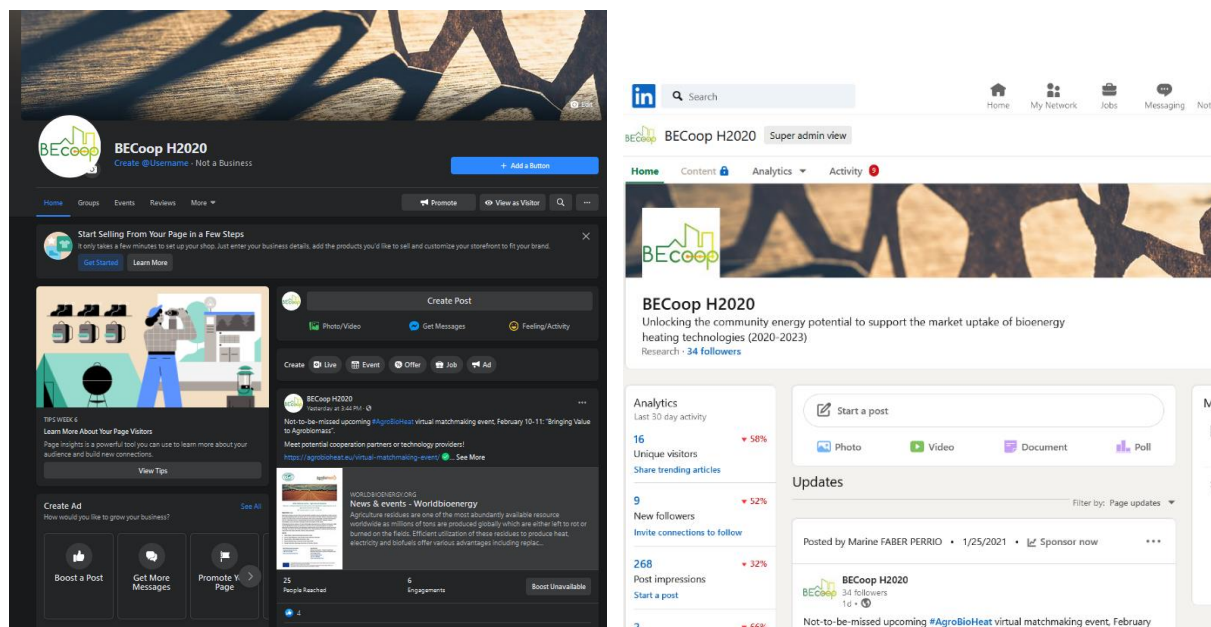

Figure 9. BECoop Facebook and LinkedIn accounts

These accounts also provide the platform for the Dissemination and Communication Manager to be informed regularly about activities such as upcoming events or interesting reports internally shared among project partners.

The social media impact will be measured through each media statistics (Twitter analytics for the project-owned account, each partners' own social media analytics for other accounts). The number of followers, retweets / tweets and impressions will be reported.

IEECP is the main responsible for social media work, yet all partners are invited to share news on their accounts and can contribute with content whenever possible.

In terms of voice and message the project will also use a tone and nudges destined to trigger change and action. We will vary contents, sharing news, publications, videos, polls, and adding whenever possible graphs and images as they tend to increase the reader's attention.

7.3.5 Digital networking / partnering – Amplifying our work

Digital Networking refers to the outreach to interesting organisations (such as platforms, blogs, associations, NGOs, etc.) that can help us spread BECoop's messages. A table with first booster targets is available below. These platforms are used regularly to share /upload every project news and can be a media channel as well.

The impact of our awareness raising actions will be significantly enhanced by networks of cities and regions as well as RESCoop federations with which BECoop has close contacts and cooperation, e.g., FEDARENE, ENERGY CITIES, EUROCITIES, Climate Alliance, etc.

