D2.1

Communication and dissemination plan

30.6.2015
About greenGain project

The greenGain project is looking for solutions to increase energy use of biomass feedstock coming from landscape conservation and maintenance works in the public interest. The main target groups are regional and local players, who are responsible for maintenance and conservation work and for the biomass residue management in their regions. Moreover, the focus will be on service providers - including farmers and forest owners, their associations, NGOs and energy providers and consumers.

The three year project which started on January 2015 is supported by the Horizon 2020, European program to foster research and innovative solutions in the EU. The project is gathering partners and researchers from Germany, Italy, Spain and Czech Republic. Researchers will map biomass potential coming from landscape conservation and maintenance work, various technological options to utilise it, identify possible obstacles and provide recommendations to a wide range of stakeholders in the EU 28.

Project coordinator

Project partners
About this document

This report corresponds to D2.1 of greenGain. It has been prepared by:

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<tr>
<td>Editor</td>
<td></td>
</tr>
<tr>
<td>Authors</td>
<td>Jan Doležal, Jan Habart, Jana Žůrková</td>
</tr>
<tr>
<td>Quality reviewer</td>
<td>Marie Bergmann</td>
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Summary

The greenGain project responds to a growing pressure for sustainable supply of biomass feedstock which would help to meet European energy targets. It is looking for solutions to increase energy use of biomass feedstock coming from landscape conservation and maintenance works performed in the public interest. The project involves following partners from four EU countries:

- FNR (Agency for Renewable Resources), Germany
- COALS (Chamber of Agriculture Lower Saxony), Germany
- SYNCOM (SYNCOM Research and Development Consulting GmbH), Germany
- CIRCE (Research Centre for Energy Resources and Consumption), Spain
- OMEZYMA (Local Action Group - Bajo Aragón-Matarraña), Spain
- CZ Biom (Czech Biomass Association), Czech Republic
- SOGESCA (SOGESCA srl), Italy
- CM-ACT (Mountain Community - Association of Trasimeno Municipalities - Middle Tiber), Italy

The greenGain communication and dissemination plan, designed by the responsible partner for dissemination activities and the lead of Work Package 2 - CZ Biom (Czech Biomass Association), should foster both: finding best possible ways of spreading knowledge on the topic of energy use of biomass from public green maintenance within various target groups in EU28 member states and smooth internal cooperation among the project partners.
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List of Abbreviations

LCMW     Landscape Conservation and Maintenance Work carried out in the Public Interest
ICG      Internal Coordination Group
WP       Work Package
C&D Plan Communication and Dissemination Plan

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1. Strategic overview

The communication activities within the greenGain project strive for raising awareness of the topic among the wider public, establishing contact with the key target groups, getting them involved and interested in the activities of greenGain or even promoting their active participation in the project by implementing the results. The communication strategies and tools are predetermined by the nature of the target groups of the project, which involve “mainly regional and local players, who are responsible for maintenance and conservation work and for the biomass residue management in their regions. Moreover, the focus will be on service providers - including farmers and forest owners, their associations, NGOs and energy providers and consumers”. Above that, the project outcomes and actions should target wide range of players in the EU. The dissemination of results is also crucial part of the project and is addressed in this plan.

In this document, the communication and dissemination activities are divided, but we should keep in mind that it is not possible to identify the clear-cut line between communication and dissemination as they often go hand in hand. For our purposes, communication activities are considered as actions in a more general sense, which ensure raising public knowledge about the project existence, its activities and aims. Dissemination is defined as public disclosure of results by any appropriate means. It can be said that the dissemination are more specific and focus on how the concrete results will be spread. Both communication and dissemination are crucial for the project, they have to take place on regular basis and to be performed by all project partners.

The C&D plan offers a brief analysis of challenges and important aspects of greenGain project communication activities. Subsequently it follows up the two levels of communication. Firstly, ways of external communication are discussed, which should lead to effective transmission of greenGain project objectives and results to public. Secondly, it deals with the issue of internal communication among project partners which is crucial for keeping the project parts consistent as a whole and thus ensuring the proper delivery of project results. In the last part, the ways of dissemination of results are described.
2. Analysis

2.1. Preconditions for communication in partner countries

The knowledge, awareness and perception of the renewable energy sector differ in each country. Firstly it is important to find out in what context and general atmosphere the project objectives and results will be communicated. As for the general situation in the EU, the project comes into action in the context of the 20/20/20 targets for climate protection decided in 2008 by the European Community. In 2012, biomass had a share of 70% of the renewable primary energy consumption in the EU 27. In the Table 1 you can find some hints on the concrete situation of the sector in partner countries.

Table 1: Situation of renewable energy sector and LCMW biomass in partner countries

<table>
<thead>
<tr>
<th>Czech Republic</th>
<th>In the Czech Republic, the share of renewable energy on final consumption has been 11,2 % in 2012. The renewable energy sources share of 13 % (on the final energy consumption) by 2020 according to EU legislation is very likely to be achieved. Biomass is the main source of renewable energy with 85% share (solid biomass, biogas, biofuels). Renewable energy is in Czech Republic supported through either a guaranteed feed-in tariff or a green bonus paid on top of the market price. Major legislation has been accepted in 2014 which made separation of biological waste obligatory for municipalities from April 2015.</th>
</tr>
</thead>
<tbody>
<tr>
<td>LCMW Biomass</td>
<td>There is not a comprehensive research available on the potential of this biomass source. Generally the feedstock is either left on the ground or utilised in composting plants, power plants or biogas stations.</td>
</tr>
<tr>
<td>Germany</td>
<td>In Germany renewable raw materials grew on about 2.3 million hectares in 2014. That’s about one-fifth of the German arable land. Today, at approx. 66%, biomass is making a crucial contribution to the provision of energy from renewable resources in Germany. In 2012, biogas’ share in electricity production from biomass was around 50.2%. In relation to renewable energies as a whole the share of biogas was 15.1% of electricity generation, and 7.8% of the supply of heat. At present, the most important bioenergy source is wood in Germany. Every fourth German household is heated using wood. Each year, around 34 million cubic metres of wood are burned for heating, in the form of firewood, wood chips, pellets and briquettes, in a total of approx. 16 million domestic fire units. The most significant wood based fuel is firewood from the forest, at over 22 million cubic metres. Yet wood from one’s own garden or from landscape conservation and maintenance work also merits mention, as do untreated used wood, remnants of logs from saw-mills, wooden briquettes and wood chips sourced from forest wood.</td>
</tr>
<tr>
<td>LCMW biomass in model regions</td>
<td>For Rotenburg (Wümme) County the volume of woody biomass from hedgerow maintenance at roadside (municipal and county roads) is estimated at 6.000 t dry matter annually. From private hedgerows (field boundaries etc) appr. The same amount can be added. The estimate for roads under maintenance of the Federal State and the Federal Republic of Germany (e.g. motorways) is</td>
</tr>
</tbody>
</table>
appr. 1,000 t dry matter annually. Biomass from landscape maintenance on protected moorland is would amount to appr. 2,000 t p.a.

