



SUNER-C: SUNERGY Community and eco-system for accelerating the development of solar fuels and chemicals

DELIVERABLE 5.2

COMMUNICATION AND DISSEMINATION STRATEGY AND PLAN (v.2)

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Table 1

Project Summary	
Project Number	101058481
Project Acronym	SUNER-C
Project Name	SUNER-C: SUNERGY Community and eco-system for accelerating the development of solar fuels and chemicals
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Duration in months	36
Call (part) identifier	HORIZON-CL4-2021-RESILIENCE-01
Topic	HORIZON-CL4-2021-RESILIENCE-01-16
Type of action	HORIZON-CSA (Coordination and Support Actions)
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Table 2

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WP	5 – Dissemination, communication, and education
Lead beneficiary	CO ₂ Value Europe (16-CVE)
Dissemination Level	Public
Authors	Lili Chatzikonstantinou (CVE)
Deliverable Number	D5.2
Deliverable Name	Communication and dissemination plan
Reviewers	Celia Sapart (CVE) & Project Coordination Team (UU, CEA & ICIQ)
Abstract	This communication and dissemination plan and strategy explains how the project will communicate its developments and outcomes, and how the consortium will ensure visibility and promotion of the project and dissemination of its results throughout the project.

Table 3

Consortium Information

Coordinator:	1. UNIVERSITEIT UTRECHT (UU)
Beneficiaries:	<ul style="list-style-type: none"> 2. COMMISSARIAT A L'ENERGIE ATOMIQUE ET AUX ENERGIES ALTERNATIVES (CEA) 3. EUROPEAN RESEARCH INSTITUTE OF CATALYSIS A.I.S.B.L. (ERIC) 4. UNIVERSITEIT GENT (GU) 5. UNIVERSITEIT LEIDEN (LU) 6. UNIWERSYTET WARSZAWSKI (UW) 7. FUNDACIO PRIVADA INSTITUT CATALA D'INVESTIGACIO QUIMICA (ICIQ) 8. SIEMENS ENERGY GLOBAL GMBH & CO. KG (SE) 9. DECHEMA GESELLSCHAFT FUR CHEMISCHETECHNIK UND BIOTECHNOLOGIE (DECH) 10. FRAUNHOFER GESELLSCHAFT ZUR FORDERUNG DER ANGEWANDTEN FORSCHUNG EV (Fraunhofer) 11. CARBYON BV (CAR) 12. TURUN YLIOPISTO (UTU) 13. USTAV FYZIKALNI CHEMIE J. HEYROVSKEHO AV CR, v. v. i. (HIPC) 14. UPPSALA UNIVERSITET (UppU) 15. COVESTRO DEUTSCHLAND AG (COV) 16. CO2 VALUE EUROPE AISBL (CVE) 17. FUNDACION IMDEA ENERGIA (IME) 18. ALMA DIGIT SRL (AD) 19. INTERUNIVERSITAIR MICRO-ELECTRONICA CENTRUM (IMEC) 20. AVANTIUM CHEMICALS BV (AVT) 21. NEXTCHEM S.p.A (NEXT) 22. ALLIANCE EUROPEENNE DE RECHERCHE DANS LE DOMAINE DE L'ENERGIE (EERA) 23. SYNERGEIES STIN EPISTIMI KAI TECHNOLOGIA-SYNEST IDIOTIKI KEFALAIOUCHIKI ETAIREIA (SYN) 24. UNIVERSITATEA DIN BUCURESTI (UB) 25. ARCELORMITTAL BELGIUM NV (AM) 26. VICAT (VIC) 27. BELGISCH LABORATORIUM VAN ELEKTRICITEITSINDUSTRIE (ENGIE-LAB) 28. ENGIE (ENGIE) – Affiliate Entity 29. RHODIA OPERATIONS (SOLVAY) 30. BOND BETER LEEFMILIEU VLAANDEREN (BBL) 31. TOTALENERGIES ONE TECH BELGIUM (TEOTB) -- Associated Partner

Table 4

Document History				
Version	Due Date	Responsible	Action	Status
Draft 1	15 September 2022	Lili Chatzikonstantinou (CVE)	Internal review of draft version 1 finalised	Draft
Draft 2	19 September 2022	Lili Chatzikonstantinou (CVE)	Internal review of draft version 2 finalised	Draft
Draft 3	19 September 2022	Lili Chatzikonstantinou (CVE)	Draft version 3 circulated within the project coordination team and received their feedback by 26 September 2022	Draft
Draft 4	30 September 2022	Lili Chatzikonstantinou (CVE)	Implement final feedback and submit the deliverable	Final version

Executive Summary

This document, D5.2 Communication and Dissemination (C&D) Strategy and Plan, is a deliverable of the SUNER-C project, which is funded by the European Union's Horizon Europe under Grant Agreement No 101058481. The document outlines the strategy and planning of the communication and dissemination activities to be carried out by the SUNER-C partners in order to effectively manage SUNER-C's visibility, raise awareness of SUNER-C's activities, engage with stakeholders, share SUNER-C's project results, and link them to the preparation and implementation of a LSRI (Large-Scale Research and Innovation Initiative).

Based on a well-designed communication plan, each project partner must promote our activities and results by providing targeted information to multiple targeted audiences strategically and effectively using the right media channels from the start of the project until the end. Through the dissemination plan, all project partners need to disclose the results achieved in the SUNER-C project to the public to maximize the results' impact and allow other researchers to go a step forward.

The C&D strategy is based on the project proposal plan and Specific Grant Agreement. This deliverable describes the strategy adopted by the SUNER-C consortium to ensure the successful dissemination of the project outcomes. This document will be updated on the 18th month of the project when additional key information becomes available. As SUNER-C progresses, it will provide more details for activities planned in the following years.