Table 4. Platforms, portals and stakeholder associations

Platforms and portals	• BUILD UP • Construction 21 • Cordis • Energy Post • Energy In Demand, • eceee, • Fleishmann Hillard • Coalition for Energy Savings, • BYInnovation • SCP Clearinghouse • EUBIA • Regional Bioenergy Initiatives Increasing the market for Biomass Heating in Europe (REGBIE+) • Climate KIC (EU climate innovation initiative) • Cooperatives Europe • Community Power (CO-POWER) • EIBI - European Industrial Bioenergy Initiative • European Renewable Energies Federation (EREF) • European Compost Network (ECN) • Bioenergy Europe • International Co-operative Alliance • Energy Centres Agency (EUREC) • European Technology and Innovation Platform • Smart Networks for Energy Transition • European Biomass Research Network (EUBREN) • Clean Energy Cluster in Central Macedonia (CHORUS) • Hellenic Biomass Association (HELLABIOM) • Spanish Biomass Technology Platform (BIOPLAT). • Spanish Biomass Association (AVEBIOM) • European Renewable Heating and Cooling Technology Platform (RHC) • European Forum for Renewable Energy Sources (EUFORES) • European Bioeconomy Network (EuBIoNet) • European Zero Emissions Platform (ETP ZEP) • International Energy Agency-Bioenergy (IEA Bioenergy) • CEMR (Council of European Municipalities and Regions) • European Energy Research Alliance (EERA) • European Innovation Partnership for Agricultural productivity and Sustainability (EIP-AGRI) • Spanish Biogas Association (AEBIG) • Asociación de Agencias Españolas de Gestión de la Energía (EnerAgen) • EBA (European Biogas Association) • Euroheat and Power

Stakeholders associations	- Council of European Municipalities and Regions - European Energy Research Alliance (EERA) - ICLEI - Covenant of Mayors - BEUC - Fedarene - Energy cities - EUROCITIES - RESCoop EU - UNCEM (Unione Nazionale Comuni Montani) - ANCI (Associazione Nazionale Comuni Italiani) - Federcooperative - Federforeste - CTI (Comitato Termotecnico Italiano) - CONAIBO (Coordinamento Nazionale delle Imprese Boschive) - Amici della terra - Legambiente - Stati generali Green Economy - Finco (Federazione Industrie Prodotti Impianti Servizi ed Opere Specialistiche per le Costruzioni e la Manutenzione) - FIRE (Federazione Italiana per l'uso Razionale dell'Energia)

7.4 Media

7.4.1 Mainstream and specialised media (coverage and articles)

IEECP will share the project results with EU media and English-speaking professional press at Member State level, through press releases and articles. We will identify relevant media channels to promote the project findings in specialised press, raising awareness about BECoop and highlighting the challenges and solutions for policymakers to address and examine.

IEECP will coordinate efforts to ensure that the project is covered in outlets with a wider reach. Partners will support in getting closer to media contacts at the national level and to list other interesting media targets, as well as translate if deemed necessary media pieces.

We foresee to publish several articles and press releases in the project's course, completing the set of articles and editorials written for the newsletter and project website with the partners' support. A pre-selection of our key media targets, in Brussels and at member states level, is displayed below. This selection was made to ensure reaching all identified target groups (from policymakers to end-users, research and academia, etc.).

Table 5. Mainstream and specialised press

EU and international level	Member State level
- Euractiv - POLITICO Europe - MLex - Foresight climate & energy - Biomass magazine - Voice of renewables - Bioenergy News - Renewables now - Renewable Energy Magazine - Bioenergy international - Eubioenergy.com - Energy Monitor - EU Energy Innovation - REVOLVE - Carbon Pulse - Energy Intelligence - REHVA Journal - Energy Post - European Energy Review - Alternenergymag.com - Recharge - Energetica international - EIBI - EnergyZINE - Energy Matters briefing - EU Energy review - Business Green - Elektor Energy - Guardian ENVIRO - EKOenergy - The Innovation Platform - Climate Home news - Duurzaam - Energy Monitor - FuturENERGY - Coop news - Imeas	**Spain:** Engineered Systems, mundoenergia.com, https://elperiodicodelaenergia.com/, Energy News todo energia, Energias renovables (www.energias-renovables.com), Energía (elconfidencial.com), Retema, Calor y Frio, Bioeconomia, FuturENERGY. **Greece:** Energy Press, Polytechnical News, magazine Building Green, Michanikos Apps, startupper, Energia.gr, Green Agenda, efsyn.gr, tvxs, kathimerini, etc. **Italy:** PRESS AGENCY: Agopress, Adnkronos, Askanews. SECTOR PRESS: Agropress, Agronotizie, Casa&clima, Greenreport, Rinnovabili.it, E-Gazzette, Staffetta Online, Reteambiente, Oggigreen, EnergiaMedia. Canale Energia, BY innovation, QualEnergia.it, CasaClima, Guidaenergia, Quotidiano Energia, GreenMe, GreenBiz, Canale Energia, Gestione Energia, Energia e Dintorni. NATIONAL PRESS: Repubblica, Corriere. **Poland:** Energia i budynek, Murator, Murator plus, Przeglad Budowlany, Ekspert budowlany, Czysta Energia, Wnp.pl, cire.pl, Chronmy Klimat, Budowa.org, Budownictwo.org, Ekologiczny-dom.com, Ekologia.pl, Ekonews, etc.