For Friesland, a potential of 3,200 t dry matter can be retrieved from maintenance of hedgerows on walls (nature protected). All figures refer to the biological potential and may be reduced according to the state-of-art of technology and related cost-price ratio.

**Spain**

**Renewable energies in Spain** contributed in 2013 to the share of renewable energies with 14.2%, biomass, wind energy and solar energy being the most relevant sources. Biomass is expected to contribute in 2020 in the energy share with a 5%. Among the different biomass resources, solid biomass is expected to be the main resource, with more than 60% of the biomass objective.

**LCMW biomass** is not considered as an energy resource in the national renewable energy action plan (NREAP) in Spain. The resources of solid biomass considered relevant in the NREAP are agricultural and forestry residues, primary forestry biomass and energy crops. LCMW is not considered, neither from natural nor forestry areas, nor from maintenance of infrastructures. The state of biomass utilization from LCMWs is currently underdeveloped in Spain. It usually constraints to obtaining large biomass amounts when natural disasters damage important forest areas. Also in some cases due to the cleaning operations after river floods or road-side cleaning, a certain amount of biomass is produced and part of this wood is utilized, but not as result of a planned policy or a territorial strategy, but as an intuitive identification of potential profit between local private and public actors, leading to bilateral temporary commercial relations.

**Framework of Biomass sector**

The path towards this penetration is marked with relevant increments from 2011 to 2020 from solid biomass for electricity (>1,000 ktep of solid biomass) and heat (>800 ktep), from biogas (>200 ktep of biogas) and biofuels of first generation (>600 ktep). The situation during the period 2011-2015 has changed and Spain partially deviated from objectives. The annual targets for biofuels have been reduced in 2014. Neither biogas, nor solid biomass power generation are proceeding as planned. Feed-in tariff mechanisms underwent a moratorium in early 2012 to temporary safeguard the annual deficit of the electricity market. From then on new regulation came into force in 2014, decreasing the economic expectations for new investments in green-energy. This fact together with the unstable climate for investments in renewable energy sources, have practically stopped growth of the renewable energy share. Solid biomass for heat, on the contrary, is growing as result of its competitiveness. Even though fossil fuels price decay in 2015, the market is developing gradually.

**Renewable energies in Bajo Aragón and Matarraña** counties are present mainly in scattered decentralised production units integrated in households, small agricultural exploitations and in some industries. There is not a strategic plan for renewable energies, even though the administrative bodies would like to implement some strategies, being the network for natural development a crucial actor. Biomass is principally exploited as firewood in households. There is relevant forestry exploitation in the area addressing wood industry demands. Firewood exploitation in public forest masses are subject of annual quotas. This is a right allowing municipality inhabitants to collect firewood, mainly for self-consumption. Private forests are also object of this particular exploitation.

With respect of the utilization of biomass from Land Conservation and Management works, the main source is forestry biomass from natural disasters and from creating and/or cleaning road auxiliary belts. Natural disasters like strong storms or fires cause damages in large areas of forest. This biomass has to be withdrawn from the forest ecosystems. When auxiliary belts are opened Pinus halepensis and/or Querqus spp. wood is obtained as firewood, whereas the rest is usually shredded as soil green coverage. Currently the integrated chipping of the residues is displacing the former practices.
Other conservation and maintenance works in Bajo Aragón and Matarraña counties which may be of relevance for biomass production are riverside cleaning, maintenance of forestry firewalls and recreational areas, cleaning of shrub and forest vegetation invading former agricultural fields in ravine zones, paths cleaning and elimination of invasive species.

**Other resources**

Straw from annual crops is not playing a role as energy feedstock in the Bajo Aragón and Matarraña. In contrast stem-wood and thick branches from olive, almond and fruit tree plantations are usually obtained and locally commercialised for firewood. There is a biogas plant in the pig slurry treatment plant of Peñarroya de Tastavins. This plant is designed for the reduction and stabilisation of nitrogen to mineralised fractions (nitrification/denitrification process) with a biogas production unit as queue process. The biogas production is not in total operation in mid of year 2015. Other twin pig slurry treatment plant is sited in Valderrobres. A queue biogas unit is planned to be installed in next future.

As it is shown by the previous descriptions from partner countries in Table 1, the starting point for the greenGain project slightly differs in each of them. The LCMW feedstock potential is poorly used or not used at all in Czech Republic and Spain, at least not in a way which would be managed by some general measures or guidelines. When the LCMW feedstock is used, it is mostly in unorganised way with motivation of private benefit for involved actors or companies. Apparently, this is exactly the spot for actions of greenGain. The LCMW feedstock in Germany is much better described and the potential can be therefore assessed more concretely with possibility of easier establishing of new value chains. But it is stated clearly, that in all countries, biomass has prominent contribution to the renewable energy production and is also widely used in households, which means that the project could raise their interest as representatives of general public.

The Table 2 points out some difficulties which can generally occur during the communication activities and offers possibilities of facing them.

