



D6.3 BECoop web portal and dissemination material

FEBRUARY 2021



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.

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|--------------------------------|--|
| 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 | BECoop web portal and dissemination material |
| Work Package | WP6 |
| Task(s) | T6.1 - Dissemination and communication strategy, plan and implementation |
| Authors (Organisation) | Marine Faber Perrio (IEECP) |
| Reviewers (Organisation) | White Research |
| Date | 26 February 2021 |

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 | 24/02/2021 | Draft version distributed for review | IEECP |
| v1.0 | 25/02/2021 | Consolidated version based on partners' feedback | IEECP |
| v1.0 | 26/02/2021 | 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.

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Project partners



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1 Introduction

Dissemination and communication activities were thoroughly presented in D6.1 Dissemination and Communication Plan (DCP, M3) as key steps to successfully support the project's objectives. The current document (D6.3) presents the BECoop dissemination material (identity, templates, brochure and poster designed for both digital use and print) and introduces material to be further developed. In addition, D6.3 provides an overview of the initial version of the fully operational BECoop website, presenting the general provisions that guided its development.

This project's promotional material will support BECoop in reaching out to its target audiences (RESCoops, local authorities and municipalities, policymakers, energy and Renewable Energy (RE) authorities and associations, energy market actors, general public, etc.) providing accurate information on the project activities and raising awareness on the topics it addresses (bioenergy, community bioenergy), in a vulgarised language and with modern, elegant touches.

The BECoop website will be continuously updated with new content, news, events and text sections if/when needed. Partners responsible will closely monitor its usage in order to proceed with required changes and additions, according to the implementation of project activities and the users' feedback, in order to enhance its attractiveness and keep the content updated.

2 BECoop identity and promotional package

The creation of BECoop identity guidelines was the first step towards building a strong project presence and recognition, prepared by IEECP, after receiving input from partners. It is now the basis to develop all promotional and dissemination material highlighting the BECoop message. Necessary steps were considered so that a common identity is respected in all: poster, brochure, newsletter templates, website, and more. Different levels of promotional material will ensure outreach and increase the project visibility. The EU funding acknowledgment always has a prominent space in all project promotional material.

2.1 BECoop identity, guidelines and templates

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 BECoop identity, guidelines as well as the presentation and publication templates, showcased below, were designed and shared with partners (also presented in D6.1 – Communication and Dissemination Plan).

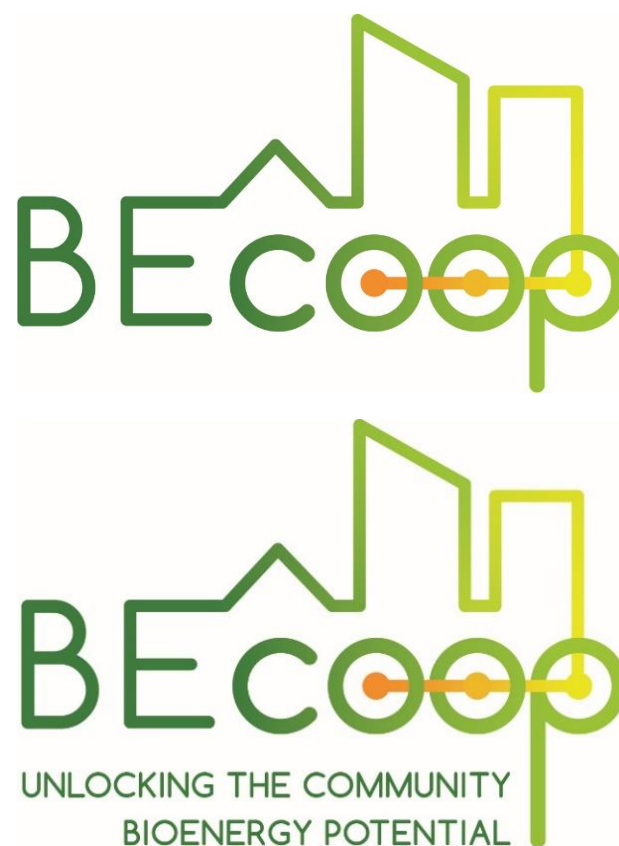


Figure 1. BECoop main logo and logo with tagline

LOGO GUIDELINES

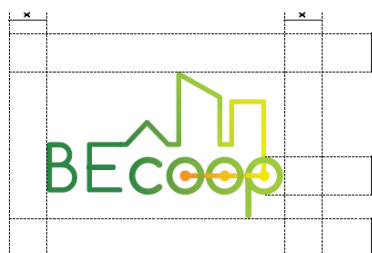
COLORED LOGO

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 aligendis
re prat magnamus atia quam est

Comfortaa regular

Consequant quat re moluptas aligendis
re prat magnamus atia quam est

Comfortaa light

Consequant quat re moluptas aligendis
re prat magnamus atia quam est

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

Quicksand bold

Consequant quat re moluptas
aligendis re prat magnamus atia
quam est

Quicksand book

Consequant quat re moluptas aligendis
re prat magnamus atia quam est

Quicksand light

Consequant quat re moluptas aligendis
re prat magnamus atia quam est

For PPT presentations:
CALIBRI

Calibri bold

Consequant quat re moluptas aligendis re prat
magnamus atia quam est

Calibri regular

Consequant quat re moluptas aligendis re prat
magnamus atia quam est

Figure 2. BECoop design guidelines, colour scheme, fonts and icons



Figure 3. BECoop PowerPoint template

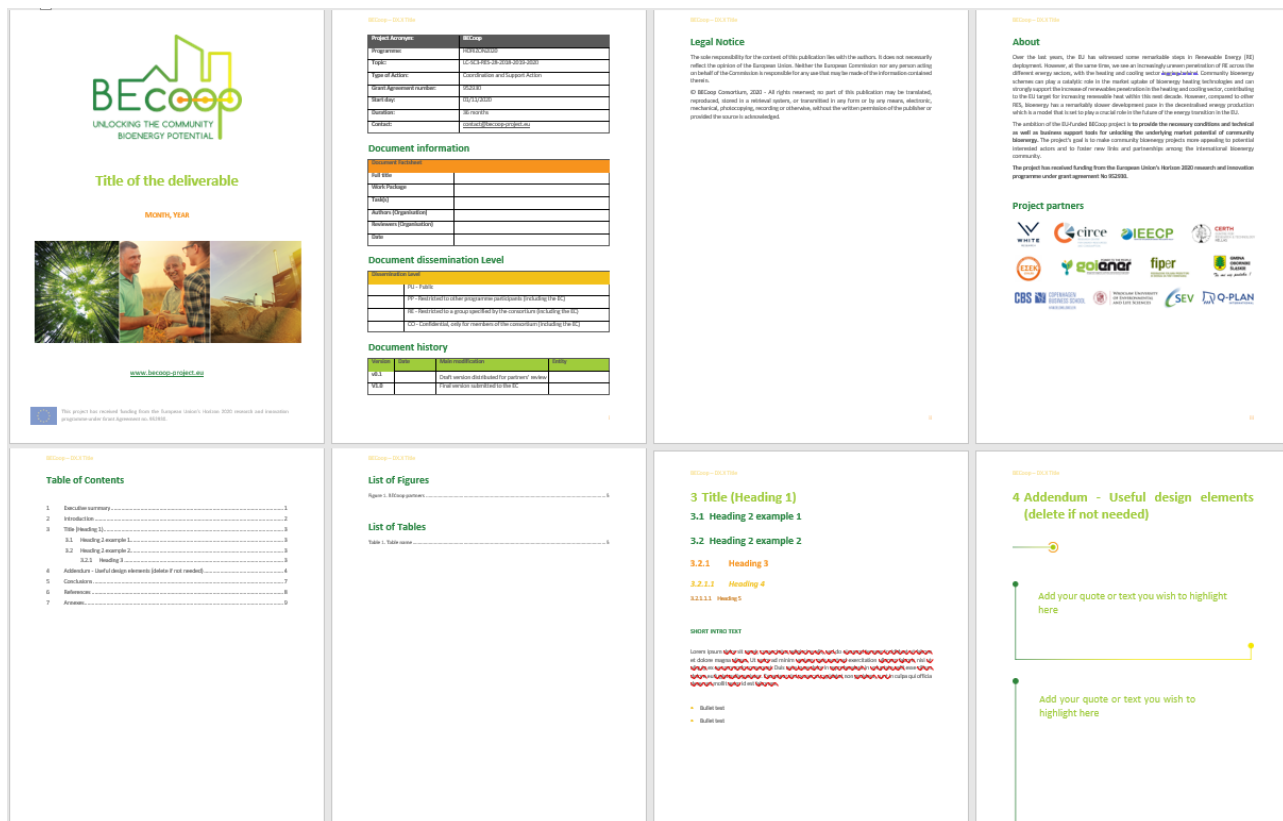


Figure 4. BECoop Word template

2.2 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.



www.becoop-project.eu

Bioenergy?

Bioenergy derives from living organic materials and is one of many Renewable Energy Sources (RES) available to help meet increasing energy demands.



WOODY BIOMASS
Forestry & wood industry residues



AGRICULTURE BIOMASS
Crops & residues



BIOWASTE
Solid municipal biowaste, sewage



ELECTRICITY



HEAT



TRANSPORT FUEL

Flexible and reliable, storable, dispatchable and mostly locally-sourced, bioenergy has a positive socio-economic impact, increases job creation, ensures the transition from fossil fuels and can replace oil, gas, and coal in the electricity and heating sectors.

BECoop

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, by providing the necessary conditions and support tools for unlocking the underlying market potential of community bioenergy and fostering new partnerships.

Key activities

To support community bioenergy heating development, BECoop will:

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

4 pilots

BECoop tests the implementation of community bioenergy heating support scheme in 4 complementary pilot cases before transferring to additional cases across the EU. The project offers evidence for how we can achieve replication and scale up. Our pilots consist of:

- An existing RESCoop that focuses on other RE sources and aims to expand activities to bioenergy heating (Spain).
- An existing pellet-production RESCoop that aims to expand its biomass supply chain and extend activities to bioenergy production (Greece).
- A municipality that leads the development of a new RESCoop on bioenergy heating in a region where both community energy and RE heating currently have a very low penetration (Poland).
- An Energy Authority working synergistically with district heating companies to establish a shared production/consumption model (Italy).

