



# BIKE

BIOFUELS PRODUCTION  
AT LOW - ILUC RISK  
FOR EUROPEAN SUSTAINABLE  
BIOECONOMY

**D 7.1**

## **Stakeholder engagement and dissemination plan**

**Dissemination level:**

**PU**

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<i>Authors</i>	Giulio Poggiaroni (ETA Florence)
<i>Contributors</i>	
<i>Reviewer(s)</i>	Andrea Salimbeni (RE-CORD)
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### List of Acronyms

**CDA:** Communication and Dissemination Activities

**SE&DP:** Stakeholder Engagement and Dissemination Plan

**ILUC:** Indirect Land Use Change

**KPI:** Key Performing Indicators

## Executive summary

The Stakeholder Engagement and Dissemination Plan (SE&DP) presents the activities that the BIKE consortium will undertake to ensure that the project's results and findings are received by the target audience identified. ETA Florence is the work package leader for communication and dissemination activities (CDA), coordinating all partners' efforts of this same kind. These activities will be mainly carried out "online" but will also see the organization of 4 events, together with the participation to external conferences and workshops. The consortium has the resources and skills to carry out virtual stakeholder engagement activities and reach out the maximum number of relevant subjects. This element will be extremely valuable in a general context affected by the COVID pandemic.

## Introduction

This document defines and lists a set of objectives and measures that constitute the Stakeholder Engagement and Dissemination Plan (SE&DP) for the BIKE project. BIKE is a Horizon 2020 project supporting the implementation of the EU's RED II Directive for sustainable biofuel. It does so by providing clear scientific evidence for policymakers, in addition to a complete sustainability assessment, and the first-ever certification module for ***low ILUC-risk*** biomass value chains. The objectives to be pursued by this document and in general by the communication and dissemination activities (CDA) are:

- To increase knowledge and understanding of the project, in this regard it will be crucial to clearly explain the meaning “low ILUC risk feedstock” and to provide clear scientific and practical evidence showing the opportunities arising from the tested value chain approaches
- To disseminate the project results and to transfer the knowledge generated by the project to relevant EU policy makers, market operators and other primary stakeholders.
- Liaise and cluster with other on-going R&D projects on the same topics, as well as to actively take part to European and global organizations' initiatives, for the maximization of the expected impacts.

In the context of this document and the related activities, we consider the following definitions for dissemination and communication.

- **Dissemination** is the public disclosure of the results of the project in any medium. It is an active process of promotion and awareness-raising that starts from the beginning of a project. It makes research results known to various stakeholder groups in a targeted way, to enable them to use the results in their own work. Dissemination helps to enable the transfer of knowledge and results to the ones that can best make use of it. It helps to maximize the impact of research, enabling the value of results to be potentially wider than the original focus and preventing the loss of results.
- measures to promote the project itself and its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole, and in particular to some specific audiences, while demonstrating how EU funding contributes to tackling societal challenges (Dissemination and Exploitation in H2020 EC 2015).

The following section lays down a set of key messages discussed by all partners during the virtual kick off meeting (10<sup>th</sup> September 2020). Subsequent paragraphs describe the audience to be targeted and finally introduce a realistic roadmap for all CDA, also listing the measures and tools to be used.

## Key messages

During the kick of meeting of the project, partners discussed about a set of key concepts that should constitute a guideline for the elaboration of the communication and dissemination activities during the first year of the project.

One challenge of the project strategy is to effectively explain the positive impact of low ILUC risk feedstock in the decarbonization of transport, highlighting the compliance of the analysed value chains with the sustainability criteria of RED II. A second challenge is to emphasize how these value chains can contribute to wider scopes than transport decarbonization only, such as some specific objectives of the EU Green Deal (i.e climate neutrality, sustainable farming practices etc.) as well as of the Sustainable Development Goals.

In this context the key project messages stemming from the partner's discussion were further elaborated and are presented as follows:

- Biofuels are necessary for the decarbonization of transports, they are a readily available solution, and they can be produced sustainably.
- Safe and reliable biomass value chains based on improved farming practices as well as on the cultivation of crops grown on abandoned and degraded land, can be deployed to produce biofuels with low risk of indirect land use change.
- The deployment of low ILUC risk biomass value chains fosters the enhancement of soil health, climate positive farming solutions and green resilience practices, thus contributing directly to some of the targets of the European Green Deal.
- By adopting a circular approach, well-designed biomass value chains can deliver multiple products including food, feed, energy, fuels and materials for the European bioeconomy.
- BIKE provides clear and science-based evidence, in addition to a full sustainability assessment, guidelines and recommendations, for the deployment and the market uptake of low ILUC risk biomass value chains.