7.4.2 Scientific publications

To demonstrate the research findings and raise awareness in the scientific community, publications in technical literature and dedicated journals could be foreseen by academic and technological partners through publications in peer-reviewed journals and magazines and through papers presented at

conferences and other events. IEECP and the partner responsible for the publication will ensure the papers follow the open access standards (through self-archiving (green open access) or open access publishing (gold open access)), i.e., without costs for the readers. It is to be noted that Article Processing Charges (APCs) for Open-Access-Publications are eligible costs for project accounting.

Depending on the selected journal or other type of publication, project partners will have to use one of the three different possibilities for open access, namely:

- **Open access publishing** (without author processing charges): partners may opt for publishing directly in OA journals, i.e., journals which provide open access immediately, by default, without any charges,
- '**Gold' OA publishing**: partners may also decide to publish in journals that sell subscriptions, offering the possibility of making individual articles openly accessible (hybrid journals). In such a case, authors will pay the fee to publish the material for open access, whereby most high- level journals offer this option.
- **Self-archiving ('green' OA)**: alternatively, beneficiaries may deposit the final peer-reviewed article or manuscript in an online disciplinary, institutional or public repository of their choice, ensuring open access to the publication within a maximum of six months. When relevant, beneficiaries will moreover deposit at the same time the research data needed to validate the results presented in the deposited scientific publication into a data repository.

Another opportunity arose in 2020, a new way to disseminate the papers: Open Research Europe provides all Horizon 2020 and Horizon Europe beneficiaries and their researchers with an easy, high quality peer-reviewed venue to publish their results in open access, at no cost to them, and in full compliance with open access policies.

Additional platforms include: Applied Energy, Energy and Buildings, Energy Economics, Energy Policy (Elsevier), International Journal of Energy Sector Management (Emerald), Sustainability (MDPI), Energy Efficiency (Springer), Advances in Building Energy Research, International Journal of Sustainable Energy (Taylor and Francis).

7.5 Events

7.5.1 Project-led events

Specific events are planned in BECoop to increase the project outreach: even though only one event is to be organised by WP6 (our final conference), other events organised in other WPs should be noted here: warm-up events / info days and webinars, awareness raising events, co-creation/training and policy workshops, matchmaking and brokerage events and final participation to external events (detailed in Table 7).

The several events to be carried out under the project will also be utilized to promote the project and its outcomes and can therefore be added to this strategy.

Table 6. Project-led events

Event	Work Package, Task, partner responsible	Description, goal, audience	Tentative month (estimation)
Identification of stakeholders' perceptions and needs workshops	WP1, T1.3, WR	Goal: offer BECoop a solid understanding of our stakeholders and their perceptions. • **4 local consultation workshops** (1 in each pilot region) with relevant stakeholders. The workshops will be led by pilot partners (guided by WR) to gather views and facilitate knowledge exchange on misconceptions, opportunities and barriers that may favour or hinder local bioenergy heating actions.	M6-M10
Local consultation process	WP1, T1.4, GOIENER	For the final development of a report, a **local consultation process** will help BECoop co-define and co-validate the findings with local stakeholders.	M6-M12
BECoop toolkit	WP2, T2.2, CIRCE	A virtual workshop will be recorded and uploaded to the toolkit, to be used as a guideline for the selection of the most beneficial tools in each specific case.	M12-M24
Awareness raising actions for improving bioenergy perceptions and image	WP3, T3.1, CBS	Goal: To mobilize local stakeholders around the concept of community bioenergy heating. • **2 warm up events per pilot** – 8 in total organised by pilot and national partners – widely open • **Face to face meetings** – interaction with people already engaged in participatory projects, groups with high potential to be involved, authorities, etc. • **Local activities** will be deployed and reported by the responsible local pilot partners	M3-M36

Deployment of capacity building to key actors	WP3, T3.2, WUELS	Goal: to empower bioenergy heating actors, RESCoops, policymakers with skills and knowledge that can support them in design and deployment of community bioenergy heating projects and solutions.
		