4 tools...

A Knowledge Exchange Platform
A one-stop-shop lifting collaboration barriers across regions and sectors to share information and knowledge.

The BECoop (self) assessment tool
To assess the status and potential for community bioenergy with recommended technical and business actions.

The BECoop inventory of tools
Online repository of existing open-source tools completing the support services required for community bioenergy project development.

A bioenergy RESCoop e-market environment connects supply chain stakeholders and supports them when developing a community bioenergy project.

... and many more assets

- 2 BECoop technical and business catalogues
- 1 Inventory of community bioenergy lighthouse examples
- 20+ Energy community cases analysed
- 1 Network of interest of community bioenergy stakeholders
- 4 New bioenergy communities developed
- 8 Additional replication cases of the BECoop concept
- 4 BECoop national policy roadmaps
- 1 BECoop EU policy roadmap
- 1 Replication Handbook for applying the project outcomes to additional regional settings

Contacts

 [BECoopH2020](https://twitter.com/BECoopH2020)

 <https://www.linkedin.com/company/becoop-h2020>

 <https://www.facebook.com/BECoop-H2020>

 www.becoop-project.eu

Project coordinator:
White Research
contact@becoop-project.eu

Partners





























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Figure 5. BECoop brochure, for digital use, recto and verso

... and many more assets

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- 1 Inventory of community bioenergy lighthouse examples
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Bioenergy?

Bioenergy derives from living organic materials and is one of many Renewable Energy Sources (RES) available to help meet increasing energy demands.

Flexible and reliable, storable, dispatchable and mostly locally-sourced, bioenergy has a positive socio-economic impact, increases job creation, ensures the transition from fossil fuels and can replace oil, gas, and coal in the electricity and heating sectors.

Communities?

Energy communities and Renewable energy cooperatives (RESCoos) are citizen-led initiatives that collectively own and manage renewable energy projects, providing environmental, economic and social benefits to their members and local communities. They can empower a more effective, fair, and democratised clean-energy transition, holding a series of benefits:

BECoop

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, by providing the necessary conditions and support tools for unlocking the underlying market potential of community bioenergy and fostering new partnerships.

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4 tools...

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A one-stop-shop lifting collaboration barriers across regions and sectors to share information and knowledge.
- The BECoop (self) assessment tool**
To assess the status and potential for community bioenergy with recommended technical and business actions.
- The BECoop inventory of tools**
Online repository of existing open-source tools completing the support services required for community bioenergy project development.
- A bioenergy RESCoop e-market environment** connects supply chain stakeholders and supports them when developing a community bioenergy project.

Figure 6. BECoop brochure, for print, recto and verso

2.3 BECoop poster

A project-poster was also developed, highlighting the BECoop goal and activities in a brief yet concise manner. The low amount of 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.

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

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

BECoop partners

Logos of partners: WHITE, goiener, circe, fiper, CBS, COPENHAGEN BUSINESS SCHOOL, GMINA OBOBNIKI SLASKIE, ESEK, CERTH, Q-PLAN, WLODZLAW UNIVERSITY OF ENVIRONMENTAL AND THE 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 7. BECoop poster

The poster and brochure, presented above, will be adapted on an ad-hoc base throughout the project's lifecycle if/when additional elements need to be included or if updates need to be implemented.

Additional material will be developed later in the project, such as a **newsletter template and a promotional video**. The video, the content and characteristics of which will be defined later in 2021, will be produced early in 2022 to create awareness and exploit viral effects. It will be uploaded on YouTube and shared through all BECoop channels (website, newsletter, social media) and those of partners.

Leaflets, infographics and factsheets, highlighting other BECoop Work Packages' results or supporting their activities (e.g., WP3 awareness campaigns and actions), will be produced on demand, allowing - with additional formats - to target different audiences (policymakers, citizens, RESCoops, etc.).

Considering the highly digital aspect of BECoop, we aim to make this **project 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.

As mentioned, **whenever needed, the BECoop promotional material will be adapted and adjusted according to future needs and specificities of project-related actions and activities**. It will also be 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.

3 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 will be continuously updated with new content, news, events and text sections if/when needed.

The BECoop web portal has been 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, serving transparent information on what bioenergy is, its multiple sources and the technologies, benefits and related legislation,
- Serve as an entry point to the project's Social Media Accounts (LinkedIn, Twitter, Facebook and YouTube).

3.1 Operational procedures and roles

IEECP launched, 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 websites requirements. IEECP, representing BECoop, requested a simple yet dynamic website, with interactive elements, icons and graphics adding value to the content.

The chosen website design and structure is based on the Wordpress CMS platform¹. The platform allows an unlimited number of pages to be created/posted, while an integrated text editor enables the editor to use similar to Word formatting choices and add images/videos or document libraries.

As of February 2021, the website's online content is being developed and administered by the Dissemination Manager, IEECP, with the support of all partners (providing ideas for content and reviewing existing content when needed). The website will be maintained over the project's lifecycle, as from end of February 2021, and 2 years beyond the project completion.

¹ <https://wordpress.com/>

More specifically, **IEECP**, as the project **Dissemination Manager** is overall responsible for:

- creating and updating the portal content and its presentation,
- ‘marketing’ activities to enhance the visibility of the portal ensuring that it is highly ranked in on-line search engines,
- quality control of the information that is published on the portal,
- monitoring the partners’ performance to ensure that the targets are met and suggest corrective actions if and when necessary.

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

3.2 Content management

- The content of the BECoop website is in English. Any material (e.g., report, legislation, etc.) that will be in a language other than English will be properly marked.
- All content, articles and reports uploaded on the BECoop website will be accessible and freely available to all visitors.
- IEECP is able and in charge of editing/changing the content of the portal ad-hoc.
- Emphasis is given to “cross-referencing” so that information is accessible from multiple pages/sections.
- A form is always visible so that interested website visitors can subscribed to the BECoop newsletter (supported via MailChimp)
- The monitoring of the website’s key performance indicators will be performed using Google Analytics in order to track helpful information such as number of visitors, average time spent on the website, popular pages, number of downloads etc. This will enable to fine tune the project’s communication strategy and identify potential ways of improving the website in order to ensure maximum visibility and reach targets.

3.3 Privacy policy

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. In particular, it explains what type of personal data the web-portal collects, how it uses them and stores them, and issues that relate to the rights of users, their security, as well as descriptions about Google analytics.

The project’s privacy policy will be readily available online (website footer) so that all visitors can thoroughly read it. This document may also be found on the latest Data Management Plan.

3.4 BECoop temporary landing page

While the (permanent) BECoop website was being developed, a temporary landing page already went online (readily available from early February) providing essential project-related information and allowing visitors to subscribe to the BECoop newsletter mailing list. This **temporary webpage**, depicted below, included:

- a BECoop animated logo,
- links to all BECoop social media accounts,
- an introduction to the project and its “reason-to-be”,
- a newsletter subscription form,
- the acknowledgement of EU funding and
- the cookie policy pop-up.

UNLOCKING THE COMMUNITY BIOENERGY POTENTIAL
Coming Soon

ABOUT PROJECT

The ambition of the project 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.

- Unlocking replication potential and scaling up of the EU level
- Developing bioenergy communities
- Empowering policy to transfer the community energy momentum to bioenergy heating
- Making community bioenergy project development easier, further cutting down time and cost efforts

In the updated Renewable Energy Directive II (RED II), the EU clearly considers community energy as a key factor for future Renewable Energy (RE) market uptake and mandates Member States to implement regulatory frameworks for enabling and facilitating this process.

At the same time, several barriers prevent citizens from becoming bioenergy producers and bioenergy projects to be more appealing:

- Lack of preparedness for communities to tap the full bioenergy market potential
- Lack of stakeholder awareness of the communities' potential
- Missing, unresponsive local, regional and national framework and policy conditions

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

Two trends are observed in the EU, which set the base for BECoop's reason-to-be:

- A rather slow penetration of renewables in the EU heating and cooling sector, which accounts for 51% of EU's total energy consumption and is expected to account for the largest share of demand by 2050.
- A significantly untapped RE market uptake potential for bioenergy.

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.*

Stay in touch

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

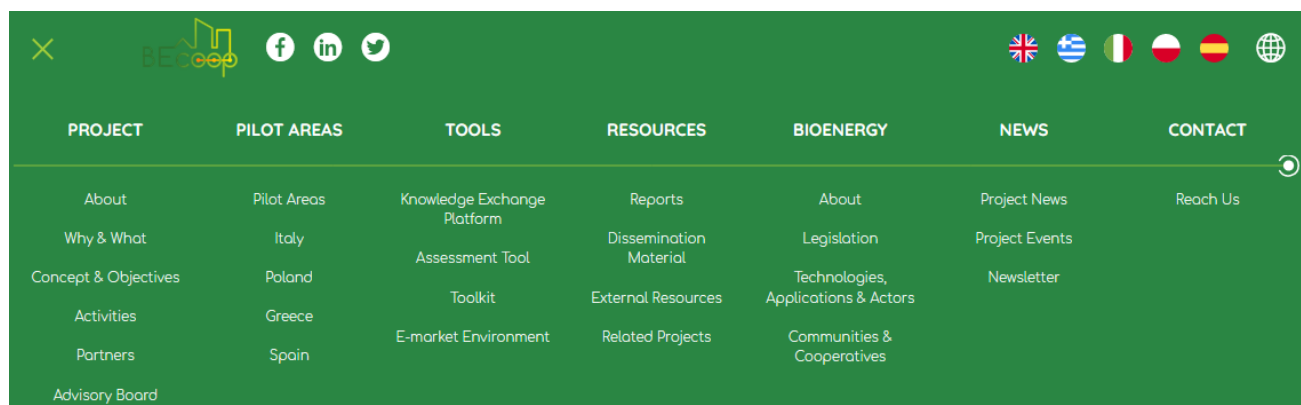
This site uses cookies for better user experience and analytical data. [Learn more about cookies](#) [Privacy Policy](#)

Figure 8. BECoop temporary landing page

3.5 BECoop website sitemap

The non-temporary/fully operational 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 and resources. **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:



The figure shows a screenshot of the BECoop website's sitemap. At the top, there is a green header bar containing the BECoop logo, social media icons for Facebook, LinkedIn, and Twitter, and flags for the United Kingdom, Greece, Italy, Poland, and Spain, along with a globe icon. Below the header is a navigation menu with seven categories: PROJECT, PILOT AREAS, TOOLS, RESOURCES, BIOENERGY, NEWS, and CONTACT. A scroll indicator is visible on the right side of the menu. The main content area is a grid of links organized under these categories.

