



D6.2 Dissemination and Communication Plan - Final

APRIL 2022



www.becoop-project.eu



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement no. 952930.

Project Acronym:	BECoop
Programme:	HORIZON2020
Topic:	LC-SC3-RES-28-2018-2019-2020
Type of Action:	Coordination and Support Action
Grant Agreement number:	952930
Start day:	01/11/2020
Duration:	36 months
Contact:	contact@becoop-project.eu

Document information

Document Factsheet	
Full title	Dissemination and Communication Plan - Final
Work Package	WP6: Dissemination, communication and exploitation
Task(s)	T6.1 - Dissemination and communication strategy, plan and implementation
Authors (Organisation)	Marine Faber Perrio (IEECP)
Reviewers (Organisation)	Reviewed by all partners within the consortium before submission
Date	29 April 2022

Document dissemination Level

Dissemination Level	
X	PU - Public
	PP - Restricted to other programme participants (including the EC)
	RE - Restricted to a group specified by the consortium (including the EC)
	CO - Confidential, only for members of the consortium (including the EC)

Document history

Version	Date	Main modification	Entity
v0.1	08/04/2022	Draft version distributed for partners' review	IEECP
v0.2	22/04/2022	Internal quality review	All
v1.0	29/04/2022	Final version submitted to the EC	White Research

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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

Executive Summary

This deliverable includes the final dissemination and communication strategy and plan for the BECoop project. The report describes a series of dissemination activities that aim to spread the BECoop vision across Europe and initiate the replication of its results in areas with various characteristics across the continent. Focus is given to the efforts that were undertaken in order the project's results to reach a wide variety of stakeholders (RESCoops, local authorities, municipalities, policymakers, energy market actors, etc.). In addition, communication activities that are targeting to promote project's vision to a larger audience are also described.

This document is an updated version of the dissemination and communication strategy prepared at the beginning of the project (D6.1): BECoop is now a 18 months old project and many activities have been already implemented; partners are therefore able to adjust and improve the initial version of the plan based on the experiences and knowledge acquired during the first period of the project. The updated report highlights the best and most effective practices that were identified during the first 18 months, reminds the key processes that partners should follow, and updates sections such as deliverables, milestones, target audiences, available material, events, and media targets, as well as the status of the KPIs. The project already shows great results, with most KPIs already successfully achieved.

With over a year of exchanges with sister projects, the report also briefly describes the main activities implemented up until April and the events that are organised for the next period. Finally, the deliverable includes a detailed action plan for the activities that are scheduled for the following months. Partners can consult the document to stay informed and get prepared for the activities that are planned for the next period of the project.

1 Introduction

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

This updated version of the Dissemination and Communication Plan (DCP), in comparison to the initial one, includes the following enhancements:

- highlights what worked best and what proved most effective in the first 18 months while reminding the key processes ([chapter 6](#))
- provides a detailed plan of the coming months' activities ([chapter 6](#))
- includes a description of the synergies with sister projects ([chapter 10](#))
- incorporates updates of sections such as: status of the deliverables ([chapter 3](#)), target audiences ([chapters 4 and 8](#)), project outputs to disseminate ([chapter 5](#)), material available ([chapter 7](#)), digital communication tools ([chapter 7](#)), events suggestions ([chapter 7.5](#)) and KPIs ([chapter 11](#))

The DCP strategy takes a 4-step approach, answering the following questions: What, When, To whom and How? This document 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 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. Finally, the strategy includes the project identity, guidelines and available templates and material, 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 are 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 that can be promoted in all tools.

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. The project's dissemination and communication results will be reported in a final deliverable to be published by M36 (D6.4).

Nota Bene: BECoop exploitation strategies and plan, are part of a stand-alone deliverable, D6.7 (first version by M12) and D6.8 (final version by M36). Additional deliverables connected to D6.2 include D3.5, presenting awareness-raising actions, and D6.5, focusing on the synergies with other projects..

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. The updated version includes the same content yet is adapted to the first 18 months activities and adjustment strategies that have been put in place or will be. For instance, actions which have proven more effective in gathering stakeholders or reaching out to them have received increased focus when others might have been disregarded. The situation that the COVID-19 crisis brought in the world has also led to adaptations, as most events were moved digitally, and no project meeting has happened so far.

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 entails many activities which will be described in the next sections. This chapter presents the Work Package tasks, deliverables and milestones and shows the published deliverables / milestones achieved in a green colour, including the link to the pdfs available on the project website.

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
<u>D6.1 Dissemination and Communication Plan - first</u>	IEECP	R	PU	M3
D6.2 Dissemination and Communication Plan - final	IEECP	R	PU	M18
<u>D6.3 BECop Web Portal and dissemination material</u>	IEECP	DEC	PU	M4
D6.4 Dissemination and communication results	IEECP	R	PU	M36
D6.5 BECop synergies with similar initiatives – first	IEECP	R	PU	M18
D6.6 BECop synergies with similar initiatives - final	IEECP	R	PU	M36
<u>D6.7 BECop Exploitation and Sustainability Plan - first</u>	QPLAN	R	PU	M12
D6.8 BECop Exploitation and Sustainability Plan - final	QPLAN	R	PU	M36

* deliverables highlighted in light green are being submitted by M18

Table 3 - WP6 Milestones

Milestones	Lead Participant	Due Date	Means of verification
MS2 Dissemination and Communication plan	IEECP	M3	D6.1
MS3 BECop 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: a 4-step approach

As mentioned, 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 full dissemination and communication strategy, further detailed in the next chapters.

Step 1 – What to disseminate?

The following project-related information is 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.

The content most disseminated until April 2022 includes, but is not limited to project results (tools, reports and activities), interesting activities or events from the sectors (bioenergy / energy communities) as well as sister project news. A specific section is even available on the BECoop website to share [external resources](#).

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 (in *italic* the ones added in this document version):

- **RESCoops** (e.g., existing RESCoops wishing to expand their activities in the bioenergy market *or future ones – people interested in setting up a RESCoop*)
- *Local and regional 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.)



Figure 1- BECoop stakeholder groups

- **Bioenergy technology providers** (e.g., Energy Service Companies, (ESCOs), boiler manufacturers, etc.)
- Facility operators
- **Biomass Producers** (e.g., feedstock providers, actors in the bioenergy supply chain)
- **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.

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, International / National conferences**

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.

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. A list of events is added in this document for partners to consider, and regular posts sharing events' ideas are done inside the project communication group on TEAMS or via email.

- **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. A first publication was done at the end of 2021, following BECoop's participation in the Sustainable Places event, while a second could be planned by FIPER.

- **Project own 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. Many have already been organised at this stage, including an event co-organised with the so-called “sister projects”. More information is added in the document.

- **Communication campaign**

A variety of communication channels and actions is foreseen that will synergise with the dissemination activities of the project. As of April 2022, a detailed plan is developed until the project end.

- **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 have been / 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, **the core assets** are:

Already disseminated with a communication package:

- **BECoop self-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.

Soon-to-be disseminated / reused:

- 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).
- **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.
- A set of **validated technical, business and financial services portfolio** for optimising bioenergy communities' development and functioning.
- 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 have been (and will surely continue to be) a great promotion element allowing to create support material and organise a wide outreach to disseminate their release/availability. Banners were produced for each tool release, a press release shared with media, the tools were added to several platforms, etc.

- 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. This work is ongoing at the same of writing the document, calls have been organised to brainstorm ideas and define support actions. The European campaign will be deployed by WP6 in close collaboration with CBS/ WP3.
- WP5 - The Knowledge Transfer Platform and policy recommendations, that will be great promotion elements allowing to create support material and organise a wide outreach to disseminate their release/availability.

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

Year 1 – 2021 – The below, not confidential, were added to the project website highlighting they are still pending the European Commission approval.

- 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)

Above reports have already been published, while all below are still to be published.

- 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, processes and planning

BECoop's team is committed to delivering results and sharing them through dedicated 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 graphic below – the ones in bold are either completed or quite engaged. Please note the graphic main reason-to-be is to show where BECoop actions belong (Communication vs Dissemination vs Exploitation) – detailed focus is put on all in the next chapters.



Figure 2 - BECoop dissemination, communication and exploitation actions

Some processes were agreed among partners and the BECoop communication manager, to ensure the smooth facilitation of action, as presented below:

- Monitoring of activities: partners should communicate to the DM any event they attend, prior to it for promotion, and after for reporting. A dedicated chapter is included in this document.
- Promoting BECoop results: the DM has demonstrated to be available for support actions (developing banners, posters, press releases, etc.) to support any promotional effort.

