

# Updated dissemination, communication, and exploitation plan

Deliverable D5.4

**GREENMEUP**



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## Document control sheet

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## Executive summary

This document illustrates the updated strategy for the Dissemination and Communication activities of the GreenMeUp project. The document starts with providing an overview of the project's main activities and key objectives, and then presents in detail the target audience and stakeholders relevant for GreenMeUp. After that, the key messages relevant for the project communication are introduced, together with a list of dissemination and communication tools. In addition to D&C tools, a list of D&C activities implemented between M1-M18 has been implemented. In the end, the document describes a detailed schedule of activities to be carried out in the period M18-M35.

## Project's visual identity

The following section provides an overview of the **GreenMeUp visual identity**, which comprehends logo, fonts, color palettes and graphic elements. These tools will be used by all partners in the project's related publications and dissemination and communication actions.

*Figure 1 Project logo*



*Figure 2 Project logo on white/black screen*



Figure 3 color codes and fonts

## Fonts

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### Poppins

**Bold**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 012345678  
 (.,:;-+\*~#|\'!@%&/?^\_`~)!\*=>?<±¼½¾×†•©

**Medium**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 012345678  
 (.,:;-+\*~#|\'!@%&/?^\_`~)!\*=>?<±¼½¾×†•©

**Regular**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 012345678  
 (.,:;-+\*~#|\'!@%&/?^\_`~)!\*=>?<±¼½¾×†•©

## Colors

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 <p>R: 96 G: 173 B: 130 #60ad82</p>	<p>C: 71 M: 0 Y: 63 K: 0</p>	 <p>R: 0 G: 155 B: 220 #009bdc</p>	<p>C: 84 M: 18 Y: 0 K: 0</p>
 <p>#5b5a5a</p>	<p>R: 91 G: 90 B: 90 C: 0 M: 0 Y: 0 K: 80</p>	 <p>#fafaf7</p>	<p>R: 250 G: 250 B: 247 C: 2 M: 1 Y: 4 K: 0</p>

Figure 4 Covers for publications/deliverables



## Objectives

The GreenMeUp dissemination and communication (D&C) aims at maximizing the impact of the four main outcomes of the project, as they were detailed in the proposal, which are:

- **Facilitate** the wider uptake of Biomethane in the European energy and transport sectors, leading to an increased share of renewable energy in the final energy consumption by 2030 and beyond;
- **Contribute** to provide a basis for policymakers and stakeholders for developing country-tailored market uptake measures that will refine existing policies on biomethane;
- **Contribute** to the development of markets and respective financial frameworks that can operate efficiently and incentive-compatible while accommodating massive shares of renewables;
- **Ensure** active stakeholder engagement and high societal acceptance of renewable energy facilities and installations through science-based evidence.

Specific objectives of D&C activities:

- Raising awareness on the project's results, giving strong emphasis to the key-role of biomethane in the path towards decarbonisation of the EU and in reducing the reliance on natural gas imports
- Triggering the interest of relevant stakeholders and target audience groups, collecting their feedback
- Disseminating the results of the project and transferring general knowledge to market actors, policy actors and the general public
- Facilitating the uptake of project results at scientific, industrial and policy level
- Ensure the spreading of GreenMeUp results beyond the termination of the project
- Ensure the general understanding of biomethane added value and potential in the EU



## Target audience of GreenMeUp

As stated in the proposal, The GreenMeUp project target audience can be divided into 3 main groups:

1. **Market actors**
2. **Policy actors**
3. **General public**

These 3 groups correspond to the main pillars of the proposal, since each one of them plays a fundamental role in the implementation of the project's objectives.

The tables below provide a provisional list of specific stakeholders in each group.

*Table 1. Market actors*

Category	Identified stakeholders	Role in the project
<ul style="list-style-type: none"> <li>● Farmers aiming to produce energy crops</li> <li>● Industries producing organic wastes</li> <li>● Biogas/BioCH<sub>4</sub> producers and associations</li> <li>● Technology developers</li> <li>● Industries and end-users utilizing the bioCH<sub>4</sub></li> <li>● The natural gas distribution system operators</li> </ul>	<ul style="list-style-type: none"> <li>● National and European agriculture associations: Coldiretti, Deutscher Raiffeisenverband – DRV, etc.</li> <li>● National biogas associations of advanced and target countries</li> <li>● International and European biogas associations</li> <li>● National biogas companies of advanced and target countries</li> <li>● National TSO of gas and electricity</li> <li>● ENTSOG, ENTSO-E.</li> </ul>	<ul style="list-style-type: none"> <li>● Produce/provide means for bioCH<sub>4</sub></li> </ul>