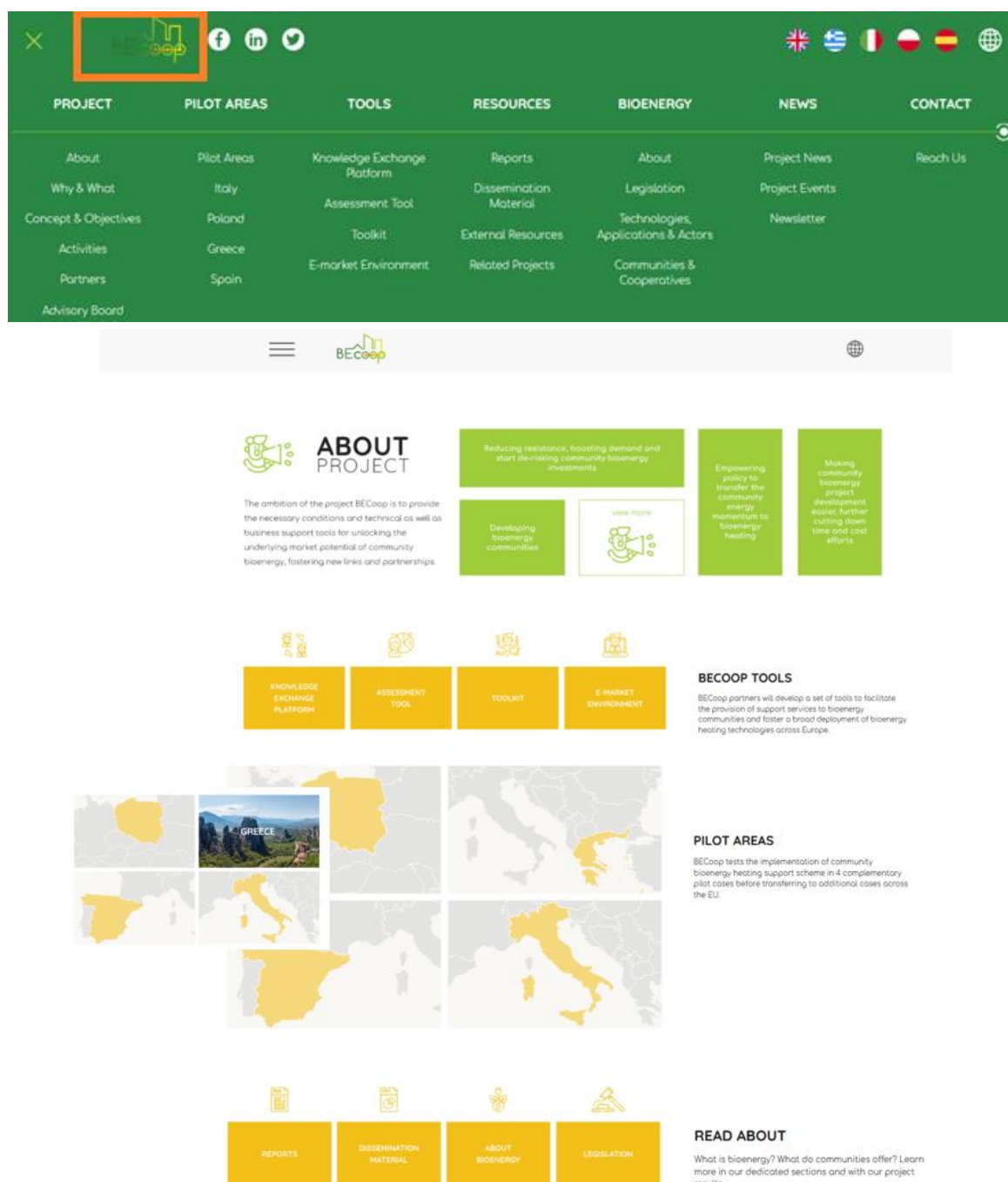
| PROJECT | PILOT AREAS | TOOLS | RESOURCES | BIOENERGY | NEWS | CONTACT |
|----------------------|-------------|-----------------------------|------------------------|-------------------------------------|----------------|----------|
| About | Pilot Areas | Knowledge Exchange Platform | Reports | About | 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 9. BECoop website Sitemap

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

3.5.1 BECoop Homepage

The homepage provides a brief project introduction, and an easy-to-navigate menu giving access to more details on the project, its pilot's cases, the BECoop tools and resources, the latest news/events and a read-about section on Bioenergy. The homepage also hosts social media buttons, a newsletter subscription form, the EU acknowledgement and links to the privacy policy. A project video will become available from early 2022 and will be embedded here. This page further includes a languages menu; a dedicated/translated page with project-essential information will be available in the pilot languages: *Italian, Greek, Polish and Spanish* as well as *Basque*). The homepage introduces icons and colourful boxes to add dynamism and allow visitors to easily spot the section they are looking for. Some elements are interactive: the pilot maps, for example, turn into related photos when hovered over.




LATEST TWEETS

BECoop H2020 (@becoopH2020 · 22 February 2021)
While we are working hard to deliver very soon our website, have you seen that a temporary page already invites you to subscribe to our enews (1st one in March/April) & learn more about BECoop?

Check it out!
<http://www.becoop-project.eu>

#bioenergy #community #cooperative #BECoop


LATEST NEWS



10 Feb
Press release: A people-powered energy system: activating the community energy market for bioenergy

Amsterdam, December 15, 2020 - In the updated Renewable Energy Directive II (RED II), the EU clearly considers community energy as a key factor for future Renewable Energy (RE) market uptake and mandates Member States to implement regulatory frameworks for enabling and facilitating this process. At the same time, several barriers prevent citizens from becoming [...]

LATEST EVENTS



12 Mar
Webinar, in Italian - Biomass district heating: what prospects for non-methanized mountain municipalities?







Bioenergy and thermal RES have an indispensable and quantitatively relevant role in achieving the European objectives of decarbonising the economy. Especially in Italy, the forest-wood supply chain can play a leading role in the revitalization of mountain areas and in the production of energy from renewable sources. Fiper is the Italian partner of the "Unlocking [...]"





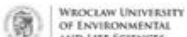


STAY IN TOUCH


Subscribe to our newsletter!

☐ I give BECoop the consent to collect and process my data.

PARTNERS



The ambition 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.


Legal Notice

Disclaimer

Privacy Policy

Contact

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








Figure 10. BECoop website - Homepage

3.5.2 BECoop Project

The *Project* web page includes the following information:

- *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’s work steps
- *Partners and Advisory Board* – presenting the project partners on an EU map, with their logos clustered in thematic categories (research, business, RESCoop, etc.)

3.5.2.1 About

ABOUT BEcoop

In the updated Renewable Energy Directive II (RED II), the EU clearly considers community energy as a key factor for future Renewable Energy (RE) market uptake and mandates Member States to implement regulatory frameworks for enabling and facilitating this process.

At the same time, several barriers prevent citizens from becoming (bio)energy producers and bioenergy projects to be more appealing:

- Lack of preparedness for communities to tap the full bioenergy market potential
- Lack of stakeholders' awareness of the communities' potential
- Missing/unsupportive (local, regional and national) framework and policy conditions

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

Two trends are observed in the EU, which set the base for BECoop's reason-to-be:

- A rather slow penetration of renewables in the EU heating and cooling sector, which accounts for 51% of EU's total energy consumption and is expected to account for the largest share of demand by 2050.
- A significantly untapped RE market uptake potential for bioenergy.

Deriving from living organic materials, bioenergy can be used to produce, among else, electricity, heat, and fuels. Even though not fully exploited, it holds, in practice, the highest potential for replacing fossil fuelled heat and remains the leading technology in the EU RE heating sector: the expansion of bioenergy projects across Europe would be of crucial importance for meeting the EU climate and energy targets.

Renewable energy uptake relies on peoples' perceptions. In this context, **energy communities and cooperatives (RESCoops) provide an ideal framework; they can empower a more effective, fair and democratised clean-energy transition**, leading to an increased social and consumer acceptance of RE developments. By 2050, almost half of the EU citizens could become energy producers meeting 45% of their energy demand. As recognized in the revised RED II and the 2030 Biodiversity Strategy, renewable (bio)energy communities have a key role to play for a sustainable future, holding a series of benefits.

Community bioenergy schemes can play a catalytic role in the market uptake of bioenergy heating technologies, yet their deployment nowadays remains significantly slow: biomass-based communities account for only a minor share of existing RESCoops compared to solar or wind. In terms of production, electricity takes the lion's share, in contrast to heating.