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Table 5

List of abbreviations	
CSA	Coordination and Support Actions
C&D	Communication and Dissemination
D	Deliverable
H2020	Horizon 2020
IAB	International Advisory Board
IEA	International Energy Agency
KPIs	Key Performance Indicators
LSRI	Large-Scale Research and Innovation Initiative
MI	Mission Innovation
NGOs	Non-profit Organisations
RTOs	Research and Technology Organisations
R&D	Research and Development
R&I	Research and Innovation
SMEs	Small and Medium-Sized Enterprises
SRIA	Strategic Research and Innovation Agenda
SUNRISE	Solar Energy for a Circular Economy
WP	Work Package

1. Introduction

1.1. SUNER-C in short

SUNER-C is a project that has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101058481. The project has officially started on the 1st of June 2022 and will last 36 months. Under the umbrella of the SUNERGY pan-European initiative, the newly funded SUNER-C programme entitled "SUNERGY Community and eco-system for accelerating the development of solar fuels and chemicals" will strengthen the solar fuels and chemicals community within Europe. The European Union has awarded 4 M€ to this project.

The SUNER-C consortium is a unique and balanced partnership of 31 organisations, bringing together a large diversity of partners, expertise, fields, and representatives of all the EU regions. The consortium consists of 13 academic partners (UU, CEA, GU, LU, UW, ICIQ, Fraunhofer, UTU, HIPC, UppU, IME, IMEC, UB), 13 industrial companies (SE, CAR, COV, AD, AVT, NEXT, SYN, AM, TEOTB, VIC, ENGIE-Lab, ENGIE, SOLVAY), 4 network organisations and federations (ERIC, DECH, CVE, EERA), and 1 Non-Governmental Organisation (BBL).

The overarching objective of the SUNER-C project is to create an inclusive innovation community and eco-system that builds on the current SUNERGY network and includes new stakeholders across Europe. Bringing together fundamental and applied knowledge from various sectors of society as well as often unique resources, the enhanced community will prepare a large-scale Research and Innovation initiative beyond the CSA, as a partnership or another instrument to be discussed and agreed upon with the Commission and the Member States and Associated Countries. The goal is to overcome scientific, technological, organizational, and socio-economic challenges, accelerate innovation in solar fuels and chemicals, and enable the transition of existing and future technologies from laboratory and demonstrator levels to large-scale industrial and broad societal applications.

The SUNER-C consortium will also work on the development of a strategic roadmap towards the broad implementation of solar fuels and chemicals, with supporting strategies for innovation and exploitation, with a firm focus on cross-cutting and socio-technical aspects.

Through a holistic approach, SUNER-C will contribute to a circular economy by replacing fossil-derived fuels and chemicals with renewables and carbon recycling as a key element toward the EU net-zero emissions target by 2050. SUNER-C will build upon the work of SUNERGY, a pan-European initiative on fossil-free fuels and chemicals from renewable power and solar energy, built by merging two previous CSA projects (SUNRISE & Energy-X) with over 300 supporting organisations across and beyond Europe to date.

Please see here <https://www.sunergy-initiative.eu/> for more information.

1.2. Purpose of the deliverable

The purpose of deliverable 5.2 is to make the targeted community and the wider public aware of solar fuels and chemicals via this project, making the community known to develop the solar fuels and chemicals eco-system. The main goal of the communication and dissemination activities is to promote the project and its outcomes and its impact on targeted audiences. For its communication and dissemination, SUNER-C will initially rely on the experience and audience that was built during the previous two years of SUNERGY. Communication and dissemination activities will be managed centrally from SUNER-C, in coordination with regional and thematic hubs of the innovation eco-system. Nodes of the hubs will tailor central communication and dissemination messages to the national/local context, improving their relevance e.g., by linking them to a specific issue under debate/attention. Hub members will help disseminate messages through their personal networks and within their organizations. In addition, each member of the SUNER-C consortium and eco-system will be encouraged to give visibility to SUNER-C in meetings and events and through presentations.

The central communication tools will be the website and social media channels (Twitter, LinkedIn, Instagram), which will make the project information and outcomes accessible to a wide range of stakeholders including the general public. It will contain information relating to SUNER-C topics and links to relevant external initiatives/projects, including broader energy and climate topics. Additional means of communicating SUNER-C work will include preparing and designing promotional materials such as posters, flyers, and YouTube videos. An important aspect of this activity is also the creation and continuous update of the Media to enable wider coverage of key messages and project progress announcements.

Moreover, the organisation of events and meetings with the wider community and other outreach activities for the general public will be included in the C&D strategy. Finally, the development and organisation of educational activities to engage students will be done in collaboration with educational platforms and networks.

SUNER-C consortium partners have already established contacts with stakeholders at all levels and will also act as “hubs” to support the development of solar fuels and chemicals eco-system and facilitate communication at national/regional and expertise/sector level. Members of the SUNER-C International Advisory Board (IAB) will also be instrumental to develop and strengthen the community further.

1.3. Communication strategy and plan

The communication strategy and plan are developed to identify the project stakeholders and to set the strategic communication goals to make sure relevant information, messages, and project progress are relayed to the target audiences via the most appropriate channels.

The main goal of SUNER-C’s communication strategy and plan is to inform, promote and communicate our activities to multiple audiences and engage them with the relevance, pertinence, and importance

of the transition towards a circular economy and more specifically, the need for accelerating and increasing the deployment and use of solar fuels and chemicals.

The strategy then indicates to the consortium how communications can support the project in achieving its general objectives by engaging effectively with key public and private stakeholders to demonstrate the results of SUNER-C and its environmental and economic benefits.