**Table 2: Challenges of the communication of the project and ways of meeting them**

<table>
<thead>
<tr>
<th>Challenges of the communication</th>
<th>Response</th>
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<tbody>
<tr>
<td>Public perception, doubts and resistance</td>
<td>Define controversial and sensitive fields in given sector, try to discuss them, complete and specify the information on the topic</td>
</tr>
<tr>
<td>Reaching different target groups (general public, companies, research and administrative authorities etc.)</td>
<td>Make profiles of the groups, define their needs and interests, define the groups which are the most and least accessible, choose the best communication channels</td>
</tr>
<tr>
<td>Differences between partner countries</td>
<td>Find out the general perception on given topic in the country/region, choose the convenient messages and tools for communication - also with regards to the media landscape of the country and use of non-media channels by different groups of audience</td>
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### 2.2. SWOT Analysis of the topic of LCMW biomass energy use

<table>
<thead>
<tr>
<th><strong>Strengths</strong></th>
<th><strong>Weaknesses</strong></th>
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<tbody>
<tr>
<td>Biomass which is obtained as a by-product of landscape conservation and maintenance work, not from energy crops</td>
<td>Scattered occurrence of the biomass, distribution in time, heterogeneity and quality of the materials, difficult access, transport distances too long for local producer to use it in economical way (in some cases)</td>
</tr>
<tr>
<td>LCMW biomass represents a source of bioenergy which does not compete with food production (on water, land etc.)</td>
<td>Local actors and public communities have limited resources and seem not to favour energy applications</td>
</tr>
<tr>
<td>Mapping of the potential and the status-quo in EU can help modelling and developing of new utilisation pathways</td>
<td>Insufficient information on total amounts and type of feedstock, location, year round supply, logistical properties and bio-energy demands which hampers implementation</td>
</tr>
<tr>
<td>New attractive topic for media in the field of sustainable supply of biomass for energy sector</td>
<td></td>
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<tr>
<th><strong>Opportunities</strong></th>
<th><strong>Threats</strong></th>
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<tbody>
<tr>
<td>LCMW biomass is currently not used or underused, which provides space for unlocking its potential</td>
<td>Lack of interest and cooperation by local actors</td>
</tr>
<tr>
<td>The market price of biomass is growing due to the increase of demand, which makes utilising of the LCMW biomass an interesting opportunity</td>
<td>Social, economic and policy constraints can be too extensive and can disable creating viable value chains for LCMW feedstock</td>
</tr>
<tr>
<td>The LCMW have to be performed in any case and the economic revenue obtained from the energy use allows to partially pay for the extraction operations</td>
<td>The extent of local specifics within the processing of LCMW feedstock will disable application of the models in other regions</td>
</tr>
<tr>
<td>For some European regions, data on LCMW biomass from previous actions are available, which can be extended or can serve as an example</td>
<td>Potential interest of the stakeholders will not be transformed into concrete improvements (e.g. more efficient management of the feedstock)</td>
</tr>
</tbody>
</table>
3. External communication

In order to ensure an effective external communication, the objectives of the communication have to be identified first. To reach these objectives, the target audience has to be precisely defined and characterised. When the objectives and target audience are specified, key messages, strategies and communication tools can be named.

3.1. Objectives of the communication

The main objectives of the greenGain communication activities result from the objectives of greenGain project and have following focal points:

- Raising awareness on the use of currently underexploited biomass and its handling as a sustainable source of bioenergy
- Sharing information which serve as knowledge base for promoting increase of energy use of LCMW biomass and fostering exchange of good practice

3.2. Target audience

Target audience of communication activities involves two main groups - the general public and project stakeholders. Now, these two groups will be further described, with emphasis on the stakeholders, since they are naturally crucial target of the communication activities.

General public

The general public could be described as people or institutions with no awareness of given topic and superficial knowledge on related subjects in general. Their knowledge comes mostly from media which can create misleading and simplified picture of the issue. It is an important group where awareness raising can be seen as part of the general environmental education on renewable energy sector. Examples are citizens, households, energy consumers or local groups/institutions with different scope of action.

How is their knowledge on the topic?

There is awareness of issues like renewable energy, climate change (if positively or negatively perceived depends on country and given energy sector), concerns on wasting resources in the general public.
The interest of the general public is likely to be attracted by:

- Interesting, simply formulated information; General results (saving resources)
- News related to home country/region (increase of regional self-sufficiency, local events, workshops);
- Practical impact of the project action on everyday life (more frequent performance of maintenance work by roadsides and therefore improved visibility on the roads);
- Concrete personal stories (success stories from model regions)

**Stakeholders**

The greenGain project stakeholders consist of a diverse group of people/institutions with different levels and types of knowledge. They are both experts and people with local knowledge on given operation (*e.g.* service providers). They have to be treated with high respect to their needs and expectations of the project, since they provide us their know-how and data which they gained during years of working in the field and which are highly valuable for the project. It is necessary to keep in mind, that stakeholders don’t always have to favour energy use of LCMW, but can support competitive use of this biomass feedstock. Opponents of the project also have to be taken into account.

Stakeholders relevant for engagement and interaction in greenGain model regions were already described and categorised within the action of WP5\(^1\) for purposes of promoting contact establishment with local stakeholders. The stakeholder categorisation is based on their relation to LCMW. The same categories are used in the *Stakeholder database*\(^2\) and should be used within all Work Packages (WPs) in order to enable interlinkage between the WPs. The categorisation with description can be found in Table 3.

Nevertheless, this categorisation should serve more for gaining insight on the structure of the stakeholder audience, but is not necessary strictly adhere to this categorisation within the communication activities. After all, one of the facts which results from the Table 3 is, that the stakeholders’ audience is very diverse and possibly an individual approach to communication has to be taken to be successful.

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\(^1\) Internal document “Steps to attract stakeholders to participate in LWGs” (Task 5.1 Methodology and steering of WPS)

\(^2\) Internal database (Task 3.1. Stakeholder database, D3.1 Comprehensive Stakeholder Database)
### Table 3: Categories and types of stakeholders