Benefits of BECoop:

- Fight climate change
- Reduce GHG emissions
- Energy poverty mitigation
- Reduced energy consumption
- Lower supply tariffs
- Job creation
- Energy supply security
- Flexible energy systems

Figure 11. BECoop website - About page

3.5.2.2 Why & What



Figure 12. BECoop website - Why and What page

3.5.2.3 Concept & Objectives

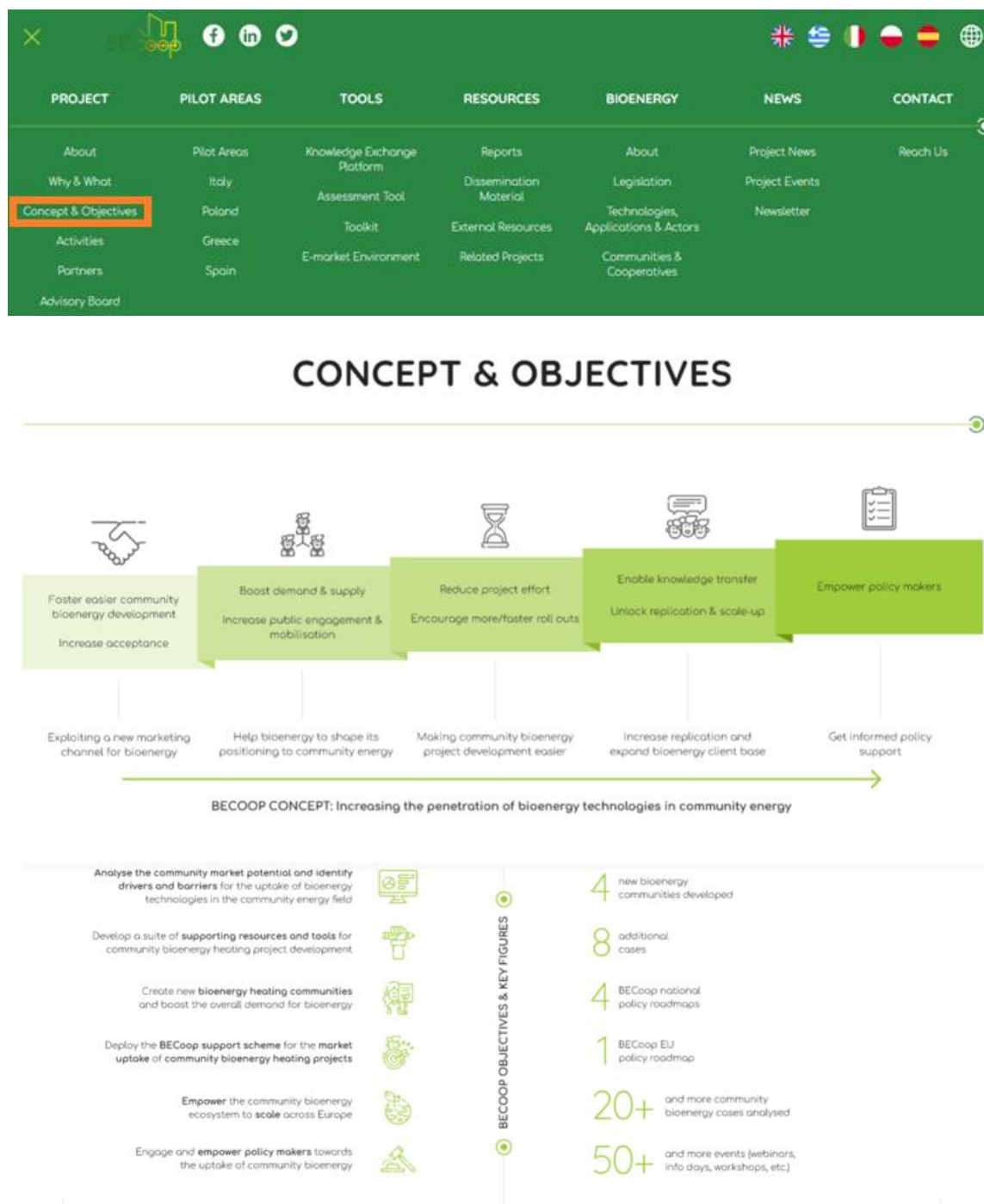


Figure 13. BECoop website - Concept and objectives page

3.5.2.4 Activities

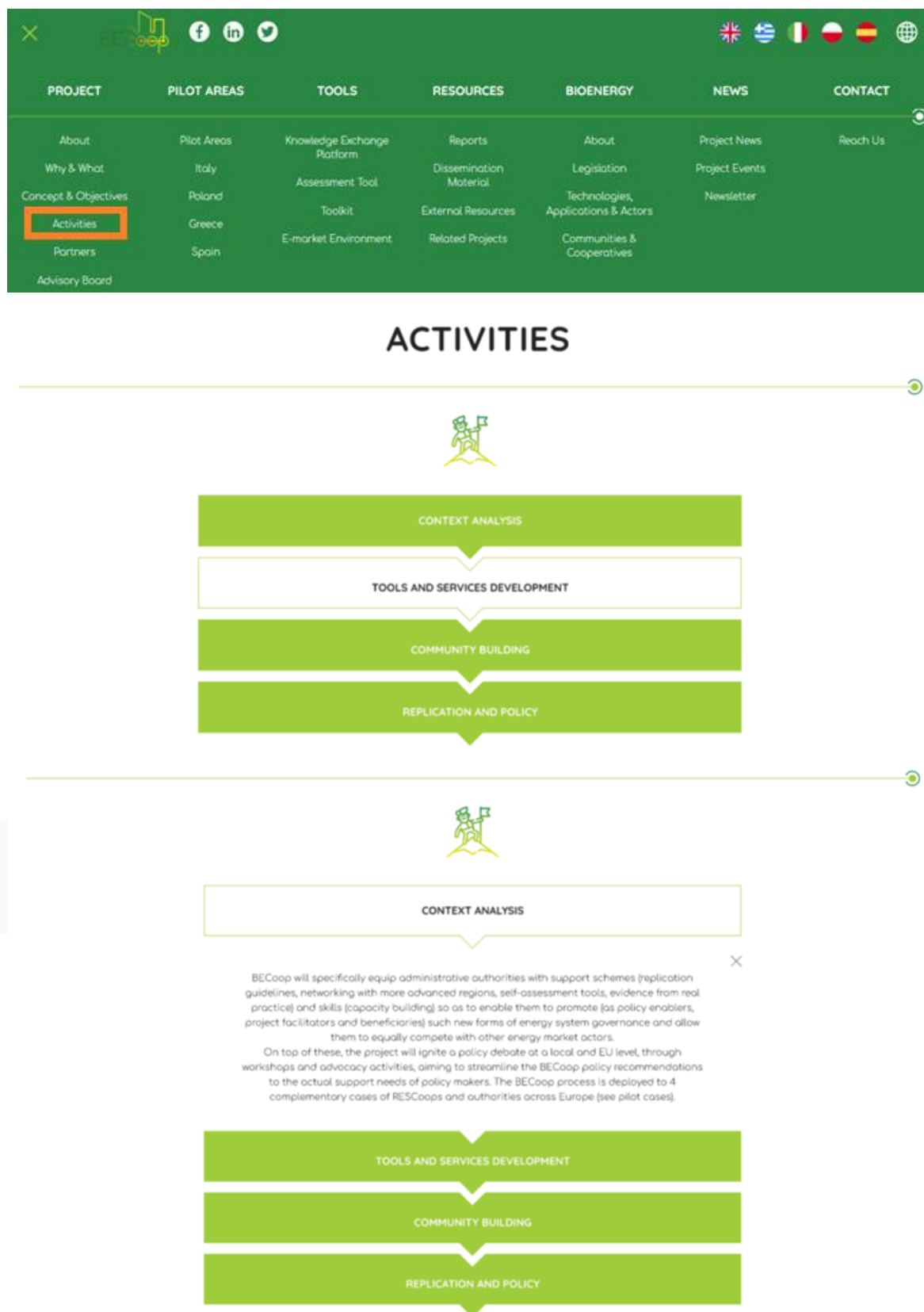


Figure 14. BECoop website - Activities page (boxes open to show content)

3.5.2.5 Partners

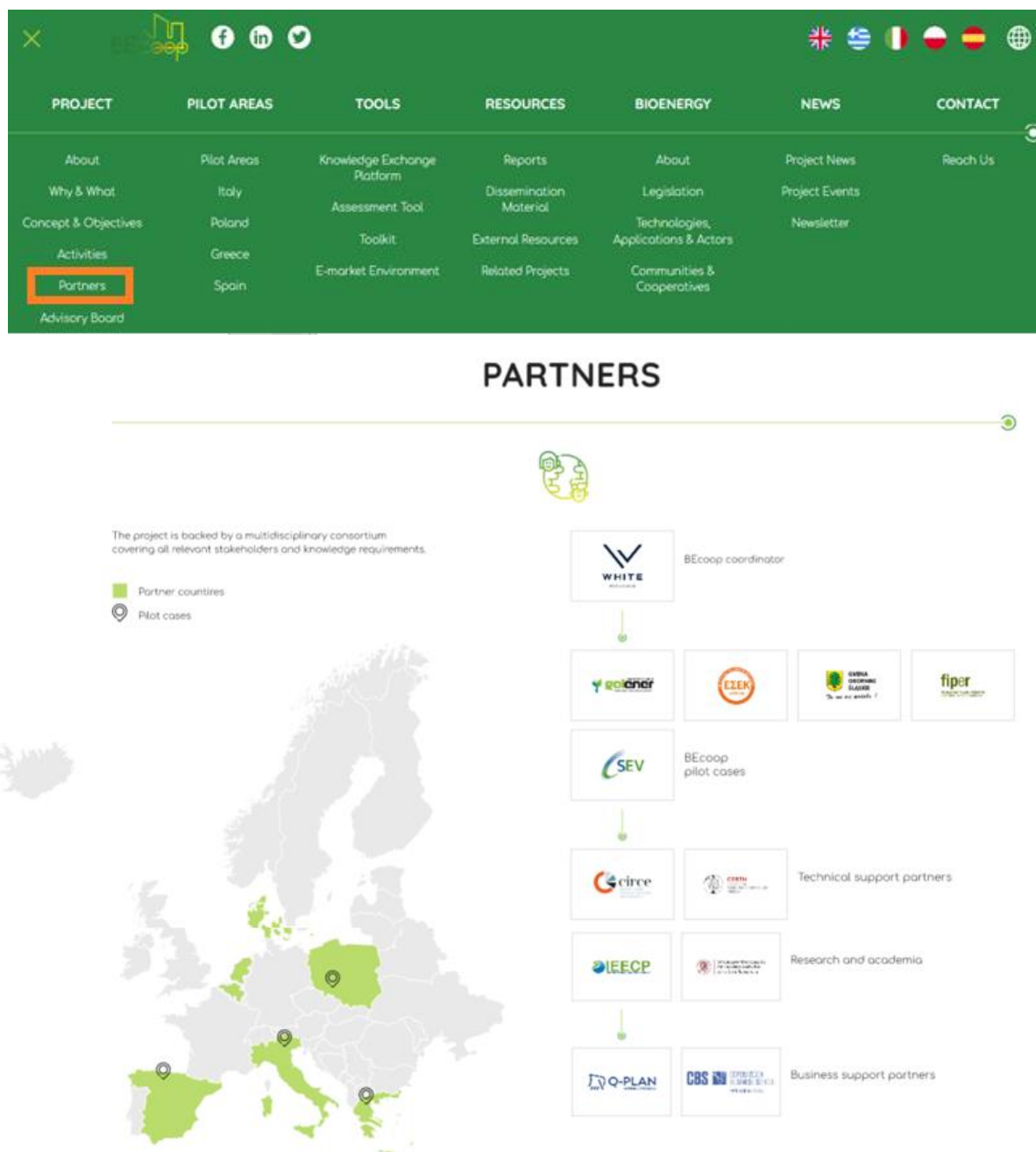


Figure 15. BECoop website - Partners page

3.5.2.6 Advisory Board

Note: The BECoop Advisory Board page will only be made available once the AB is officially formed. The page will include a short introduction and if agreed by the Board, names, organisation and photos of the members.

