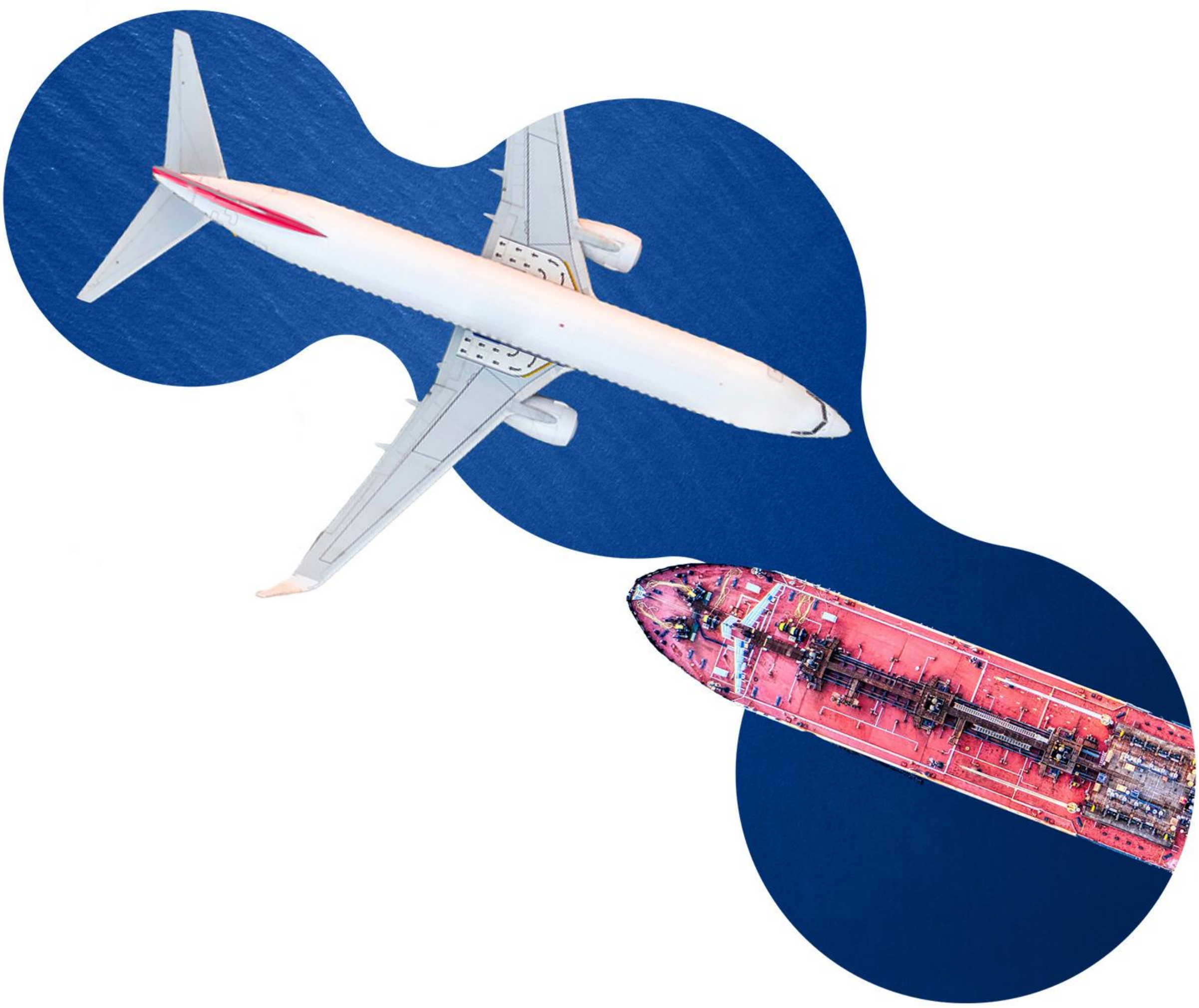
Ref. Ares(2024)701768 - 30/01/2024

D9.3
(Initial) plan for the Dissemination and Exploitation of Results (PDEC)



Document control sheet

Project	COCPIT - Scalable solutions optimisation and decision tool creation for low impact SAF production chain from lipid-rich microalgae strain
Grant Agreement n°	101122101
Call identifier	HORIZON-CL5-2022-D3-03
Type of action	HORIZON Research and Innovation Actions
Coordinator	IMT Atlantique
Work package n°	9
Work package title	Manage project, communicate, disseminate and exploit (phase 1)
Work package leader	IMT
Document title	D 9.3 - (Initial) plan for the Dissemination and Exploitation of Results (PDEC)
Dissemination level	PUB - Public
Lead beneficiary	ETA
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Review date	From January 9, 2024 until January 30, 2024
Due Date	January 31, 2024

Statement of Originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both. This project has used a standard methodology already developed in BECOOL project (Grant Agreement number: 744821), following EU recommendations. Ad hoc modifications were added to comply with the Grant Agreement conditions for COCPIT (Grant Agreement number: 101122101).