<table>
<thead>
<tr>
<th>Stakeholder category</th>
<th>Description of category</th>
<th>Stakeholder types within the category</th>
<th>Description of type</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary stakeholders</strong></td>
<td>Directly involved in aspects of LCMW management, including owners of land where the LCMW biomass is obtained</td>
<td>Owner</td>
<td>Private or public; Person, company, private institution or public body owning the land subject of treatment or having some legal bound for the execution of works (e.g. farmers which fields are limiting with hedges and tree alignment subject of maintenance works)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>LCMW service co.</td>
<td>Companies executing the LCMWs (e.g. forestry service companies)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Logistic operator / storage</td>
<td>Any stakeholder dedicated to handle, store, treat and/or re/distribute biomass, and that could be interested in LCMW biomass</td>
</tr>
<tr>
<td><strong>Secondary stakeholders</strong></td>
<td>Influence the development of LCMW works</td>
<td>Manufacturer</td>
<td>Stakeholder manufacturing products from LCMW biomass (e.g. pellets, fertilizers)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Conversion</td>
<td>Plants producing energy carriers like pyrolysis oil, torrified biomass, syngas, etc.; Also composting plants etc. need to be taken into account as a competition to energy use</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Final consumer</td>
<td>Energy consumer, which could be interested in the utilisation of LCMW biomass</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Government bodies</td>
<td>Public administration bodies carrying out the political direction and control exercised over the actions of the members, citizens, or inhabitants of communities, societies, and states; Also local government bodies included (e.g. municipality offices)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Permitting authorities</td>
<td>Public body or service providing licenses, official certificates or documents granting authorization for execution of LCMWs</td>
</tr>
<tr>
<td>Tertiary stakeholders</td>
<td>Indirectly influence the performance of LCMW works, but that might positively or negatively affect both, primary and secondary stakeholders; they may provide tools for its improvement, or may constrain or boost widespread of these practices</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Associates</td>
<td>Associations of professionals, companies etc. (e.g. farmers associations)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research / Environmental centres</td>
<td>Research and technology centres with knowledge on ecosystems, forestry management, or biomass supply and conversion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social / Local groups</td>
<td>Relevant social groups which may neither be owners, nor actors of the value chain, but which live in the area and may have some opinion; The idea is to see which social groups are near to our greenGain partners (e.g. neighbours association, NGOs, ecologist groups, associations for local development, etc.)</td>
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</table>

How is the stakeholders’ knowledge on the topic?

- **Practical (local) knowledge**, technical background; knowledge on biomass quantity, occurrence, potential, costs on transportation etc.; knowledge on conversion methods
- **Legal and administrative issues** of LCMW biomass treatment
- **Theoretical and scientific background**, wider perspective on the topic, interlinkage with other fields of action, contact with new technologies and methods

In contrast to the general public, stakeholders’ interests can be attracted more likely by providing information on:

- Concrete objectives, steps and measures, practical approaches and results of the project (*methodologies, modelling, technologies*...); detailed information need to be provided - general statements is not likely to raise their interest because they have their own practical and research experience and similar statements might appear as vague and not reliable
- Concrete benefits for them if participating on the project (*getting new contacts on regional and international level, finding out the limitations of their actions and improving its effectivity, exchange of good practice, improving their public image*)
- Regular updates on how is the project proceeding (*newsletter*), interested events
- Contacts on actors/experts which can be relevant for their own activity (*specialists in the field of torrefaction*)
When communicating with stakeholders, important is:

- **Being specific and clear:** Formulating the project objectives precisely; Formulating concrete benefits from participation on the project when establishing the communication; Formulating his role within the project and reasons why is their contribution important; Providing information on what is to expect when participating on the project in terms of practical issues - what amount of their time is required, what kind of data/actions does it involve etc. in following months/years

- **Expressing interest on their needs:** Listening to the stakeholders needs and problems is very important; the expectations of the stakeholders have to be heard out; we need to find out, what information is the most valuable for them in the future, what can the project give them back

- **Keeping the connection:** Keep communicating with them also after establishing the contact - e.g. keeping them updated with help of newsletter or sending invitations to interesting events

3.3. Messages

The messages to be communicated are basically the aims, actions and results of the project translated into intelligible and clear statements which are accessible to all the range of target audience discussed before. The form of the statements should also range from very simple and short ones to more expert statements which attract people with good knowledge base on the topic.

**greenGain slogan**

The slogan, together with the project name and the logo, creates the first impression on what is going on in the project. There are three slogans to be used - the first one is more general and simple to use, the second and the third ones basically refer to the focus of the project. They can be used separately depending on the purpose or even together.

- **When by-product becomes bioenergy**

- **An opportunity for Europe: biomass from landscape conservation and maintenance works**

- **Setting the path for biomass from landscape conservation and maintenance works**
greenGain key messages

Three messages which sum up the main principles, motivations for the project.

- greenGain exploits one of the underused resources of bioenergy: biomass from landscape conservation and maintenance work
- greenGain promotes energy use of biomass, which is obtained as a by-product and does not jeopardize the food safety
- Utilization of biomass from landscape conservation and maintenance work is in line with the efforts on best use of products and by-products in order to promote energy, environmental and economic savings

greenGain specific messages

Three messages which contain more specific information on the actions of the project.

- greenGain aims to map the potential of currently underused resources for bioenergy - biomass from landscape conservation and maintenance work, which is a permanent by-product of the maintenance and it does not compete with food and feed production
- greenGain will help to develop energy projects for biomass from landscape conservation and maintenance work by examining its harvesting, transport, processing and energy conversion taking into account economic, environmental, social and legal aspects
- greenGain will foster information and good practices exchange about handling of biomass from landscape conservation and maintenance work to enable further application of the results in EU28

These messages can be used according to the situation and purpose and express basic general statements about the project. General messages are useful mostly in situation where we address audience, which is mixed or not concrete, therefore it is useful to shortly cover the whole topic.

greenGain targeted messages

The most effective are such communication activities, which are targeted to certain audience and therefore can be precisely tailored. Taking into account the two main groups of the audience (general public and stakeholders) and their previous characterisation, we provide messages which can be targeted to these groups (see Table 4). However, these concrete messages should serve more like a range of issues which can raise the interest of the audience. But still, when communicating the
project, a short mental analysis of the very concrete audience should be done first, and then most relevant topics should be then extended and stressed.