Partners can always find support, provided they allocate enough time for the activity to happen.

- Communication with partners: regular emails are sent sharing social media links, newsletters or posts that should be shared by partners to support the communication effort, some posts are also made into the project TEAMS group.
- Finally, some rules related to the funding programme are to be respected, they are also highlighted in this document (publishing in scientific journals, adding the EU disclaimer, etc.).

Table 4 includes a **planning** of communication and dissemination actions that could take place until the project end. Some of the following table entries include ideas that might not be realised for practical (time or budget) reasons, yet the BECoop consortium aims at organising most of them. Partners are invited to contribute to the table by adding ideas or actions already planned.

Table 4 - BECoop communication plan table

Activity	Timing	Supporting / Responsible partner if applicable
REGULAR ACTIVITIES		
Feeding TEAMS BECoop channel with news, reports, events		IEECP, all partners
Posts on social media		IEECP
Add news, events, external resources and updates as well as material in the different languages on BECoop website		IEECP
Lead sister projects activities: calls, actions		IEECP
Email project partners when things to share, like, etc.		IEECP
TIMED ACTIONS		
EUBCE poster - BECoop tools	April 22, 2022	IEECP, CIRCE
Sister projects - Tools workshop	April 26, 2022	IEECP, Q-PLAN and CIRCE
Sister projects - Tools workshop after event press release	April 28, 2022	IEECP
Promote BECoop newsletter #3 in ES and Basque	May 3, 2022	IEECP, GOIENER, CIRCE
Press release and promotional package KEP	May 5, 2022	IEECP, Q-PLAN
Promote BECoop video in all languages	May 10, 2022	IEECP, pilot leaders, all
Briefing on Sister projects tools	May 15, 2022	IEECP, Q-PLAN and CIRCE
Co-definition of community bioenergy heating roadmaps, D4.1 – Use for communication purposes	May 24, 2022	IEECP, FIPER
WP6 support of the awareness campaign	From May onwards	IEECP, CBS
BECoop capacity building programme – disseminating interesting parts if applicable	From May onwards	IEECP, WUELS
WP6 campaign to promote the NOI with targeted posts	From May onwards	IEECP, Q-PLAN

Contacting additional sister projects	From May onwards	IEECP
Virtual Toolkit workshop	From May onwards	IEECP, CIRCE
Make new video with pilot focus // Promote	May-June 2022	IEECP
Foresee a shared Sister projects newsletter?	Summer 2022	IEECP
EUSEW event with W4RES and eCREW	End of September 2022	IEECP, Q-PLAN
BECoop newsletter #4	October 2022	IEECP
EUSEW after-event briefing, highlighting key aspects	October 2022	IEECP, Q-PLAN
Potential policy briefing with Sister projects	After October 2022	IEECP
Fiper scientific publication	Timing not yet available	Fiper
Bioenergy focused briefing with BRANCHES and others	November – December 2022	IEECP, all
BECoop article – subject tbd	January 2023	IEECP
BECoop newsletter #5	March/ April 2023	IEECP
BECoop replication handbook promotional campaign	May-June 2023	IEECP, WR
BECoop tools and catalogues final versions, promo campaign	May-June 2023	IEECP, Q-PLAN, CIRCE
Deployment of the BECoop technical, business and financial support services – summarise in a briefing or poster	June 2023	IEECP, Q-PLAN, CERTH
BECoop updated poster (results & recommendations)	Summer 2023	IEECP, all
BECoop newsletter #6	October 2023	IEECP
Final BECoop event involving the Sister projects	October 2023	IEECP, all

7 Dissemination and communication tools and activities

All project specific dissemination and communication tools are detailed in this chapter. Consortium partners provided input so that refined media and events' lists were 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

Consequant quat re moluptas alligendis
re prat magnamus atia quam est

Comfortaa regular

Consequant quat re moluptas alligendis
re prat magnamus atia quam est

Comfortaa light

Consequant quat re moluptas alligendis
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

Consequant quat re moluptas
alligendis re prat magnamus atia
quam est

Quicksand book

Consequant quat re moluptas alligendis
re prat magnamus atia quam est

Quicksand light

Consequant quat re moluptas alligendis
re prat magnamus atia quam est

For PPT presentations:
CALIBRI

Calibri bold

Consequant quat re moluptas alligendis re prat
magnamus atia quam est

Calibri regular

Consequant quat re moluptas alligendis re prat
magnamus atia quam est

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



Figure 5 - BECoop PowerPoint template

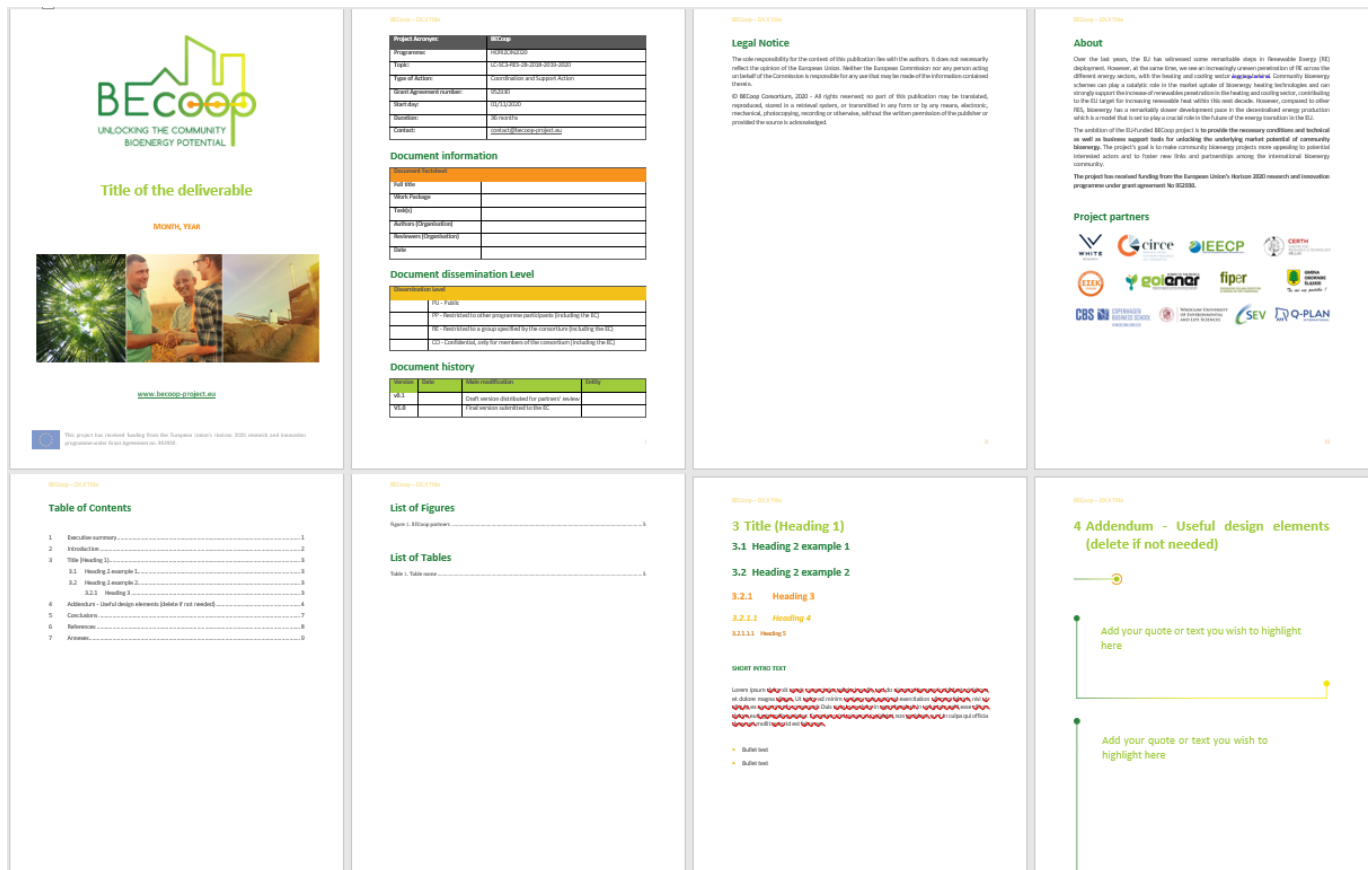


Figure 6 - BECoop Word template

In line with the European Commission's policy on corporate visual identity, Horizon 2020 is 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 are regularly produced to ensure outreach and increase the project visibility: a poster, brochure, video, leaflets and more. A first selection available at the time of writing was presented in D6.3 - BECoop Web Portal and dissemination material (M4 – February 2021). All communication materials display the EU emblem, the Horizon 2020 funding source and, where appropriate, a disclaimer.