Disclaimer of warranties

This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement No. 101122101. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

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Executive Summary

This document represents the first and initial plan for the Dissemination and Exploitation of Results (PDEC) tools of the COCPIT project. The *D9.3 - (Initial) plan for the Dissemination and Exploitation of Results (PDEC)* defines the basis for implementing COCPIT dissemination and communication activities until month 24, when an updated plan will be produced (work package - WP10). This document presents an overview of COCPIT key objectives (KPOs - Key Project Objectives), introduces the targeted audience and the key messages, together with a complete kit of dissemination and communication tools and a set of key performance indicators (KPIs). Moreover, this report provides also a detailed schedule of activities that will be carried out in the period M1-M24.

1. Definition and objectives

COCPIT is a 4-year Horizon Europe Research and Innovation Action project started on 1st October 2023. It is coordinated by IMT Atlantique and has a consortium of 11 partners, from 6 different EU countries. COCPIT primary goal is to support the large-scale implementation of microalgae-based fuels for aviation and maritime sectors through an innovative and circular process, supplemented by a disruptive decision tool for biorefinery managers and designers.

The Dissemination and Communication Plan aims to delineate the long-term strategy to fulfill the following objectives:

1) **Raise awareness on COCPIT**, in order to expand the understanding of the project potentialities in terms of future impact on society at multiple levels (environmental, economic, social);
2) **Transfer knowledge** generated within the project and its outcomes to key stakeholders;
3) **Communicate** the contribution that COCPIT could provide in terms of replacing fossil fuels in aviation and maritime sectors, supporting the fulfilment of EU Green Deal goals;
4) **Collaborate and establish a strong network** with EU on-going sister projects, arranging and performing joint workshops and webinars, maximizing the project impacts.
5) **Build a post-project legacy** supporting scientifically, commercially and politically the exploitation of COCPIT's results both for consortium partners and third parties.

To ensure a clear understanding of the document, the following definitions[1] could be helpful:

- **Results**: concrete or abstract outputs deriving from action, including data, knowledge and information in any form or nature, regardless of whether they are eligible for protection;
- **Communication**: strategic and targeted measures to promote the action itself and its results to the wide audience, including media and citizens, possibly engaging in a two-way exchange. The goal is to reach the whole society and specifically a targeted audience, to show how EU funding contributes to tackling societal challenges;
- **Dissemination**: public disclosure of outcomes through proper tools, including scientific publications in any medium. Dissemination goal is to transfer the knowledge and its outcomes to an audience that may use them in their own work, with the aim to maximize their impact;
- **Exploitation**: applicative use of results for scientific, societal or economic purposes in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or providing a service, or in standardisation activities.

[1] Sources: *http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html; http://ec.europa.eu/research/participants/data/ref/h2020/other/events/2017-03-01/8_result-dissemination-exploitation.pdf*

This Dissemination and Communication (D&C) outlines the strategy to convey COCPIT results to the appropriate audience. The project outcomes will be disseminated through a combination of:

- Face-to-face and online events and webinars, fairs and scientific conferences (including the European Biomass Conference and Exhibition – EUBCE- and webinars);
- Factsheets, periodic newsletters, informational documents and demonstrations (both in-person and virtual)
- Peer-reviewed scientific publications;
- Networking with relevant entities and other EU-funded sister projects, online and in-person workshops to promote COCPIT activities;
- Social media and website will serve as the main primary online reference for COCPIT information.

This Dissemination plan covers the period from M1 to M12 of COCPIT's life span. Further versions will be published at M18. For the schedule of activities, please, refer to Table 5: Plan of activities M1-M24.

2. Key stakeholders and target audience

In Horizon Europe project key stakeholders include individuals, groups or organizations with interest or impacted by the project's aims, activities and results. They may include but they are not limited to:

- Researchers and academics engaged in the project, along with their respective institutions;
- Industries with potential commercial interests in the project's outcomes;
- Public authorities, policy makers, regulators responsible of the legal framework surrounding the project's activities;
- Civil society organizations and associations, including non-governmental organizations (NGOs), consumer groups and advocacy groups, focusing on the social or environmental impact of the project;
- End-users or beneficiaries of the project's results, including citizens and all the stakeholders who may benefit from the project's results.