Table 4: Message - audience matrix

<table>
<thead>
<tr>
<th>Audience</th>
<th>Messages to be communicated</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General public</strong></td>
<td>- greenGain promotes bioenergy sector, an important part of the EU 2020 target for climate protection, which includes reduction of greenhouse gases emissions, increase of energy efficiency and promoting growth of renewable energy sector.</td>
</tr>
<tr>
<td></td>
<td>- Biomass is the main source of renewable energy in EU and greenGain responds to challenge of meeting the energy targets whilst promoting sustainable biomass supply</td>
</tr>
<tr>
<td></td>
<td>- greenGain works with biomass which is obtained as a by-product and does not compete food production and does not affect food security and sovereignty</td>
</tr>
<tr>
<td><strong>Primary stakeholders</strong></td>
<td>- greenGain is mapping the potential of LCMW biomass in different regions and allows exchange of information and sharing of good practices within EU28 (handbooks, guidelines)</td>
</tr>
<tr>
<td>Owner, LCMW service co.,</td>
<td>- greenGain aims to identify the main barriers for energy use of LCMW biomass in order to eliminate them and allow change</td>
</tr>
<tr>
<td>Logistic operator/storage</td>
<td>- greenGain goal is implementation of actions and measures to establish new value chains</td>
</tr>
<tr>
<td><strong>Secondary stakeholders</strong></td>
<td>- greenGain wants to promote rural economy and creating of new local networks</td>
</tr>
<tr>
<td>Manufacturer, Conversion,</td>
<td>- greenGain provides new contacts on interesting players both in model regions and on the level of EU28</td>
</tr>
<tr>
<td>Final consumer, Government</td>
<td>- greenGain will use the biomass potential assessment and model economic and environmental costs on usual utilization pathways of LCMW biomass</td>
</tr>
<tr>
<td>bodies, Permitting</td>
<td>- greenGain will identify administrative and legal tools required to implement and optimise LCMW utilisation pathway</td>
</tr>
<tr>
<td>authorities, Associations</td>
<td>- greenGain will gather experts on problematic of LCMW energy use from all EU28</td>
</tr>
</tbody>
</table>
3.4. Communication channels

Sharing of the messages among wide target audience can proceed by using both media (newspaper, TV, Radio) and non-media (visual identity, website, newsletter, events, personal contact) communication channels.

3.4.1. Common visual identity

Visual identity creates the first impression of the project and should attract the potential audience. Using of uniformed visual identity within all kinds of activities during the project is essential for establishing the project name and avoiding confusion with other activities/brands etc.

- The greenGain logo (colour and black&white version)

![greenGain Logo](greenGain.png)

- The Office templates to be used for presentations and official documents

Special templates in MS Office format were created for PowerPoint presentations and official documents. These templates in updated versions can be found in Smartsheets.com under “greenGain Documents” - “WP2”. The main font in these templates which is recommended to use is “Calibri”.

3.4.2. Project website

www.greengain.eu

The official project website is one of the key communication and dissemination channels, which will be maintained for the project lifetime and afterwards. The web presentation should include basic information for general public as well as specific information for stakeholders and experts.

The greenGain project website will be accessible in all partner national languages (CS, DE, ES, IT) and English language. Cooperation of all partners will be necessary for keeping the national
version up to date and it will be coordinated by CZ Biom. The websites will be interlinked with the common Information platform.

3.4.3. Promotion materials

Promotion materials like leaflets, banners and/or roll-ups will be prepared in English language. Electronic versions of these materials, which can be printed on ad-hoc basis will be preferred. When translation to national language is needed, it will be provided to CZ Biom by the respective partner.

3.4.4. Web based information platform

(Internet address not yet known)

Creating of common Information platform in English language is a part of WP3\(^3\). The platform will be launched in a first version in month 12 and it will be constantly updated by all project partners during the project lifetime.

The information platform is also crucial for dissemination of results, as it will be developed to a main resource database of information for LCMW topics.

The Information platform will have four main sections:

- **Data providing general overview on Feedstock Supply Concepts, Exploitation Strategies and Policy, Finance and Public Participation for the sustainable energy use of biomass from LCMW**
  - these data will be provided by WP4, 5 and 6
  - the information from these WPs will be presented in user-friendly form including visualization

- **Comprehensive literature and project database**
  - collection of assessed literature from WPs 4 – 6 will be processed for a searchable web-based database

- **Expert database**
  - Lists in a comprehensive manner the most relevant actors from the project stakeholder list and presents their contact data, with emphasis on personal data protection\(^4\).

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\(^3\) Task 3.4.: Creating an EU knowledge platform for LCMW feedstock

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Keywords and short descriptions of experts’ experiences will help visitors of the information platform to easily find the right contact for their needs.

- **Stakeholder interviews and consultations**
  - It will present these interviews on the webpage in the most appropriate way for this format, only with consent of the interview partners
  - Interviews will be key-worded and accompanied by summaries.

- **Other important project results**
  - Guidelines, Handbooks, key Deliverables etc.

The form of the results and outcomes which will be displayed in the Information platform should be first discussed with CZ Biom as the WP2 lead in order to optimize the implementation of these data in the platform and minimize additional adjustments.

### 3.4.5. Newsletters

Electronic newsletter distributed via e-mail presents regular tool for communicating recent activities within greenGain project. Newsletters will be prepared and emailed twice a year and will contain articles on both local activities and general topics regarding the problematic.

The contacts from stakeholder database will be used for reaching the target groups, but again, the personal data protection has to be minded.

The newsletter will be translated in all partner national languages (CS, DE, ES, IT) and English language. This will require regular cooperation of all the partners on preparing the content of newsletter, especially providing translations from their native language to English and vice versa. Moreover, the short summaries will be prepared by the respective partner. Coordination of these activities will be done by CZ Biom.

### 3.4.6. Press releases

Press releases will be published by all partners on regular basis (further specified in the Chapter 6: Reporting on communication and dissemination activities). They can be published both on

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4 Personal data protection will be in-line with ‘REGULATION (EC) No 45/2001 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 18 December 2000 on the protection of individuals with regard to the processing of personal data.

5 Personal data protection will be in-line with ‘REGULATION (EC) No 45/2001 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 18 December 2000 on the protection of individuals with regard to the processing of personal data.
websites of partners’ organisations and project websites. They can be used and processed into an article for newsletter. If displayed in project websites, translation to national language and English will be provided by respective partner.

3.4.7. Events (conferences, workshops and other)

The internal list “greenGain events” is to be found in Smartsheet.com and will be regularly filled in with relevant events by all the partners. In contains both internal and external events, since there is a possibility to combine them. The list of events will be also used for dissemination of the results as discussed in following chapters.

The main external events include four national workshops and two conferences (mid-term and final conference). The most beneficial way of organising these events will be discussed among the partners with possibility of combining the e.g. the workshops with project meetings or valuable side events taking place in the respective country.

The events will be displayed and promoted in project websites and with help of the newsletter and other appropriate channels.

