



D7.1. Dissemination and communication strategy

V1

Deliverable Information Sheet

Version	1.2
Grant Agreement Number	101118239
Project Acronym	Circular Fuels
Project Title	Production of sustainable aviation fuels from waste biomass by coupling of fast pyrolysis with solar energy
Project Call	HORIZON-CL5-2022-D3-02
Project Duration	48 months: 1 July 2023 – 30 June 2027
Deliverable Number	D7.1
Deliverable Title	Dissemination and communication strategy V1
Deliverable Type	R – Document, report
Deliverable Dissemination Level	PU - Public
Work Package	WP7
Lead Partner	REVOLVE
Authors	Aleksandra Starčević, Areti Vlachodimou, Summer Felsen
Reviewers	Patrizia Hongisto, Inayat Muddasser, Sylvain Rodat
Official Due Date	M6
Delivery Date	30 November 2023

List of Acronyms

KPI	Key Performance Indicator
SAF	Sustainable Aviation Fuel
SDG	Sustainable Development Goal
WP	Work Package
HEFA	Hydroprocessed Esters and Fatty Acids

List of Tables

Table 1.	Stakeholder analysis.....	11
Table 2.	Dissemination activities.....	24
Table 3.	Communication activities.....	25

List of Figures

Figure 1.	Project logo.....	18
Figure 2.	Project web landing page.....	19

Keywords list

- Sustainable Aviation Fuels (SAF)
- Fossil-free economy
- Solar fuels
- Concentrated solar energy
- Fast pyrolysis
- Biofuels

- Aviation
- Photovoltaics

Disclaimer

This document reflects the views of the author(s) and does not necessarily reflect the views or policy of the European Commission. Whilst efforts have been made to ensure the accuracy and completeness of this document, the European Commission is not responsible for any use that may be made of the information it contains nor for any errors or omissions, however caused. This document is produced under [Creative Commons Attribution 4.0 International License](#).

Table of Contents

Deliverable Information Sheet	1
List of Acronyms.....	2
List of Tables	2
List of Figures	2
Keywords list	2
Disclaimer	3
Table of Contents.....	4
1. Executive summary	6
2. Dissemination and communication strategy	7
2.1. Objectives of the strategy	7
2.2. Messaging	8
2.3. Target audience and stakeholders.....	11
2.3.1. Stakeholder identification	11
2.4. Dissemination of results	15
2.4.1. Scientific publications.....	15
2.4.2. Events participation: conferences, fairs, exhibitions	16
2.4.3. Events organisation	16
2.4.4. Networking with other EU-funded projects.....	17
2.5. Communication activities	17
2.5.1. Communication kit	18
2.5.2. Project website.....	19
2.5.3. Newsletter	20
2.5.4. Printed and digital materials	21
2.5.5. Videos	21
2.5.6. Social media	22
2.5.7. Press release.....	23

2.6. KPIs and targets 24

2.7. Impact reporting 25

3. Annex..... 27

3.1. Project press release 27

3.2. Document templates..... 28

 3.2.1. Word files 28

 3.2.2. PowerPoint template 28

3.3. Social media accounts 29

 3.3.1. X page 29

 3.3.2. LinkedIn page 30

 3.3.3. Social media templates 31

3.4. Info sheet 34

3.5. Visual identity guidelines 36

1. Executive summary

The purpose of Deliverable D7.1 is to present the dissemination and communication plan, which will give guidance on how to raise awareness, engage stakeholders, and promote the project and its related results, achievements, and generated knowledge.

This plan is based on a strong stakeholder analysis, conducted with the Circular Fuels consortium, which identified the groups that will be targeted and engaged in project events and activities where possible. The strategy includes different communication tools, channels, platforms, events, activities, and partnerships to reach the identified stakeholders.

REVOLVE leads dissemination and communication activities with the support of all the partners of the Consortium.

The dissemination activities will ensure that the results from the Circular Fuels project reach target stakeholders and end users. The dissemination activities will include:

- Scientific publications;
- Oral presentations at scientific conferences and workshops;
- Workshops and capacity building workshops;
- Participation in working groups and network meetings;
- Participation in industry events and trade fairs;
- Events organisation: concept demonstration, higher education seminars, policy workshops and the annual webinar;
- Networking with EU-funded projects related to Circular Fuels' topic.

The communication activities will allow Circular Fuels' partners to communicate project news to their respective communities. Communication activities will also target a broader audience, share the project's societal benefits to the general public and non-specialised media, and inform and engage with the aviation sector to highlight the benefits of Circular Fuels' technologies. They will include:

- Communication kit: templates, visual identity guidelines, logo;
- Project website;
- Newsletters;

- Printed and digital materials: leaflets, brochures, roll-ups, posters, infographics;
- Videos;
- Social media;
- Media relations: press releases.

All activities will follow the strategy outlined in this deliverable to ensure coherence and effectiveness.

The present Dissemination and communication strategy will be updated in M36, with D7.2 Dissemination and communication strategy V2. Impact report will be delivered in M48, containing the impact reporting of all communication and dissemination activities based on KPIs set in the D7.1 and D7.2.

2. Dissemination and communication strategy

2.1. Objectives of the strategy

Communication and dissemination are key to ensuring that the project's valuable research and technologies can reach relevant stakeholders. They allow key results to be shared, opportunities for exploitation to be gained, and business and industry uptake to be promoted. In short, they will ensure the long-term impact of the project and its contribution to research and societal goals.

The communication and dissemination strategy provides a clear overview of how all the communication channels, activities, and tools will work together to address the relevant stakeholder groups.

As per the Grant Agreement, the strategy aims to:

- Develop various communication platforms, channels and materials;
- Communicate the societal benefits of the project to a wide audience in Europe and globally;
- Disseminate the project's results to all relevant stakeholders;
- Exploit the project's results and outcomes;
- Leverage on the connections with ongoing projects/initiatives to exchange knowledge and maximise impact.

2.2. Messaging

WP6 will lead the translation of research findings and impacts from the Circular Fuels project into clear and accessible messages for the different targeted groups identified during the stakeholder mapping.

The messages will focus on the goals defined by the European Green Deal, and the Sustainable Development Goal 7 (SDG7) of the UN, i.e., the provision of affordable, reliable, sustainable, and modern energy for all. Specifically, the messages will highlight how the Circular Fuels project will contribute to providing new upgrading technology to increase the share of renewable fuels in the aviation sector.

Golden paragraph has been developed to briefly introduce the project concept on all dissemination and communication assets:

The Circular Fuels project is developing an advanced sustainable aviation fuel production process, that runs with solar energy and waste-based raw materials and meets EU's and UN's sustainability requirements.

Perspectives of the project's benefits will be used to adapt the messaging accordingly to the target audience:

General message to the public

Did you know that agricultural residues can be used as fuels for a plane? Learn more about the novel aviation fuels with Circular Fuels.