The files are widely disseminated through all project tools and channels and 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 (for instance a website dedicated section, some newsletters, the brochure and poster, etc.).

Some screenshots of the developed material are integrated in this chapter, yet not all are included: more material was developed on a country basis, sometimes even directly by the partners, such as banners, posters, etc.

7.2.1 BECoop brochure

A brochure was produced and shared with all partners in February 2021, to introduce the project to all target audiences, interested actors and, of course, pilot stakeholders.

Shaped as a threefold, recto and verso, it presents:

- a focus on bioenergy and communities: the different sources and use, as well as the benefits communities can entail,
- the BECoop objectives and key activities
- the project pilots and tools, as well as other assets, showcased as key figures, and
- the project partners and all contact details.

- It also provides a link to our project website for readers to find out more.

The brochure is written in a clearly understood language and produced with an eye-catching, colourful, and elegant design.

Two versions were produced: one for digital use, and one for print.



Figure 8 - BECoop brochure, for digital use, recto and verso

7.2.2 BECoop poster

A project-poster was developed, highlighting the BECoop goal and activities in a brief yet concise manner. The condensed information allows readers to better focus on the essential elements, like key activities, map of pilots, project partners and key contact information. The poster further allows the eye to rest and concentrate on the visual elements. IEECP will remain available if further posters or banners need to be developed or enhanced based on the project identity. A second version could also be planned towards the project end, focusing on results and recommendations.

BECoop
UNLOCKING THE COMMUNITY
BIOENERGY POTENTIAL

For a fair and people-powered energy system, BECoop (2020-2023), a project supported by the European Horizon 2020 programme, aims at putting communities in charge of their local renewable (bio)energy generation.

BECoop key goals and activities

BECoop provides the necessary conditions and technical as well as business support tools for unlocking the underlying market potential of community bioenergy, fostering new links and partnerships. 4 pilot cases across Europe will target existing energy communities seeking to include bioenergy heating projects, and local/national authorities aiming at initiating novel bioenergy community structures in support of their clean energy transition goals. To support community bioenergy heating development, BECoop will :

- Carry out market research, identify drivers and barriers for the uptake of bioenergy technologies and evaluate the bioenergy community market potential
- Ensure ecosystem and capacity building with communication campaigns and events
- Establish a suite of supporting resources, tools, technical and business services to support community bioenergy project development
- Empower the community bioenergy ecosystem to expand across Europe
- Create new bioenergy heating communities and boost demand for bioenergy
- Engage policymakers at all scales (regional, national and EU)

BECoop partners

Logos of partners: WHITE, goener, circe, fiper, CBS, COPENHAGEN BUSINESS SCHOOL, GMINA OJCZAKOWSKI SLASKIE, EIEK, CERTH, Q-PLAN, WROCLAW UNIVERSITY OF ENVIRONMENTAL AND LIFE SCIENCES, SEV, IEECP.

BECoopH2020 | www.linkedin.com/company/becoop-h2020 | www.facebook.com/BECoop-H2020 | contact@becoop-project.eu



www.becoop-project.eu

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

Figure 9 - BECoop poster

7.2.3 Leaflets, banners, infographics and factsheets

Leaflets, banners, infographics and factsheets highlighting other BECoop Work Packages' results or supporting their activities (e.g., WP3 awareness campaigns and actions) are produced on demand, allowing, with additional formats, to target different audiences (policymakers, citizens, RESCoops, etc.). CIRCE used BECoop identity to develop themselves, the WP2 factsheets.

FACTSHEET OF SOLID BIOFUELS PRODUCTION

Summary of the factsheet

Production of pellets/woodchips/briquettes are characterized by high homogeneity as well as stable physical and chemical properties. These solid biofuels production can take place with different technologies and in a wide range of installation capacity. Various options of production lines (automatic, half-automatic with manual operations, etc) create possibilities to adjust properly the installation to the fuel requirements, producer's expectations, investment needed and final price of the solid biofuel.

KEYWORDS:

- Installation capacity
- Uniform shape
- Stable quality
- Investment cost

Why processing biomass?


- Production of good quality biomass fuel in the form of pellets, woodchips and briquettes is intended for achieving a homogenous biofuel with a stable quality. This fact will facilitate the following operations with high efficiency to produce heat in a controlled, maintenance-free, and environmentally friendly manner.
- Reference quality standards/certification:
 - Pellet: [ENPLUS](#), [DINplus](#), [ISO 17225-2/6](#)
 - Woodchips: [ISO 17225-4](#), [Biomassud](#)
 - Briquettes: [ISO 17225-3/7](#)

Parameter	Pellet	Woodchips	Briquettes
Moisture content, %, a.r.	8-12	15-35	10-20
Ash content, %, a.r.	<0.5	<3.0	<3.0
LHV, MJ/kg, a.r.	18-19	13-16	15-18
Bulk density, kg/m ³ , a.r.	600-750	150-350	350-550

a.r.: as received; d.b.: dry basis; LHV: Low Heating Value

Pellet production

- The pellets production technological line consists of the following units: (i) shredding/milling system, (ii) drying/mixing section, (iii) pelletizing (granulator) unit, (iv) pellet's cooling system, and (v) packing line.
- The expenditures related to the pelletizing line (without buildings and feedstock cost) depend on its capacity and automation rate. The approximate production cost of pellets is from 60-120 €/t (in dependance on the labor costs, electricity price etc.)



*Drying operations with herbaceous material is not always required

Figure 10 -WP2 factsheets



Figure 11 - Banner developed to promote WP1 survey in 2021



Figure 12 - Banners supporting the release of BECoop tools

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 of our poster and brochure will be widely disseminated through all project tools and channels.

Whenever needed, the BECoop promotional material is translated and adapted to the pilot local languages and characteristics (Greek, Italian, Spanish, Polish and English). It is, therefore, recommended to consortium partners to consider printing the material only in cases that there is an added value demonstrated and in reasonable quantities to avoid waste.

Additional material will come from other WPs, such as the **policy 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.

WP3, **organising awareness-raising actions**, will also feed into additional material to be developed – being defined at the time of writing this report.

7.2.4 Video

After a brainstorming process, a **promotional video** was produced early 2022, to create awareness and exploit viral effects. The video concept was developed by IEECP and discussed with partners after a first brainstorming call, in a concept note. Different video concepts were voted for (research approach, interview style or cartoon). Three video producers were approached to benchmark skills, propositions and pricing, and the selected producer was [Kai Productions](#), having good references. The process was then as follows: briefing the producers, receiving, and discussing the script, scenario, then the storyboard, the animation and voice, music, etc. After each step of the process, partners were involved, to ensure the video would represent as best as possible their expectations and as many pairs of eyes were more effective than one.

The video, finalised in English, was then uploaded on YouTube March 11, 2022 and shared through all BECoop channels (website, newsletter, social media) and those of partners. The video presents BECoop in a light informative way, as well as bioenergy and energy communities.

Finally, the project partners were very active in translating the video image texts as well as voice over content, and recorded them in their languages, currently being integrated by the producers. We will therefore have versions in Polish, Greek, Spanish, Basque, French, Italian and German. A video focusing / showcasing our pilots will be prepared later in 2022.

As of April 21, 2022, the English version already had over 130 views.

Link to the video: <https://www.becoop-project.eu/resources/dissemination-material/>



Figure 13 - BECoop video screens

7.3 Online communication

7.3.1 BECoop website

A great deal of the BECoop visibility relies on the project's website. It was, therefore, a key step to have it released during the first months of project implementation (end of February 2021, M4). The BECoop website is continuously updated with new content, news, events and text sections if/when needed.

The BECoop web portal was launched in February 2021 (www.becoop-project.eu.) aiming to:

- Present in a comprehensive yet understandable manner the project, its activities and scope, and act as a **dissemination and communication tool**, informing stakeholders (among else, policymakers, general public, project stakeholders (energy agencies, providers), research & academia, media, etc.) across the EU on:
 - The basic concepts that set the framework of the project implementation and
 - Relevant reports, studies and events
- Serve as an easy-to-use and navigate portal hosting the several tools developed during the project,
- Present the benefits that energy communities entail, especially for bioenergy heating projects,
- Share news, events and links bringing added value to visitors,
- Be a source of information, as transparent as possible, on what bioenergy is, its multiple sources and the technologies, benefits, the legislation around it,
- Serve as an **entry point to the project's Social Media Accounts** (LinkedIn, Twitter, Facebook and YouTube).