The appropriate identification and engagement with key stakeholders during the project lifetime are essential to ensure their needs to be taken into account and that the project's outcomes obtain maximum impact. Effective stakeholder engagement can also amplify the support for the project and amplify the chances of successful implementation and uptake of its results.
The main categories of target audience addressed for COCPIT are shown in Table 1.
This initial list will be regularly updated as the project will establish its presence and develop its visibility, in order to reach the greatest audience possible and include the network that COCPIT will build during its lifetime.

Table 1: Main Stakeholders

Target group	Stakeholders	Tools to reach them
Fuel and biofuel suppliers or initiatives (BS)	Private fuel production companies, managers, biorefinery designers or initiative related to biofuels suppliers. Some examples: Fuels Europe Association, Concawe, Advanced Biofuels Coalition, TOTAL, ENI, REPSOL, NESTE.	Project events and workshops, in presence and online meetings, social media channels
Technology providers of microalgae-based biofuels production solution (TP)	Private companies providing advanced biofuels production solutions for microalgae culture and/or conversion processes. Some examples: Novozymes, Biopharma.	Exhibitions, fairs, workshops, media, articles and conferences, marketplace
Scientific Community (SC)	Leading researchers and scientists in biofuels production, process engineering, chemical engineering, modelling, etc.	Publications, scientific conferences, ad hoc workshops, marketplace
Policy Makers (PM)	Authorities and experts on regulatory and policy issues related to the use of SAF and other dense fuels sectors. For example: DG RTD, DG ENER, DG MOVE, EP ITRE Committee, DG JRC.	Project events and workshops, social media channels.
Transportation Sector, especially aviation and marine sector (TS)	Airlines companies, that are end-users of biofuels production, aviation regulatory authorities (e.g. ICAO, IATA, etc.), fuel providers (e.g. SkyNRG, etc.).	Project events and workshops, online and in presence meetings, social media channels.
Research Projects (RP)	Horizon Europe, Horizon 2020 and other European funding streams on addressing biofuel technologies. Some examples: TULIPS, BIO4A, STARGATE, HOLGA, TAKE-OFF, ALIGHT, FUELGAE.	Clustering activities and joint workshops, both in presence and online
Media (M)	Websites, YouTube, social media (LinkedIn, X), local TV and radio stations, newspapers, online blogs. Some examples: Biofuels Journal, Bioenergy International, Bioenergy Insight, Horizon Magazine, Euractiv.	Articles, press releases, news, posts, videos, infographics, advertisements
General Public (GP)	Schools, universities and citizens interested in understanding how the research led on biofuels can enhance their well-being and contribute to reducing the effects and impacts of climate change.	Social media, public events, publications, videos, websites.

3. Key messages

Horizon Europe projects need effective communication, that includes valid exchange of information between the project Consortium, key stakeholders and the wider audience. The purpose of this exchange is to amplify the understanding of project goals, processes and future outcomes and impacts. Indeed, effective communication is fundamental to assure active participation of stakeholders in the project's progresses and their contribution for its success.
In order to achieve the goal of an efficient communication, clear messages are necessary for a successful communication campaign, especially when dealing with technical topics, such as in COCPIT project. The overall mission of the campaign is to create curiosity and attractiveness about the project, generating the will of the audience to have more information about the project updates.
Table 2 - Key messages shows the key messages identified that will guide the communication activities, especially through the web site and social media channels.

Table 2: COCPIT key messages

Key messages	Target groups (as referred in *Table 1*)
COCPIT innovative solutions (especially circularity and the decision tool able to provide a "test before invest") will lead to reduce production costs	Fuel and biofuel suppliers or initiatives (BS), technology providers of microalgae-based biofuels production solution (TP)
Driving the exploitation and commercialization of new microalgae production, extraction and transformation technologies	Technology providers of microalgae-based biofuels production solution (TP)
Certifying a new sustainable aviation fuels (SAF) pathway via Hydrothermal Liquefaction (HTL), followed by hydrotreatment, allowing flexibility in choosing between SAF and shipping fuels and increasing the limit of blending	Scientific Community (SC), Fuel and biofuel suppliers or initiatives (BS), Transportation Sector, especially aviation and marine sector (TS), Media (M)
Advancing SOTA on SAF and Shipping fuels production from different feedstocks	Scientific Community (SC)
Supporting SAF and shipping fuels uptake through incentive policy fully compliant with technological innovations.	Policy Makers (PM)
COCPIT will allow greening transportation sector as it will provide drop-in solutions and will ensure a better understanding of SAF and shipping fuels	Transportation Sector, especially aviation and marine sector (TS)
COCPIT will ensure a definition of a joint roadmap for boosting SAF uptake	Research Projects (RP)
COCPIT impact will contribute to advance renewable energies and mitigate climate change emergency	Media (M), general public (GP)
COCPIT will decrease the environmental impacts related to transportation and it will contribute to reduce human health impacts connected to fossil fuels use	General Public (GP)

4. Dissemination and Communication tools

COCPIT visual identity includes the logos, fonts, color palette and graphic elements as well as project presentation, document and poster templates, leaflet and an explanation of the web-site structure.