Project Partners to their networks

Discover Circular Fuels today and provide your input on the energy supply for aviation.

As part of the Circular Fuels project, we invite you to send us your sustainable aviation story.

To academics and universities

European universities develop innovative sustainable aviation fuels which utilise bio-waste feedstock and solar energy as their main resources.

This kind of messaging will be deployed via different channels with different partners geared towards different target audiences with the goal of engaging different stakeholders in different languages with the

purposes of always advancing awareness about sustainable energy supply and involvement in the Circular Fuels project. The messaging will be updated on an annual basis with revisions to this communication strategy and will be fine-tuned for more specific campaigns.

PROJECT OBJECTIVES

Circular Fuels will also communicate about policies, objectives and initiatives regarding the biofuels, technological innovation, energy efficiency, and economic sustainability to situate the project in a larger context. This will help in emphasising the importance of Circular Fuels to the stakeholders.

General

Circular Fuels aims to advance the technology of sustainable transportation fuels, with a focus on Sustainable Aviation Fuels (SAFs), by utilising concentrated solar heat, solar electrical energy, and bio-based waste materials from forestry and agriculture. In this way, it will maximize the fraction of jet fuel and analyse all component fractions that may be suitable as other transportation fuel products (gasoline, diesel, etc.) to maximize the profitability of the concept.

Circular Fuels will enhance the European scientific knowledge of sustainable fuels, while creating evidence for policy making. The project will provide insights on how to enable the deployment of novel SAF production for the aviation sector and ensure the stability and security of fuel supply in Europe.

Economic

Economic and environmental assessment will evaluate the new technology as a carbon neutral/negative system for capacity expansion in the EU. The project targets a production cost of 1.5 €/kg (~1.2 €/l) to increase the EU competitiveness in solar and renewable fuel technologies. Cheap and abundant bio-based waste material feedstock and concentrated solar energy will reduce the costs even more and increase profitability. Therefore, it is expected to increase European technological competitiveness in solar and renewable fuel technologies, supporting the EU goals for climate protection, energy independence and economic growth.

Technical

The objective of this project is to prove the effectiveness of an innovative technology to couple solar energy and fast pyrolysis of biomass, and the subsequent upgrading and refining processes to produce a biocomponent for ASTM D7566 certified jet fuel. Technologies like fast pyrolysis can use a greater variety of raw materials, and this process has been tested and is quite mature. The integration of solar energy could be a breakthrough solution making biomass-derived fuels price competitive, while exploiting the

sustainable feedstock potential in the EU. Also, Circular Fuels partners will perform compatibility and turbine combustion tests for the required standardization and inclusion into ASTM D7566.

Circular Fuels will provide breakthrough solutions towards a fossil-free economy and ecosystem by bridging solar energy and other renewables in boosting renewable fuel production and storage with the potential of strongly reducing CAPEX and OPEX/toe, high penetration in the energy system, ensuring stability and security of energy supply.

Environmental

The most common feedstock used today for SAF production is not very sustainable, as the availability of HEFAs (vegetable oils and fats) is limited, considering that using oil crops like oil palm requires huge land areas that could otherwise be used for agriculture and forestry. In particular, the use of current SAF creates risk for biodiversity, as rainforests are cleared out to cultivate oil crops. This practice increases the GHG emissions and can create greater issues if oil plantations are expanded. Therefore, Circular Fuels aims to create more sustainable fuels that will have lower environmental and social impacts.

Societal

One of the main societal objectives is to raise awareness amongst citizens about the importance of sustainable aviation fuels and increase acceptance of products derived from (bio)waste. The project also contributes to SDG12 by ensuring that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature by 2030.

These overarching goals define the sustainability approach of the Circular Fuels project in upgrading technology to increase the share of renewable fuels in the aviation sector. The vision for Circular Fuels is based on the power of recovering resources from waste to make biofuels and using solar energy to create e-fuels.

Policy recommendations

The project aims to create evidence and recommendations about the policy gaps, incentives, policy proposals, and present analysis of the technical and economic barriers to solar SAF market commercialisation. Thus, policymakers can support industrial production and capacity expansion. It will also analyse the sustainability aspects of the technology and give policy recommendations for successful commercialization.

Circular Fuels can also provide insights into how the EU can reduce geopolitical dependence on biomass imports to produce SAF and enable the processing of mainly domestic carbon-based wastes to ensure the stability and security of fuel supply in Europe.

2.3. Target audience and stakeholders

The Circular Fuels dissemination and communication strategy will focus on sharing results with stakeholder groups working in the aviation and related industries, as well as academia and research institutes.

During the Kick-off Meeting in Helsinki in September 2023, relevant stakeholder groups were identified by the Consortium through a stakeholder mapping workshop. By mapping out key groups of stakeholders, partners were encouraged to identify specific national examples and evaluate their importance for the success of Circular Fuels. This analysis provides valuable insight on the "rationale to engage" and "incentives to engage" of the different stakeholder groups.

The following section presents the results of the workshop.

2.3.1. Stakeholder identification

Four groups were defined: 1) Academia/Research, 2) Industry and business, 3) Policy makers and governments, 4) General public. These groups can be subdivided into, for example, aviation industry, technological institutes, EU and national policy makers and public authorities, entrepreneurs and business organisations, European Technology Platforms, and academia.

Table 1. Stakeholder analysis

COUNTRY	STAKEHOLDERS	TARGET GROUPS	
AUSTRIA	Academia & Research	BOKU University	Austrian Institute of technology
	Industry & Business	OMV Group BDI-Bioenergy Agrana	Austrian Airlines Andritz
	Policy & Government	City of Vienna Federal Ministry Republic of Austria	Federal Ministry for Transport, Innovation and Technology
	General public	Umweltbundesamt ÖKOBÜRO	ORF

CZECH REPUBLIC	Academia & Research	The Technology Centre Prague UCT Prague KARP-KV	Central Bohemian Innovation Center
	Industry & Business	EnviTrack	KV catalyst
	Policy & Government	Ministry of the Environment of the Czech Republic	
	General public	Ekolist.cz Envigogika	Arnika
FINLAND	Academia & Research	Research Council of Finland University of Turku LUT University Luke VTT	University of Oulu University of Vaasa Tampere University University of Jyväskylä Åbo Akademi University
	Industry & Business	Green Fuel Nordic Kemianteollisuus Ry Finavia HELEN Business Finland BotH2nia Hydrogen Cluster Finland Maj and Tor Nessling Foundation Kone Foundation	Neste ST1 Finnair Metso AFRY UPM Stora Enso TAH Foundation KAUTE Foundation
	Policy & Government	Eduskunta (Finish Parliament) Helsinki-Uusimaa Regional Council Liikenneministeriö (Ministry of Transport)	TEM (Ministry of Economic Development and Employment)
	General public	Helsing Sanomat YLE Alma Media Ilta Sanomat	Italehti Suomen Kuvalehti Natur och Miljö
FRANCE	Academia & Research	CEA CNRS	IFP
	Industry & Business	TOTAL EDF ENGIE AIR FRANCE	VEOLIA DASSAULT CSP-BOOST
	Policy & Government	Energy Ministry	ADEME
	General public	Actu-Environment Euronews Libération Le Point Franceinfo France 24	Ouest-France Environnement Magazine Réseau Action Climat FNAUT Agir pour l'Environnement
POLAND	Academia & Research	Airforce institute of technology	Łukasiewicz
	Industry & Business	LOT Polish Airlines	Aviation Valley Association