*Table 2. Policy actors*

Category	Identified stakeholders	Role in the project
<ul style="list-style-type: none"> <li>● European and national Policy makers</li> <li>● Regional and local authorities</li> <li>● CEN Technical Committee 408 and GERG</li> <li>● National standardization bodies</li> </ul>	<ul style="list-style-type: none"> <li>● European Parliament: ITRE Committee, ENVI Committee</li> <li>● European Commission: DG AGRI, DG ENER, DG RTD</li> <li>● National ministries of Agriculture of advanced and target country</li> <li>● European Gas Research Group (GERG)</li> </ul>	<ul style="list-style-type: none"> <li>● Draft/adopt the market uptake measures</li> </ul>

*Table 3. General public*

Category	Identified stakeholders	Role in the project
<ul style="list-style-type: none"> <li>● end users, gas consumers</li> <li>● NGO active in energy, agriculture, and environment</li> <li>● environmentalists</li> <li>● media, CSO and others</li> </ul>	<ul style="list-style-type: none"> <li>● European media: Euractiv, Politico, Horizon Magazine, Bioenergy insight</li> <li>● National magazines/blogs on biogas</li> <li>● European environmental CSOs: EEB, CAN Europe, Greenpeace etc.</li> </ul>	<ul style="list-style-type: none"> <li>● Support the market, use the products</li> </ul>

## Key messages of GreenMeUp

The identification of clear and understandable messages is fundamental for a successful communication campaign, especially in fields with low society awareness levels, as it is the case for the biomethane market. It is essential to draw attention on **biomethane's role in EU decarbonisation process** and increase people's awareness about the project's results and activities.

The table below lists the **key messages** identified by project partners. These key messages will be the guideline for online communication activities, especially through the project's website and the social media channels.

*Table 4. Key messages*

Key message	Target Audience group
Enhancing biomethane production and use among EU Member States will help reaching RED II initial binding target of reaching 42,5% <sup>1</sup> Renewable Energy Sources consumption by 2030 <sup>2</sup> .	Policy actors: European and national policy makers
Biomethane can play an important role in meeting the European Green Deal target for a reduction of at least 55% net greenhouse gas emissions by 2030, compared to 1990 levels <sup>3</sup> .	Policy actors: European and national policy makers
Biomethane is a key renewable energy source for meeting REPowerEU goals, for diversifying energy imports and accelerating clean energy transition <sup>4</sup> .	Policy actors: European and national policy makers
Biomethane can be traded and produced within Europe, ensuring the EU's security of supply, and avoiding dependence on external providers.	Policy actors: European and national policy makers
Being indistinguishable from natural gas, biomethane can be stored and deployed in the existing gas infrastructure	Market actors: the natural gas distribution system operators, industries utilizing bioCH <sub>4</sub> in their operations
Biomethane production is expected to grow.	Market actors: biogas/bioCH <sub>4</sub> producers and associations
There is a wide potential for biomethane deployment, up to 41 bcm by 2030 and 151 bcm by 2050 could be available	Market actors: biogas/bioCH <sub>4</sub> producers and associations

<sup>1</sup> "European Green Deal: EU agrees stronger legislation to accelerate the rollout of renewable energy", European Commission, 30 March 2023. Source: [https://ec.europa.eu/commission/presscorner/detail/en/IP\\_23\\_2061](https://ec.europa.eu/commission/presscorner/detail/en/IP_23_2061).

<sup>2</sup> Directive (EU) 2018/2001 of the European Parliament and of the Council of 11 December 2018 on the promotion of the use of energy from renewable sources. Source: [https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L\\_.2018.328.01.0082.01.ENG&toc=OJ:L:2018:328:TOC](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L_.2018.328.01.0082.01.ENG&toc=OJ:L:2018:328:TOC).

<sup>3</sup> The European Green Deal, European Commission, 11 December 2019. Source: <https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1588580774040&uri=CELEX%3A52019DC0640>.

<sup>4</sup> REPowerEU Plan", European Commission, 18 May 2022. Source: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM%3A2022%3A230%3AFIN&qid=1653033742483>.