		• **Training workshops** (2 per pilot area). Organised by local partners, content input by all partners according to profile skills. Indicative training modules include:
		   o Training on the BECoop resources;
		   o Bioenergy project planning and development;
			M12-M36

Event	Work Package, Task, partner responsible	Description, goal, audience	Tentative month (estimation)
		- Community engagement and consultation; - Impact assessment; - Business and financial models; - Public procurement; - Community energy bidding criteria; etc. • **At least 10 webinars** to additional RESCoops and authorities outside the BECoop borders.	
Awareness raising actions for improving bioenergy perceptions and image	WP3, T3.3, CBS	• Regional/national events targeted around the identified key messages (**3 info days per pilot area**), • **Field visits** of local populations to best practice examples of community bioenergy heating to experience how other regions have been successful (2 visits for each pilot; 1 will be to our SEV partner combined with a project meeting).	M12-M36
Co-definition of bioenergy heating projects' vision and roadmap	WP4, T4.1, FIPER	• **1 co-creation workshop per pilot area** to identify the bioenergy heating vision that they consider more appropriate for their needs and challenges	M14-M16
	WP4, T4.3, QPLAN	• **Peer to peer mentoring program**, to share information and experience through **online meetings, work shadowing and study tours** - 2 peer-to-peer meetings per case • Presenting RESCoops in **at least 2 events for matchmaking** with potential investors or collaborators • More physical and digital meetings for the provision of services will be defined along the process.	M16-M30
BECoop Knowledge Exchange Platform	WP5, T5.1, QPLAN	• **1 physical** (combined with a project meeting) and **3 online brokerage events** for peer exchange about their needs and explore opportunities for collaboration	M20-M36
BECoop policy debate and roadmaps	WP5, task 5.3, IEECP	• **4 National** (at the pilot countries by pilot partners) and **1 EU level policy workshop** to validate the roadmaps	M30-M36

It should also be noted that, throughout the project's lifecycle, a **series of interviews** with energy experts and policy makers are foreseen to take place, both at the pilot and EU level. These interviews are expected to further contribute to the dissemination of the project's ambition and goals.

In addition, a **final EU conference** will be organised towards the end of the project, to present the BECoop results and policy recommendations to a wider international audience and set the stage for their deployment, uptake, reproducibility and exploitation after the completion of the project.

7.5.2   External events

Partners are invited to present the BECoop project in at least one conference/workshop/fair/university summer course that they will attend at a national and/or EU level if applicable, also linking in as far as possible with other related EU-funded projects. This will further allow them to stay up to date with the latest advances in community bioenergy heating and interact with key stakeholders.

For partners travelling to attend events, an active role at those events is best (i.e., info stand, presentation, meetings with key stakeholders, etc). Partners can use brochures, posters or presentations, and can always ask support to the Dissemination and Communication Manager for the design of a poster. They will have to report and document their participation using the indicated monitoring tools. IEECP requires partners to communicate after they participate to events a tentative number of participants, presentations or website link, target group reached, etc. to be added to the monitoring file (*also see Section 12*).

Potential conferences have already been spotted in the table below and are shared regularly in the project internal communication platform.

Moreover, project partners will contribute, upon invitation by the INEA, to common information and dissemination activities to increase the visibility and synergies between H2020 supported actions.

Table 7. Preliminary list of external events

Event	Link
EU level events	
Co-operative congress (1-3/12/2021, Seoul, Republic of Korea)	https://icaworldcoopcongress.coop/
European Biomass Conference & Exhibition (26-29/04/2021, digital and physical)	https://www.eubce.com/
International conference on biofuels and bioenergy (17-18/05/2021)	https://www.meetingsint.com/chemical-engineering-conferences/biofuels
Eceee summer study (bi-annual)	https://www.eceee.org/
World Sustainable Energy Days (21-25/06/2021, in Wels, Austria and online)	http://wsed.at/
EUSEW – the EU Sustainable Energy Week (June 2021, digital)	https://eusew.eu/