The development of the communication strategy and plan will follow the methodology below:

1. Definition of the C&D objectives based on the project's objectives
2. Identification of the target audiences and content/messages to be disseminated
3. Identification of the most appropriate channels to convey the messages
4. Establish a timeline for the implementation of the C&D activities and Key Performance Indicators (KPIs) to monitor and update procedures

Due to their close nature, the C&D strategy and plans will be developed simultaneously as one deliverable. Mid-term during the project, the C&D plan will be updated and will include an overview of the developed communication and dissemination activities.

1.4. Dissemination strategy and plan

The dissemination strategy and plan focus on spreading SUNER-C results to a wide stakeholder base that is interested in SUNER-C's outcomes and are likely to use them in activities other than exploitation, including scientific diffusion and knowledge exchange.

By setting guidelines, responsibilities, and timelines on how, when, and where to disseminate the project results, the dissemination plan provides the ideal conditions to reach the following objectives:

- Disseminate the project's results in a tailor-made manner to a broad spectrum of stakeholders and thereby maximise the impact of those outcomes and contribute to mitigating change.
- Efficiently communicate the knowledge generated in SUNER-C depending on the audience and thereby ensure broad stakeholder engagement in the innovation eco-system, developing and implementing technologies and materials to support Europe's competitiveness and increased autonomy in key strategic value chains (e.g., energy).
- Inform and engage the community throughout the roadmap development process via all the available communication/dissemination channels, as well as stakeholders will be informed and engaged in the preparation of the long-term R&I initiative.
- Promote and co-create knowledge and increase stakeholder engagement. SUNER-C partners are already in dialogue with platforms, initiatives, and partnerships to foster collaboration, and with European institutions, representatives of Member States, and funding agencies to raise awareness and support for the initiative. Thus, the stakeholder mapping with key target groups will be further developed at the start of the project, and constantly updated during the CSA.

1.5. Project and Communication Objectives

The overall objective of the project is to aggregate fragmented knowledge and develop the framework conditions to overcome scientific, technological, organisational, and socioeconomic challenges in order to accelerate innovation and enable the required transition of technologies for solar fuels and chemicals from laboratory or demonstrator level to large-scale industrial and broad societal application.

In line to contribute to the EU and global climate and energy goals and to the transition to a more circular economy, SUNER-C will comply with and implicitly promote the “do no significant harm” principle for sustainable investments and economic activities, based on the six environmental objectives of the EU taxonomy for sustainable activities. Compliance with the principle will be reflected in particular in the methodology for developing the roadmap and this roadmap’s blueprint for implementation, particularly in relation to industry and investors’ involvement, and in the work on societal and cross-cutting issues.

Project objectives	Communication objectives
<p>O1. Create a diverse and inclusive innovation eco-system for solar fuels and chemicals, building on the current SUNERGY community and including new stakeholders across Europe. Identifies and addresses gaps in the existing SUNERGY community in terms of e.g., participation of societal stakeholders, geographic coverage, and gender balance.</p> <ol style="list-style-type: none"> 1. <i>Build a shared vision and define priority research directions</i> 2. <i>Build the innovation eco-system</i> 3. <i>Anchoring the innovation eco-system in the member states and associated states.</i> 	<p>Promote the project’s vision on the required research, innovation, and technological developments, and societal/cross-cutting aspects through the consortium’s networks and beyond, reaching stakeholders outside our network to enlarge it and increase the impact.</p> <p>Raise awareness of the high potential of solar fuels and chemicals for industry and everyday life and strengthen international collaboration with relevant international programmes and initiatives (e.g., IEA, MI).</p> <p>Communicate the project’s progress (results and activities) in a clear way depending on the audience to attract interested parties and strengthen ties with current supporters ensuring their engagement and stimulating interdisciplinary collaboration in the innovation eco-system.</p> <p>Ensure efficient management of SUNER-C’s knowledge which will attract and train future</p>

	<p>leaders, who in turn will connect to other disciplines and stakeholders.</p>
<p>O2. Develop a strategic technological roadmap that identifies short-, medium- and long-term critical milestones towards the broad implementation of solar fuels and chemicals in society, with supporting strategies for innovation and exploitation, with a firm focus on cross-cutting and socio-technical aspects.</p> <p><i>Develop a broadly endorsed roadmap, based on identified R&I challenges, providing directions of the field for the period 2022-2050; this will enable focusing efforts and investments (public and private) in a coordinated way and prevent duplications, thereby speeding up innovation.</i></p>	<p>Promote the endorsed roadmap and its collaborative preparation, including stakeholders' participation, to engage the community throughout the roadmap development process via all the available communication/dissemination channels.</p> <p>Communicate the roadmap's progress in a clear way depending on the audience, including this roadmap's blueprint for implementation, outlining proposed projects and activities, and components such as financing, exploitation, and societal and cross-cutting aspects.</p> <p>Ensure broad stakeholder engagement and consultation at public and private levels through the adoption of clear and targeted communication approaches.</p>
<p>O3. Prepare a large-scale research and innovation initiative (LSRI) that builds on the progress achieved during the CSA, ready to be launched at the end of the CSA.</p> <p><i>The SUNER-C large-scale research and innovation initiative will be developed in close collaboration with the European Commission, and the Member States, and endorsed by the innovation eco-system.</i></p>	<p>Communicate the pivotal role of industry in the LSRI in a tailor-made manner, engaging industry and societal stakeholders in the development process, and ensuring that their needs and concerns are properly addressed for optimal resilience.</p> <p>Disseminate project outcomes and ensure the long-term sustainability and impact of the project for achieving broad industrial and public support and engagement.</p>
<p>O4. Develop tools, mechanisms, and actions to promote communication, dissemination, and education in support of O1-3.</p> <p><i>Communication and dissemination activities will be managed centrally from SUNER-C, in coordination with regional and thematic hubs of the innovation eco-system ("centralised" plus "decentralised" complementary approach).</i></p>	<p>Actively engage societal stakeholders in the innovation eco-system and its activities.</p> <p>Disseminate project outcomes in a tailor-made manner to a broad spectrum of stakeholders, including high-level academics, industrial players, and societal stakeholders.</p> <p>Communicate the project's progress (results and other activities) in a clear way depending on the audience and thereby ensure broad stakeholder and public engagement.</p>