Biomethane production can be an opportunity for using local resources, wastes and residues	General public: environmentalists, civil society organisations
Biomethane can be a greener alternative to natural gas for electricity, heat, and transport	General public: end users, gas consumers, NGO active in energy, agriculture, and environment

## D&C tools and schedule activities

The first months of the project have been focused on the development of GreenMeUp's visual identity, together with the launch of the project's website and the LinkedIn page. After this first implementation, D&C activities focused on raising awareness about the project's results and activities. Results and activities have circulated through several tools, such as factsheets, social media cards and short clips for social media.

The following table illustrates the main **D&C tools** identified for D&C activities. Each tool is associated to a key performance indicator (KPI):

*Table 5. D&C tools: update M18*

D&C tool	Channel	KPI
Press release to announce the start of the project and its objectives	LinkedIn, Website	At least 3 press releases by M36 <b>@M18: 1 press release published</b>
Newsletter to report on project updates/progress	Website, mailing list	2 newsletters/year <b>@M18: 1 newsletter published</b>
Factsheets series on bioCH <sub>4</sub> production	Website, social media, events	4 factsheets delivered. <b>@M18: 4 factsheets on target countries delivered</b>
Short clips for social media sharing informing about key project results	Website, social media, YouTube	Minimum 3 clips <b>@M18: one short video-interview released</b>
Posts on social media	Website, social media	More than 50 posts by M36 <b>@M18: 34 posts on LinkedIn 537 followers on LinkedIn</b>
Slide presentations and or article/paper presentations Presentation at the European Biomass Conference and Exhibition (EUBCE)	Events, conferences, website	Minimum 3 outreach articles 1 public presentation delivered every year. <b>@ M18: 1 Presentation at Agrotica in Thessaloniki / Greece, 19-22 October 2022</b>

		<p><b>1 presentation at 7th Central European Biomass Conference (CEBC) in Graz/Austria 18-20 January 2023</b></p> <p><b>1 presentation at the European Biomass Conference and Exhibition (EUBCE) in Bologna/Italy 05-08 June 2023</b></p> <p><b>1 presentation at European Biomethane week in Brussels/Belgium 24-25 October 2023</b></p>
Policy event in Brussels	Hybrid event	<p>3 Policy events held (1 per year)</p> <p><b>@M18: One policy event held at EUBCE in Bologna/Italy 07 June 2023</b></p> <p><b>Next policy event will be in Brussels at the Biomethane week 21-25 October 2024</b></p>
Webinars and workshops	Online/onsite events	<p>2 webinars, 1 workshop</p> <p><b>@M18: first webinar held in January 2024, with the title “Biomethane dynamics in emerging European markets”.</b></p> <p><b>+150 online attendees</b></p>

During the first 18 months of the project, several deliverables have been submitted – in particular concerning WP1 (Market dynamics & framework conditions in advanced European and MI countries), WP5 (Outreach) and WP6 (Project Management). Those in red, will be the ones on which ETA will focus for the next D&C activities.

*Table 6. Project deliverables useful for D&C activities*

Deliverable	WP	Due date
<b>D1.1 Overview of production and end-use routes</b>	WP1	M6
<b>D1.2 Midstream and downstream technological development</b>	WP1	M18
<b>D1.3 Feedstock supply developments</b>	WP1	M18
<b>D1.4 Development of standardization process</b>	WP1	M18
<b>D2.1 Country reports</b>	WP2	M10– updated to M18

<b>D3.1 Report on policy, market and society hubs</b>	WP3	M12
<b>D3.2 Report on co-creation actions in 7 target countries</b>	WP3	M16
<b>D4.1 Policy briefings</b>	WP4	M12
D5.1 Dissemination, Communication, Exploitation plan	WP5	M4
D5.2 Report on the policy workshops	WP5	M14
D5.4 Updated dissemination, communication and exploitation plan	WP5	M18
D6.1 Updated timetable, work plan, protocols	WP6	M2
D6.2 Report on IAB meetings	WP6	M10
D6.3 Data management plan & support pack	WP6	M6
D6.4 Ethics requirements	WP6	M6

As a result, the **first 18 months** of the project have been focused on the **evaluation of framework market conditions** in both advanced and target countries, followed by the draft of a report on the established policy, market and society stakeholder hubs in the 7 target countries.

The main results and findings of the abovementioned deliverables have been disseminated by ETA, through the design and editing of factsheets, newsletters and posts on social media.

The following table shows the schedule of **D&C main activities provided so far and those that will be implemented from M18 to M35**, including events, webinars, and participation to specific conferences.

All the above-mentioned activities will go on until M35, when a final version of the DCP will be released.