Operational procedures and roles

IEECP launched in early 2021 a call for proposals to find a web designer for the development of the BECoop web portal theme and asked 4 companies for quotes. The chosen web designer ([ideaaz](http://www.ideaaz.com)) was selected based on experience, pricing and understanding of the project's website requirements. IEECP, representing BECoop, requested a simple yet dynamic website, with interactive elements, icons and graphics whenever feasible and adding value to the content. A list of references was provided to serve as examples of such websites. The final, commonly agreed, design and website structure is based on the Wordpress CMS platform¹. The website will be maintained over the project's lifecycle, as from end of February 2021, and 2 years beyond the project completion.

All partners contribute to the portal content and can periodically provide updates and communication material (e.g., articles, photos, news), regarding project activities - as well as regarding any other type of activity that is of interest to BECoop - to IEECP to be published on the web portal.

A form is always visible so that interested website visitors can subscribe to the BECoop newsletter (supported via MailChimp). The monitoring of the website's key performance indicators will be performed using the free Google Analytics service in order to track helpful information such as number of visitors, average time spent on the website, popular pages, number of downloads etc.

¹ <https://wordpress.com/>

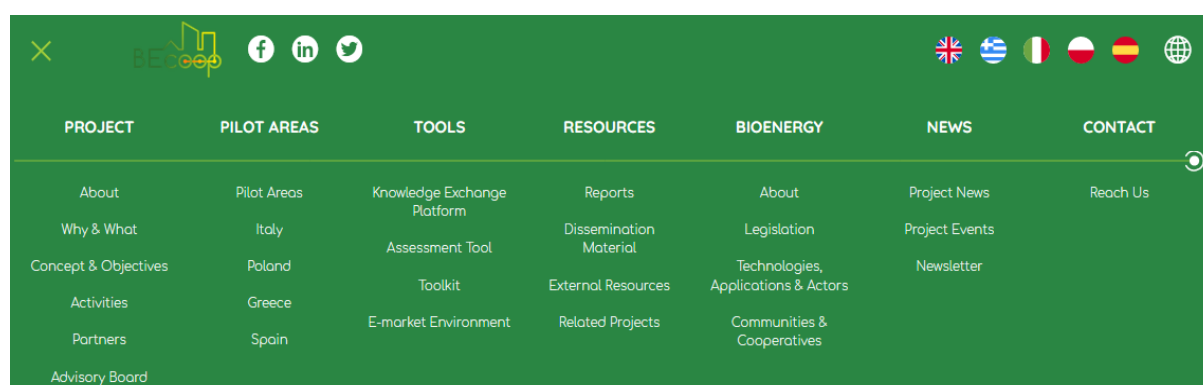
The BECoop website is committed to being transparent and to ensuring that the privacy of its visitors is respected and protected. A Privacy Policy according to the General Data Protection Regulation (GDPR) also applies to the project website and governs personal information and collection usage by the website only. The cookie policy will specifically allow people to decide not to be tracked, following the GDPR requirements.

As of April 2022, we can report 3,200 unique visitors and 15,000 visits in total to the BECoop website with an average engagement time of over 2 minutes. 441 report downloads are counted. The most viewed pages are our tools, followed with About, the Advisory Board and the pilots. Visitors who most visit the website come from Greece, Poland, Spain, France, Belgium and Italy.

For more information, such as content management, privacy policy, etc., please see [D6.3 - Dissemination and Communication Material and website](#).

BECoop website sitemap

The fully operational website version of the BECoop website went online towards the end of February 2021. The website, simple yet complete, easy-to-use, and intuitive, avoids excessive “project” jargon, providing well-structured and easy-to-find information. **Its content will constantly be updated to reflect the audience needs and project advancements.** The website’s structure and sitemap is presented in the following figure:



PROJECT	PILOT AREAS	TOOLS	RESOURCES	BIOENERGY	NEWS	CONTACT
About	Pilot Areas	Knowledge Exchange Platform	Reports	About	Project News	Reach Us
Why & What	Italy	Assessment Tool	Dissemination Material	Legislation	Project Events	
Concept & Objectives	Poland	Toolkit	External Resources	Technologies, Applications & Actors	Newsletter	
Activities	Greece	E-market Environment	Related Projects	Communities & Cooperatives		
Partners	Spain					
Advisory Board						

Figure 14 - BECoop website sitemap

The sections below provide further details, including screenshots, on the main/dedicated sections of the BECoop website.

The **homepage** makes the most important elements accessible: menu, languages (Italian, Greek, Polish, Spanish and Basque with a dedicated page for each), social media buttons, newsletter subscription button, short project description, access to the tools and pilots’ pages, EU acknowledgement, access to the privacy policy, latest news and event and a read-about section linking to the bioenergy and external resources sections. Some elements are interactive – the pilot maps become photos when hovered over. The homepage introduces icons and colourful boxes to add dynamism and split better each section, allowing the visitors to spot more easily which section they want to reach.

A list of the essential project website sections is provided below:

- BECoop project
- About –summary of the project
- Why & What – presenting BECoop’s reason-to-be and key mission
- Concept and objectives – introducing BECoop concept and goals
- Activities – the key project work steps
- Partners and Board – presenting the project partners on an EU map, with their logos and the categories the organisations belong to (research, business, RESCoop, etc.)
- BECoop Pilot Areas
- This section presents in more detail the 4 BECoop pilot areas: while a first generic page presenting briefly the pilots, technical and business services that will be developed to support them, each pilot page presents the regional and technical characteristics, the current heating situation, the scenario to be tested and what BECoop will bring to the pilot.
- BECoop tools
- Link to Toolkit
- Link to Self-assessment tool
- Link to e-market environment
- Information about the Knowledge Exchange Platform
- Resources
- Our project reports – such as the deliverables with a research approach (*)
- Dissemination material – such as the reports with a focus on communication, dissemination and marketing activities, the brochure and poster,
- External resources – gathering in a single page: interesting videos, web pages, podcasts, and more, to learn more about BECoop topics,
- Related projects – links to other EU-funded projects partners of BECoop.
- Bioenergy
- The pages under this section aim at providing information about bioenergy and the various technologies and applications, the legislation around it, and what communities are and can bring to a more sustainable society.
- BECoop news, events and newsletters
- Including the archive of past newsletters (in English and translations)
- BECoop contacts

(*) Note: *In order to strengthen the project's dissemination efforts, the Project Officer permitted a selection of public deliverables to be uploaded on the BECoop website, before they are officially approved by the EC, given that a respective disclaimer of such fact is provided. By M18, while D6.2 is being submitted, public deliverables found on BECoop's website are still subject to the European Commission's approval.*



Figure 15 - BECoop website homepage

7.3.2 Additional platforms (BECoop tools and Knowledge Exchange Platform)

3 BECoop tools have already been released and embedded into the project website.






Figure 16- Entry point to all BECoop tools (homepage)

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 Knowledge Exchange Platform (KEP) is available from April 2022 (first version). A first view is added below, while a comprehensive description can be found in the **D5.1 – BECoop Knowledge Exchange Platform**, first (M18).



[e-Market](#)
[Self-assessment tool](#)
[Toolkit](#)
[Knowledge Repository](#)
[Bioenergy Community Cases](#)
[Network of Interest](#)
[Contact Us](#)
[Register](#)




e-Market Environment

e-Market environment - aims to develop community bioenergy projects (connecting multiple biomass providers, organise billing, etc) and defining the required services and activities for supporting their own cases.


[e-Market](#)



Self-assessment Tool

Assessment tool - provides an evaluation methodology and tool along with a set of indicators, metrics and definitions for assessing the current status and future potential of a community bioenergy project.

[Load Resources into](#)



Toolkit


Toolkit - an online repository of existing open source tools that can complement the support services that are required during the entire community bioenergy project deployment process.

[See the toolkit](#)

Knowledge Repository

... is an online source of information, tools and services in the field of community bioenergy heading

[BECoop relevant Deliverables](#)
[BECoop policy recommendations](#)
[External useful knowledge request](#)



Bioenergy Community cases

... act as an observatory of BECoops active in the field of bioenergy as well as with potential to include bioenergy including technologies, service providers and other useful information.