		PZL Świdnik	Warter Fuels
	Policy & Government	Ministry of Climate and Environment	
	General public	Koalicja Klimatyczna Włącz oszczędzanie Polish Green Network	Green-news.pl Onet Wiadomości
SWEDEN	Academia & Research	Linköping University SARC – Swedish Aerospace Research Center	Stockholm Environment Institute Skogforsk
	Industry & Business	Swedavia SAAB GKN aerospace Air BP CESTAP SAS	Preem Svenskt flyg Fly Green Fund CFM (RISE programme) Vattenfall
	Policy & Government	Swedish Energy Agency The Swedish2030 Secretariat Swedish Climate Policy Council	The Swedish Agency for Economic and Regional Growth Swedish EPA
	General public	Swedish Society for Nature Conservation Greenpeace Sweden Friends of the Earth Sweden	Sveriges Natur Aktuell Hållbarhet Dagens Samhälle Dagens Nyheter

Academia, aviation industry and other stakeholders

Circular Fuels will engage and encourage relevant stakeholders in academia, industry, regulatory bodies, and policymakers to communicate about Circular Fuels via their channels. For instance, one of the main goals is to implement a comprehensive communication strategy to promote Circular Fuel's results and support action in the aviation sector. Furthermore, we aim to raise awareness to kerosene distributors to increase the share of renewable energy sources in the transportation sector.

Business

The project will provide a patent that will be sold or licensed to companies interested in scaling up the technology for future investments in renewable energy and solar fuels. The commercialization of the technologies tested in the project can provide 1 Mt of aviation fuels in EU by 2035 and 5 Mt by 2040.

Society

The project aims to increase awareness about the societal benefits of Circular Fuels in the decarbonisation of the aviation sector and thus increase acceptance of sustainable aviation fuels and biofuels among the public.

Media

Circular Fuels will provide journalists with easily digestible materials (info sheets, videos, interviews, facts & figures) for them to be able to report more accurately and efficiently about Circular Fuels. We will engage the media to raise awareness about the project among the target audiences and build a community of interested professional stakeholders.

General

To communicate and raise awareness of the progress, added value and results of the Circular Fuels project will be disseminated via different channels, including social media, newsletters, webinars, press releases and media. The project will foster active collaboration with other European projects and initiatives to maximise outreach and impact and create a communication pack for events.

To promote the uptake of the project results and increase stakeholder acceptance, Circular Fuels will foster cooperation with other projects, organisations, institutions, platforms, and initiatives. Partners will leverage their involvement in research networks, working groups, research forums, industry bodies etc. to promote the Circular Fuels project. Stakeholders can be kept up to date with project achievements by signing up to the newsletter via the project website. Dedicated events will be organised to build the community and foster knowledge exchange including: **a launch event in year 1** bringing together associated projects, and an annual webinar series fostering knowledge exchange. The task will help increase impact and coordination among the different projects and initiatives with similar objectives to maximise their positive impact on the longer term at European scale. This task will ensure cross dissemination, networking, and information exchange on cross-cutting topics, such as stakeholder involvement, dissemination, and exploitation strategies, etc.

2.4. Dissemination of results

The initial dissemination plan has been formulated with consideration given to the exploitation strategy. It is important to ensure that the project's results are only disseminated with all partners' prior notification and consent, and that all proprietary information is appropriately protected before it is disseminated or exploited.

The dissemination objectives of Circular Fuels are:

- To ensure that relevant information on the project's outputs will have an extended **reach across Europe**, including research, commercial, investment, social, environmental, policy making, standard setting, skills, and educational training. This will further support our exploitation strategy within the **aviation sector**;
- To **convey the project results** in the most effective way to the end-users in the target sectors, supporting the growth of the network, achieving impact, and highlighting breakthroughs associated with biofuels production;
- To **raise awareness** of Circular Fuels and thus receive feedback, inputs, and insight from the relevant target groups and stakeholders. Ongoing collection of this feedback is crucial for the continual improvement of our outreach and stakeholder engagement tactics.

2.4.1. Scientific publications

The Circular Fuels dissemination strategy focusses on the ongoing release of research, favouring open-access public domains (including the use of Horizon Result Platform) wherever possible. This research should be digestible to multiple audiences, from within the energy sector as well as adjacent sectors and specialisations. It provides the framework for the effective disclosure of results and communicating about the project's societal benefits, thus maximising the impact, and paving the way for sustaining Circular Fuels technologies beyond the project's initial funding.

Circular Fuels intends to publish several scientific publications in journals, technical magazines, and other media. Technical and scientific publications will be represented as editorials, blog pieces, or updates on the project website to help bring this information out from the scientific niche and present it in a legible way to a larger audience.

Research partners will disseminate the results of the project through at least **20 peer-reviewed scientific publications** and by presenting their results at **10 international scientific conferences**. All publications will be open-access and will target relevant media outlets. Additional reports and outcomes not disseminated in peer-reviewed journals will be made available in a suitable format, making use of established repositories such as Open Research Europe and ZENODO.

2.4.2. Events participation: conferences, fairs, exhibitions

The project will be promoted at external conferences, fairs, and industry exhibitions throughout its duration. Through partner booths, or potentially independent Circular Fuels booths, we will reach the industrial and investor stakeholder groups. Research partners will present their results at relevant international scientific conferences. Industrial, technical, and research partners will participate in trade fairs and industry events, with a target of at least eight trade fair participations.

Several events were identified: Circular Week, Circular Republic Festival, The Future of Biogas Europe Summit, EDANA Sustainability Forum, World Sustainable Energy Days, Advanced Biofuels Forum, SOLARPACES, World Sustainable Aviation Fuel, European Biomass Conference and Exhibition, and Future Fuels Europe.

To keep track of this activity, partners will be asked to complete an online dissemination tracking form that is regularly communicated to them. All partners are encouraged to seek out opportunities to increase the impact of the project through presentations about Circular Fuels at external events. REVOLVE is responsible for quality assurance of all communication materials and partners are asked to consult with REVOLVE specifically where public material is concerned. In addition, REVOLVE will actively seek out opportunities to disseminate information and findings of the project to key stakeholders and networks. Records (presentations, meetings/conference agendas, etc.) should be kept by partners of all presentations made concerning Circular Fuels' work. These details will be required for European Commission reporting purposes (PART A).