*Table 7. Schedule of done and next D&C activities*

Activity	Time frame	Status
GreenMeUp Kick-off meeting	M1-M4	Done in M2
First press release of GreenMeUp project	M1-M4	Released in M2
Posts and social media cards on LinkedIn	M4-M18	34 social media posts made between M1-M18
News on the Website page	M4-M18	11 news posted on the website
Preparation of GreenMeUp factsheets	M4-M18	4 factsheets released on northern-European target countries
First project's Newsletter	M12-M13	1 project newsletter released at M12
Project presentation at the 31 <sup>st</sup> European Biomass Conference and Exhibition	M10	1 poster presentation at EUBCE 2023
Policy event in Brussels	M12-M13	1 policy event held in EUBCE 2023
GreenMeUp first webinar	<b>M18-M35</b>	Webinar held in M18
Second project's newsletter	<b>M18-M35</b>	To be released by M24
Short video-clips on biomethane	<b>M18-M35</b>	2 video-clips by M30
Factsheets on southern-European target countries (Greece, Spain)	<b>M18-M35</b>	2 factsheets by M30
LinkedIn articles with EBA based on the results of D1.1	<b>M18-M35</b>	First article by M20
Second policy workshop in Brussels	<b>M18-M35</b>	Held in Brussels during the Biomethane week 2024 (M27)
Final event and final policy workshop	<b>M36</b>	Held by M36

The above-mentioned activities will be fundamental in order to disseminate and exploit the results of The GreenMeUp project.

Posts on social media, news, factsheets and newsletters will be the main communication tools of the project. Their use will be instrumental in reporting the progress made by GreenMeUp, and in disseminating its results.

Policy events and webinars are also important dissemination activities, since they give project partners the opportunity to share and discuss the project results before an audience of policy makers and industry representatives.

Together with the schedule of activities planned in the project, the GreenMeUp consortium has participated in other relevant events concerning biomethane, where partners participated and illustrated the project's main results and achievements.

The table below shows the other relevant events where GreenMeUp was presented between M1 and M18, together with the future events where GreenMeUp will participate between M18 and M35 (in bold).

*Table 8. Other relevant events where GreenMeUp was/will be presented*

Event	Organizer	Where?	When?	Partner attending
Agrotica 2022	HELEXPO	Thessaloniki	20-23 October 2022	CRES
CEBC 2023	Austrian Biomass Association, Styrian Chamber of Agriculture, BEST	Graz	18-20 January 2023	ETA, CRES
Biogas Italy 2023	CIB	Rome	8-9 March 2023	CIB
EUBCE 2023	ETA	Bologna	5-9 June	ETA, CRES
European Biomethane week 2023	EBA	Brussels	25-26 October 2023	EBA, CRES
Stakeholders Plenary meeting	ETIP Bioenergy	Brussels	26-27 September 2023	ETA, CRES
RHODES 2024, 11th International Conference on Sustainable Solid Waste Management	National Technical University of Athens, Greece	Rhodes Island, Greece	<b>19-22 June 2024</b>	CRES
EUBCE 2024	ETA	Marseille	<b>24-27 June 2024</b>	ETA, CRES
Biomethane week 2024	EBA	Brussels	<b>October 2024</b>	ETA, EBA
EUBCE 2025	ETA	Tbd	<b>June 2025</b>	ETA

## Annex 1 - Potential stakeholders

The following list will provide an overview of the **potential stakeholders** that shall be informed of the project results.

### *Transmission System Operators (TSO) - Electricity*

Name	Country
ADMIE/IPTO (Independent Power Transmission Operator)	Greece
Elia Transmission Belgium	Belgium
EnBW Energie-Baden Wurttemberg	Germany
TenneT	Germany
Amprion	Germany
50hertz	Germany
Terna	Italy
Austria Power Grid (APG)	Austria
VUEN	Austria
PSE Polskie Sieci Elektroenergetyczne	Poland
AST	Latvia
Elering	Estonia
Red Eléctrica de Espana (REE)	Spain
CEPS	Czech Republic



Transmission System Operators (TSO) - Gas

Name	Country
DESFA	Greece
Fluxys	Belgium
Fluxys Interconnector	Belgium
Bayernets GmbH	Germany
Fluxys TENP	Germany
Gascade Gastransport GmbH	Germany
Gastransport Nord GmbH	Germany
Gasunie Deutschland Transport Services GmbH	Germany
GRTgaz Deutschland GmbH	Germany
Terranets GmbH	Germany
Thyssengas GmbH	Germany
NEL Gastransport GmbH	Germany
Nowega GmbH	Germany
Ontras Gastransport GmbH	Germany
OGE Open Grid Europe GmbH	Germany
Infrastrutture trasporto gas SpA	Italy
Snam rete gas SpA	Italy
SGI Società Gasdotti Italia SpA	Italy