[More details](#)


Network of Interest (NOI)

... Offers a digital space for fostering cross-regional networking, dialogue and knowledge exchange among community bioenergy stakeholders.







- Terms of Reference
- Declaration of acceptance
- Consent form



THEMATIC GROUPS

- Community Energy Building
- Biomass Supply Chains
- Business Models
- Synergies with Authorities & Industry
- Bioenergy Technologies
- Financing schemes options
- Policy Making
- Export Consortium


[Visit Forum](#)




PARTNERS

The mission of BECoop is to provide the necessary conditions and technical as well as business support tools for unlocking the underlying market potential of community bioenergy, fostering new links and partnerships.

The project BECoop has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement No 101017320. The sole responsibility for the content of this website 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.

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[Subscribe to the newsletter](#)

Figure 17 - Knowledge Exchange Platform – Homepage

7.3.3 Newsletters

Six newsletters (at least twice per year) should be designed following the project identity and sent to the subscribers from the website. The newsletters present the project, its first results, objectives and regular updates. Mailchimp is used as the provider, allowing for monitoring and maintenance of the newsletter list while respecting GDPR and BECoop's privacy policy. All issues are accessible through an updated archive on the project website. Each newsletter is 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, from sister projects or not

For all 3 newsletters prepared already, a similar structure was followed.

Interested stakeholders can register to the newsletter from the website through a GDPR-compliant form. So far, 91 subscribers are to be reported, with 3 newsletters issued. The last issue was sent late March 2022. To get more subscribers while respecting GDPR, BECoop is leveraging the project tools, with a visible section inviting users to subscribe to the newsletter.

SELF-ASSESSMENT TOOL REGISTRATION

Name of the company / Organization
 Email address

Name of the contact person
 Password

Position in the company
 Password repeat

Submit register

STAY IN TOUCH

Subscribe to our newsletter

First name *
 Last name *
 Country *

Company
 E-mail *

Position

☐ Sign me up for the newsletter!
☐ I give BECoop the consent to collect and process my data according to the [privacy policy](#)

Stay in touch

Figure 18 - BECoop tools registration page, including newsletter form

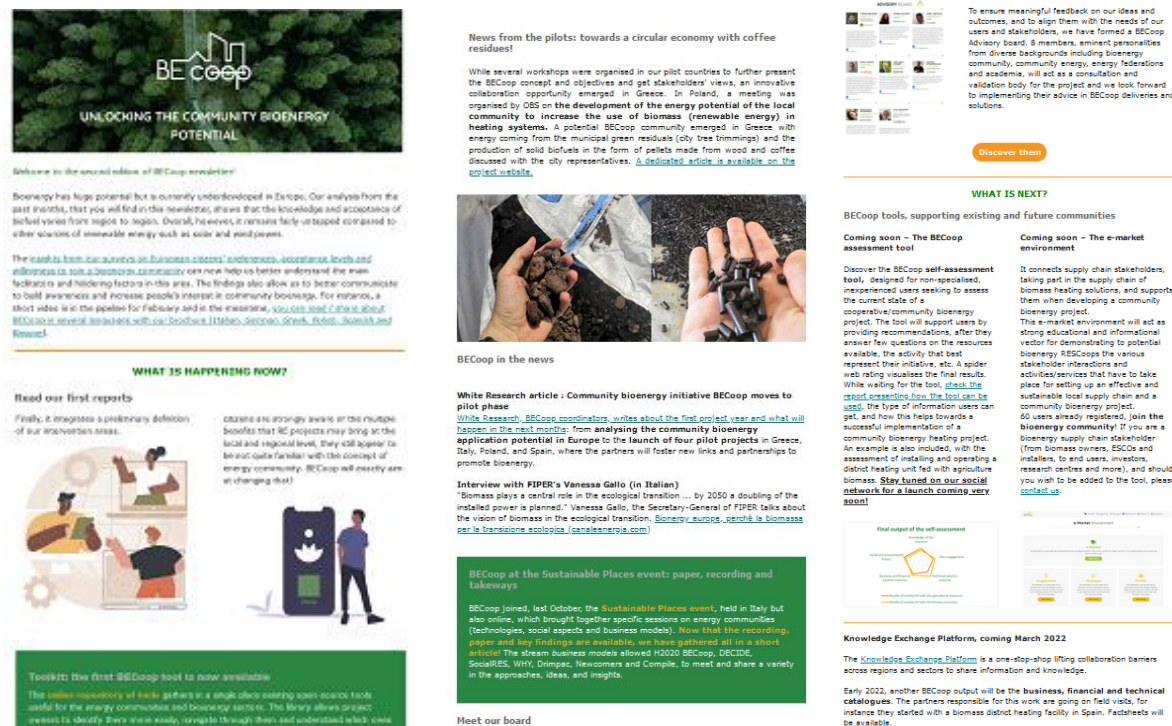


Figure 19 - BECoop newsletter December 2021

7.3.4 Social media accounts and strategy

A mix of social media tools is 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 redirect 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 engages with the group of sister projects in supporting activities on social media, sharing each other's posts. Hashtags and posts are at all times shared with partners to ensure consistency and support.

Reminder: Partners shall always tag the project and the European Commission: @HorizonEU, @EU_Commission, @Energy4Europe and @CINEA).



7.3.4.2 BECoop LinkedIn and Facebook accounts

Additional accounts include [LinkedIn](#) and [Facebook](#). Most content published has the same base (even though often longer) as, in general, contacts who follow the project on each of the 3 accounts are different.

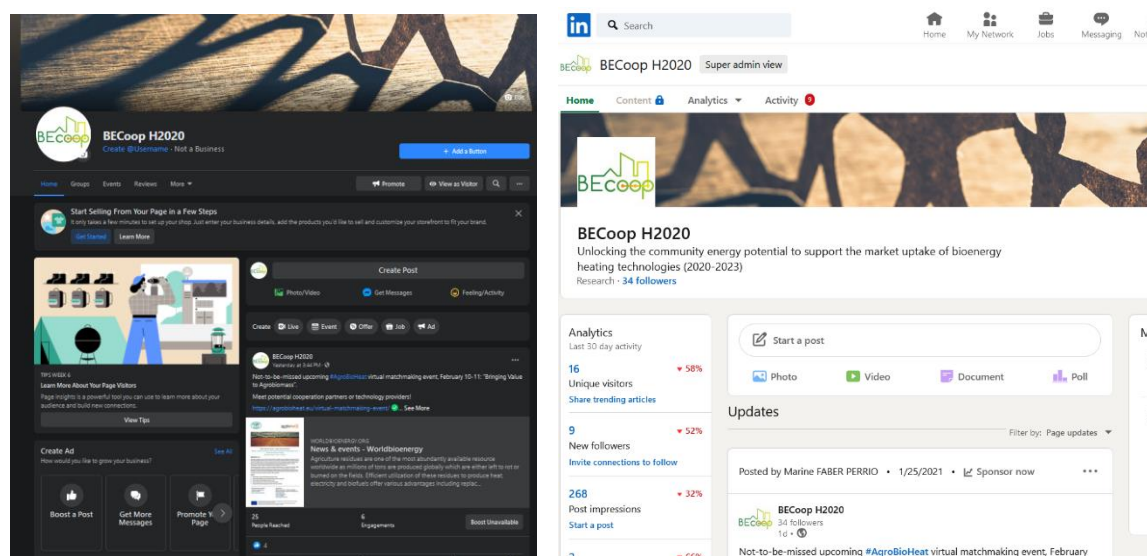


Figure 20 - BECoop Facebook and LinkedIn accounts

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 is measured through each media statistics (Twitter analytics for the project-owned account, each partner's own social media analytics for other accounts) and reported back to the coordinator, European Commission and partners at project meetings or in reports.

So far, the following figures have been reached: 400 followers on Twitter, 291 on LinkedIn, and 130 on Facebook.

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 uses a tone and nudges destined to trigger change and action. We vary the content, sharing news, publications, videos, polls, and adding whenever possible graphs and images as they tend to increase the reader's attention. This strategy has proven effective so far, especially on Twitter, when comparing the project statistics with those of similar projects.

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 booster targets that are used by BECoop dissemination manager is available in annexes (annex I). 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. RESCoop having joined BECoop's Advisory Board, and some of BECoop's partners being involved in it and in Bioenergy Europe, both have often shared our work.