3.5.3 BECoop Pilot Areas

The *Pilot Areas* generic page briefly presents the BECoop pilots' approach - technical and business services that will be developed to support them. Each pilot case is also presented in a dedicated page highlighting the regional and technical characteristics, the current heating situation, the scenario to be tested and what BECoop will bring to the pilot.

3.5.3.1 Overview of BECoop Pilot Areas

The screenshot shows the BECoop website's 'Pilot Areas' page. The navigation bar at the top is green with white text for 'PROJECT', 'PILOT AREAS', 'TOOLS', 'RESOURCES', 'BIOENERGY', 'NEWS', and 'CONTACT'. The 'PILOT AREAS' link is highlighted with a red box. Below the navigation bar, the page content is organized into a grid of pilot area descriptions. The 'Pilot Areas' section includes a map of Europe highlighting the pilot areas in Spain, Italy, Poland, and Greece. The 'Technical support services' section lists services such as 'Provide help in the selection of suitable heating equipment/technology' and 'Bring RESCoops in contact with manufacturers and installers'. The 'Business support services' section lists services such as 'Business modelling and planning services for replicating suitable business models' and 'Investment planning and financial services for existing RESCoops'.

Figure 16. BECoop website - Pilot areas page

3.5.3.2 BECoop Pilot Case Presentation

Note: Only one pilot case is showcased here, all pilot cases follow the same structure

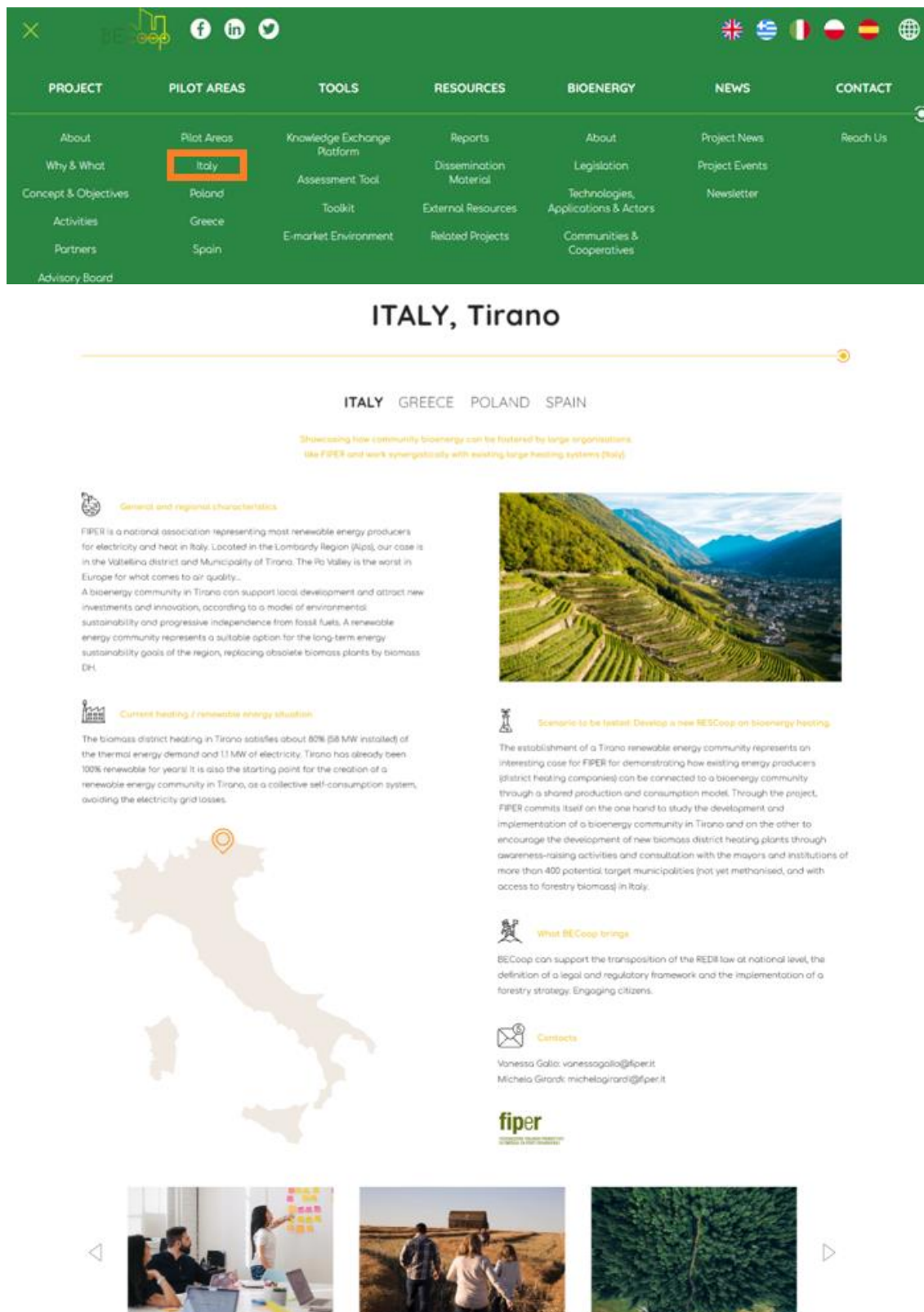


Figure 17. BECoop website - Pilot case presentation

3.5.4 BECoop Tools

Note: Only one of the tools is screened, all follow the same webpage structure.

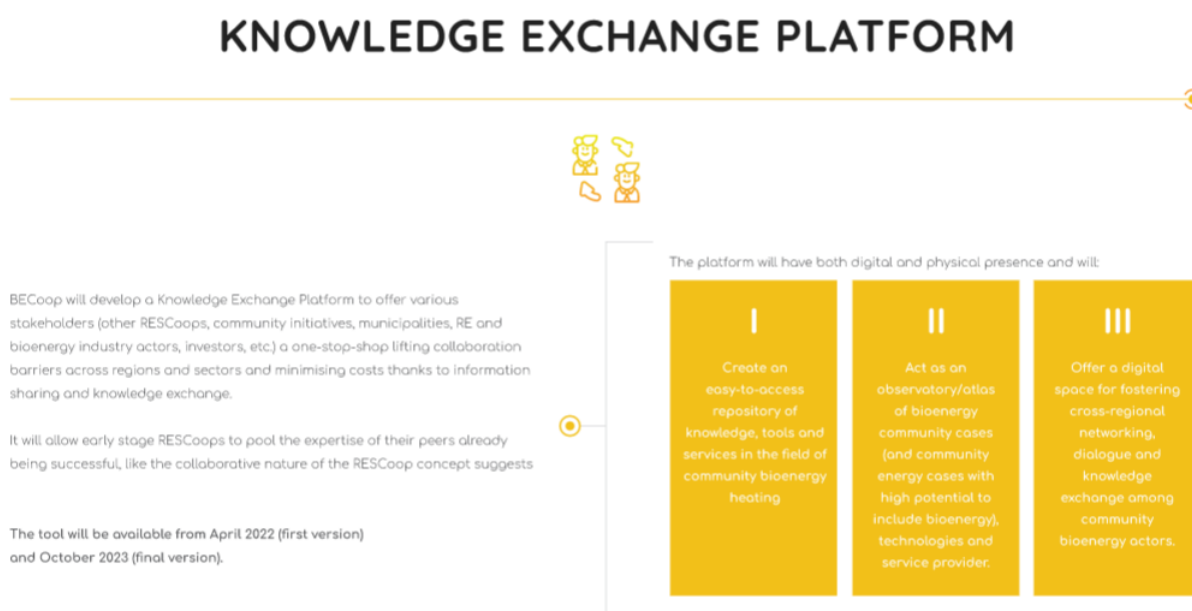


Figure 18. BECoop website - Knowledge Exchange Platform page

3.5.5 BECoop Resources

The *BECoop Resources* section will be populated with regular updates and is divided into:

- *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 to learn more about BECoop topics,
- *Related projects* – links to other EU-funded projects partners of BECoop.