Given the somewhat complex nature of the topics addressed by BIKE, all communication activities will be built around this key messages and concepts. As will be discussed in further sections, those messages will be adapted and formulated so to be relevant for different types of audience, by using the most suitable dissemination and communication tools. For policymakers and business leaders at the EU and National level a more technical and detailed lexicon can be used, whereas simplified forms of the same key concepts could be formulated when developing CDA aimed for the general public, or stakeholders not closely involved in the biofuel value chain.

## BIKE contribution to the EU Green Deal

From the very start of CDA, BIKE will stress the connection between its activities and the EU Green Deal. In particular, BIKE's activities contributed to at least three specific objectives of the **EU Green Deal** (outlined in the Communication of December 2019):

- **Increase the EU's climate ambition for 2030 ad 2050** - with respect to this objective, BIKE shall underline its contribution in terms of a) increased carbon sequestration of soil thanks to sequential cropping, b) reduction of GHG emissions thanks to the replacement of fossil fuels with biofuels c) implementation of climate positive farming practices.
- **Farm to Fork: fair, healthy and environment-friendly food systems** - the agricultural practices promoted by the project will not cause any displacement of land originally devoted to food production. On the contrary, the adoption of improved farming practices (i.e Biogas Done Right Model, Climate Positive Farming) and the valorisation of marginal or unused land can contribute to soil health and improve carbon sequestration. The cultivation of energy crops on these lands could also boost the energy self-sufficiency of individual farms, reducing dependency from fossil sources
- **Accelerating the shift to sustainable and smart mobility:** by showing the way towards a fully environmental-friendly biofuel production, backed by sound scientific evidence, BIKE will contribute to the market uptake of biofuels which in turn will help decarbonize our transport sector.

## Target audience

When considering the target audience, it is important to bear in mind the type of action to which BIKE belongs in the framework of Horizon 2020. BIKE is a coordination and support action (CSA), *"consisting primarily of accompanying measures such as standardisation, dissemination, awareness-raising and communication, networking, coordination or support services, policy dialogues and mutual learning exercises and studies, including design studies for new infrastructure and may also include complementary activities of strategic planning, networking and coordination between programmes in different countries"* (Source: H2020 Work programme 2018-2020).

BIKE will primarily target EU and National policymakers since it creates new scientific-based knowledge for improved decision-making. However, it will also stimulate a stakeholder dialogue involving biofuels networks and various actors along the value chains. Such dialogue will be based on the following actions:

- receiving feedback on barriers removal in the low ILUC risk biofuels, bioliquids and biomass fuels market,

- validating the results regarding to plausibility and usefulness of project outcomes, generating interest and potential market entrance and expansion of the developed innovations.

**Table 1: Target audience**

Category	Stakeholders
<i>EU Institutions</i>	EC DG Research, DG Energy, DG Agri, DG Environment, European Parliament, competent EU agencies
<i>Bioenergy stakeholders' groups</i>	Advanced Biofuels Coalition, ETIP Bioenergy, , IEA Bioenergy, Bioenergy Europe, European Biogas Association (EBA), European waste-to-advanced-biofuel Association (EWABA), Global Bioenergy Partnership (GBEP)
<i>Agriculture and bioeconomy stakeholders</i>	EIP AGRI, Biobased Industry Joint-Undertaking (BBI-JU), Bioenergy Industry Consortium, Farmers associations (COPA COGECA)
<i>Scientific Community</i>	European Energy Research Alliance (EERA) JP, European Association of Research and Technology Organization (EARTO), , EU universities and research centres in the advanced biofuels sector.
<i>Horizon 2020 projects</i>	MAGIC, PANACEA, BECOOL, COSMOS, BIOPLAT-EU, ISAAC, BIOSURF, Bio4A, BECOOL, and others
<i>Media and General public</i>	, Horizon 2020 magazine, Euractiv, Revolve, RE-Charge News, Science Daily, Bioenergy International, Bioenergy Insight, BE-Sustainable Magazine, individuals, younger generations, Environmental NGOs, Citizen networks.

## Activities and tools

The complexity involved in the project key messages, the sensibility on the topic and the diverse target audiences identified above require the utilization of a wide series of dissemination and communication tools. This will ensure that the right message is conveyed to the relevant target audience in the most effective way. The tools and measures that BIKE will utilize are described in the following sections.

## Visual identity

The project logo has already been defined and it is available in multiple versions, according to the use partners wish to make or the graphic backgrounds where it is involved. The project logo is constituted by four leaf's coloured in yellow, light blue, light green and dark green. These leaf's

resemble the four case studies key to the project and together they form a circular figure which should remind of a wheel.



**Figure 1: The four main versions of the BIKE logo**

In addition, all partners will be provided with templates, such as: a “.ppt” for stakeholder engagement and dissemination events; a template for technical reports; an A0 poster template; a roll-up for project initiatives and external events. The realization of the visual identity will be supplemented by the elaboration of **three project brochures**, targeting different stakeholder groups (farmers, biofuel industry, media/public).