The above are included into a "networks and media" list and receive BECoop press releases, or are contacted individually / tagged on social media to raise their attention.

For instance, RESCoop has included BECoop survey into its newsletter, shared posts on social media, while tools / reports / events are added on many of these platforms manually by the DM. All these actions are monitored and reported by the dissemination manager.

7.4 Media

7.4.1 Mainstream and specialised media (coverage and articles)

IEECP shares the project results with EU media and English-speaking professional press at Member State level, through press releases and articles. We identified 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 coordinates efforts to ensure that the project is covered in outlets with a wider reach. Partners 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 published several blogs, 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.

We can highlight the latest in date, an article written for the Energy Post, on how bioenergy communities can be one of the solutions / tools to solve the ongoing energy crisis. [It can be accessed here.](#)

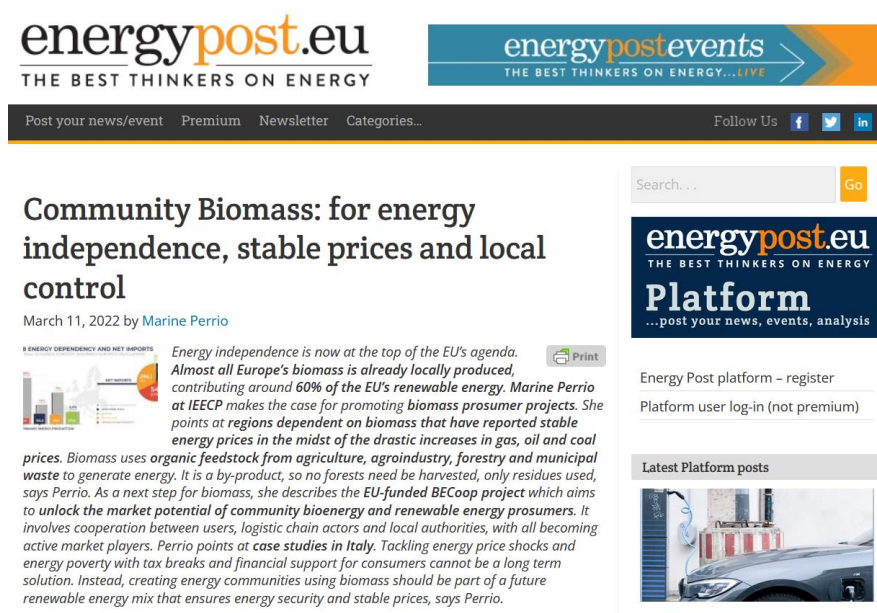


Figure 21 - Energy Post article, March 2022

Other press releases have been produced for each important project milestone (release of a tool, survey, etc.). BECoop's dissemination manager plans on keeping this approach, with press releases already planned after the April sister projects tools event, for the KEP release, and many more!

A pre-selection of our key media targets, in Brussels and at member states level, is displayed in Annex II. This selection was made to ensure reaching all identified target groups (from policymakers to end-users, research and academia, 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 each time responsible for a 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 Policy (Elsevier), International Journal of Energy Sector Management (Emerald), Sustainability (MDPI), Energy Efficiency (Springer), , International Journal of Sustainable Energy (Taylor and Francis) etc.

So far, a conference proceeding paper is to be reported, prepared for the event "[Sustainable Places](#)". The joint publication is available for free on MDPI: *Breukers, S.; Schibline, A.; Pressmair, G.; Barnes, J.; Perrio, M.F.; Calatayud, E.P.; Rakocovic, L. A Business Model Fast Track on Energy Communities—Key Lessons Learned from H2020 EU Projects*. Environ. Sci. Proc. 2021, 11, 19. <https://doi.org/10.3390/environsciproc2021011019>

Fiper is also preparing a journal paper within 2022, while the possibility of jointly drafting it with some of the sister projects is examined.

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 (the project's final conference), other project-led events, organised in other WPs, are also 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 are detailed in Table 7. **Events and actions coloured in dark green have already been accomplished while entries in light green constitute work in progress.**

The several events 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 5 - Project-led events, the green ones have happened fully or partially

Event	Work Package, Task, partner responsible	Description, goal, audience	Timing
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 were 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 helped 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. <ul style="list-style-type: none"> • 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

Event	Work Package, Task, partner responsible	Description, goal, audience	Timing
Deployment of capacity building to key actors	WP3, T3.2, WUELS	<p>One internal training workshop (organised by WUELS)</p> <p>Consortium experts trained pilot partners on the following thematics:</p> <p>(Technical and sustainability aspects, policy relevant material, business and innovation aspects, stakeholder engagement, community bioenergy, market research)</p>	M12-M18
Deployment of capacity building to key actors	WP3, T3.2, WUELS	<p>Training workshops (2 per pilot area). Organised by pilot partners in each pilot area. Indicative training modules include:</p> <ul style="list-style-type: none"> • Training on the BECoop resources; • Bioenergy project planning and development; • Community engagement and consultation; • Impact assessment; • Business and financial models; • Public procurement; • Community energy bidding criteria; etc. 	M18 - M36 In progress
Deployment of capacity building to key actors	WP3, T3.2, WUELS	At least 10 external trainings and webinars to additional RESCoops and authorities outside the BECoop borders.	M18 – M36 – work in progress
Awareness raising actions for improving bioenergy perceptions and image	WP3, T3.3, CBS	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 1 co-creation workshop per pilot area to identify the bioenergy heating roadmaps and vision that they consider more appropriate for their needs and challenges 	M14-M16
Deployment of business and financial support services	WP4, T4.3, QPLAN	<ul style="list-style-type: none"> • 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 	M16-M30

Event	Work Package, Task, partner responsible	Description, goal, audience	Timing
		<ul style="list-style-type: none"> More physical and digital meetings for the provision of services will be defined along the process. 	
BECoop Knowledge Exchange Platform	WP5, T5.1, QPLAN	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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. IEECP is already attending events with the idea to “spot” potential speakers for the event.

Some events can also be added and are developed under the project synergies section in chapter 10, as they are co-organised with sister projects.

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 it 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 is expected: i.e., info stand, presentation, meetings with key stakeholders, etc. Partners can use brochures, posters or presentations, and can always ask for support from 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, details such as tentative number of participants, presentations or website link, target group reached, etc. to be added to the monitoring file.

Potential conferences are added in a table in annex III 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.

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; they are 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 the messages are also specified as the project progresses, based on the actual data and outcomes, **key messages of the project** are provided in the table below as a reference point.

Table 6 - Target audiences, needs, messages and channels

Target groups	Needs	Messages and added value	Channels
Potential project owners (e.g., existing or future RESCoops), energy/RE authorities and associations (e.g., national energy associations, bioenergy associations, etc.), energy market actors (e.g., energy suppliers, grid operators, etc.)	<ul style="list-style-type: none"> - Community engagement around bioenergy - Understanding what RECs are and the benefits they can bring - Addressing barriers of implementing bioenergy technologies - Lower investment decision risk 	<ul style="list-style-type: none"> - There are over 3,500 officially listed RESCoops with over 1 million citizens offering thousands of direct job positions. Showing added value of RECs. - 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, sister projects actions, especially events.
Authorities and policymakers	<ul style="list-style-type: none"> - Evidence & recommendations for the frameworks that support community energy (RED II directions) - Communication and coordination between government and community initiatives - Better-informed and realistic policies 	<ul style="list-style-type: none"> - Heating has been recognised as a key priority towards achieving decarbonisation and energy efficiency targets (and now in REPowerEU, the Ukraine/Russia war and energy price crisis), as it covers almost half of the EU energy consumption. - Given that over 80% of heating relies on fossil fuels, it is essential to 	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
	<ul style="list-style-type: none"> - Support new community energy initiatives 	<p>accelerate the efforts within this sector, in order to reach the EU's REDII 2030 target of 32% renewables in the total energy mix.</p> <ul style="list-style-type: none"> - 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)	<ul style="list-style-type: none"> - More information about the community energy market - New business channels - Actions for a better bioenergy positioning 	<ul style="list-style-type: none"> - BECoop supports them in sharing a positive image of bioenergy, focusing on all it can bring - Synergies with cooperatives - Exploitation of emerging markets - Guidelines and tools to facilitate the replication of results (e-market, self-assessment tool, KEP) 	<p>Newsletters, press releases and general articles, video, brochure/poster, catalogues, factsheets and social media, events, workshops and fairs participation, matchmaking & brokerage events, website & Knowledge Exchange Platform.</p> <p>Sister projects actions (especially those focusing on biomass too).</p>
Citizens	<ul style="list-style-type: none"> - Information about bioenergy solutions for heating - Information about RECs, how to join them, etc. - Incentives for joining/creating a RESCoop 	<ul style="list-style-type: none"> - Increase engagement of citizens and stakeholders through better information (messages are all reflected into our video) - Increased knowledge of general public around community bioenergy - Increased social acceptance of RES and bioenergy 	<p>Video, sister projects actions, press releases and general articles, brochure & poster, social media, events & fairs participation, website & Knowledge Exchange Platform.</p>

9 Effort per partner and budget available

IEECP leads this work package, nevertheless, relies on all partners' participation and engagement. We can only acknowledge the great support received by all partners so far, to share messages, suggest some, and much more!