3.5.5.1 Reports

The following publications will be added as they become available.

| YEAR 1 – 2021 | YEAR 2 – 2022 | YEAR 3 – 2023 |
|--|--|--|
| <p>PDF State-of-play of community bioenergy across Europe: market size, applications, and best practices D1.1, CBS, M8 June 2021 1234 downloads 5678 kB download</p> | <p>PDF State-of-play of community bioenergy across Europe: market size, applications, and best practices D1.1, CBS, M8 June 2021 1234 downloads 5678 kB download</p> | <p>PDF State-of-play of community bioenergy across Europe: market size, applications, and best practices D1.1, CBS, M8 June 2021 1234 downloads 5678 kB download</p> |
| <p>PDF State-of-play of community bioenergy across Europe: market size, applications, and best practices D1.1, CBS, M8 June 2021 1234 downloads 5678 kB download</p> | <p>PDF State-of-play of community bioenergy across Europe: market size, applications, and best practices D1.1, CBS, M8 June 2021 1234 downloads 5678 kB download</p> | <p>PDF State-of-play of community bioenergy across Europe: market size, applications, and best practices D1.1, CBS, M8 June 2021 1234 downloads 5678 kB download</p> |
| <p>PDF State-of-play of community bioenergy across Europe: market size, applications, and best practices D1.1, CBS, M8 June 2021 1234 downloads 5678 kB download</p> | <p>PDF State-of-play of community bioenergy across Europe: market size, applications, and best practices D1.1, CBS, M8 June 2021 1234 downloads 5678 kB download</p> | <p>PDF State-of-play of community bioenergy across Europe: market size, applications, and best practices D1.1, CBS, M8 June 2021 1234 downloads 5678 kB download</p> |
| <p>PDF State-of-play of community bioenergy across Europe: market size, applications, and best practices D1.1, CBS, M8 June 2021 1234 downloads 5678 kB download</p> | <p>PDF State-of-play of community bioenergy across Europe: market size, applications, and best practices D1.1, CBS, M8 June 2021 1234 downloads 5678 kB download</p> | <p>PDF State-of-play of community bioenergy across Europe: market size, applications, and best practices D1.1, CBS, M8 June 2021 1234 downloads 5678 kB download</p> |
| <p>PDF State-of-play of community bioenergy across Europe: market size, applications, and best practices D1.1, CBS, M8 June 2021 1234 downloads 5678 kB download</p> | <p>PDF State-of-play of community bioenergy across Europe: market size, applications, and best practices D1.1, CBS, M8 June 2021 1234 downloads 5678 kB download</p> | <p>PDF State-of-play of community bioenergy across Europe: market size, applications, and best practices D1.1, CBS, M8 June 2021 1234 downloads 5678 kB download</p> |
| <p>PDF State-of-play of community bioenergy across Europe: market size, applications, and best practices D1.1, CBS, M8 June 2021 1234 downloads 5678 kB download</p> | <p>PDF State-of-play of community bioenergy across Europe: market size, applications, and best practices D1.1, CBS, M8 June 2021 1234 downloads 5678 kB download</p> | <p>PDF State-of-play of community bioenergy across Europe: market size, applications, and best practices D1.1, CBS, M8 June 2021 1234 downloads 5678 kB download</p> |
| <p>PDF State-of-play of community bioenergy across Europe: market size, applications, and best practices D1.1, CBS, M8 June 2021 1234 downloads 5678 kB download</p> | <p>PDF State-of-play of community bioenergy across Europe: market size, applications, and best practices D1.1, CBS, M8 June 2021 1234 downloads 5678 kB download</p> | <p>PDF State-of-play of community bioenergy across Europe: market size, applications, and best practices D1.1, CBS, M8 June 2021 1234 downloads 5678 kB download</p> |

Figure 19. BECoop website - Reports and Dissemination material pages

3.5.5.2 External Resources

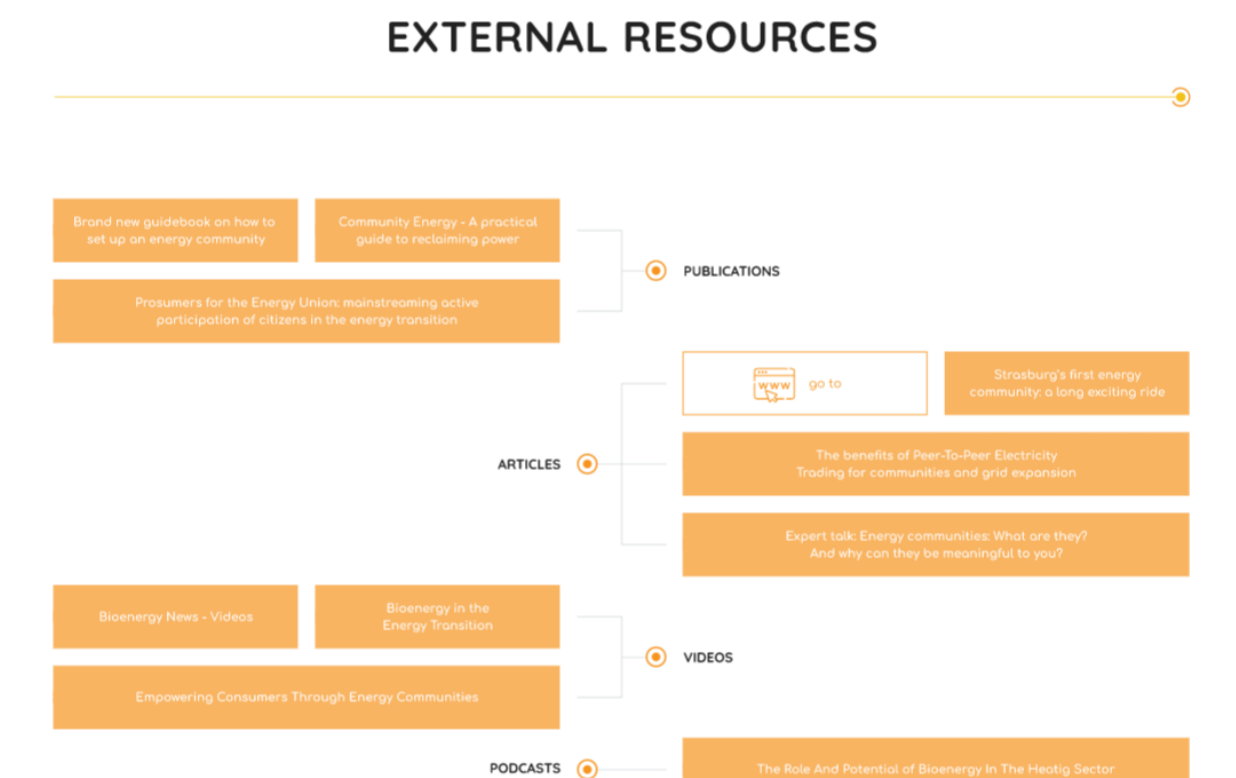


Figure 20. BECoop website - External resources page

3.5.5.3 Related Projects

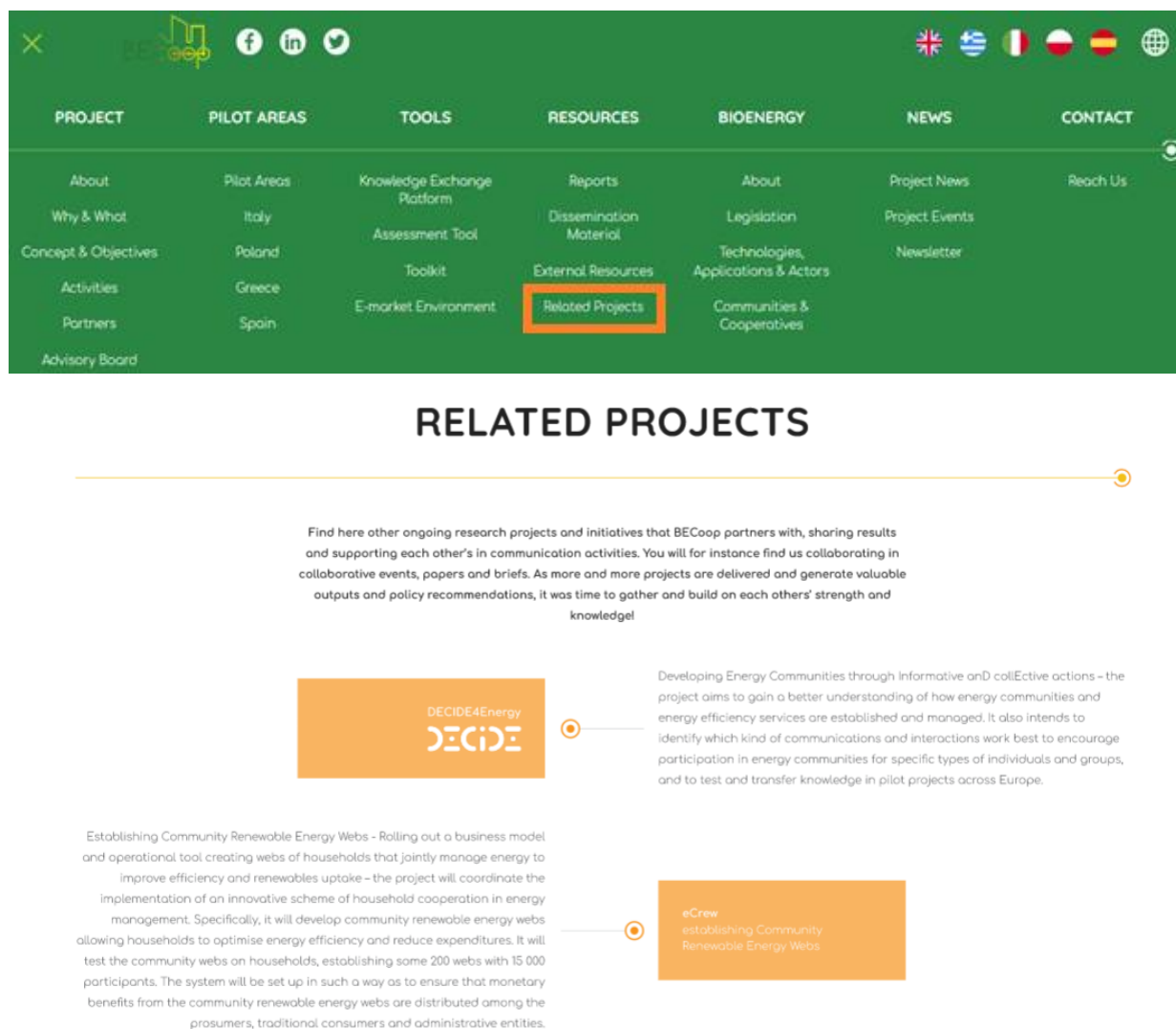


Figure 21. BECoop website - Related projects page

3.5.6 Bioenergy

Pages under this section aim at providing transparent information about bioenergy; various technologies and applications and related legislation are presented here. In addition, this section provides valuable knowledge on community energy stands for and its contribution towards a more sustainable society.