2.4.3. Events organisation

Project events will be used as platforms to promote and communicate about the project and its results. Circular Fuels partners will organise the following events, spread throughout the project's duration:

- **Community event** (80 participants, five EU projects represented): during the project, a networking event will bring together related projects and project stakeholders to activate the partners' networks and start to foster a community around the project.
- **Concept demonstration.** Two events are foreseen linked to showcasing Circular Fuel concept at exhibitions in the second and third years of the project, and an annual webinar will be organised for relevant stakeholders to showcase the Circular Fuel technology. The webinars (>500 attendees) will enable Circular Fuels partners to get feedback on preliminary results and get feedback and inspiration from their peers.
- **Policy workshops** (at least two webinars with >40 attendees in total): workshops will be organized with objective to reach out to the stakeholders who can influence future policies and regulations related to sustainable aviation, and to raise awareness of the project results.
- **Higher education seminars** (at least four seminars): REVOLVE and academic partners will organise and deliver workshops and seminars at the graduate and postgraduate levels.
- **Annual webinar** (>500 attendees): this will be a chance to share the project's final outcomes with an EU audience, present policy recommendations, and discuss exploitation prospects. The event will promote the societal benefit of Circular Fuels and present the results to stakeholders and the EC. It will be live streamed to increase its accessibility to a Europe-wide audience. General and specialised media will be engaged.

2.4.4. Networking with other EU-funded projects

To increase the visibility of the project and to reach a "lookalike" audience, the Consortium will target existing networks. Additional networks will be continually identified during event participations. Networks, societies, and committees in which Consortium partners are members will be a resource for further communication and dissemination of Circular Fuels results into sectors beyond the project's scope (attendance at >40 working group or network meetings).

2.5. Communication activities

Circular Fuels' communication strategy will focus on the environmental, economic, and societal benefits of the project.

The main communication message will be developed along with a logo and visual identity, providing umbrella images and branding for all Circular Fuels communication, dissemination, and deliverable presentation materials. The objectives of the communication activities are:

- To develop various communications platforms, channels, and materials;
- To identify and exploit opportunities to improve public acceptance;
- To reach out to a wide audience through professional communication activities in Europe and globally.

2.5.1. Communication kit

The Circular Fuels visual identity plays an essential role in promoting the project; as such, it is imperative to respect these guidelines when using the logo, font, and colours for any external or internal communication, such as presentation templates, posters, business cards, flyers, social media, and so on.

The following guidelines provide a framework for using the brand identity in a consistent manner. Consistency communicates reliability and provides the foundation for working together in an efficient way. While maintaining the highest quality standard, our choice of words and images are opportunities to show that we understand and engage with our audiences.

The visual identity was developed at the beginning of the project to differentiate Circular Fuels from other projects and to ensure consistency across all project materials. The logo is the visual representation of the project and is reflected in all the communication materials.

Figure 1. Project logo



The Circular Fuels project aims to produce sustainable aviation fuels through advancements in renewable energy and technological innovation. By enhancing the speed of transfer from fossil fuels to renewable energy, Circular Fuels will address the environmental externalities associated with unsustainable aviation fuels. The logo aims to highlight these objectives with the integration of a plane icon with a circular vapor trail. The colours selected represent renewable and environmentally friendly aspect of the final product.

More details about the visual identity guidelines and logo concept are described in the visual identity guidelines document that is reported in the Annex 3.5 of this deliverable.

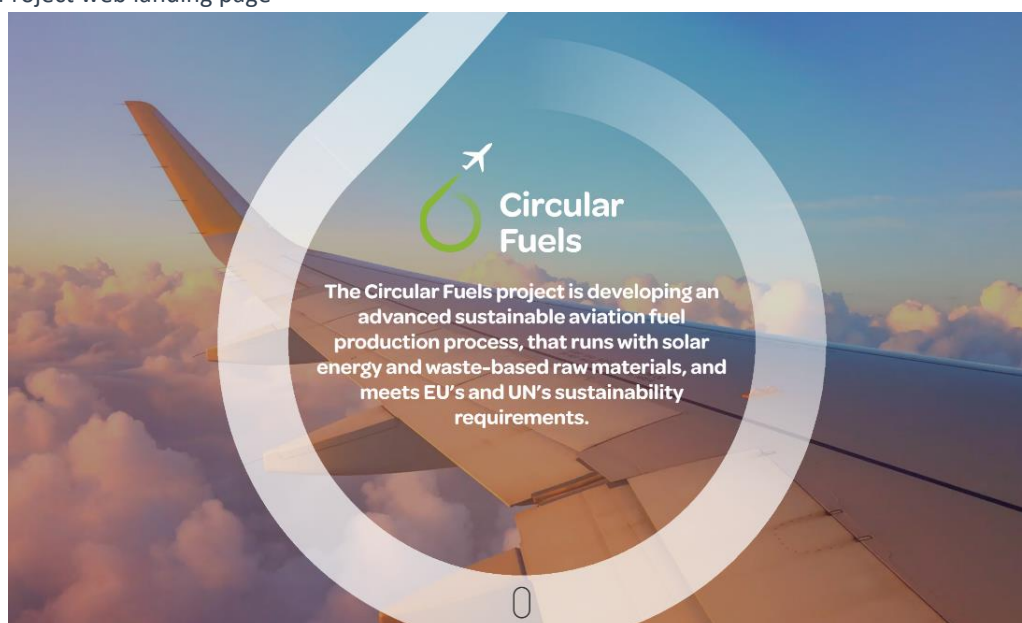
Based on the visual identity, templates for Microsoft Word and Microsoft PowerPoint have been developed. All partners have access to these assets for all communications and presentations about Circular Fuels throughout the lifetime of the project.

The templates were developed accounting for any applicable rules and regulations from the European Commission.

2.5.2. Project website

A dedicated project website is the main communication and dissemination platform to allow stakeholders, end-users, and the media to have access to the project development and results. The website URL address is: <https://circularfuels.eu>. A screenshot of the first version can be seen below:

Figure 2. Project web landing page



The key aims of the website are to:

- Become the primary point of contact for information about Circular Fuels,
- Act as a general hub for research on issues relevant to the project, and
- Serve as the entry point for accessing to the information about project process.

The website will host all public deliverables and promote relevant content (including project and consortium presentations, newsletters, press releases, news items, videos, infographics, events agenda, research results and publications, etc.) available to the key stakeholder groups. Partners will be involved in the development of website content to increase project visibility and maximise impact.

The website will also be used to share the public results of the project; it will include downloadable material, such as the leaflet, video, pictures, and infographics, each explained appropriately for a non-expert audience. The website will provide a clear and open discussion of the potential and limitations of the technologies and to allow their exposure to market for future commercial purposes. Website statistics will be compiled for D7.3 Impact report, due in M48.

The website's language will be English to reach an international audience. The content will be regularly updated and maintained by REVOLVE, with the cooperation of all other partners in areas of content provision.