3.4.8. Reports/Expert Articles

Public reports of results coming from tasks contained in work packages will be displayed either in the project website (greengain.eu/documents) or in the Information platform after discussion with partners.

Expert articles will be published in the Information platform under the Comprehensive literature and project database.

3.4.9. Personal contact

Personal contact with the audience or stakeholders can be carried out both during the project events and by arranging private meetings. During the contact with stakeholders, the already mentioned characterisation and guidelines should be taken into account. Here are some additional hints on meetings with stakeholders, especially on local level6:

- Prepare for the meeting in advance
- Develop an agenda that explicitly provides time for stakeholder input

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6 Internal document “Steps to attract stakeholders to participate in LWGs” (Task 5.1 Methodology and steering of WPS)
- Keep meetings short (generally less than 1½ hours)
- Publicize open meetings at least a month in advance
- Be sensitive to meeting timing and site
- Have a clear agenda
- Provide handouts
- Devote at least a third of the meeting to allow stakeholders to informally share their thoughts, opinions and concerns
- In meetings with multiple actors, anticipate what new stakeholders want to discuss so ask them previously
- Communicate with the stakeholder after the meeting to learn about their key issues

3.5. Overview of the communication activities

Table 5: Communication activities summary

<table>
<thead>
<tr>
<th>Task</th>
<th>Timing</th>
<th>Useful information</th>
<th>Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visual identity</td>
<td>M4</td>
<td>Logo, Office templates: to be found in Smartsheets.com under WP2</td>
<td>-</td>
</tr>
<tr>
<td>Website</td>
<td>M6 (Creation)</td>
<td>Internet address: <a href="http://www.greengain.eu">www.greengain.eu</a></td>
<td>EN, CS, DE, ES, IT</td>
</tr>
<tr>
<td>Promotional materials</td>
<td>M9</td>
<td>Leaflets, banners, rollups</td>
<td>EN, further to be discussed</td>
</tr>
<tr>
<td>Information platform</td>
<td>M12</td>
<td>Web address to be announced</td>
<td>EN</td>
</tr>
<tr>
<td>Newsletter</td>
<td>One in 6 months</td>
<td>Contact emails can be found e.g. in Stakeholder database in Smartsheets.com</td>
<td>EN, CS, DE, ES, IT</td>
</tr>
<tr>
<td>National workshops</td>
<td>M12, M21, M24, M30</td>
<td>Promoted to public in websites, newsletter Overview in Smartsheet.com in the sheet “greenGain Events”</td>
<td>EN, CS, DE, ES, IT</td>
</tr>
<tr>
<td>Conferences</td>
<td>M18, M36</td>
<td>Promoted to public in websites, newsletter Overview in Smartsheet.com in the sheet “greenGain Events”</td>
<td>EN</td>
</tr>
<tr>
<td>Other events</td>
<td>Always</td>
<td>Promoted to public in websites, newsletter Overview in Smartsheet.com in the sheet “greenGain Events”</td>
<td>EN, CS, DE, ES, IT</td>
</tr>
<tr>
<td>Media/Articles</td>
<td>Always</td>
<td>Outcomes collected in Smartsheet.com in the sheet “greenGain in media”</td>
<td>EN, CS, DE, ES, IT</td>
</tr>
</tbody>
</table>
4. **Internal communication**

4.1. **Objectives**

While cooperation is the keystone of reaching the project objectives, ensuring smooth internal communication within the Consortium is essential. Generally, frequent problems with communication among project partners involve:

- Differences in expectations
- People are surprised by others’ requirements because they don’t keep them informed
- The state of the project/WP is not known
- Requirements are not explained and the partners don’t know what is expected from them

In order to avoid these problems, the ways of communication and communication channels among partners will be discussed.

4.2. **Communication channels**

**Day to day communication**

The channels for day to day communication are predominately emails, phone calls and tools within Smartsheet.com.

The overall topics to discuss will be shared with respective partners with use of the mailing list which can be found in Smartsheets.com under “greenGain Contacts” - “Mailing list”.

If the partner requires input/feedback from other partners, it will be clearly formulated and set into context with other activities in the project. When requesting the input from partners, following issues should be made clear:

- **What exactly is the required input? Under which Task and Work Package does it belong?**
  For what purpose will be used, why is it important?
  Describing the context and purpose of the input is crucial for proper delivery of it. Be specific, clear and as brief as possible. Keep the clear formatting of the text.

- **What is the deadline?**
  The deadlines for inputs/feedbacks will be respected; if for some reason they cannot be observed, the partner will be informed as soon as this becomes clear with suggestion of new date when it will be delivered.
• In what form should be the input delivered?

Input/feedback will be delivered in the required form (per email, per Smartsheet.com etc.) or per email if not specified.

If something is not clear about the required input, the responsible partner should be contacted and asked as soon as possible to provide explanation to avoid confusion later on which compromises delivery of useful inputs/feedback.

Operational plans of Work Packages

To make sure that partners do not lose track of what is going on in other parts of the projects and to avoid surprising someone with requirements/deadlines, the template for Operational plans will be created.

These Operational plans will describe concrete actions, time schedule, required inputs from partners and their deadlines. They will be created every 6 month.

The Operational plans will be shared in Smartsheet.com and will be regularly updated. This allows not only better clarity of each WP’s action, but also enables better coordination of tasks which cross-fertilize each other because it will show clearly when is to be expected to get which data.

Working plan for Internal Coordination Group (ICG)

The ICG consists of Technical partners (CIRCE, COALS, CZ Biom, SOGESCA, FNR, SYNCOM). Within the WP 1, the Working plan for ICG will be developed by the ICG leader (COALS). This plan will show the communication flows, responsibilities and paths for interaction with the stakeholders. It will define the roles and responsibilities of the partners in the model regions as well.

The workflow charts and other parts of the ICG Working plan will be described in the report of the Deliverable 1.2 and placed in Smartsheet.com under “Documents” - “WP1”.

4.3. Meetings

The regular Project meeting will take place once in six months and they will provide space for sharing the state of each work package with other partners, discussing the results and topics concerning the running of the project. The time and venue will be displayed in Smartsheet.com in the sheet “greenGain Events”. The date and venue will be discussed among the partners based on other circumstances in order to organise it in the most beneficial way, e.g. with combination with other events or workshops.
4.4. Trouble shooting

In case of problems or disputes among project partners, which could harm the project, the coordinator will be contacted, which will then try to provide a solution or contact other relevant organs.