Gas connect Austria GmbH	Austria
TAG GmbH	Austria
Gaz system	Poland
Conexus baltic grid	Latvia
Elering	Estonia
ENAGAS TRANSPORTE S.A.U	Spain
Reganosa	Spain
NET4GAS s.r.o.	Czech Republic

Agriculture associations

Name	Country
GAIA EPICHEIREIN	Greece
Boeren Bond	Belgium
Deutscher Raiffeisenverband - DRV	Germany
AGCI AGRITAL Associazione generale cooperative italiane settore agro ittico alimentare	Italy
Legacoop agroalimentare	Italy
Coldiretti	Italy
Confcooperative fedagripesca	Italy
Alleanza delle cooperative italiane	Italy
Österreichischer Raiffeisenverband - ÖRV	Austria
FBZPR (Federation of Agricultural Producers Union)	Poland

LLKA (Latvian Agricultural Cooperatives Association)	Latvia
EPKK (Estonian Chamber of Agriculture and Commerce)	Estonia
ETKL (Estonian Farmers Federation)	Estonia
Cooperativas agro-alimentarias de Espana	Spain
AKCR (Czech Agrarian Chamber)	Czech Republic
ZSCR Agricultural association of the Czech Republic	Czech Republic

National biogas associations

Name	Country
Austrian compost & biogas association	Austria
Biogas-E	Belgium
Edora - Renewable energy federation	Belgium
Valbiom - Wallonian association for the valorisation of Biomass	Belgium
Vlaco (biowaste)	Belgium
Fachverband Biogas (German biogas association)	Germany
FNBB (Society for the promotion of sustainable Biogas and Bioenergy)	Germany
HABIO (Hellenic association of biogas producers)	Greece
FIPER (Federazione Italiana di Produttori di Energia da Fonti Rinnovabili)	Italy
Polish biomethane association	Poland
Polish biomethane organization	Poland

PSPBR - Polish agricultural biogas producers association	Poland
UBEPI - Union of producers and employers of Biogas industry	Poland
Zielony gas dla klimatu	Poland

#### National companies

Name	Country
IES Biogas	Italy
BTS Biogas	Italy
PlanET Biogas Global	Germany
EnviTec Biogas	Germany
WELTEC Biopower	Germany
Bioconstruct	Germany
Okobit GmbH	Germany
Biogas-E	Belgium
Bioelectric	Belgium
Biogest	Austria

#### National ministries

Name	Country
Hellenic Republic - Ministry of Rural development and food	Greece
Ministero delle politiche agricole alimentari e forestali	Italy
Federal Ministry of Food and Agriculture	Germany

Department of Agriculture and Fisheries	Belgium
Federal Ministry Republic of Austria - Agriculture, Forestry, Regions and Water Management	Austria
Ministry of Agriculture and rural development	Poland
Ministry of Agriculture - Republic of Latvia	Latvia
Ministry of Rural Affairs - Estonia	Estonia
Ministry of Agriculture - Czech Republic	Czech Republic
Ministry of Agriculture, fisheries and food	Spain

### Media

Name	Country
Magazyn Biomasa	Poland
Euractiv	EU
Politico	EU
Horizon Magazine	EU
Bioenergy insight	EU
Biogas informa	Italy
Biogas channel	Italy

### European & International stakeholders

Name	Typology
ETIP Bioenergy	European technology and innovation platform
GERG	European gas research group

ENTSOG	European Network of transmission system operators for gas
ENTSO-E	European association for the cooperation of transmission system operators (TSOs) for electricity
World Biogas Association	International association

### Environmentalists

Name	Typology
European Environmental Bureau	Environmental CSO
SDG Watch Europe	CSO for 2030 sustainable agenda
CAN Europe	Environmental CSO
Greenpeace - European Unit	Environmental CSO
Transport & Environment	Environmental CSO
Friends of the Earth Europe	Environmental CSO
Green 10	Umbrella organization

### European Commission DGs and European Parliament committees

Name	Institution
ITRE (Committee on Industry, Research and Energy)	European Parliament
ENVI (Committee on Environment, Public Health and Food Safety)	European Parliament
DG AGRI (Agriculture and Rural Development)	European Commission
DG ENER (Energy)	European Commission
DG RTD (Research and Innovation)	European Commission