2.5.3. Newsletter

A newsletter will be released around the timing of the project's milestones and communicate the project to media and subscribers. A subscription form for e-newsletters is available on the project website and at events and workshops, and newsletters will be sent out under EU General Data Protection Regulation (GDPR) regulations. The newsletters will provide information on project progress and results, links to public deliverables, articles, and upcoming events, and will be sent out using MailChimp.

The aims of the newsletters are:

- Informing project partners and stakeholders of the key findings of the project,
- Providing information about relevant events and publications, and
- Disseminating key messages from Work Package leaders.

The design and formatting will be in line with the pre-defined visual identity. The newsletters will be sent twice per year, and it will keep interested stakeholders up to date on project findings and publications,

and inform them about relevant events, key policy developments, key messages from the Circular Fuels project and its partners. Parts of the content from the newsletter will be used on social media to encourage further engagement and subscriptions/follows. Bigger project milestones and breakthroughs will also be promoted in REVOLVE newsletter.

2.5.4. Printed and digital materials

Information on the project will be provided in several types of communication material, available digitally and printed (on request): leaflets, brochures, roll-ups, posters, and the project infographic. This material will support the partners during their events participation (conferences, workshops, fairs, webinars), for the capacity building workshops, and for the demonstration events. The project leaflet is reported in the Annex of this deliverable.

The communication material aims to spark curiosity about the project while providing brief information on the project's approach and aims, work plan structure, and an overview of the partners. Partners will give input on this, as aims, language, and a narrative of the project must be aligned.

2.5.5. Videos

Videos will play a significant part in the project's communication activities, especially when communicating about the environmental, economic, and societal impact and end-user stories. At least four videos covering the project, demo cases and results will be produced.

We aim to create at least four videos covering the consortium, project and results as followed:

- Presentation of Aalto University and its role in the project
- Presentation of CNRS and its role in the project
- Presentation of VVT and its role in the project
- Presentation of Lund University and its role in the project
- Overview of the project: what is the Circular Fuels project about?

The topics may be adapted according to the project development and breakthroughs.

2.5.6. Social media

Two social media channels have been created: an **X account** ([@CircularFuels](#)) and a **LinkedIn page** ([Circular Fuels](#)). Screenshots of the social media pages and post templates are reported in the Annex of this deliverable. A dedicated Circular Fuels YouTube playlist on the REVOLVE channel will be created to publish the videos and link to the project website.

The aim of using different social media channels is to promote project-related contents to diverse audiences and take advantage of existing partner networks by tagging partners' social media accounts, thus building on their audience to disseminate content and results. A presence on relevant channels allows partners to contribute to the dissemination of results and events by tagging the project and highlighting their work therein on their respective channels. The social media channels are key in building a community around the project and engaging with interested stakeholders.

The X account will be used to engage the EU institutions more regularly as well as other policy/government entities such as local municipalities and regional authorities. Within the Twitter world, we will focus on engaging the stakeholder groups and their targets. While the LinkedIn page will engage with business/industry stakeholder group primarily, while also focusing on leveraging the partners and their staff involved in the Circular Fuels project, plus the city/region networks related to waste management, urban metabolism, and the circular economy.

The content plan will communicate about the different messages identified previously in part 2.2 as followed:

- What is Circular Fuels about;
- Circular economy waste management and biofuel news;
- Events announcements;
- Environmental, economic, and societal benefits of Circular Fuels project;
- Partner highlights;
- Updates about the research development;

This plan will be adapted accordingly to the ongoing works and results obtained.

To make sure that our communication reaches the right audience and social media networks, REVOLVE identified a series of hashtags related to the biofuels and aviation sector:

- *#Aviation*
- *#Fuels*
- *#EnergyTransition*

- *#SAF*
- *#SolarEnergy*
- *#Biofuels*
- *#Pyrolysis*
- *#Sustainability*
- *#RenewableEnergy*
- *#Hydrogen*

All partners of the consortium will be regularly tagged to engage with Circular Fuels news, as well as key networks that are related to the same topics to engage conversation and reach a lookalike audience.

2.5.7. Press release

WP7 will engage the media to raise awareness about the project among the target audiences and build a community of interested professional stakeholders.

The media are important to help spread the word about in what way project contributes to building resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation to the target audience and the interested public. Not only will they increase knowledge about the SAF and project itself, but also on its findings, results, and recommendations.

The focus of the media strategy would be works on demo sites and breakthroughs. In addition to scientific publications, technical publications such as magazines and digital publications will reach out to the industrial and business sector, specialised media, and the public. The first press release presenting the project will be sent within one month after the Kick off meeting; the document is reported in the Annex of this deliverable.

An initial list of media outlets based on REVOLVE's experience in biofuels, aviation and transport, renewable energy sectors and European funded projects will be used as a starting point and will be expanded during the project. The media list will also aim to reach non-expert audiences, businesses, and entrepreneurs. Regular press releases covering project news and findings will be sent to the media list identified by REVOLVE. Circular Fuels press releases are drafted by REVOLVE and their content and publication date are validated by Aalto University. To take advantage of partners' wide networks of journalists and excellent experience with engaging the media, partners will be encouraged to issue their

own press releases, informing REVOLVE and Aalto University before sending them out, ensuring accuracy and consistency of information and coordinating timing where relevant.

In addition, REVOLVE will be in contact with the project officer to get research findings published in the EC tools such as the Horizon Results, Horizon Magazine, Innovation Radar, Cordis and Research and Innovation Success Stories platforms.

2.6. KPIs and targets

The Key Performance Indicators (KPIs) and targets outlined below will provide direction to the communication and dissemination efforts. KPIs should be easy to measure and simple to track. The key expected results are there to give ambitious but realistic targets to WP7 and the communication support to other Work Packages. The KPIs and targets grid gives an indication of short-term milestones and yearly results that are expected from WP7 during the full duration of the project. The strategy presented in this deliverable and these KPIs and targets will be monitored internally by REVOLVE on a regular basis and presented during the General Assemblies to the Consortium.

Table 2. Dissemination activities

ACTIVITY	KPIs	TARGETS
Scientific publications	N° of articles published	>20
Oral presentations at scientific conferences and workshops	N° of articles published	>10
Workshops and capacity building workshops	N° of events N° of participants per event	2 >40
Participation in working groups and network meetings	N° of events attended	>40
Engagement with other EU projects	N° of projects	>10
Participation in industry events and trade fairs	N° of events attended	>8

Concept demonstration	N° of participants N° of EU projects represented	>80 >5
Higher education seminars	N° of participants	>40
Policy workshops	N° of workshops N° of participants per event	>2 >40
Annual webinar	N° of participants	>500

Table 3. Communication activities

ACTIVITY	KPIs	TARGETS
Project website	No of visits	>3000
Social media (X and LinkedIn)	No of followers Engagement rate	>700 (X) >500 (LinkedIn)
Newsletter	No of subscribers	200
Project videos	No of videos No of views	4-6 videos >10000 views
Communication material distribution	No of kind of flyers No of kind of roll ups	2 2
Press releases: articles and publications	No of non technical articles published No of press releases sent	4 4

2.7. Impact reporting

The quarterly impact report will provide insights for the WP7 and partners to carry out an internal analysis of the data that will enable WP7 and Circular Fuels partners to regularly monitor the effectiveness of this communication strategy. The findings should provide points of attention where the communication could be improved or reinforced. The internal quarterly reporting will be shared with all Circular Fuels partners

at monthly meeting and via shared folder on Teams. This will provide continuity of the WP7 activities while rendering the official technical reporting more effective and comprehensive.