	Prepare education materials and outreach activities addressed to students in universities, high schools, and primary schools with the objective of raising their interest in solar fuels and chemicals and set the basis for enabling them to learn the required knowledge and skills to ultimately become future leaders in the field.
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1.6. Expected outcomes, impacts, and deliverables

Communication and dissemination activities will contribute to maximising the impact of the project. It is necessary to identify the objectives, targeted audiences, activities, and tools to reach, educate and engage relevant stakeholders and disseminate the outcomes of the project. A set of KPIs for each C&D objective will be defined and monitored through the implementation and updated when required.

After successful communication and dissemination of project results to the target audiences, SUNER-C will contribute to accelerated innovation through increased collaboration, the creation of a pan-European R&I initiative recognized as a unique reference in the field, and R&I projects initiated and supported by adequate levels of public funding and private commitment/investments.

SUNER-C will contribute to a climate-neutral, sustainable economy and support SMEs and start-ups, nurturing talents, and new decentralised and digital solutions to the benefit of consumers and their early engagement in energy transition processes.

The project's results and the technology-based achievements throughout the project will lead to outputs that will be disseminated to different target audiences as explained in the following sections. These outputs include the public deliverables to be generated throughout the Coordination and Support Actions (CSA):

Deliverable	Description	Responsible partner	Output	Month due
D5.1	Visual Identity	ICIQ	Websites, patent filings, reports/documents, videos, etc.	3
D5.2	Communication and dissemination plan	CVE	Report	4
D5.3	Website development including intranet and education platforms	ICIQ	Websites, patent filings, reports/documents, videos, etc.	5
D1.1	Shared SUNER-C vision	LU	Report	12

D5.4	Education and learning resource platform	UB	Websites, patent filings, reports/documents, videos, etc.	18
D1.2	Draft of community mapping and eco-system	CVE	Report	18
D5.6	Updated communication and dissemination plan	CVE	Report	18
D1.3	Updated mapping and eco-system	UppU	Report	36
D5.5	Dissemination and Communication plan for the LSRI	ICIQ	Report	36

2. Communication and Dissemination Strategy and Plan

2.1. Identification of target audiences and messages to be disseminated

SUNER-C aims to reach a diverse target audience that can help in the development and large-scale deployment of solar fuels and chemicals eco-system in Europe and beyond. These target audiences will include people of influence who can raise awareness on the subject and support societal acceptance.

For the C&D strategy, we should identify the target audiences that are different from the stakeholder and community mapping which is part of the tasks of the WP1. Stakeholders are individuals or groups of individuals who may be affected by or have an effect on our project, they have an interest in its outcomes and may benefit from it. Target audiences are the persons or organizations that could best make use of the project's results, are the target groups for C&D activities, and are the receivers of their messages. Thus, stakeholders could be part of the target audiences.



Illustration of SUNER-C key target groups and interaction with stakeholders. The green circles represent the existing community, operating in dialogue with EU institutions, governments/funding agencies, and R&I initiatives at national/local, EU, and international level. The blue background represents the key target groups of the large innovation eco-system SUNER-C aims to develop, including and expanding the existing community (green circles).

Based on the experience and previous work done for the preparation of the SUNERGY initiative, our analysis of audiences has allowed the identification of different target audiences. Eight main target audiences are classified as primary or secondary audiences according to interest and influence on the project.

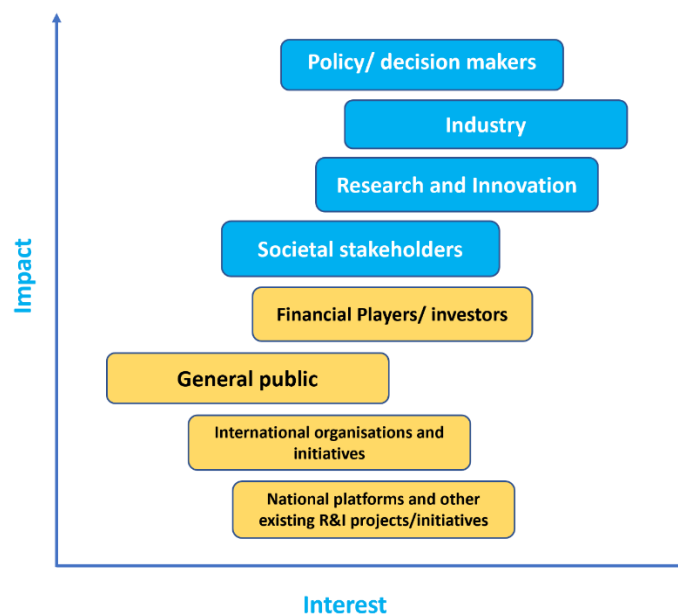


Illustration of SUNER-C key target audiences' identification according to their interest and impact on the project. The blue boxes represent the primary key audiences of the large innovation eco-system SUNER-C. The yellow boxes represent the secondary target audiences of the large innovation eco-system SUNER-C.