The project logo consists in a series of bubbles disposed in a circular manner and the word "COCPIT". The bubbles arrangement refers to circularity, a fundamental concept of the COCPIT process, while their colors transition evokes the transformation of microalgae (green) in shipping and aviation fuels (blue as the sky and sea colors). The logos are available in multiple colors and on different backgrounds for all partners in the shared project area.

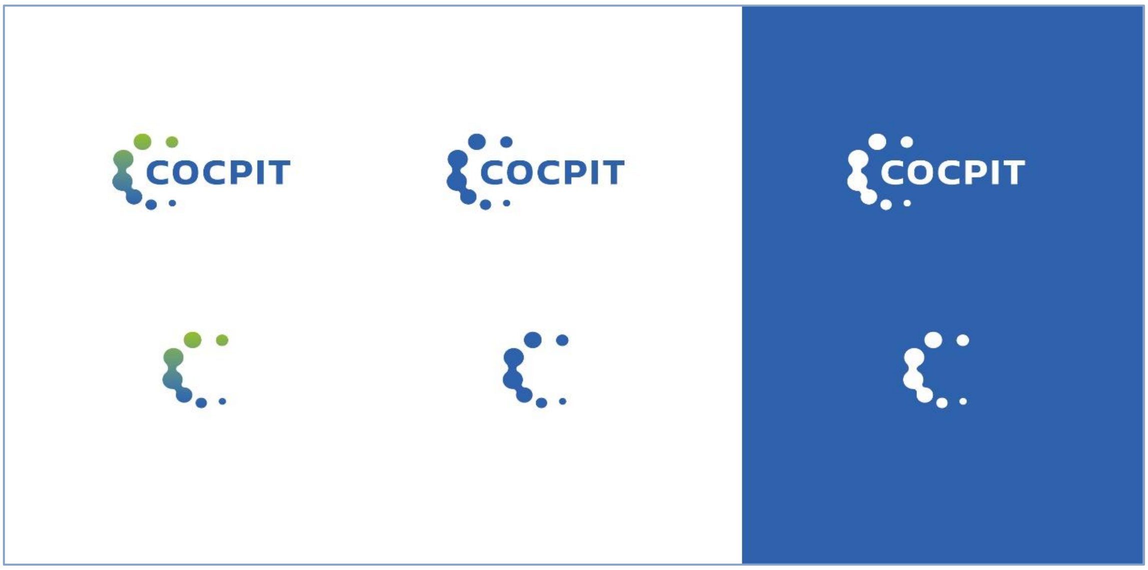

Figure 1 - Project logos on white screen (left and middle) and on blue screen (right)

Figure 2 - Colors codes and font details

The following images provide an overview of the **templates** developed by ETA that will be used for an effective dissemination and communication of the COCPIT project.