The impact report for the Circular Fuels project will be structured within the guidelines of this communication strategy and in line with the KPIs and their targets.

An important aspect of the impact report will be to analyse the data from the website and social media, including the profile and the country of audience engaged. This will help to measure the level of engagement of different stakeholders. The quarterly impact report will be complemented by a monthly digital dashboard that should reflect the location of the top countries where visitors are viewing the website, as well as the pages on the website that are most viewed. This will enable WP7 to assess which Circular Fuels countries are more active in communicating the project.

3. Annex

3.1. Project press release

The Circular Fuels project is developing an advanced sustainable aviation fuel production process that runs with solar energy and waste-based raw materials and meets EU's and UN's sustainability requirements.

The project adheres to the objectives of **EU CORDIS** and **EU Green New Deal** initiatives, and it will foster positive impacts for stakeholders in the energy industry, biomass producers, solar and aviation companies, circular economists, farmers and municipalities, and aviation passengers.

Helsinki, 21-22 September 2023

9 Partners from **Finland, France, Sweden, Belgium, Poland, and Czech Republic** met last month in Helsinki to kick off the Circular Fuels project.

The energy at **Aalto University** during the kick-off meeting was energetic, eager, and inspiring; project partners from across Europe shared their aspirations for the future of Circular Fuels.

Project partners will demonstrate that a future of **sustainable aviation** and a reduced dependence on fossil fuels is within arm's reach.

Mika Jarvinen described that he was most looking forward to, *“the development of total renewable pathways for sustainable aviation fuel without burning anything in the process, and only utilizing solar energy and waste materials.”*

- **Mika Järvinen, Circular Fuels project lead, Aalto University**

The upcoming meetings/developments of the Circular Fuels project include:

- General Assembly meeting in Jan/Feb 2024

Stay up to date with Circular Fuels by following us on X and LinkedIn!

X: @Circularfuels

LinkedIn: Circular Fuels

Website: Circularfuels.eu

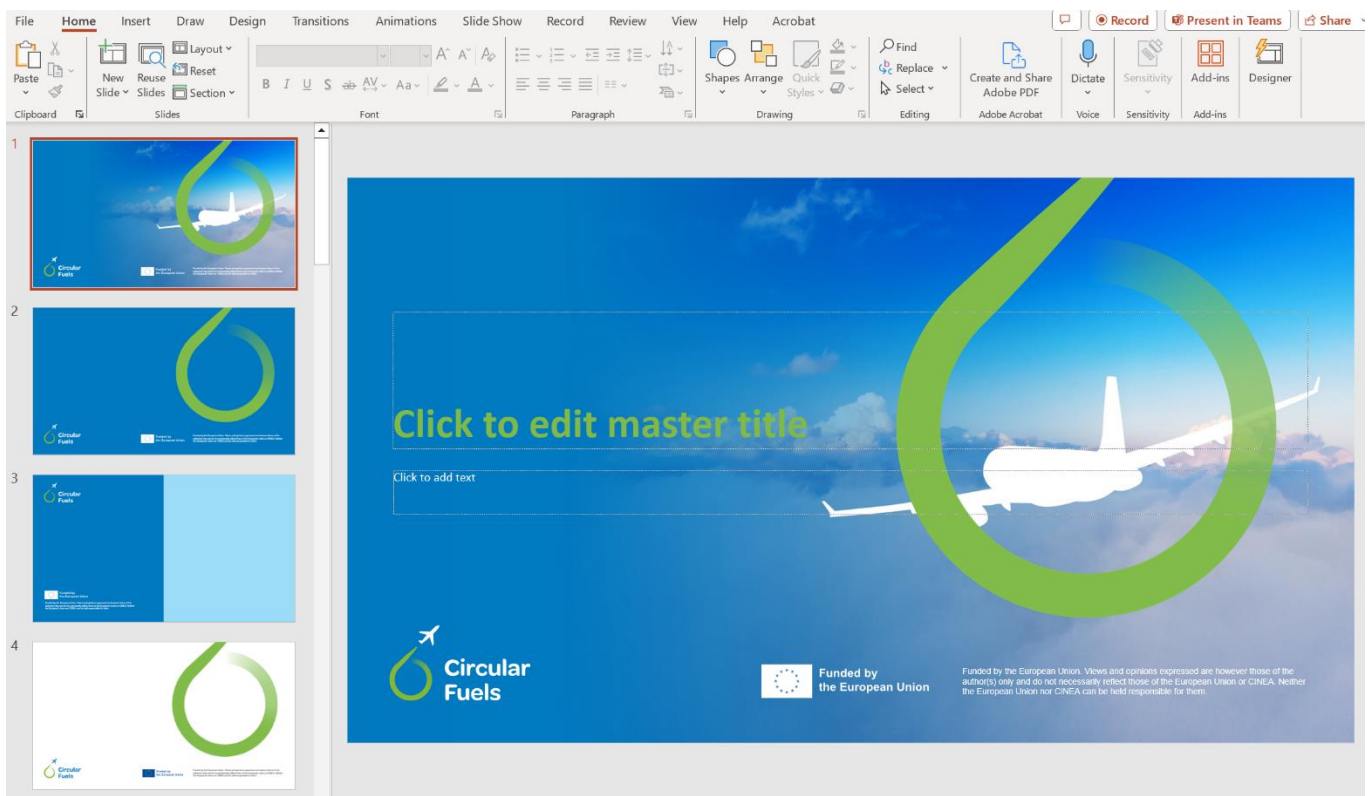
3.2. Document templates

3.2.1. Word files

The word file template dedicated to deliverables was used for this deliverable D7.1.

The template for press releases was used for the press release reported in the Annex 3.1.

3.2.2. PowerPoint template



3.3. Social media accounts

3.3.1. X page



← **CircularFuels**
8 posts

CircularFuels
@CircularFuels

The Circular Fuel project is developing an advanced [#sustainable](#) aviation fuel production process that meets EU's and UN's sustainability requirements. ✈️

📁 Science & Technology 📍 Helsinki, Finland 🔗 circularfuels.eu
📅 Joined July 2023

66 Following 21 Followers

Posts Replies Highlights Media Likes

CircularFuels @CircularFuels · Oct 31 Promote ...