The primary target audiences are policy/decision makers (regional, national, and EU level), Universities and research institutions, Industry (EU and national level), and societal stakeholders, while financial players, leading international initiatives, other existing R&I projects/initiatives and the general public are secondary target audiences.

The preliminary audience analysis indicated above is developed to identify and have a clear overview of the priority and most influencing audiences for the SUNER-C project and will be performed during the project in collaboration with WP1 and WP5, to understand the target group's expectations and tailor strategy and messages accordingly. Moreover, this target categorisation of audiences can be used as a base for the WP6 task of identifying important socio-technical cross-cutting issues as we work towards the SUNER-C vision.

Through the collective experience of consortium partners, a qualitative audience analysis included:

- The audience knowledge related to the subject
- The audience attitude towards the subject
- The barriers that prevent the specific audience to promote the large-scale deployment of solar fuels and chemicals
- The motivations that drive the target audience to deploy solar fuels and chemicals

As a result, the audience analysis does not only determine and describe the primary and secondary audiences for the SUNER-C project but supports the following development of key messages that lead to the achievement of the communication and dissemination strategy's goals.

The key messages in this C&D strategy are based on the principles of clarity, credibility, consistency, and completeness, and are disseminated mainly among the primary and secondary target audiences. They are pivotal elements not only to enhance relationships with the target audiences but also to implement potential public relations campaigns and high-level events over the next years. C&D messages will be tailored to the specific target groups, based on their knowledge of the field, interest/expectations, and roles with the aim of raising awareness, and informing and ultimately engaging relevant stakeholders in the innovation eco-system.

C&D will benefit from the coordination with SUNER-C "hubs", consortium partners who will give resonance to the project and related activities at the national/local level, in their sector, and through their networks, helping also to shape and tailor messages to specific target audiences.

While some types of audiences are already evident as targets of the C&D strategy, others may emerge during the project. The following segmentation is then based on current knowledge and is open to future updates and modifications.

2.1.1 Primary target audiences

The primary target audiences are public authorities (policy/decision makers on EU, national, local, and regional scale), research and academia (Universities and RTOs), industry related to sectors like energy,

chemical, petro-chemical (companies, industry associations, SMEs, start-ups, and spin-offs), and societal stakeholders (citizens and consumer organisations, environmental organisations, NGOs, trade unions, educational platforms/initiatives, student, and teacher networks).

PRIMARY AUDIENCES	Knowledge of the subject	Attitude	Barriers	Motivations
<p>Policy/decision makers local (e.g., municipalities), regional, national (including governments of member and associated states), European (European Commission, European Parliament, Council of the EU) who decide on regulations and standards.</p> <p>Including people working on funding agencies at the national, and international level.</p>	<p>Mixed level of knowledge at EU and national level, depending on the geographical area and the presence of national players.</p>	<p>A generally positive attitude can be improved through science-based information on environmental impacts and especially on the effect of SUNER-C on renewable energy consumption in the EU.</p>	<p>Fragmentation of responsibilities among EU and national policy makers.</p> <p>Difficulty to identify experts taking part in the relevant discussions.</p>	<p>Boosting the efficient use of resources and creating new business models in light of EU climate targets.</p> <p>Public authorities need reliable technology-based innovations with a decreased carbon footprint to achieve the EU climate strategies and move towards a more circular economy.</p> <p>Support Europe’s security of energy supply and leadership in the circular economy.</p> <p>A business developer will support the process of identifying and developing public-private links, and of defining resource/funding requirements for the LSRI.</p> <p>The funding model for the LSRI will ultimately be developed in close collaboration with the European Commission and national decision makers.</p>
<p>Messages</p>	<ul style="list-style-type: none"> Investing in technology and research is essential to accelerate the EU’s green agenda and drive the industry towards fossil-free solutions. Solar fuels and chemicals are highly innovative concepts able to contribute to a climate-neutral, sustainable, and circular economy by replacing fossil-derived fuels and chemicals by renewables and recycled carbon as a key element towards the EU net-zero emissions target by 2050. Support in terms of regulations, standards, and quotas is crucial to speed up the development of solar fuel and chemicals technologies, as well as a coherent framework for collaboration, supported by an adequate level of EU and national funding, and leverage private investments. 			

<p>Research/academia: universities, RTOs, applied research centres, research platforms, and associations</p>	<p>Mixed level of knowledge on the state-of-the-art of technologies, depending also on the sector.</p>	<p>Opinion differs on the benefits, impact, and reliability of solar fuels and chemicals.</p>	<p>High competitiveness between groups and different types of technologies and applications.</p>	<p>Developing technologies and quantifying environmental and social impacts. In need to take meaningful and visible steps to lead climate action and secure jobs. A pan-European R&I initiative is needed to build on expertise across the EU and coordinate efforts to accelerate innovation.</p>
<p>Messages</p>	<ul style="list-style-type: none"> • Industrial actors and appropriate results' protection are keen on early collaboration to bring low TRL technologies to a higher TRL. • The R&D community can contribute to understand and analyse the impact of such technologies on the environment and the climate by performing life cycle analyses. • A large R&D community contributes to unprecedented collaborations for the upscaling and further deployment of innovative technology in replicating the process to a wider range of applications. 			
<p>Industry: companies, industry associations (European, national level), SMEs, start-ups, and spin-offs</p>	<p>Knowledge of the subject largely depends on the sector. Each sector will be considered separately.</p>	<p>Positive attitude towards low-emission technologies that contribute to reducing their carbon footprint.</p>	<p>Limited knowledge/interest; concern about potential implementation/deployment costs; limited information on the feasibility and real impact on their carbon footprint.</p>	<p>In need of innovations and new business models to help decrease carbon footprint and environmental impact. Develop/implement technologies and materials to support Europe's competitiveness and increased autonomy in key strategic value chains (e.g. energy). Update and develop mapping and structured innovation eco-system, with strict synergy across R&D, industrial and societal actions to tackle the long-term research challenges with the goal to speed up technologies to move from the laboratory to industry.</p>
<p>Messages</p>	<ul style="list-style-type: none"> • Solar fuels and chemicals technologies are a reliable alternative and could present a new viable business model, reducing fossil-fuels use while re-using existing infrastructures. • Support SMEs and start-ups, new decentralised and digital solutions to the benefit of consumers and their early engagement in energy transition processes. 			