Event	Link
World bio markets (29-31/03/2021)	https://www.worldbiomarkets.com/
Renovate Europe Days (October 2021)	https://www.renovate-europe.eu/
RECHARGE	https://www.ihmrecharge.com/
COOP26 Climate exchange- Youth4climate in Milan/Rome 2021	https://www.minambiente.it/pagina/youth4climate-al-il-programma-di-eventi-virtuali-dedicati-ai-giovani-di-tutto-il-mondo-vista
Citizens Energy forum	https://ec.europa.eu/info/events/citizens-energy-forum-2020-2020-nov-19_en
National events	
Good Energy conference (organized by the cooperative ZEZ) - national event with international participants	https://www.zez.coop/
Climatherm Energy Greece	https://climatherm.gr
Expobiomasa 2021	https://www.expobiomasa.com/
Renewable Biogas congress (28/09/2021)	https://www.aebig.org/eventos/aebig-y-avebiom-organizan-el-primer-salon-del-gas-renovable-en-la-peninsula-iberica/
Verde.tec Greece, International Exhibition on environmental technologies	http://www.verde-tec.gr/en/default.asp
Agrotica Greece, International fair for agricultural machinery, equipment & supplies	https://agrotica.helexpo.gr/en
Biomass Day, Greece, Bioeconomy & Bioenergy Forum organized by HELLABIOM (Hellenic Biomass Association)	http://hellabiom.gr/?lang=en
Agrothessaly Greece, national fair for agriculture & livestock	https://agrothessaly.helexpo.gr/en
ECOMONDO - The green technology EXPO	https://www.ecomondo.com/
KLIMAHOUSE BOLZANO	https://www.fierabolzano.it/it/klimahouse/home
Italia legno energia 2021	https://www.progettofuoco.com/news/24723/
MCE LIVE+DIGITAL 2021	MCE_ITA (mce-livedigital.it)
Assemblea nazionale Fiper	Fiper - Home - Federazione italiana produttori di energia da fonti rinnovabili

8 Target audiences, key messages and preferred channels

Activities described in this plan are targeted, using specific channels or direct contacts. The target groups for BECoop are listed here; each will be approached using specific messages highlighting the relevance of the project and return of knowledge, with specific channels.

The table below presents in a compiled format our audience, their needs, the channels to reach them and key messages. Although these messages will be specified as the project progresses, based on the actual data and outcomes, **an initial list of key messages of the project** is provided in the table below as a reference point. If necessary, in the second version of the DCP, these messages will be refined and more messages will be added based on the experience gathered during the project.

Table 8. Target audiences, needs, messages and channels

Target groups	Needs	Messages and added value	Channels
Potential project owners (e.g., existing RESCoops), energy/RE authorities and associations (e.g., national energy associations, bioenergy associations, etc.), energy market actors (e.g., energy suppliers, grid operators, etc.)	- Community engagement around bioenergy - Addressing barriers of implementing bioenergy technologies - Lower investment decision risk	- There are over 3,500 officially listed RESCoops with over 1 million citizens offering thousands of direct job positions. - Learning from best practices and skills - BECoop will ease project development, through technical, business, financial support	Newsletters, Press releases and general articles, Video, brochure & poster, social media, events (capacity building and trainings), website & Knowledge Exchange Platform.
Authorities and policymakers	- Evidence for the frameworks that support community energy (RED II directions) - Communication and coordination between government and community initiatives	- Heating has been recognised as a key priority towards achieving decarbonisation and energy efficiency targets, as it covers almost half of the EU energy consumption.	Newsletters, press releases and general articles, roadmaps & policy recommendations, social media, website & Knowledge Exchange Platform, final conference, clustering activities / synergies with other initiatives.

Target groups	Needs	Messages and added value	Channels
	- Better-informed and realistic policies - Support new community energy initiatives	- Given that over 80% of heating relies on fossil fuels, it is essential to accelerate the efforts within this sector, in order to reach the EU's REDII 2030 target of 32% renewables in the total energy mix. - Policy insights and recommendations.	
Bioenergy industry (technology providers (e.g., ESCOs, boiler manufacturers, etc.), biomass producers (e.g., feedstock providers, actors in the bioenergy supply chain) and SMEs)	- More information about the community energy market - New business channels - Actions for a better bioenergy positioning	- Synergies with cooperatives - Exploitation of emerging markets - Guidelines and tools to facilitate the replication of the results	Newsletters, press releases and general articles, video, brochure & poster, catalogues and social media, events, workshops and fairs participation, matchmaking & brokerage events, website & Knowledge Exchange Platform.
Citizens	- Information about bioenergy solutions for heating - Incentives for joining/creating a RESCoop	- Increase engagement of citizens and stakeholders, - increased knowledge of general public around community bioenergy - Increase social acceptance of RES and bioenergy	Press releases and general articles, video, brochure & poster, social media, events & fairs participation, website & Knowledge Exchange Platform.

In order for our awareness programme to effectively alter the attitudes of stakeholders and resonate with the public, <u>our actions will be designed based on triggers for shifting behaviours</u>. The use of simple green nudges in the communication messages will exploit these triggers (e.g., using social norms like "your neighbours are using bioenergy heat-you can too" or simple labels defining people as "green").

An extra level of effectiveness will be added by identifying the groups of people more prone to accept community bioenergy heating, those that need specific awareness boosts, and those whose behaviour is difficult to change, thus, targeting our communications accordingly.