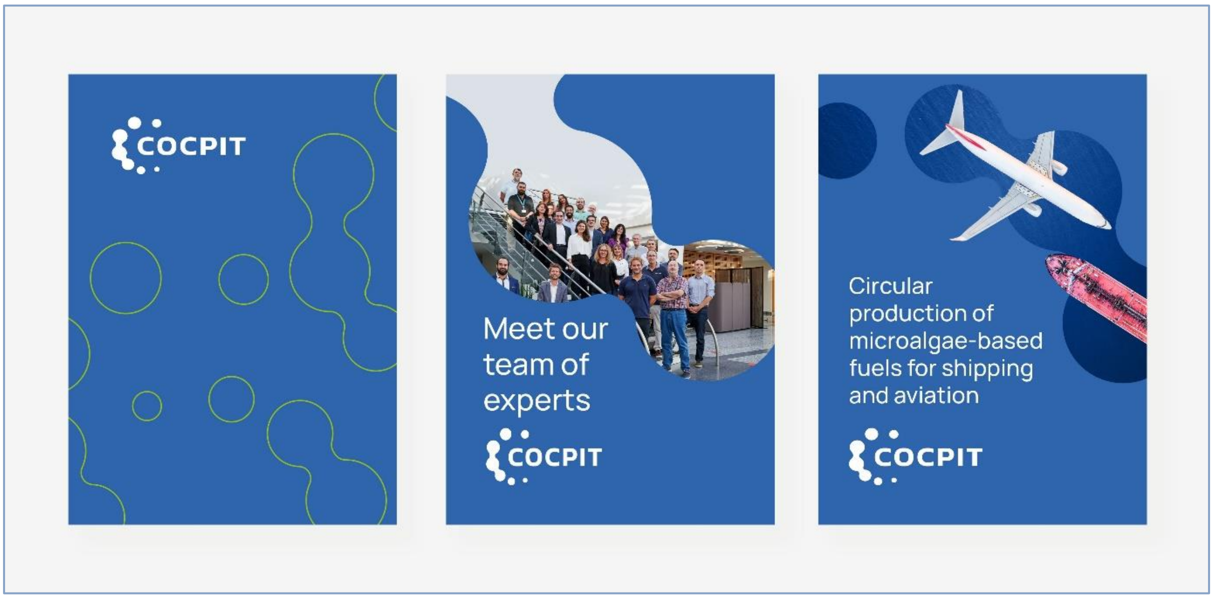

Figure 3 - Covers for publications

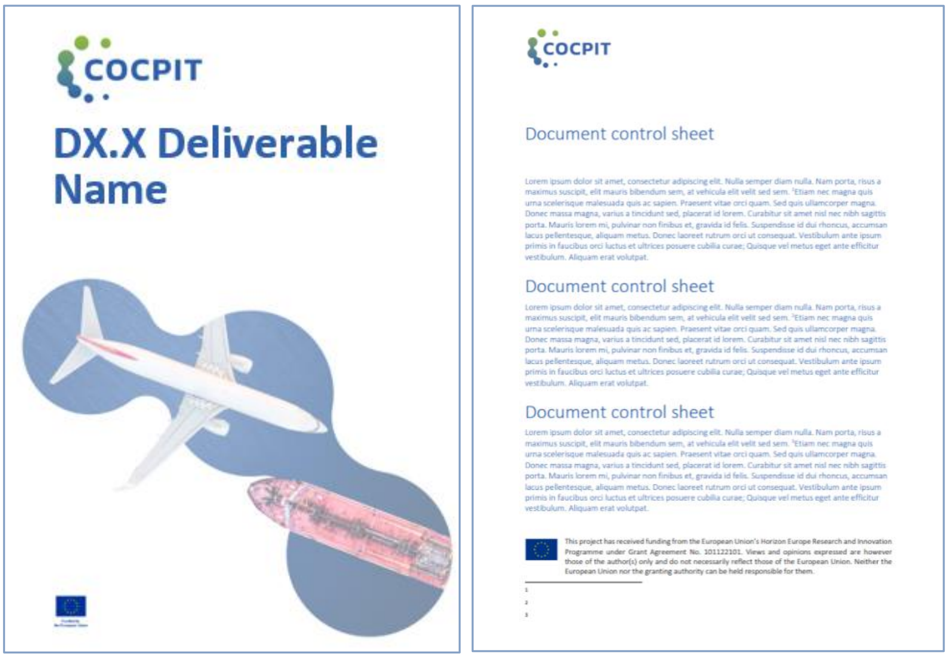

Figure 4 - COCPIT text document template

Figure 5 - COCPIT 4/3 slides presentation template

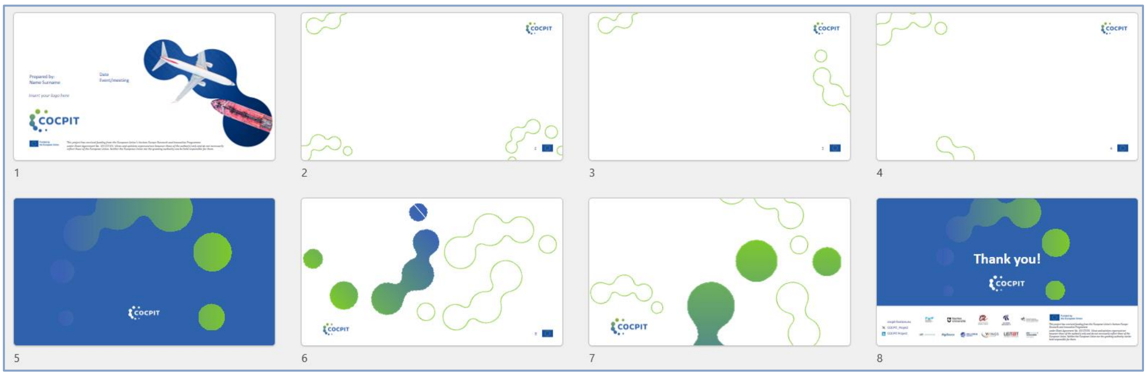

Figure 6 - COCPIT 16/9 slides presentation template

Figure 7 - COCPIT poster template

ETA developed a printable **digital leaflet** of the project, whose intent is to present the relevant points of COCPIT, including its general goals, the pillars on which it is based, the process scheme and the partners involved. The leaflet has been created to be displayed and distributed at conferences, fairs and in all applicable situations to raise awareness of COCPIT project.