	<ul style="list-style-type: none"> Renewable energy and carbon recycling providers can push for the public authorities to ensure stronger financial and political support for the development and deployment of fossil-free solutions. The growing EU commitment towards fossil-free solutions can contribute to creating a promising framework and market conditions for renewable energy and solar fuels deployment. 			
Societal stakeholders: citizens and consumer organisations, environmental organisations, NGOs, trade unions, educational platforms/initiatives, student, and teacher networks	<p>Limited understanding of solar fuels and chemical technologies. This might vary according to the type of societal stakeholder.</p> <p>Awareness raising and engagement of consumers are needed in the early stage of technology development.</p>	<p>Opinion differs on the benefits, impact, and reliability of solar fuels and chemicals.</p> <p>The environmental and societal impact of proposed technologies must be proven.</p>	<p>Limited knowledge and understanding of the environmental and economic advantages, and the effectiveness of a large-scale deployment of proposed technologies.</p> <p>Initially, green chemicals and fuels will not be cheaper than fossil-based ones.</p>	<p>In need to aggregate fragmented knowledge, accelerate innovation, and enable the transition of technologies for solar fuels and chemicals from laboratory and demonstrator level to large-scale industrial and broad societal application.</p> <p>A key solution to mitigating climate change and its advert impact on future generations.</p> <p>High attention is paid to actively engage societal stakeholders in the innovation eco-system and its activities. In addition, there is the need for cross-cutting (e.g., mitigating negative environmental impacts) and societal aspects, to be incorporated into the roadmap.</p> <p>Students in universities, high schools and primary schools will be targeted indirectly by SUNER-C, with the objective of raising their interest in solar fuels and chemicals and enabling them to learn the required knowledge and skills (e.g., training university students to work in multistakeholder collaboration) to ultimately become future leaders in the field.</p>
Messages	<ul style="list-style-type: none"> Solar fuels and chemicals are valuable solutions to move away from fossil resources and contribute to mitigating climate change and creating a more sustainable economy. Solar fuels and chemicals technologies are crucial solutions to reach the global climate targets supporting circularity. 			

	<ul style="list-style-type: none"> • Framework development for de-risking industrial implementation and supporting societal acceptance of solar fuels and chemicals. • Work on identifying the most advanced, yet achievable implementation designs, based on technological feasibility and on citizen perceptions.
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2.1.2 Secondary target audiences

The secondary target audiences are financial players and inventors, leading international organisations and initiatives, national platforms and other existing R&I projects/initiatives on solar fuels and chemicals, and the general public.

SECONDARY AUDIENCES	Knowledge of the subject	Attitude	Barriers	Motivations
Financial Players/ investors: venture capitalists, angel investors (provide support for new businesses at their earliest stages where the risk of failure is high.)	Mixed level of knowledge depending on their geographical area and presence of national players.	A positive attitude can be improved through science-based information on environmental impacts and especially on the effect of SUNER-C on renewable energy consumption in the EU, as well as in proving that a viable business model exists with solar fuels and chemicals.	<p>For technology implementation/ scaling-up, the needed investments are in the order of a multiple countries' gross national product. Investment funds need bankability to cope with such a level of investment.</p> <p>With scaling up of the SUNER-C technologies over time, the mass manufacturing learning curve should bring the effective price down.</p>	<p>In line with the overall objective to contribute to the EU and global climate and energy goals and to the transition to a circular economy, SUNER-C will comply with and implicitly promote the “do no significant harm” principle for sustainable investments and economic activities, based on the six environmental objectives of the EU taxonomy for sustainable activities.</p> <p>Developing de-risking schemes to remove financial risks for first-of-a-kind demonstration projects, in dialogue with the EU and national governments.</p>

Messages	<ul style="list-style-type: none"> • Suitable policy and regulatory measures will be elaborated and proposed to the EC for de-risking industrial technology development and market uptake. • A viable business model exists with solar fuels and chemicals which creates a supportive environment for large-scale investments by private funds. 			
International organisations and leading international initiatives, including: MI, IEA, the Liquid Sunlight Alliance (US), US Department of Energy, Natural Sciences and Engineering Research Council of Canada, sister organisations of CO2 Value Europe at a global level	Good level of knowledge on the state-of-the-art of technologies, depending also on the sector.	Positive attitude towards low-emission technologies that contribute to reducing their carbon footprint.	Global competition: non-European competitors speeding up in R&D of technologies for solar fuels and chemicals.	Enhance synergies and collaborations to ensure complementarity and raise awareness and support for the project.
Messages	<ul style="list-style-type: none"> • Solar fuels and chemicals increasing the EU's climate ambition for the 2050 target of net-zero emissions. • SUNER-C contributes to supplying clean, affordable, and secure energy. 			
National platforms and other existing R&I projects/initiatives on solar fuels and chemicals, including: initiatives with which SUNER-C partners are connected to (e.g., CATLAB in Germany; MOONSHOT in Belgium; Missie H2 in The Netherlands; SMARTNESS – Solar-driven chemistry in Italy)	Good level of knowledge on the state-of-the-art of technologies, depending also on the geography and sector.	Positive attitude towards low-emission technologies that contribute to reducing their carbon footprint.	Competitiveness between groups and different types of technologies and applications.	Map stakeholders and initiatives across the EU and at national/local levels and engage them to actively participate in SUNER-C activities and beyond, in a large-scale R&I initiative on solar fuels and chemicals. Identify and establish links with other relevant initiatives and partnerships to ensure complementarity and avoid duplications.
Messages	<ul style="list-style-type: none"> • We need collaboration to accelerate the scale-up of solar fuels and chemicals in Europe and beyond. • Solar fuels and chemicals will accelerate the shift to sustainable and low-emission technologies, but their impact needs to be assessed by life cycle analysis. • Renewable fuels and chemicals are analogous to their fossil counterparts and can be introduced in current energy/chemistry value chains with minimal changes to existing infrastructure. 			