9 Effort per partner and budget available

IEECP will lead this work package, allowing BECoop to benefit from its well-established European dissemination and communication channels but nevertheless relies on all partners' participation and engagement.

IEECP will use its own channels to increase the communications outreach and include news items in its newsletters when available (sent to GDPR compliant recipients throughout Europe), post news on its social media accounts, Twitter, Facebook and LinkedIn as well as include information on IEECP's website. Its networks will be leveraged, and relevant social media groups will be used to share information.

All partners will contribute to dissemination and communication activities and carry out national dissemination activities (including translations of abstracts of deliverables, press releases and key outcomes when required). Pilot languages will be used to increase outreach, especially for media (press releases) and short outputs (briefings). Partners' contribution will be a natural by-product of the project's development as most activities, results, milestones, and progress will either involve communication activities and engagement or turn into communication assets. Furthermore, partners are expected to help with the online presence of BECoop by providing content for the website and the project's social media accounts. As already explained in previous sections, this contribution can be anything, from a Facebook post to an article reflecting on a BECoop dissemination activity, with the goal of creating a constant flow of content regarding the project's actions.

QPLAN will lead the exploitation work.

Table 9. Effort per partner in man-months and WP6 budget

Partner	Effort in man-months (WP6)	Budget
IEECP	16	Website development and promotional material: 10000€ (identity: 1000€, website: 9000€) Video: 4000€ Final conference: 8000€ Participation to external events: 3000€
WR	10	Participation to external events: 2000€
QPLAN	4	Participation to external events: 2000€
CIRCE	3	Participation to external events: 2000€
GOIENER	2.5	1000€ for local customisable material Participation to external events: 2000€
ESEK	2.5	1000€ for local customisable material Participation to external events: 2000€
CERTH	2.5	Participation to external events: 2000€

Partner	Effort in man-months (WP6)	Budget
FIPER	2.5	1000€ for local customisable material Participation to external events: 2000€
OBS	2.5	1000€ for local customisable material Participation to external events: 2000€
WUELS	2.5	Participation to external events: 2000€
SEV	2	Participation to external events: 2000€
CBS	1.5	Participation to external events: 2000€
TOTAL	51.5	

Additional budget is foreseen for activities related to marketing, awareness raising and capacity building, in other WPs (workshops, trainings, info days, supporting material, etc.).

10 Building up synergies

As more and more projects are delivered and generate valuable outputs and policy recommendations, it is time to gather and build on each other's strength and knowledge. A lot of ongoing projects now start partnerships, sharing results or links on their websites. The BECoop consortium believes it is of high value to start such partnerships with key projects, often called "sister projects".

The goal is to share ideas and workforce / outreach for dissemination and communication activities, but also for research with the idea to, when possible, combine forces to produce papers, briefings or newsletters together. The main tools used for clustering activities will be **social media** and the **website**. The website will contain a "Knowledge-sharing" page, where existing works of other platforms and interesting related projects will be listed. Yet, more collaboration areas will be exploited, such as organising events together, writing papers or briefs and disseminating policy recommendations as a group. A continuous communication pathway and synergies between these complementary projects will be established by IEECP with the help of other partners when necessary.

A dedicated report planned at M18 (draft) and M36 (final) will present the first activities and collaboration ideas.

A preliminary list of projects is included below, they were contacted in the first months of the project and the first ones already accepted our invitation:

Confirmed:

- DECIDE4Energy - Developing Energy Communities through Informative and collective actions – the project aims to gain a better understanding of how energy communities and energy efficiency services are established and managed. It also intends to identify which kind of communications and interactions work best to encourage participation in energy communities for specific types of individuals and groups, and to test and transfer knowledge in pilot projects across Europe.
- eCrew - establishing Community Renewable Energy Webs - Rolling out a business model and operational tool creating webs of households that jointly manage energy to improve efficiency and renewables uptake – the project will coordinate the implementation of an innovative scheme of household cooperation in energy management. Specifically, it will develop community renewable energy webs allowing households to optimise energy efficiency and reduce expenditures. It will test the community webs on households, establishing some 200 webs with 15 000 participants. The system will be set up in such a way as to ensure that monetary benefits from the community renewable energy webs are distributed among the prosumers, traditional consumers and administrative entities.
- RENenergetic – the project empowers people – engaging them from the beginning – with a higher level of control over the energy infrastructure surrounding them. RENergetic demonstrates that urban energy islands increase the share of renewables in local areas and the energy efficiency of the local energy systems. To reach this endeavour, innovative technologies are considered e.g., AI-based smart control algorithms and digital twins' creation.