**Figure 2: Presentation templates**

## Tools and activities for dissemination

The project website acts as the main reference tool for the project dissemination and communication. The menus available allow users to browse the key information on the project, the activities planned, partners involved and latest news. An entire section is dedicated to the ILUC and low ILUC risk concepts, which are central in BIKE, together with an overview of relevant EU policies on biofuels. A separate section is dedicated to the case studies of BIKE, which is enriched with further contents as the project moves forwards and new evidence is presented. **Social media** channels are launched together with the project website, while additional instruments like newsletters, videos and webinars will be used in the upcoming months. All these means are essential to disseminate the articles and publication produced by the project. The following table summarizes this set of activities.

**Table 2: tools and activities for dissemination**

<i>Media and means</i>	<i>What</i>	<i>When</i>
Project website	Realization of the BIKE interactive platform, to be enriched with new contents and news as the project progresses	M3
Social media	<p><b>LinkedIn:</b> to help communication and dissemination among professional audiences</p> <p><b>Twitter:</b> to help communication and dissemination among institutional profiles and general public</p> <p><b>YouTube:</b> realization of <b>4 professional videos</b>, accessible also on the website</p>	Since M3 onwards
Press releases	<b>No.4 press releases</b> for promoting most relevant results and accomplishments of BIKE	M3 – M18 – M30 – M46
Newsletters	Project flash-newsletters shared via several mailing lists and accessible via the website. Targeting farmers, biofuel groups, industry, and researchers	M6, M10, M14, M18, M22, M26, M30, M34, M36
Dissemination articles	<b>No.4 dissemination articles</b> to be published during BIKE's lifetime	M6-M36
Webinar	Realization of at least <b>no.4 online webinars</b> to improve the outreach of the project and provide training.	M12 -M18-M24-M30

Online communication and dissemination activities will intensively use **factsheets** and **infographics** focussing on specific aspects of the project, for instance the value chains, each specific case study, biofuel capacity, etc. The use of such tool will facilitate the comprehension of the project and will be channelled via website, newsletters, social media, etc.

## Stakeholder engagement and events

Project promotion will be effective by organizing different kind of events (conferences, workshops, presentations) as well as through direct participation of partners to national and EU events related to biofuels topic. Events will be chosen among those periodically promoted by relevant organizations and platforms (e.g. IEA Bioenergy and ETIP Bioenergy), or under national/EU funded projects. After the first year of the project, a dedicated event will be organised at the European Biomass Conference and Exhibition (EUBCE), also featuring an exhibition space for BIKE.

The need to gain social acceptance by citizens and consumers of novel biofuels will be addressed by organizing a specific “dialogue” event in which the benefits from using advanced biofuels in comparison to other fuels will be exposed.

With regards to the organization of virtual meetings/events, the consortium has all the resources and skills to hold regular online events/webinars with the aim to engage a higher number of stakeholders and subjects from the target audiences identified. Such virtual tools can be easily used for initiating cooperation with other BIKE-related H2020 projects and launch a virtual forum that can periodically organize online webinar and open discussions.

Table 3 summarizes the main events scheduled at the time of the first release of this document. Such list is open to upgrades and implementation in subsequent updates of the SE&DP.

**Table 3: Events roadmap**

<i>Event</i>	<i>When</i>
<b>Workshop on the BIKE activities</b> involving European and national statistical officers	M12
<b>Side-Event on BIKE’s good practices organized during the European Biomass Conference and Exhibition (EUBCE),</b>	M20
<b>Event on low-ILUC risk feedstock value chains</b> organized in the framework of the Sustainable Energy Week in Brussels	M30
<b>“Dialogue” event</b> addressing public opinion concerns over biofuels	M31
<b>BIKE final conference,</b> organized in Brussels, it will show all the final results of the project	M36

## Conclusions

During the first 12 months of project's life, the following actions will be carried out:

**Table 4: roadmap M1-M12**

Activity	When
Launch of BIKE's website	M3
First Press Release	M3
Launch of BIKE's social media	M3
Publication of project news	One per month - From M4
First project Newsletter	M6
Development and publication of the factsheet on Case study #1	M6
Development and publication of the factsheet on Case study #2	M7
Development and publication of the factsheet on Case study #3	M8
Publication of the first dissemination article	M8
Development and publication of the factsheet on Case study #4	M9
Second project Newsletter	M10
Organization of the first project workshop	M12

The SE&DP is to be considered as a living document which will be updated at M12, M22 and M30. Additional integration and updates will be considered and approved by the consortium if needed. This document shall act as the main reference and guideline for the communication and dissemination activities, carried on by all partners and supervised by ETA Florence. Key messages and target audience are defined while the addition of new events/online activities is subject to further modification.