IEECP uses its own channels to increase the communications outreach and include news items in its newsletters when available, post news on its social media accounts, as well as include information on its website. All partners contribute and carry out national dissemination activities, speak at events, produce material in pilot languages, supporting when needed in other translations / adaptations (video, newsletter, etc.).

Table 7 - Effort per partner in man-months and WP6 budget

Partner	Effort in MM	Budget (WP6)
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€
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	

N.B: Additional budget is available in other WPs for marketing, awareness raising and capacity building (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, BECoop led the idea of gathering projects / initiatives in a partnership as soon as the project would start. A dedicated task was added to the communication and dissemination activities. Projects gathered in a group can indeed build on each other's strength and knowledge, sharing results or links on their websites.

A dedicated report, D6.5 - BECoop synergies with similar initiatives – first (M18), presents in detail the collaborating projects, agreed partnerships and potential ones, activities and ideas, how these synergies can support BECoop activities, and which are the benefits from this collaboration for BECoop but also for the other projects. A short summary is provided below, condensing the concept, approach, involved projects and activities.

Concept and objectives

Gathering into a group of sister projects is something that has been done for many years, in order not to work on Horizon 2020-funded projects (or projects from other programmes) in isolation.

Both outreach potential and research actions can benefit from shared strategies across projects. Focus can be put on a mechanism to create multiplicative effects by creating synergies with other projects and initiatives with relevant H2020 projects. The idea of sharing interesting results between projects and using each project tools and audience (by including news items from the other projects for instance) is key. We can summarise the objectives as follows:

- Discover other projects working on similar topics,
- Feeding into our literature review and knowledge base,
- Share ideas and workforce / outreach for dissemination and communication activities,
- For research, combine forces to produce papers, briefings or publications together,
- Support each other's on specific needs (i.e. a recent example where one project 'lost' a pilot and BECoop helped recruit a replacement).

Approach and strategy

A first list of projects identified by IEECP was presented to partners during the Kick Off Meeting of BECoop. The following methodology that could be followed was presented to project partners:

1. CLUSTERING - Mapping projects and initiatives, identifying synergies (IEECP and all partners, into an Excel document)
2. RESULTS – Projects are identified and contacted, initiating dialogue, and listing potential collaboration activities
3. ACTIVITIES - Involving partners, if need be, all along the partnership (if collaborative papers, events, etc.). Identification of resources for potential synergies actions.

After the KOM, the methodology having been approved by all, partners were invited to feed in an Excel table of sister projects' ideas. A first batch of projects was selected, and a list of 12 projects started the partnership as of July 2021. IEECP/BECoop took the lead and gathered projects into **monthly calls**, to present actions and imagine new ones collaboratively. **Minutes** are taken at each event by IEECP. A **Google drive** was set up, where we host logos, short projects summaries, an excel with key contacts, and any other needed material.

Synergies matrix

The projects who are part of the group as of April 6, 2022, with more or less involvement or regularity in the participation to calls and activities, are:



Figure 22 - Agreed sister projects logos as of March 2022

In addition, some projects have left the group, or are not included as “members”, yet are very supportive of all activities, sharing items in their newsletters or on social media: CEEs, mPower, AcceptH2020, Lightness, RHC and RES4LIVE. D6.5 adds to these projects potential others which could be contacted.

IEECP organised, for BECoop, a first discovery call in July 2021 with a few projects. Since then, 8 calls have been organised, with more projects joining.

Focus on events

NRG2peers invited the sister projects to join the Sustainable Places event, as a first collaborative activity. This yearly event was, in 2021, having a dedicated stream on energy communities, with 3 sessions: on business models, where BECoop applied, on enabling technologies, and on social engagement. The stream business models gathered H2020 BECoop, DECIDE, SocialRES, WHY, Drimpac, Newcomers and Compile, which shared a variety of approaches, ideas, and insights. The event was organised from September 28 to October 1, as a hybrid due to the ongoing COVID-19 crisis. We chose to participate digitally. Our session gathered 40 participants. The recording was then [shared on YouTube](#) (46 views so far), and proceedings were written by participants:

Breukers, S.; Schibline, A.; Pressmair, G.; Barnes, J.; Perrio, M.F.; Calatayud, E.P.; Rakocevic, L. [A Business Model Fast Track on Energy Communities—Key Lessons Learned from H2020 EU Projects](#). Environ. Sci. Proc. 2021, 11, 19. <https://doi.org/10.3390/environsciproc2021011019>.

[All information was shared, including a summary of the event and key findings, in an article for the website.](#)

Digital support: websites and hubs, newsletters, social media

One of the main idea and objective when starting the partnership was to support each other’s communication, for instance by including news from the other projects into the newsletters, on the websites news section or sharing social media posts.

Next indicative actions: 2 events in the pipeline

Energy communities' tools event: From setting up energy communities to making them thrive: what are the tools available?

This event will cluster 15 tools in 3 groups (which are also our event sessions), to make sure stakeholders know where to go when they have a need, based on which stage of developing a community energy initiative an actor is:

- **Inform yourself** – Prior to starting a community energy initiative – understanding the basic concepts, researching and information collection
- **Test your market, your ideas, technologies** – Organising and planning a community energy initiative – testing the market, which technologies to use, which business model and legal framework and how others have been doing
- **Let's act – get people involved and grow** – Growing and improving an existing community initiative – Getting more people involved, engaging different social groups, data and energy sharing.



Figure 23 - Tools event banner

More information and event page on the BECoop website: <https://www.becoop-project.eu/project-events/from-setting-up-energy-communities-to-making-them-thrive-what-are-the-tools-available/>

EUSEW 2022 proposal: More women in renewables and energy communities: safeguarding an enabling policy framework

In February 2022, BECoop offered the sistership to join forces and submit a policy conference proposal to [EUSEW](#) 2022 (the EU Sustainable Energy Week, organised yearly in Brussels) organised in a hybrid format on 26-29 September 2022. The application is for policy conferences: they must focus on sustainable energy issues, and debate new policy developments, best practices and sustainable energy ideas. eCREW and W4RES responded positively, whereas the WECF – Women Engage for a Common Future, agreed to co-host the event. We submitted the application late March and are waiting for an answer by Mid-May 2022. The 3 projects decided that the event would be organised outside the EUSEW framework if we didn't get in, considering the work done and the interesting concept.

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 8 - Dissemination and communication related activities and KPIs

Activity	Expected audience	Status as of April 2022	Monitoring tool
Website	20,000 cumulative website visitors, during the project's lifecycle	3,200 unique visitors for 15,000 visits in total	Google Analytics account set up when website launched.
E-newsletters	6 newsletters / over 500 recipients reached in total	3 newsletters / 180 recipients reached	MailChimp emailing system
Social Media channels	Over 5,000 followers and 50,000 impressions on social media (project and partners)	821 followers on BECoop social media / 49,432 impressions on BECoop Twitter account + 17994 impressions on LinkedIn + 3450 reach on Facebook.	Twitter and Facebook own analytics, partners' reporting
Knowledge Exchange Platform	Over 2,000 users	The KEP web platform website was developed and is managed by Q-PLAN International for the BECoop consortium from March 2022 (the users' number will be monitored and updated throughout the project)	Google Analytics or own tool
Participation to events and conferences	Over 30	28 events/conferences	Number reported in the monitoring file with information available
Digital networking and clustering activities with EU projects	10 joint actions	Achieved – synergies with 15 projects as of April 21, 2022	Digital monitoring
Final conference	100 participants	NA	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 is checked constantly during the project to check if we are in line with our communication KPIs, which we see is done in the previous chapter. Furthermore, an evaluation sample is included as annex IV.