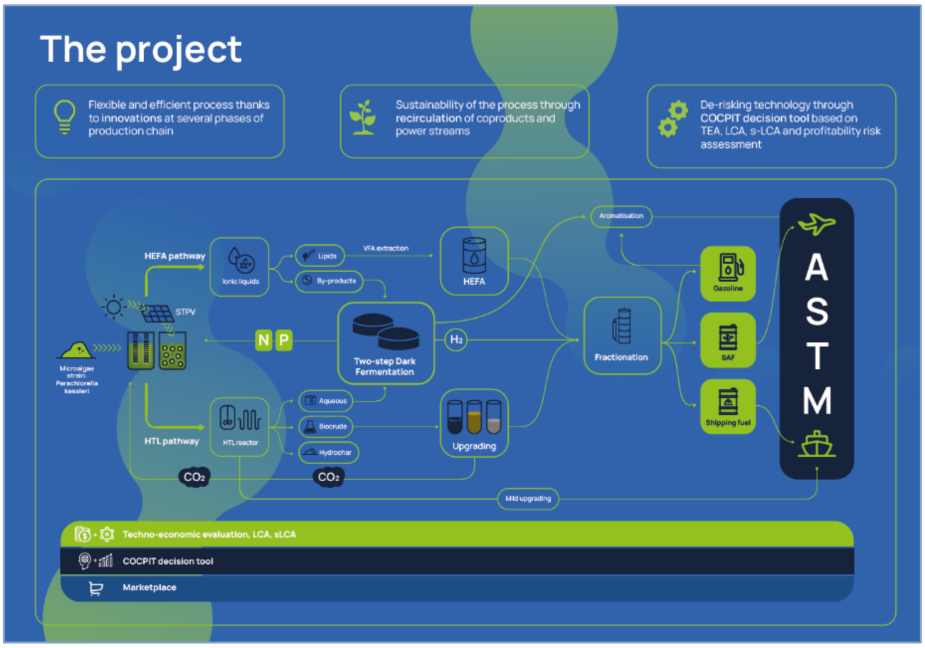

Figure 8 - COCPIT printable digital leaflet

COCPIT **website** has been launched at M3 and it is the main focal point of the project updates and social channels. The website can be accessed through this link: https://www.cocpit-horizon.eu/ and it is structured into the pages as follows: *Home*, *Project*, *Activities*, *Partners*, *Resources* and *Updates*.

Figure 9 - Screenshot of COCPIT website Home page (https://www.cocpit-horizon.eu/)

5. Strategy for dissemination and communication

Following COCPIT's visual identity (described in D9.2 released at M3) and the launch of the project's website and social networks (LinkedIn page and X account launched at M3), dissemination and communication (D&C) activities will aim to raise awareness on the project activities and its potentialities to achieve societal challenges and the EU Green Deal goals.

Dissemination and communication strategy will be carried out both online and in-person, through specific events, workshops, webinars and publications, to reach the greatest audience possible and maximize COCPIT's impacts. As the project proceeds and partners release the results, these will be properly disseminated to key stakeholders through the most appropriate tools and channels.

Table 3 shows the preliminary COCPIT D&C measures to achieve the proper audience.

Table 3: COCPIT D&C tools and means

Tool	Means	Targeted audience (as referred in *Table 1*)
Website	Principal reference point and repository for project info, goals, results, news and activities	S, SC, TP, TS, PM, RP, M, GP
Social media	Reach out different target groups and promote the project through LinkedIn page and X account	GP, M, TP, BS
Webinars and conferences	Transfer knowledge to stakeholders, reaching the greatest audience possible	SC, BS, TP, PM, RP
Networking	Clustering activities with stakeholders, relevant initiatives and similar projects	SC, BS, TP, PM, RP
Workshops	Open workshops in order to reach the greatest audience possible	SC, BS, TP, PM, RP
Publications	Digital info sheets and social media cards, newsletters, etc. Publications in high impact international scientific conferences on bio-based energy, sustainable transition, clean energy, etc. Articles in biofuels and SAF magazines.	SC, BS, TP, RP, TS
Presentations	Plenary, oral and/or poster presentations to scientists, companies, etc.	SC, BS, TP, PM, RP
e-newsletter	Newsletter summarizing all activities related to COCPIT every 6 months	BS, SC, TP, TS, PM, RP, M, GP
Handbook	Compilation of scenarios publicly available and free to be downloaded	BS, SC, TP, TS
Promotional material	Digital and hard-copy forms of posters and leaflets	BS, SC, TP, TS, PM, RP, M, GP
Videos	Videos with project information, demonstrators and interviews	BS, SC, TP, TS, PM, RP, M, GP
Visits to schools	Visit of at least one school per partner	GP, M
New marketplace	Integration of COCPIT assets (including COCPIT decision tool) in a new comprehensive marketplace, able to include gather a wide range of technological solutions, equipment and skills.	TP, BS, SC, TS, M

6. Timeline and plan of activities

Dissemination and communication activities during the first 12 months will focus mainly on **raising awareness** and curiosity about the project and its ambition and connecting with the main stakeholders. This goal will be pursued with an up-to-date dissemination of the early outcomes and activities of the project, mainly though the project social media and website, as well as participation in conferences, scientific publications, along with workshops, webinars and factsheets for policy-makers.