5. Dissemination of Results

Dissemination is defined as disclosing results to public by any appropriate means. The obligation of dissemination of results will be one hand fulfilled with help of above mentioned communication channels. The most important channel of already mentioned is the common Information platform. Secondly, some additional channels will be mentioned.

At the beginning, it is useful to realise how the flow of the information from the partners to the audience looks like. The results achieved by partners will be shared with the Consortium in form of the Deliverable. Other partners can make use of the whole document and it should fertilize further work in the project. The complete version will be provided also to the public (if not stated otherwise). But at the stage of disclosing the results to wide public, next to providing the complete data, the results have to be also processed and transformed into simplified versions accessible for general public and all kinds of stakeholders. This involves preparing summaries, articles and press releases, sharing the achievements during presentations on events etc. Therefore, the respective partner delivering the results has to take into account also this and cooperate on making the result appealing for public.

With respect to that, in order to ensure the communication and dissemination of each component of the project, a special section will be added to each Deliverable in order to promote its easier dissemination – a so called Media Kit.

Practically, it means that each deliverable will include one extra page, which will sum up its content and results. The structure for this summary page will be added to the end of the document in the MS Office template and it will be ready to use.
The Media Kit will include four sections:

- **WP name and description** (here the summaries of WPs from next chapter can be used)
- **Deliverable name and description**
- **Results, outcomes and further use of the deliverable**
- **Two Visual materials** (a diagram, a photo, a scheme...)

As an example, a Media Kit made for the *D2.1 Communication and dissemination plan* is shown in the picture below.
5.1. Defining the results

Within the communication or dissemination activities is always crucial to share the achieved result in wider context. For that purpose, the short summaries of each Work Package are provided. There are two versions of the summaries - one simple version for general public and one for more expert audience. It can be used when introducing the achieved results of a certain package or within communication activities as well. Also, it will serve for the project website and promotional materials to provide basic overview about the particular actions of the project. Moreover, it will be used for the summaries of deliverables mentioned in previous chapter.

Table 6: Description of actions and results within greenGain Work Packages

<table>
<thead>
<tr>
<th>WP number and name</th>
<th>Description for general public</th>
<th>Description for expert audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>WP2: Dissemination and Use of Results</td>
<td>The activities in WP2 are focused on communication, dissemination and exploitation of project results. The key recipients are experts, officials, businesses and general public in the EU28 member states. The main objective is to raise awareness on the potential of energy utilisation of biomass from landscape conservation and maintenance works. Main tool for dissemination is the project website greengain.eu, regular newsletter and public events such as workshops and conferences. The exploitation of project results is facilitated by regular planning and reporting during the course of the project.</td>
<td>The activities in WP2 are focused on communication and dissemination of project results among various target groups in the EU28 member states (civil servants, citizens, experts, businesses, municipalities, etc.). The main goal is to develop concrete plans on how to communicate, disseminate and exploit project results from other working packages and to report these activities afterwards. The main tools are dissemination and exploitation plans, project website, regular newsletter, promotional materials and various events such as workshops and conferences.</td>
</tr>
<tr>
<td>WP3: Creating an EU knowledge platform for LCMW feedstock and reach the commitment of non-project LCMW stakeholders</td>
<td>The WP3 facilitates a vital exchange of information and experiences in between relevant players external to the project and between these external stakeholders and the greenGain project. It aims to create an EU expert network for a better and easier exchange of information for the use of feedstock of such kind. What are the keys for LCMW biomass exploitation? What are key elements in the implementation of the value chain? greenGain will produce two summary documents targeting both questions. First a guide with good practices observed which favour and contribute the promotion and success of LCMW value:</td>
<td>The WP3 will bundle and spread information gathered through network activities as well as by offering the greenGain results to the EU wide audience, aiming to build a long lasting active discussion, feedback and references’ platform. Furthermore, the experience gained and the steps achieved by the model regions will also be used to raise awareness of potential regional authorities. A major goal of this activity is not only to leverage the commitment of the project participants but also to receive a confirmed commitment from external stakeholders to implement</td>
</tr>
<tr>
<td>WP4: LCMW feedstock potential and best usage in conversion routes to bioenergy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>policies, support mechanisms, intersectional alliances, etc.</strong> Second a specific handbook describing the logistics and operations of different LCMW chains, aiming to show alternatives for the harvest, handling and treatment of different biomass resources.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>project results at other locations.</strong> Keys for success of LCMW biomass exploitation are a precious information for awareness raising and further promotion and widespread of LCMW utilization. Two principal materials are designed into greenGain. First a summary of guidelines useful for policy makers and stakeholders able to drive changes towards a larger utilization of LCMW biomass, derived from real cases analysis and direct contact with key actors in model regions and EU28. Second a handbook describing current LCMW chains in operation, a valuable information for sharing know-how and promoting the dissemination of new LCMW chains along EU28.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Within the WP4 we will focus on ways how to use LCMW biomass as a source of bioenergy.</strong> First, available information will be analysed with help of internet and literature research, interviews and making use of information from recent projects. Then, the ways how can biomass converted into bioenergy will be examined. Is the local use in a biogas plant better than pre-treatment and transport to central conversion site in other region? What are the success criteria for implementing the pathways in praxis? After identifying the success criteria, we will try to adapt them to other regions in EU28. Modelling will be used for accessing economic and environmental costs of the pathways. In the final stage, we will draft business models for LCMW biomass energy use for different regions of EU28.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The WP4 comes with a top-down approach for mapping the LCMW feedstock potential as a source of bioenergy. After gathering available data on the problematic, performing interviews with with experts and important actors and summarising the status quo in EU28, the most important utilization pathways will be defined. In the further activities, the economic and environmental aspects of those pathways will be precisely described and the key success criteria will be extracted in order to adapt them for other regions in EU28. With help of newly gained information, the modelling tool, providing data about biomass on NUTS 3 level from previous project BioBoost will be extended. Final stage of those activities will be drafting business models for bioenergy value chains which should foster energy utilization of LCMW biomass in EU28.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WP5: Pilot experiences for market supply of LCMW</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Within the WP5, greenGain will carry out 6 pilot experiences of LCMW biomass utilization in 4 European countries: Spain (Matarraña and Bajo Aragón), Italy (Trasimeno area), Germany (Friesland and Rotenburg) and Czech Republic (Bohemia).</strong> Starting from an active interaction with local companies, final biomass consumer, local authorities and permitting bodies, the different LCMW biomass will be identified. The most relevant and feasible biomass types will be object of specific insight in economic, legal and sustainability issues. A pilot experience will be carried out based project results at other locations.</td>
</tr>
<tr>
<td>The WP5 aims to create 6 pilot experiences for LCMW biomass in Matarraña and Bajo Aragón (Spain), Trasimeno area (Italy), Friesland and Rotenburg Germany) and Bohemia (Czech Republic). For this purpose the following steps will be achieved: Identify feedstock and develop supply concepts, Identify conversion pathways and determine economic and sustainability in the 4 European countries, Develop the local feedstock sustainable supply strategy, Accompany local authorities in decision making, planning and monitoring and...</td>
</tr>
</tbody>
</table>
on a promising LCMW biomass type, meaning the supply chain will be implemented, monitored and evaluated.