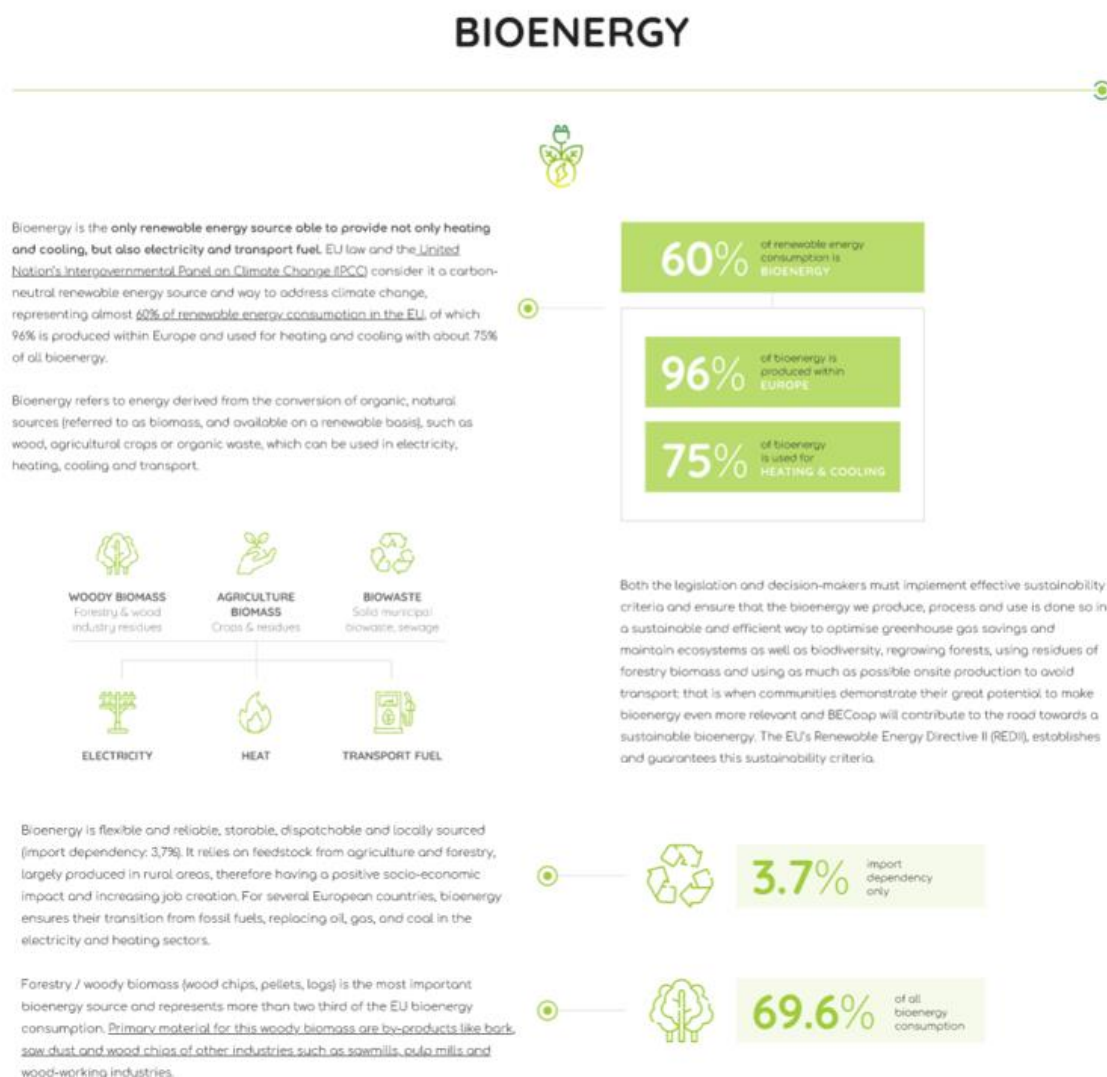


Figure 22. BECoop website – Bioenergy: about page



LEGISLATION



European policies should support the key role played by agricultural biomass and energy crops in the achievement of EU long-term decarbonisation objectives.

A set of legislation pieces do so:

In 2020, the European Commission (EC) went on with the **EU Green Deal** agenda implementation, producing a **2030 Biodiversity Strategy** (recognising sustainable bioenergy as an important tool to fight climate change and identifying it as a priority along wind and solar) and **Energy System Integration Strategy** (including a chapter on unlocking the potential of renewable fuels produced from sustainable biomass and acknowledging biomass as an enabler of carbon capture, storage and use that can lead to "deep decarbonization").

In 2021, the EC will revise two key EU laws, the **Renewable Energy Directive** and the **Regulation on land use, land-use change and forestry (LULUCF)**, and present "operational guidance" on the new sustainability criteria on forest biomass for energy.

BECoop provides Member States evidence-based recommendations to support implementation of all these laws, the promotion of community bioenergy schemes as well as enabling frameworks for community bioenergy and the renewable heating sector. The project aims at initiating a debate with policy makers, regional and national authorities and relevant EU Initiatives to define points of attention/barriers (e.g. legal, procurement, tax, etc.) and respective mitigation actions for the creation of an enabling environment that could foster community bioenergy.

What about now?

- / The revised **Renewable Energy Directive (REDII)** already integrates the sustainability criteria to the use of biomass, to reduce the carbon footprint of bioenergy along its value chain. It will be enforced at national level all over Europe from July 2021. REDII also recognizes the role of renewable energy communities to help fight energy poverty through reduced consumption and lower supply tariffs.
- / The **LULUCF** set in 2018 a binding commitment that total emissions from the forestry sector are in balance and do not exceed CO₂ removals, to guarantee that biomass used for energy purposes is sustainable. The LULUCF accounting system is part of the EU sustainability criteria for bioenergy.
- / The **Ecodesign Directive** provides consistent EU-wide rules for improving the environmental performance of products, such as household appliances, information and communication technologies or engineering, and limiting the emissions from small scale bioenergy installations. For biomass installations, 2 groups of products are subject to eco-design and eco-labelling requirements: solid fuel boilers with a rated heat output of 500 kW or less and local space heaters with a nominal heat output of 50 kW or less. Medium scale and large scale installations are respectively regulated by the **Medium Combustion Plant Directive** and the **Industrial Emission Directive**.
- / The **Energy Performance of Buildings** and the **Energy Efficiency Directive**, strengthening the current EU legislative framework towards a more efficient, decarbonised and renewable-based building sector, that can be achieved with bioenergy, through district heating and decentralised stoves and boilers installations. The housing sector can use pellets for space heating with stove or boilers. District heat and heat provided through Combined Heat and Power plants (CHPs) will also play an important role for the transition of an efficient and renewable-based heat sector.
- / A **bioeconomy strategy** published in 2018 aims at ensuring food security, managing natural resource sustainably, reducing dependence on non-renewable resources, mitigating and adapting to climate change, creating jobs and maintaining EU competitiveness.

Figure 23. BECoop website – Bioenergy: legislation page



TECHNOLOGIES, APPLICATIONS & ACTORS

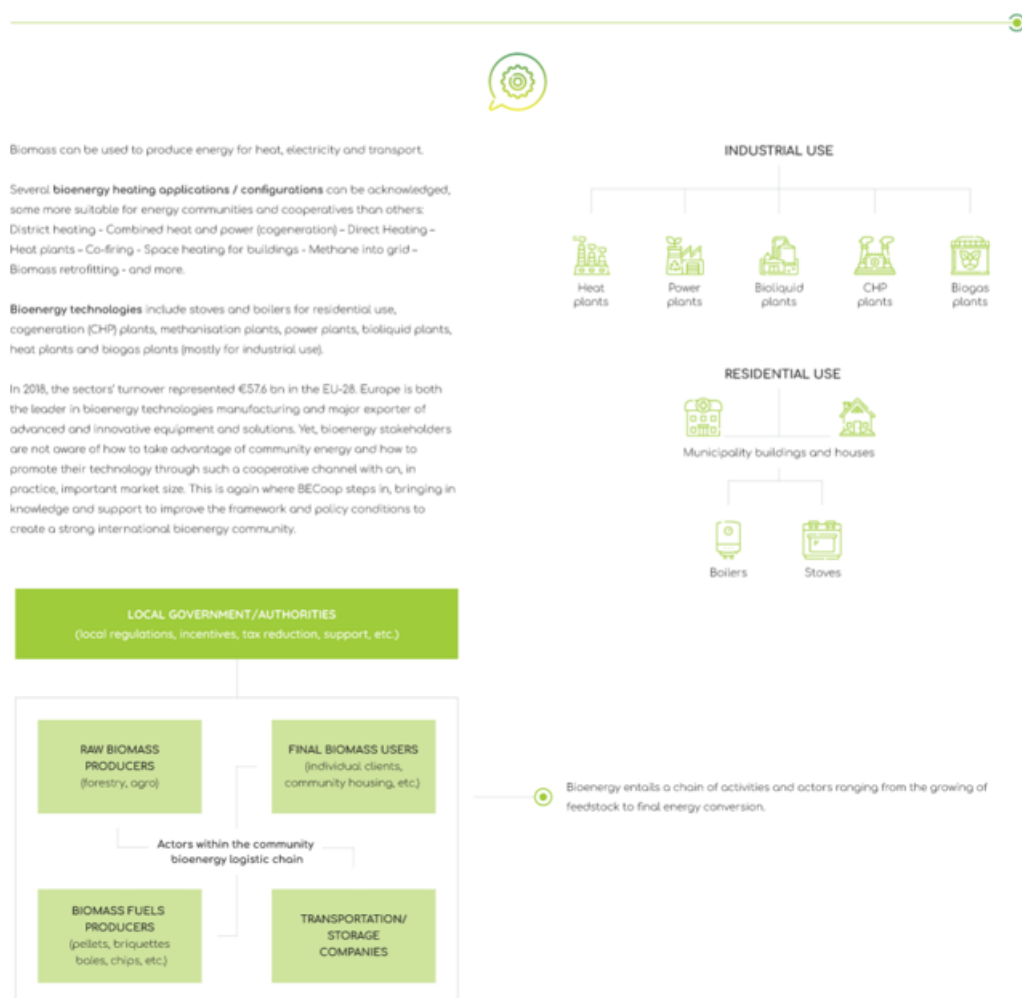
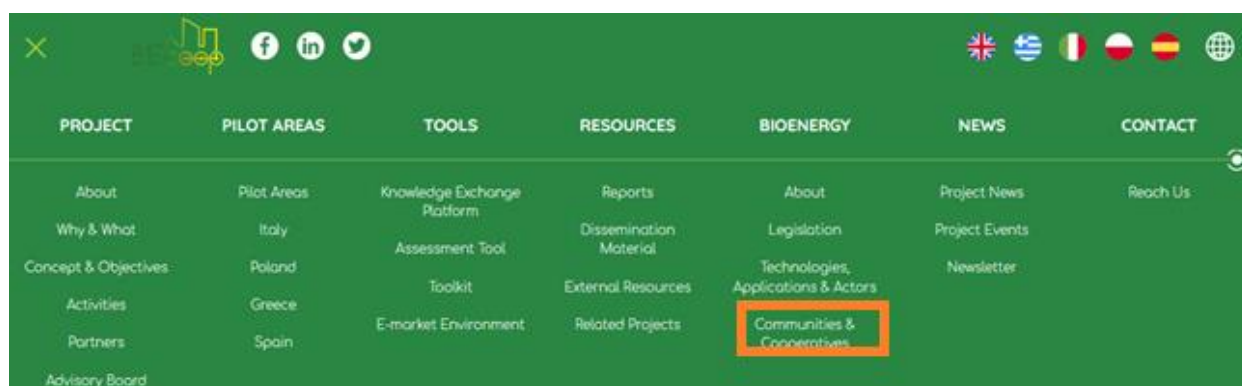