General public	Limited knowledge of solar fuels and chemical technologies.	Skeptic about high technologies and afraid of greenwashing.	Difficulty in understanding science-based evidence and scientific data results. Consumers may be unwilling to pay more without having immediate benefits.	A key solution to mitigating climate change and its advert impact on future generations. High attention is paid to actively engage the general public with the relevance, pertinence, and importance of the transition towards a circular economy and more specifically, the need for increasing the use of solar fuels and chemicals.
Messages	<ul style="list-style-type: none"> • The general public has the power to push for the EU and national governments to ensure stronger support for the development and deployment of fossil-free solutions. • Underline the importance of the transition towards a circular economy and more specifically, the need for increasing the use of solar fuels and chemicals. • Solar fuels and chemicals are essential for the EU to achieve a zero-emission society by 2050. Then, using solar fuels and chemicals is safe and contributes to reducing the consumers' carbon footprint and their impact on the environment. • Individuals can also engage in local and political advocacy around SUNER-C solutions. 			

2.2. Identification of the most appropriate tools and channels

There is a variety of channels to convey this C&D plan's key messages to different audiences and the decision of choosing one instead of the other depends on the message itself, the audience, and the desired outcome of the activity. Therefore, tools and means to address messages will be selected based on the target audience and the message to be conveyed with the aim of raising awareness, informing, and ultimately engaging relevant stakeholders in the innovation eco-system. We have evaluated the impact we want to achieve, the resources to be used, the type of information we want to deliver, and the degree of control we have over the channel. The project partners are all involved in the communication and dissemination activities and act as multipliers.

Main tools and channels that have been included:

- A. A project website and social media channels (Twitter, LinkedIn & Instagram). An official project website will be created as a "shop window" of the project. It will make the project information and outcomes accessible to a wide range of stakeholders including the general public. For this reason, we will proceed to the re-design of SUNERGY website and create a special page for SUNER-C Project which will include objectives, consortium information, WPs, outcomes and impacts, information relating to CSA-related topics, and links to relevant

external initiatives/projects. Regular news and events will be posted on the website and on social media.

- B. A public newsletter will further facilitate the dissemination of news and outcomes of the project and information related to the field of solar fuels and chemicals. Visitors could subscribe on the website. The newsletter will be published bi-annually.
- C. Organization and promotion of events, thematic workshops, and various online and face-to-face meetings.
- D. Targeted media and development of media-related materials (e.g., articles, media alerts, press-packs including press releases on major events, infographics, animation, multimedia).
- E. Reports on project's results and deliverables.
- F. Scientific publications.
- G. Development of a training portal within the SUNER-C webpage and organisation of educational activities to engage students, including primary and high school students. Activities will be organised in collaboration with educational platforms and networks.

SUNER-C will inform and engage the community throughout the project objectives like the roadmap development process via all the available communication/dissemination channels. Likewise, stakeholders will be informed and engaged in the preparation of the long-term R&I initiative.

PRIMARY AUDIENCES	Channel 1	Channel 2	Channel 3	Channel 4	Channel 5
<p>Policy/decision makers local (e.g., municipalities), regional, national (including governments of member and associated states), European (European Commission, European Parliament, Council of the EU) who decide on regulations and standards.</p> <p>Including people working on funding agencies at the national, and international level.</p>	Events, and thematic workshops.	<p>Face-to-face meetings with key EU and national policymakers and public authorities.</p> <p>Large national meetings to promote the visibility of the initiative.</p>	<p>Report on project's results.</p> <p>Scientific publications</p>	Press and targeted media, developing promotional materials, and Press releases.	Social media and project website.
<p>Research/academia: universities, RTOs, applied research centres,</p>	Events, webinars, and thematic workshops open	Online community platform to stimulate discussions,	Scientific Publications	Social media and project website.	Network of project partners and External Advisory Board.

research platforms and associations	to scientific community (Vision-building, formative ecosystem, and technological roadmap workshops).	collaborations, and synergies.		Newsletter	
Industry: companies, industry associations (European, national level), SMEs, start-ups, and spin-offs	Events, webinars, and thematic workshops. Stakeholder dialogue sessions	Meetings for input on industry exploitation strategies (meetings connected with industrial events). Large national meetings to promote the visibility of the initiative.	Scientific Publications	Social media and project website. Newsletter	Press releases
Societal stakeholders: Citizens and consumer organisations, environmental organisations, NGOs, trade unions, educational platforms/initiatives, student, and teacher networks	Events, webinars, and thematic workshops. Online community platform to stimulate discussions, collaborations, and synergies.	Face-to-face meetings between project partners and consumer organisations or NGOs. Large national meetings to promote the visibility of the initiative.	Educational activities to engage students, including primary and high school students. Activities will be organised in collaboration with educational platforms and networks.	Press and targeted media, developing promotional materials, and Press releases.	Social media and project website.