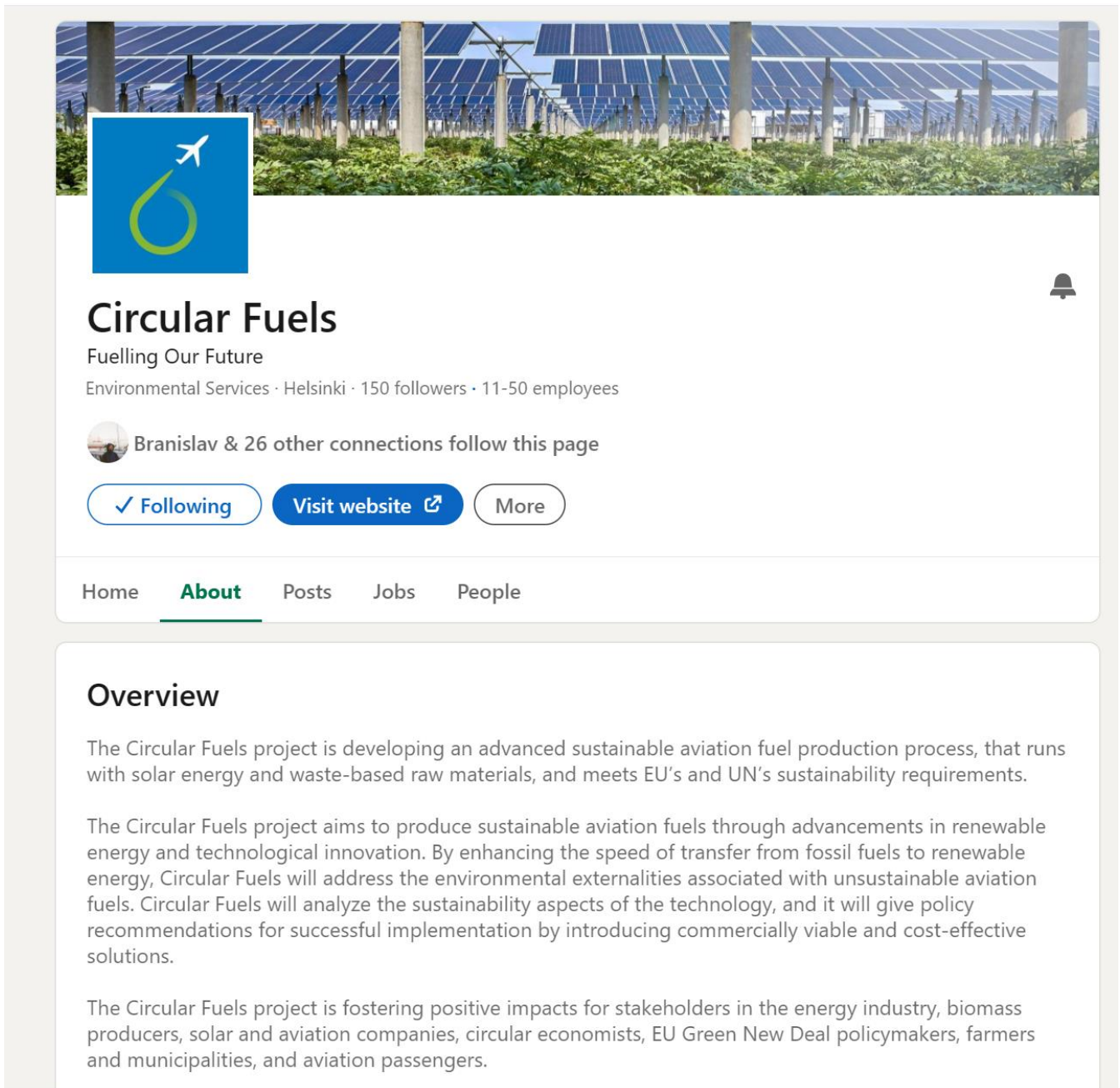
👤 Who are some of the scientists behind the Circular Fuels project?

📺 Watch the short interview of Mattias Richter and Martin Andersson from [@lunduniversity](#) discussing about the project and what inspired them.

[#SAF](#) [#aviation](#) [#biofuels](#) [#HorizonEU](#) [#innovation](#)



3.3.2. LinkedIn page



Circular Fuels
Fuelling Our Future
Environmental Services · Helsinki · 150 followers · 11-50 employees

Branislav & 26 other connections follow this page

✓ Following Visit website More

Home **About** Posts Jobs People

Overview

The Circular Fuels project is developing an advanced sustainable aviation fuel production process, that runs with solar energy and waste-based raw materials, and meets EU's and UN's sustainability requirements.

The Circular Fuels project aims to produce sustainable aviation fuels through advancements in renewable energy and technological innovation. By enhancing the speed of transfer from fossil fuels to renewable energy, Circular Fuels will address the environmental externalities associated with unsustainable aviation fuels. Circular Fuels will analyze the sustainability aspects of the technology, and it will give policy recommendations for successful implementation by introducing commercially viable and cost-effective solutions.


The Circular Fuels project is fostering positive impacts for stakeholders in the energy industry, biomass producers, solar and aviation companies, circular economists, EU Green New Deal policymakers, farmers and municipalities, and aviation passengers.

3.3.3. Social media templates

Each social media template is created in several colour variations, based on project visual identity and its colour palette. Below you will find few examples of various types of templates.




Page 6 - Add page title




Wile E. Coyote
Mad Genius
ACME corporation

Maecenas sed diam eget risus varius blandit sit amet non magna. Nulla vitae elit libero, a pharetra augue. Maecenas faucibus mollis interdum. Nulla vitae elit libero, a pharetra augue. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.




Circular Fuels




Funded by
the European Union

Page 10 - Add page title




Wile E. Coyote
Mad Genius
ACME corporation

Maecenas sed diam eget risus varius blandit sit amet non magna. Nulla vitae elit libero, a pharetra augue. Maecenas faucibus mollis interdum. Nulla vitae elit libero, a pharetra augue. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.



Circular Fuels



Funded by
the European Union

Page 1 - Add page title

Integer posuere erat a ante venenatis dapibus posuere velit aliquet.




 **Circular Fuels**

 **Funded by the European Union**

Page 5 - Add page title

Integer posuere erat a ante venenatis dapibus posuere velit aliquet.



 **Circular Fuels**

 **Funded by the European Union**

3.4. Info sheet

Sustainable aviation fuels in the EU



EU context

The aviation transport is one of the most carbon-intensive sectors and accounts for **14.4% of EU transport emissions**. To reduce these emissions and make the EU climate-neutral by 2050, the **Fit for 55 package** has suggested a set of proposals, such as the increase of greener aviation fuels. So far, many efforts have been carried out to reduce CO2 emissions in the transport sector, including electric vehicles as a potential solution. However, replacing fossil kerosene, in terms of large passenger transport and long-haul flights, is still in the distant future. Thus, the air transport sector requires greater innovation and higher deployment of sustainable fuel alternatives.