To be confirmed:

- **UP-STAIRS** - UP-lifting Communities: Structuring collective Action for Sustainable local Transition and Identifying Regulatory Solutions for adopting frontier technologies and disruptive business models.
- **NRG2peers** - Towards a new generation of EU peer-to-peer Energy Communities facilitated by a gamified platform and empowered by user-centred energy trading mechanisms and business models.
- **COME RES** - Community Energy for the uptake of RES in the electricity sector. Connecting long-term visions with short-term actions.
- **W4RES** – Tapping into the potential of women for supporting renewable energy in the heating and cooling market.
- **COMETS** - Producing knowledge to support the growth of citizen engagement in the energy transition.
- **mPOWER** - will enable an in-depth, wide-scale and systematic peer-to-peer learning programme among at least 100 local public authorities, in order to replicate innovative best practices in municipal energy and developing ambitious energy transition plans.
- **BRANCHES** - Boosting Rural Bioeconomy Networks following multi-actor approaches.
- **RE4industry** - The main objective of the project is to facilitate for the energy intensive industry (EII) sector in Europe a smooth and more secure transition to the adoption of Renewable Energies (RE) in their production processes and facilities.
- **CORALIS** - Creation Of new value chain Relations through novel Approaches facilitating Long-term Industrial Symbiosis.
- **AgroBioHeat** - aims to produce a mass deployment of improved and market ready agrobiomass heating solutions in Europe. Agrobiomass is a large, underexploited and indigenous resource, which can support the achievement of the European Energy and Climate targets, while promoting rural development and circular economy.

11 Dissemination and communication related KPIs

Our dissemination and communication actions are listed in this chapter, as well as the key performance indicators we aim at reaching for each, and how we will monitor them.

Table 10. Dissemination and communication related activities and KPIs

Activity	Expected audience	Monitoring tool
Website	20,000 cumulative website visitors, during the project life	Google Analytics account set up when website launched.
E-newsletters	6 newsletters / over 500 recipients reached in total	MailChimp emailing system
Social Media channels	Over 5,000 followers and 50,000 impressions on social media (project and partners)	Twitter and Facebook own analytics, partners' reporting
Knowledge Exchange Platform	Over 2,000 users	Google Analytics or own tool
Participation to events and conferences	Over 30	Number and list of participants, if available. Photos, presentations, minutes, event links
Digital networking and clustering activities with EU projects	10 joint actions	Digital monitoring
Final conference	100 participants	Monitoring file, photos, presentations and minutes

12 Monitoring our impact

Partners have access to an Excel file where they are asked to keep track of all the dissemination work they undertake over the project lifetime: this includes press coverage, specialised journal contributions, events' presentations, mentions by relevant stakeholders in different kinds of public files.

The monitoring file will be updated constantly during the project to check if we are in line with our communication KPIs. Screenshots from the template are available below.

Figure 10. BECoop dissemination work monitoring file

Events evaluation sample

The below evaluation form is an example suggested to BECoop partners, to be used (and adapted it if needed) during project-branded events they take part in, hosting a dedicated presentation. This is an indicative from aiming to capture feedback from the audience. It may be used in printed version to be filled by the audience participants on-site or online, to be filled after the event. It can be translated when needed and should be put in a BECoop template.

Title of the event, Date

- How would you rate the event of today? Please tick the most relevant box.

1 very poor   **2 poor**   **3 fair**   **4 good**   **5 excellent**

	1	2	3	4	5	Comments
Presentations content	☐	☐	☐	☐	☐	
Quality of the discussion	☐	☐	☐	☐	☐	
Overall usefulness	☐	☐	☐	☐	☐	
Format of the event	☐	☐	☐	☐	☐	
Other:	☐	☐	☐	☐	☐	

- With what key messages and/or new ideas do you go home? Please specify.

-
-
-

- Was anything important missing in the debate? If yes, what? Other comments?

- What kind of organisation do you represent?

☐ Local Government – department/role:

☐ Regional or national government or institution - department/role:

☐ International organisation

☐ RESCoop representative

☐ Business / industry

☐ NGO or consumer association

☐ Citizen / community participant

☐ Research institute

☐ Other:

- Which country do you represent?

OPTIONAL: Your name and email if you want to get updates on the BECoop results:

Thank you for providing us with valuable feedback!

13 Conclusions

With this document and its suggested actions / content, serving as guide to all partners for dissemination and communication activities, BECoop will benefit from a general effort to increase the project's outreach.