During the period from M12 to M28, as several project results will start to flow in, the D&C activities will focus more on **transferring the knowledge** between the project partners and the key stakeholders, as well as keeping high the awareness about the project and building consensus and interest on large-scale. In the time frame from M28 to M40, D&C activities will be aimed at transferring the final result, communicating the main achievements of the project, and also facilitating their **replication**, together with consolidate synergies with relevant EU initiatives and execute the results exploitation. After the end of the project, dissemination and communication will continue to play their role to **build** the long- term **impacts** of the projects, maintaining the website and following up with exploitation by key stakeholders.

Table 4: COCPIT D&C timeline

M1-M18	M19-M36	M37-M48	>M48
Raise awareness	Transfer Knowledge	Replicate	Build impacts
Build and launch project's D&C tools	Disseminate first results to key stakeholders	Communicate project's outcomes	Maintain website
Launch and regular update of website and social-media	Engage with stakeholders to address information gaps	Disseminate and demonstrate achievements	Continue presenting project results and promoting achievements
Map stakeholders	Communicate in order to construct consensus on the societal benefits (economic growth, jobs creation, environment preservation)	Plan and execute exploitation of project results	Publish OA results
Setup and start Stakeholders Advisory Groups	Newsletter update at least at M24, M30 and M36	Enhance synergies and liaisons with relevant EU initiatives	Follow up with exploitation to uptake KERs
Communicate project goals and activities with social media updates and campaigns	Preparation of marketplace framework, technical categories and asset type	Newsletter update at least at M42 and M48	
Presentation at EU project events and conferences		Set up on an industrial stakeholders' platform of the new comprehensive marketplace at M45	
Newsletter update at least at M6, M12, M18		Innovative solutions developed under COCPIT posted in the new marketplace between M45 and M48	
Clustering activities with similar EU-funded projects (joint workshops, cross interviews, social media synergies)			

The initial schedule of D&C activities during the period M1 to M24 has been outlined as follow. The present plan will be adjusted based on the project outcomes and the evolving needs that will arise from the activities of COCPIT's partners.
The first months (M4-M18) will be focused on spreading news about the existence of COCPIT, the innovative possibilities of its production process and the future applications and positive impacts.
In the first 24 months, COCPIT project includes several public deliverables:

- *D1.1 -Scenario definition* at M8;
- *D2.3- Initial results of lipid and protein extraction using IL-based approaches at M18;*
- *D3.2-First draft of reactor based on kinetics and feed characteristics from literature and campaigns led on different continuous HTL systems* at M18;
- *D6.1 - DF optimization for H2 production and CO2 recovery from DF and HTL* at M18;
- *D8.1 - Market trends analysis at M18.*

Following the release of the deliverables, ETA Florence will focus the dissemination of the outcomes presented in these documents publishing articles, organizing webinars and facilitating participation of project partners in conference and workshops.

Table 5: Plan of activities M1-M24

Activity	Planned Period
Design visual identity and dissemination tools	M4
Launch of website and social media	M4
1st project press release	M4
Social media campaign to raise project awareness and connect to stakeholders	M4-M18
1st project newsletter	M6-M8
First joint online introductory webinar with similar research project (topic to be discussed)	M7-M12
2nd project newsletter	M12-M14
Project info session and partner presentations at European Biomass Conference and Exhibition	M9
3rd project newsletter	M18-M20
Second webinar (topic to be discussed)	M24

The above-mentioned activities will cover the period until M24, when an updated version of this D&C Plan will be released, presenting the strategy for the subsequent period.

Table 6 presents a preliminary plan of the primary topics that will be communicated and disseminated together with the appropriate channels of communication for each topic and respective targeted audiences. *Table 6* below constitutes a non-exhaustive list.