The Fit for 55 package aims to increase the use of sustainable aviation fuels by aircraft and targets to ensure relevant pricing of aviation emissions. In particular, the RefuelEU aviation regulation will oblige aviation fuel suppliers to ensure that a minimum of 2% of SAF (Sustainable Aviation Fuels) is available to EU airports in 2025, reaching 70% in 2050. Part of this SAF will be satisfied with green hydrogen and the production of advanced biofuels, which are more sustainable than crop-based biofuels and are produced by forestry waste and agricultural residues.



Facts

-55%

 The European Commission has adopted a set of proposals to make the EU's climate and energy policies fit for reducing greenhouse gas emissions by at least 55% by 2030.

1st
2050

 Europe to be the first climate-neutral continent by 2050


 70% of jet fuels at EU airports will have to be green by 2050


 Every dollar of investment in renewables creates three times more jobs than in the fossil fuel industry.

Resources

- [A European Green Deal \(europa.eu\)](https://european-council.europa.eu/media/e3001c7d-323d-476a-9200-9122f8d8742c/asset/document/20220623_13_en_01.pdf)
- [Renewable energy directive \(europa.eu\)](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32009L0027)
- [IRENA – International Renewable Energy Agency](https://www.irena.org/)
- [EUR-Lex - 52022DC0547 - EN - EUR-Lex \(europa.eu\)](https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52022DC0547)
- [Global Electricity Review 2022 | Ember \(ember-climate.org\)](https://www.ember-climate.org/)

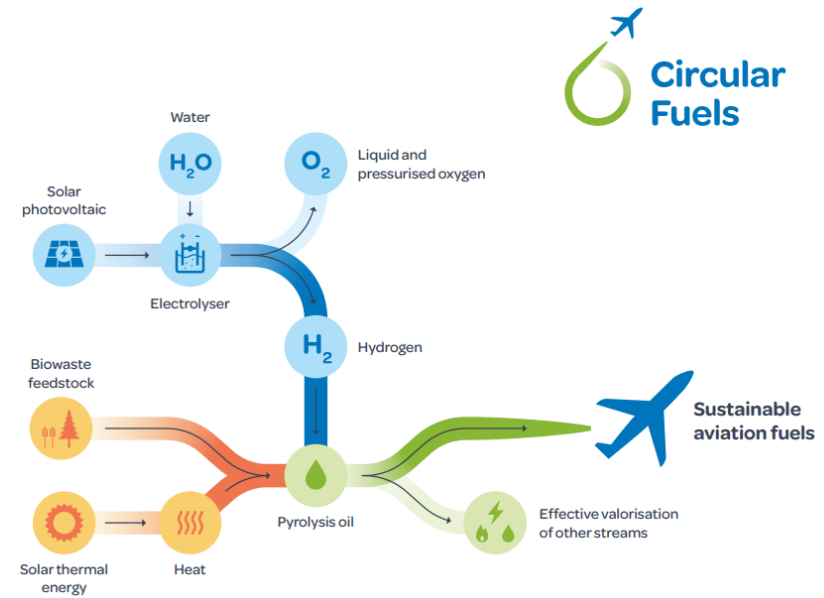
Project Overview

About

The Circular Fuels project aims to produce sustainable aviation fuels through advancements in renewable energy and technological innovation. By enhancing the speed of transfer from fossil fuels to renewable energy, Circular Fuels will address the environmental externalities associated with unsustainable aviation fuels. Circular Fuels will analyse the sustainability aspects of the technology, and it will give policy recommendations for successful implementation by introducing commercially viable and cost-effective solutions.

The Circular Fuels project is fostering positive impacts for stakeholders in the energy industry, biomass producers, solar and aviation companies, circular economists, EU Green New Deal policymakers, farmers and municipalities, and aviation passengers.

X in



Partners



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.

Keywords

- SAF
- Solar energy
- Fuels
- Bio-petroleum
- Engineering
- Technology
- Aviation
- Biofuels
- Biomaterials
- Transportation
- Renewable energy
- Sustainability

CORDIS

Production of sustainable aviation fuels from waste biomass by coupling of fast pyrolysis with solar energy | Circular Fuels

Proposal ID: 101118239



3.5. Visual identity guidelines

The Circular Fuels visual identity plays an essential role in promoting the project; as such, it is imperative to respect these guidelines when using the logo, font, and colours for any external or internal communication, such as presentation templates, posters, business cards, flyers, social media, and so on.

The following guidelines provide a framework for using the brand identity in a consistent manner. Consistency communicates reliability and provides the foundation for working together in an efficient way. While maintaining the highest quality standard, our choice of words and images are opportunities to show that we understand and engage with our audiences.

This visual identity guideline is a living document and may be updated to accommodate changing requirements. If you require assistance, additional support materials, or adjustments for a specific situation, please contact the Circular Fuels team. Likewise, if for any reason you need to work outside the scope of these visual identity guidelines, please also contact the Communication leads.

THE LOGO

About the logo and its meaning



The Circular Fuels project aims to produce sustainable aviation fuels through advancements in renewable energy and technological innovation. By enhancing the speed of transfer from fossil fuels to renewable energy, Circular Fuels will address the environmental externalities associated with unsustainable aviation fuels. The logo aims to highlight these objectives with the integration of a plane icon with a circular vapor trail. The colours selected represent renewable and environmentally friendly aspect of the final product.

Logo folder: [Logo pack](#)

Templates folder: [Templates pack](#)

THE LOGO VARIATIONS



Blue and green

This is the default version of the logo. To be used on white or light background.



Black

This version of the logo is to be used on black and white layouts or documents, on light backgrounds.












White

This version of the logo is only to be used on darker coloured backgrounds and photographs.

THE COLOURS

The project has an extended colour palette to meet all communication needs.

	CMYK: 90 / 45 / 0 / 0 RGB: 0 / 122 / 193 HEX: #007AC1		CMYK: 20 / 85 / 5 / 0 RGB: 199 / 75 / 148 HEX: #C74B94
	CMYK: 35 / 0 / 0 / 0 RGB: 156 / 1220 / 249 HEX: #9CDCF9		CMYK: 3 / 25 / 0 / 0 RGB: 239 / 200 / 223 HEX: #EFC8DF
	CMYK: 55 / 5 / 95 / 0 RGB: 129 / 186 / 72 HEX: #81BA48		CMYK: 0 / 65 / 70 / 0 RGB: 244 / 122 / 85 HEX: #F47A55
	CMYK: 20 / 0 / 40 / 0 RGB: 207 / 229 / 174 HEX: CFE5AE		CMYK: 3 / 20 / 65 / 0 RGB: 246 / 203 / 114 HEX: #F6CB72
			CMYK: 80 / 65 / 45 / 40 RGB: 51 / 65 / 82 HEX: #334152



EU DISCLAIMER AND EMBLEM



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor CINEA can be held responsible for them.