**WP6: Policies, Finance, Governance and Public acceptance**

The overall aim of the WP6 is to reinforce regional, national and EU policy by a systematic analysis of the legal, policy, financial and governance frameworks firstly in the model regions and secondly in the EU 28 regarding energetic use of feedstock from LCMW. This WP provides recommendations to the EC for appropriate and practical improvements in the sustainable feedstock supply from LCMW. A strategy paper on how to tackle bottlenecks in national and EU strategies and legislation will be elaborated and presented to the EC and national decision makers. Results will be implemented in the model regions and presented/discussed in the national workshops or other adequate measures of such kind.

The WP6 will develop solutions and recommendations for better policy, legal, governance and public frameworks to build up sustainable supply chains with feedstock from LCMW. It will also build upon results from previous activities and past and current projects at local and European level within the different support schemes (IEE, FP7, INTERREG, etc.). Furthermore it will seek to consider policy lessons and experiences from other countries/regions which are not part of the project. A strategy paper on how to tackle bottlenecks in national and EU strategies and legislation will be elaborated and presented to the EC and national decision makers. Results will be implemented in the model regions and presented/discussed in the national workshops or other adequate measures of such kind.

### 5.2. Channels for dissemination

The channels for dissemination activities overlap with the communication channels. The website, information platform, newsletter, promotional materials, articles and press releases, events, personal meetings are therefore also relevant for dissemination of results. It is also important to cooperate with other related projects by sharing outcomes and experience, which is profitable for both sides.

Above that, following activities to promote dissemination of the greenGain project results can be named:

- **Exploitation of project results** will be handled in Task 2.4 (Deliverable 2.3); it deals with the management of knowledge and intellectual property and will provide plan for use and dissemination of results during the lifetime and afterwards
- **The Stakeholder database** (Task 3.1); the database will be updated continuously and it will be used in order to contact stakeholders and to disseminate project activities and results
- **Synopsis, guidelines and handbooks** will be prepared in Task 3.5 it will guarantee a wide spread dissemination and availability of the results for other regions in EU28; it will be
prepared in English language and some parts will be also translated and used for further national dissemination and implementation

- **Dissemination and exploitation on the EU28 level** will be secured by completing the **BioBoost-system**\(^7\) with the data of the model region assessment, which will allow stakeholders to develop supply strategies for bioenergy projects on base of LCMW as single feedstock or together with others

### 6. Reporting of communication and dissemination activities

The two main tools for organising and reporting of communication and dissemination activities in the project are described below:

- **greenGain Events**

  For the purpose of gathering all events relevant for communication and dissemination of the results, the list of “greenGain Events” is available in Smartsheet.com. It will be regularly updated by all partners and reviewed by CZ Biom before each Project meeting.

  When a partner will actively present the project on an event, the materials used for presentation will be uploaded in Smartsheet.com in the documents belonging to the respective event (see picture below), this means - a **powerpoint file (if used) and a brief summary of the content (e.g. three sentences)**.

![GreenGain Events Sheet](http://bioboost.eu)

- **greengain in Media**

  Next to the list of events mentioned above, the “**greenGain in Media**” sheet is to be found in Smartsheet.com. It aims to gather all dissemination activities performed by partners in all kinds of media, e.g. publishing articles, press releases, providing interviews etc.

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\(^7\) http://bioboost.eu
Similarly, it is required to provide the full text of the activity (in any format - Word file, scan, print screenshot), a hyperlink where it can be found (if online), English title and a very short annotation in English (especially if the activity was performed in national language). These data will be also uploaded in Smartsheets.com in the sheet “greenGain in Media” under the respective activity (see the picture below).

Please note, that in the section “greenGain in Media”, only the activities which were actually performed should be kept in the list (unlike in “greenGain Events”, where you can simply fill in all possible events and then just check the box when really attended). It is up to you, if you fill in also your future planned activities, but please erase them if not performed.

All these data will be then processed by CZ Biom for creating of Reports of dissemination, which will be delivered in month 18 and in month 36 (final report).

How will be the dissemination of results organised?

- To ensure participation of all partners, 1 - 3 dissemination activities per 6 month are required (by dissemination activity is meant both active participation on an event and activity in media)
- All partners will upload the material regarding dissemination no later than two weeks before a project meeting. This way of organisation is beneficial because the timing is stated clearly and it enables processing of the dissemination activities in time for possible discussion in the project meeting.
6.1. Obligation to use EU emblem and acknowledgement

Any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant and any dissemination of results (in any form, including electronic) must:

(a) display the EU emblem and

(b) include the following text:

For communication activities:

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 646443”.

“The sole responsibility of this publication lies with the author. The European Union is not responsible for any use that may be made of the information contained therein.”

For infrastructure, equipment and major results:

“This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 646443”.

EU emblem to be used:

When displayed together with another logo, the EU emblem must have appropriate prominence.

Article 29 of Grant Agreement: Advance notice on dissemination

A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of — unless agreed otherwise — at least 45 days, together with sufficient information on the results it will disseminate.

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8 Internal document: greenGain Grant Agreement No. 646443, p. 56
Any other beneficiary may object within — unless agreed otherwise — 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.