Table 6: Preliminary plan of expected main project outputs relevant for D&C

Period	Topic	D&C channels									Audience
		Website & social	News-letter	Fact-sheets	Video	Slide presenta-tion	Webi-nar/events	Article	Paper	Press release	
M1-M18	Scenarios definition (WP1)	1 post	1	1	1	1					BS, TP, GP
	Batch reactor experimental campaign (WP3)	1 post		1	1		1	1			BS, TP, GP, SC
	Initial results of lipid and protein extraction using IL-based approaches (WP2)	1 post		1	1		1				BS, TP, GP, SC
	First draft of reactor based on kinetics and feed characteristics from literature and campaigns led on different continuous hydro-thermal liquefaction (HTL) systems (WP3)	1 post			1						BS, TP, GP, SC
	DF optimisation for H_2 production and CO_2 recovery from dark fermentation and hydro-thermal liquefaction (HTL) (WP6)	1 post	1		1			1	1		BS, TP, GP, SC
	Market trends analysis (WP8)	1 post	1	1	1	1	1			1	POL, BS, TP, GP, RP, M, GP
M19-M36	Mild and full hydro-processing of algal bi-ocrude (WP4)	1 post		1	1		1	1			BS, TP, GP, SC
	Coupling 10 m^2 Solar Thermal Photovoltaic (STPV) and Photobioreactor (PBR)technologies to improve micro-algae production (WP4)	1 post	1	1	1	1	1	1			BS, TP, GP, SC
	Final version of hydro-thermal liquefaction (HTL) continuous reactor (WP2)	1 post	1		1	1	1			1	BS, TP, GP, SC

	Assay of the produced fuels according to international standards (WP4)	1 post	1		1	1				1	TS, PM, GP, M, TP
	Volatile fatty acids (VFA) extraction and aromatization, AP recirculation and nutrients recovery (WP6)	1 post			1			1	1		BS, TP, GP, SC
M37-M48	Validation of production, transformation, extraction technologies under realistic conditions (WP5)	1 post	1	2	1	1	1	1	1	1	BS, TP, GP, SC, TS
	Recommendations for circular integration of microalgal and transformation processes in an industrial context (WP6)	1 post	1	1	1	1	1	1	1	1	BS, TP, GP, SC
	Sustainability assessment and indicators (WP7)	1 post	1	1	1		1	1			POL, BS, TP, GP, RP, M, GP, SC, RP
	Probability risk assessment tool (WP8)	1 post			1	1	1			1	POL, BS, TP, GP, RP, M, GP, SC
	Best practices Handbook and COCPIT SAF opportunities analysis (WP8)	1 post	1		1	1		1		1	POL, BS, TP, GP, RP, M, GP, SC
	Final Dissemination and Exploitation of Results report	1 post									GP, M, RP
Beyond M48	Project results and achievements promotion	1 post					1				FED, TEC-IND, END, SCI, POL, GA

7. Intellectual property management

An active Intellectual Property Rights (IPR) strategy has been implemented, as COCPIT foresees the development of at least 13 Key Exploitable Results (KERs) that could be exploited individually or collectively.
Regular Consortium exploitation workshops will be held (at least at M18-M36) so that the partners can discuss the project's innovations and further elaborate the pathways to ensure the protection of IPRs and the use of the results.
The exploitation efforts, coordinated by Algo Source in WP9 and WP10, support the definition of IPR strategies for each KER and protection of the foreground. In particular:

- **Patent search:** A patent search conducted during the state-of-the-art has shown that no patent, related to the specific technologies proposed in COCPIT, is held outside the consortium. This demonstrates that there are no IP constraints in exploiting the project innovations, creating huge opportunities for consortium partners.
- **Knowledge management and protection:** To ensure that all new knowledge and IP generated by the COCPIT project are managed correctly and adequately protected, the consortium will develop a reliable and robust policy for produced IP protection, including mechanisms for the policing and defence of patents and other IPR in case of any suspected infringement.
- **IPR management** assigns ownership over any IP results to the partner carrying out the work leading to such IP. If any result is created jointly by multiple partners, such work will be jointly owned by all contributing partners.

A Consortium Agreement (CA) has been signed in order to define the key points necessary to ensure the best possible management. In this document the pre-existing background of partners has been identified and it has been properly written to let partners carry out their project work whenever it is dependent on the transfer of knowledge from other partners, whether this is foreground or background knowledge.
The CA aims to protect the legitimate IP interests of all partners by explicitly limiting the rights to background knowledge and, where required, even limiting the rights regarding the project's end results when there is no need-to-know or need-to-use.
A list of patents at the partners' disposal for the project's duration will be included. Where possible, participants will apply for patents. Each participant is responsible for filing patents when appropriate.
If a patent is constructed based on overlapping know-how of several participants, they will proportionally share patent ownership and applying costs. COCPIT consortium supports open access of scientific publications and will take all necessary actions to ensure free access to peer-reviewed articles of the project. Any scientific publication will be compliant with the above IPR strategy and will avoid any possible sensitive information disclosure

8. Conclusions

The present D&C Plan has been developed to help the project in having the greatest impact possible. An updated plan will be released at M24.