So far, **149 activities** have been entered by partners in the Excel. The activities that can be reported include:

- Newsletter insertion
- Website news or page
- Article (general public)
- Webinar
- Oral presentation
- Event exhibition or poster
- Scientific article
- Social media post
- Other (please specify in comments)
- Brochure dissemination
- Video
- Press release
- Interview
- Event organisation (workshop or other)

Partners also report which target groups (main types of stakeholders presented below) were reached by each action together with an estimation (whenever that is feasible) of how many were reached:

- RESCoops
- Energy market actors, techno providers & producers
- Energy/RE authorities & assos, NGOs
- Policy makers at local, regio, national & EU levels
- Scientific community
- Potential investors / financiers
- General public
- Others

A report presenting all activities reported and monitored will be prepared for periodic report checks.

[illegible]

Figure 24 - BECoop dissemination work monitoring file

13 Awareness-raising campaigns: links between WP3 and WP6

WP3 (especially task 3.3) includes awareness campaigns and awareness raising actions (M12-36), led by CBS, to improve bioenergy perceptions and image, 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 and convince stakeholders of the opportunities that are created by local value chains. A first meeting took place at each pilot enabling brainstorming on the BECoop messages and activities, which will be designed and tailored during the following period.

A detailed plan for the awareness raising actions along with the content and messages of the actions is separately reported (D3.5, M18). 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. For our awareness programme to effectively alter the attitudes of stakeholders and resonate with the public, our actions will be designed based on triggers for shifting behaviours. 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.

WP6 provides the following existing material – visible in this document previous chapters- to support WP3 awareness activities:

- Project brochure and poster, in all languages
- Project video in English and soon available in all pilot languages + German and French
- Project short video, with a focus on pilots (available in May 2022)
- Additional tools: website, social media, newsletter (with potential for translations)
- Existing banners for tools and possibility to develop additional ones

The activities discussed in WP3 co-creation workshops as well as in an exchange between WP3 and WP6 include:

- the development of customised infographics, available in local languages
- idea to engage users in communicating “for us”: adding a QR code on pellet bags, inviting consumers to shot short videos, make social media posts explaining why they chose this heating method – “win your weight in pellets” if your video is the most convincing
- idea of podcasts chat or sponsoring
- and much more!

These actions expect to reach over 20 000 people in awareness raising.

14 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. It has already proven effective in the first half of the project, achieving great results and engaging all partners in what are sometimes considered "clustered activities".

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. This revised version is even more comprehensive and builds on what was learnt in the first half of the project.

The dissemination approach was adjusted to increase and improve the project's outreach to the targeted stakeholders and better convey the BECoop vision to the European community: we now focus even more on synergies with sister projects and are developing communication/marketing campaign supporting the release of major BECoop outputs.

Annex

Annex I - Digital networking / partnering – Amplifying our work

The table below lists ideas of platforms, portals and stakeholder associations leveraged to increase outreach.

Platforms, portals and stakeholder associations

Platforms and portals	<ul style="list-style-type: none"> • IEA Bioenergy • Bioenergy Europe • DECIDE project Hub • BUILD UP • Construction 21 • Cordis • Energy Post • Energy in Demand • eceee • Fleishmann Hillard Energy Vista • EU agenda • Coalition for Energy Savings • BYInnovation • EUBIA • Regional Bioenergy Initiatives Increasing the market for Biomass Heating in Europe (REGBIE+) • Cooperatives Europe • Community Power (CO-POWER) • EIBI - European Industrial Bioenergy Initiative • European Renewable Energies Federation (EREF) • European Compost Network (ECN) • 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	<ul style="list-style-type: none"> • RESCoop EU • Council of European Municipalities and Regions

	<ul style="list-style-type: none"> • European Energy Research Alliance (EERA) • ICLEI • Covenant of Mayors • BEUC • Fedarene • Energy cities • EUROCITIES • 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)
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Annex II - Mainstream and specialised press

EU and international level	Member State level
<ul style="list-style-type: none"> • 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 • Guardian ENVIRO • Climate Home news • Duurzaam • Energy Monitor • FuturENERGY • Coop news 	<ul style="list-style-type: none"> • 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: Agopress, Agronotizie, Casa&clima, Greenreport, Rinnovabili.it, E-Gazette, 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, Przegląd Budowlany, Ekspert budowlany, Czysta Energia, Wnp.pl, cire.pl, Chronmy Klimat, Budowa.org, Budownictwo.org, Ekologiczny-dom.com, Ekologia.pl, Ekonews, etc.

Annex III – Preliminary list of external events from April 2022

Event	Link	BECoop activity planned
International level events		
Launch of the Energy Communities Repository (April 20, 2022, Brussels)	https://ec.europa.eu/info/events/launch-european-commissions-energy-communities-repository-2022-apr-20_en	
Energy communities empowering our future - REScoop.eu conference 2022 (20-22/04/2022, digital)	https://www.rescoop.eu/news-and-events/events/energy-communities-empowering-our-future-rescoop-eu-conference-2022	
European Biomass Conference & Exhibition (9-12/05, 2022, digital)	https://www.eubce.com/	CIRCE with a poster
Advanced Biofuels Forum (25-26/05/2022, digital)	https://euagenda.eu/events/2022/05/25/advanced-biofuels-forum	
Eceee summer study (June 6-11, 2022, Hyères, France)	https://www.eceee.org/	
World bio markets - Driving the commercialisation of the bioeconomy (8-9/06/2022, Barcelona)	https://www.worldbiomarkets.com/	
2022 Euroheat & Power Conference (21-22/06/2022, Brussels)	https://www.buildup.eu/en/events/2022-euroheat-power-conference	
International conference on biofuels and bioenergy (July 25-26, 2022 in London)	https://www.meetingsint.com/chemical-engineering-conferences/biofuels	
EUSEW – the EU Sustainable Energy Week (end of September 2022, hybrid)	https://eusew.eu/	Policy conference application submitted by IIECP
World Sustainable Energy Days (March 2023, in Wels, Austria and online)	http://wsed.at/	To plan / IIECP
National events		
Good Energy conference (organized by ZEZ) – May-June, 2022, information not yet available	https://www.zez.coop/	
KLIMAHOUSE BOLZANO (May 18-21, 2022, Bolzano)	https://www.fierabolzano.it/it/klimahouse/home	
Agrotica Greece, International fair for agricultural machinery,	https://agrotica.helexpo.gr/en	

equipment & supplies (20-23 October, 2022, Thessaloniki)		
ECOMONDO - The green technology EXPO (November 8-11, 2022, Rimini)	https://www.ecomondo.com/	
Biomass Day, Greece, Bioeconomy & Bioenergy Forum organized by HELLABIOM (Hellenic Biomass Association), no date yet	http://hellabiom.gr/events/category/biomass-events/?lang=en	
Climatherm Energy Greece (February 2023, Greece)	https://climatherm.gr	
Renewable Biogas congress (March 2023)	https://www.aebig.org/category/blog/	
Agrothessaly Greece, national fair for agriculture & livestock (March 2023)	https://agrothessaly.helexpo.gr/en	
Verde.tec Greece, International Exhibition on environmental technologies (March 2023)	http://www.verde-tec.gr/en/default.asp	
MCE LIVE+DIGITAL (April 2023)	MCE ITA (mce-livedigital.it)	
Italia legno energia (March 9-11, 2023, Fiera di Arezzo)	https://italialegnoenergia.it/	
Expobiomasa (May, 9-11, 2023, Valladolid)	https://www.expobiomasa.com/	CIRCE with a BECoop stand
Assemblea nazionale Fiper	Fiper - Home - Federazione italiana produttori di energia da fonti rinnovabili	

Annex IV - Events evaluation sample

The below evaluation form is an example suggested to BECoop partners, to be used (and adapted if needed) during project-branded events they take part in, hosting a dedicated presentation. This is an indicative form 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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Quality of the discussion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Overall usefulness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Format of the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<i>Other:</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

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

<ul style="list-style-type: none">
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- Was anything important missing in the debate? If yes, what? Other comments?

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- What kind of organisation do you represent?

<input type="checkbox"/> Local Government – department/role: <input type="checkbox"/> Regional or national government or institution - department/role: <input type="checkbox"/> International organisation <input type="checkbox"/> RESCoop representative	<input type="checkbox"/> Business / industry <input type="checkbox"/> NGO or consumer association <input type="checkbox"/> Citizen / community participant <input type="checkbox"/> Research institute <input type="checkbox"/> Other:
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- Which country do you represent?

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