Figure 24. BECoop website – Bioenergy: Technologies, applications and actors page



COMMUNITIES & COOPERATIVES



BECoop aims at putting communities in charge of their local renewable (bio)energy generation: but what are communities?

Energy communities, also referred to as Citizens Energy Communities (CECs) are voluntary and open groups of neighbouring individuals cooperating with, as primary purpose, to provide environmental, economic or social community benefits to its members rather than to generate financial profits. CECs are recognized in the Clean Energy Package, as a key enabler to encourage the involvement of individuals in the electricity and heating sectors. They may engage in the generation, distribution, supply, consumption, aggregation, energy storage, energy efficiency services or charging services for electric vehicles or provide other energy services to their members or shareholders. Most often, the energy will come from renewable sources.

Communities include cooperatives, eco-villages, small-scale heating organisations and other projects led by citizen groups (JRC, 2020). Therefore, an energy community is not always a cooperative – BECoop will kick off by working on project definitions that will soon be available here.

There are over 3500 communities in Europe (BECoop MECISE, 2019). Germany, Denmark, the Netherlands and UK are EU's frontrunners in terms of number of communities registered.

WHY JOIN /PRODUCE ENERGY IN COMMUNITIES?

Going from a single household producing energy (prosuming) to a community is done for environmental and sustainability reasons, the desire to produce green electricity through local energy infrastructures, and a last driver is renewable peer to peer trading (PROSEU, 2020).

COMMUNITIES AND BIOENERGY

Communities producing heat through bioenergy are still scarce, barriers for the uptake of bioenergy technologies in the community energy field include the anticipated cost for establishing a bioenergy project, required project development effort and time, technical/business difficulties and limited awareness (benefits unknown). BECoop will strive to make all these barriers fall, empowering energy consumers to make informed decisions and become active prosumers acting as crowdsourcers and crowdfunders of the energy transition, ensuring transparent, safe and secure access to community energy and energy justice.

BECoop envisions a strong decentralised market with active energy communities, decreased costs of bioenergy heating technologies and continuously increasing numbers of active consumers.

Figure 25. BECoop website – Bioenergy: Communities and cooperatives page

3.5.7 BECoop news, events and newsletters

This section, continuously updated by IEECP with the support of partners, will provide the project's latest news and events, and allow to easily find in a single place past issues of our project newsletters.

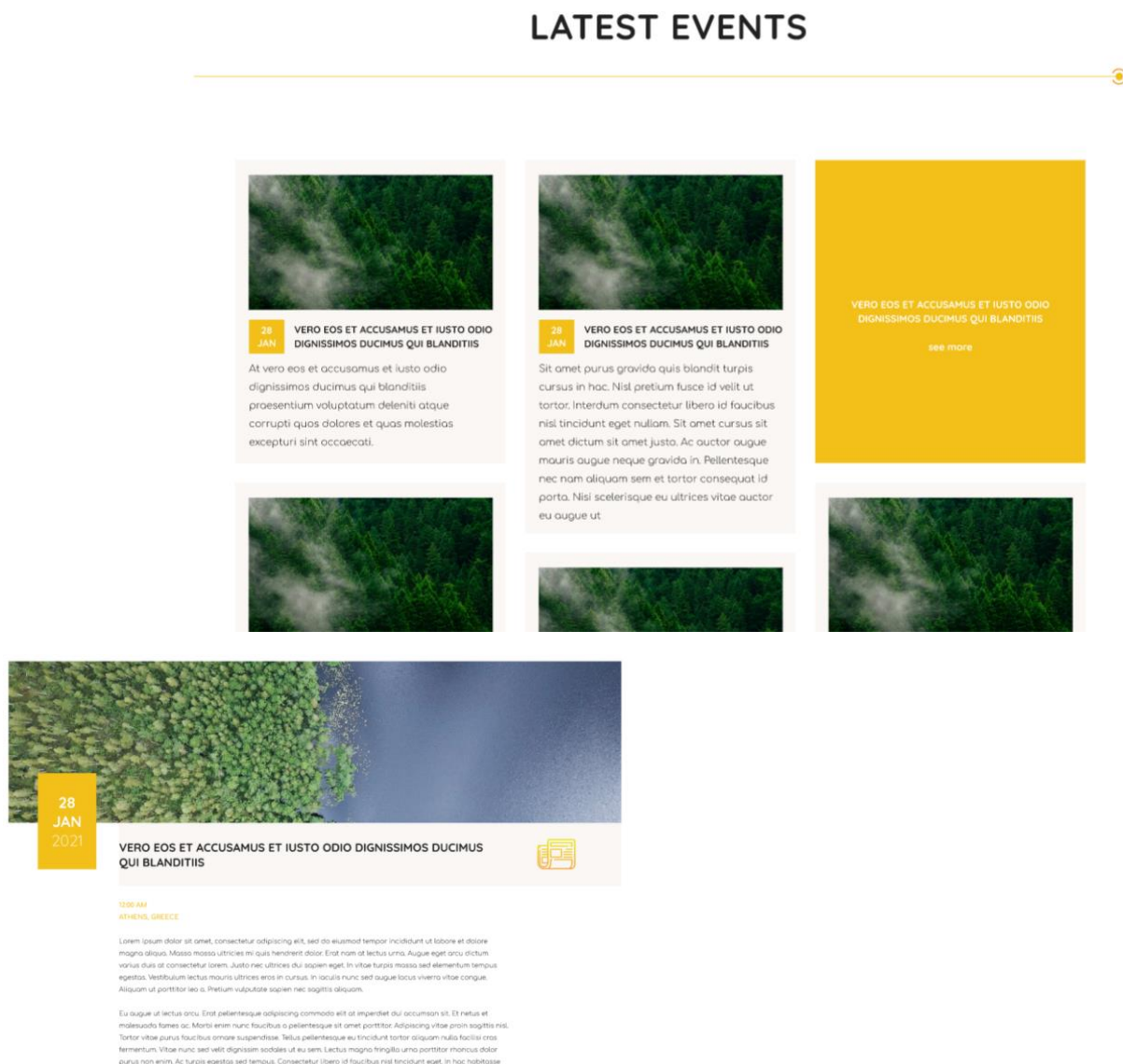


Figure 26. BECoop website - News and events pages


3.5.8 Contact

This section presents all necessary information to get in touch with the project and its representatives. In addition to the generic project email address, it lists the project coordination and management team (photos will be added at a later stage) and highlights additional administrative project information.

BECoop's social media accounts are included here again. As already mentioned, website visitors while browsing the BECoop website, will always be given the option - through a user-friendly form at the lower website's section - to register to the project's mailing list in order to receive project news twice per year through the BECoop newsletter.


REACH US

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DISSEMINATION MANAGER**
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IEECP

GENERAL CONTACT
contact@becoop-project.eu

ADMINISTRATIVE PROJECT INFORMATION

Call: H2020-LC-5C3-2020 - Building a low-carbon, climate resilient future: secure, clean and efficient Energy

Funding scheme: CSA - Coordination and Support Action




Grant agreement ID: 952930

Duration: 1 Nov. 2020 (M1) - 31 Oct. 2023 (M36)

Total budget: 2,999,375,00€

Project Coordinator: White Research (WR)

FOLLOW US

STAY IN TOUCH

Subscribe to our newsletter!

First name*

Last name*

Company*

Position*

Country*

E-mail*

☒ I give BECoop the consent to collect and process my data.

submit

Figure 27. BECoop website - Contact page

4 Conclusion

This report allowed digging into the digital and hard-copy BECoop dissemination material made available to partners to raise awareness about and present the project to external stakeholders.

The main aim of the document was to present the project identity, templates, poster, brochure and website, including their structure and screenshots.

The BECoop dissemination material aims at increasing the visibility of the project's activities and results, thus paving the road for their post-project deployment and uptake. Further material will be developed and will be come available in the upcoming months to always make sure that the key messages of BECoop are effectively conveyed to its target audiences.

A key take away is that all these are subject to evolutions, and the final versions will always be available on the project website. Information on the website is also provided in the DCP (D6.1) delivered in M3 that will be updated in M18.