The main aim of the document was to develop a tailored strategy and plan for dissemination and communication with a view to effectively conveying the key messages of BECoop to its target audiences as well as increasing the visibility of the project along with its activities and results, thus paving the road for their post-project deployment and uptake. All partners are committed to maximise the potential impact of the BECoop outputs in terms of its dissemination to all relevant stakeholders, and thus they will all be actively part of the reported proposed activities.

The dissemination and communication plan is a living document and will be continuously updated in line with the project's progress. A revised version will be delivered in M18 and will be based on the experience gathered during the first 18 months of BECoop. The dissemination approach will be adjusted, if/where required, in order to increase and improve the project's outreach to the targeted stakeholders and better convey the BECoop vision to the European community.

Annex I - First BECoop press release

A people-powered energy system: activating the community energy market for bioenergy

Amsterdam, December 15, 2020 – In the updated Renewable Energy Directive II (RED II), the EU clearly considers community energy as a key factor for future Renewable Energy (RE) market uptake and mandates Member States to implement regulatory frameworks for enabling and facilitating this process. At the same time, several barriers prevent citizens from becoming (bio)energy producers and bioenergy projects to be more appealing. Among others, lack of preparedness for communities to tap the full bioenergy market potential[1], lack of bioenergy stakeholders' awareness of the potential of communities and missing/ unsupportive (local, regional and national) framework and policy conditions. For a people-powered energy system, the Horizon 2020-funded project BECoop (2020-2023) aims at putting communities in charge of their local renewable (bio)energy generation.

Although significant progress has been made in the EU towards a more effective clean-energy transition, there is still an increasingly uneven penetration rate of RE across energy sectors. Remarkably, a rather slow penetration in the EU heating and cooling sector is observed, which accounts for 51% of EU's total energy consumption and is expected to account for the largest share of demand by 2050. Understanding the need for accelerating efforts, the EU has adopted a target for a 1.3% annual increase in renewable heat during this next decade. Alongside the challenging nature of increasing RE heating penetration, there is, at the same time, a significantly untapped RE market uptake potential that should be seriously considered, bioenergy. Deriving from living organic materials, bioenergy can be used to produce, among else, electricity, heat, and fuels. Even though not fully exploited, it holds, in practice, the highest potential for replacing fossil fuelled heat and remains the leading technology in the EU RE heating sector. As experts therefore suggest, the expansion of bioenergy projects across Europe would be of crucial importance for meeting the EU-established targets.

Apart from scientific and technological innovations, renewable energy uptake also relies on peoples' perceptions. In this context, energy communities and cooperatives (RESCoops) provide an ideal framework, they can empower a more effective, fair, and democratised clean-energy transition, holding a series of benefits: they help fight climate change and reduce GHG emissions, contribute in mitigating energy poverty, support job creation, energy supply security and more. Community bioenergy schemes can play a catalytic role in the market uptake of bioenergy heating technologies, yet their deployment nowadays remains significantly slow. While there are, arguably, numerous energy cooperatives established across Europe, their vast majority focuses on exploiting solar and wind energy with biomass-based communities accounting for only a minor share of existing RESCoops. In addition, energy communities' dispersion and range appear restricted, with 80% of them located in either Germany or Denmark, whereas, in terms of production, electricity takes the lion's share, in contrast to heating.

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[1] This is mostly due to the cost of establishing such projects and the required project development effort and time. Additional barriers such as technical or business, as well as limited awareness of the multiple benefits prevent bioenergy projects from emerging. Finally, the know-how and good practices established in one region are not easily transferrable to another.

There is a clear need for unlocking and activating the underlying market potential of community bioenergy, and that is exactly what BECoop, a new Horizon 2020-funded project, aims to do. The ambition of BECoop is to foster a broad deployment of bioenergy heating technologies across Europe, by providing the necessary conditions, technical as well as business support tools and by boosting demand and start de-risking community bioenergy investments. The project aims to make community bioenergy projects more appealing to potential interested actors and to foster new links and partnerships among the international bioenergy community. The project will investigate and specify the community bioenergy market uptake facilitators and barriers and, building upon this information, further empower policymakers to introduce enabling frameworks for community bioenergy. 4 pilot cases across Europe (Spain, Greece, Poland, Italy) will target existing energy communities seeking to include bioenergy heating projects (district heating, pellets stove, forest biomass), and local/national authorities aiming at initiating novel bioenergy community structures in support of their clean energy transition goals. The selected cases represent diverse framework conditions, community bioenergy maturity, RE penetration in the heating and cooling market and socioeconomic environments, thus, providing a highly complementary synthesis of evidence.

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