SECONDARY AUDIENCES	Channel 1	Channel 2	Channel 3	Channel 4	Channel 5
Financial Players/ investors: venture capitalists, angel investors	Events, webinars, and thematic workshops.	Report on project's results.	Social media and project website.	Press and targeted media, developing promotional materials.	Learning Resources
International organisations and	Events, webinars, and	Stakeholder dialogue sessions,	Online community platform to	Press and targeted	Social media and project website.

<p>leading international initiatives, including: MI, IEA, the Liquid Sunlight Alliance (US), US Department of Energy, Natural Sciences and Engineering Research Council of Canada, sister organisations of CO2 Value Europe at a global level</p>	<p>thematic common workshops.</p>	<p>to inform and exchange with stakeholders and stimulate collaboration between international initiatives and stakeholders of solar fuels and chemicals eco-systems.</p>	<p>stimulate discussions, collaborations, and synergies.</p>	<p>media, developing promotional materials.</p>	
<p>National platforms and other existing R&I projects/initiatives on solar fuels and chemicals, including: initiatives with which SUNER-C partners are connected to (e.g., CATLAB in Germany; MOONSHOT in Belgium; Missie H2 in The Netherlands; SMARTNESS – Solar-driven chemistry in Italy)</p>	<p>Events, webinars, and thematic workshops.</p>	<p>Meetings to create synergies between EU projects (meetings jointly organized with other projects).</p> <p>Large national meetings to promote the visibility of the initiative.</p>	<p>Online community platform to stimulate discussions, collaborations, and synergies.</p>	<p>Press and targeted media, developing promotional materials.</p>	<p>Social media and project website.</p>
<p>General Public</p>	<p>Probes of debates</p>	<p>Social media and project website, including a training portal.</p>	<p>Press and targeted media, developing promotional materials.</p>	<p>Outreach activities, like events and visits.</p>	<p>Press releases</p>

2.3. Establish a timeline for the implementation of the C&D activities and events and KPIs

To measure the qualitative and quantitative achievement of the project’s objectives a series of Key Performance Indicators (KPIs) on the communication and dissemination activities will be defined, together with their monitoring schedule on a continuous basis, and corrective measures will be applied when required, to ensure an effective impact assessment.

The targeted communication activities described below are developed and implemented by the WP5 and the whole consortium. WP5 (co-)leaders are regularly in direct contact with all project partners and collect relevant information for the communication and dissemination activities of each partner and log activities (e.g., articles, conference participation, meetings, etc.). WP5 (co-)leaders also coordinate the C&D activities that are of collective nature (e.g., thematic workshops), and monitor the implementation of the C&D plan and advise the project management team on any necessary adaptations.

The effectiveness of the SUNER-C C&D activities will be regularly monitored and reported thanks to the development of quantifiable KPIs that allow the WP5 (co-)leaders and the consortium to assess the achievement of the implementation plan's objectives.

Moreover, a timeline for the implementation of the C&D activities will be developed and implemented throughout the project.

Activity	Channel	Timeframe	Target Audiences	KPIs & Targets	(Co-) Leader(s)
Development of the C&D plan and strategy	<p>Via written report: Develop and implement a C&D plan to set the framework for the expected C&D activities carried on.</p> <p>The C&D Plan contributes to disseminating the project's objectives and results to all relevant stakeholders.</p>	09/2022 – 10/2023	All audiences (Primary & Secondary)	A C&D Plan and strategy will be developed by the WP5 leader and will be approved by the consortium by month 4 of the project.	CVE
Updating the C&D Plan and strategy	<p>Via written report: Update the existing C&D plan to optimal serve the renewed needs and interests of all parties of the consortium.</p> <p>Mid-term evaluation report to monitor and summarise the work done in terms of C&D activities carried out</p>	11/2023 – 05/2025	All audiences (Primary & Secondary)	<p>The C&D Plan and Strategy will be updated by the WP5 leader and approved by the consortium by month 18 of the project.</p> <p>A mid-term evaluation report will be developed by the WP5 leader and shared with the</p>	CVE

	during the first half of the project.			consortium on month 18 of the project.	
Visual Identity design (Logo and templates)	<p>SUNER-C logo and templates are designed to disseminate and communicate the project, in printed and online versions.</p> <p>The objective is to keep a consistent and uniform image of SUNER-C outcomes, communications and deliverables.</p>	08/2022 – 05/2025	All audiences (Primary & Secondary)	<p>A visual identity, consistent with the design of the SUNERGY initiative to reflect continuity, has been developed.</p> <p>It includes a logo and different templates which will contribute to increasing the project's visibility and impact on the different audiences.</p> <p>The consortium approves the project's logo and templates and will use them broadly.</p>	ICIQ
Project website design, development, management, and monitoring, including intranet and educational platforms	Website as a "shop window" of the project.	10/2022 – 05/2025	All audiences (Primary & Secondary)	<p>Detailed statistics from the Google Analytics website visitors.</p> <p><u>Target value:</u> 5000 visits/year</p>	ICIQ
Social Media management	Twitter, LinkedIn and Instagram Accounts	10/2022 – onwards	All audiences (Primary & Secondary)	<p>Nr of followers; Nr of impressions.</p> <p><u>Target value:</u> 3000 followers on Twitter, 1000 on LinkedIn and 500 on Instagram.</p> <p>At least 1 piece of news about SUNER-C, its partners' activities, and major developments is published on Social</p>	ICIQ

				Media channels every week. At least 1 social media initiative focusing on specific challenges, results, and opportunities linked to the project is published every month.	
SUNER-C Newsletter	A public newsletter will further facilitate the dissemination of news and outcomes of the project and information related to the field of solar fuels and chemicals, funding opportunities and short opinion pieces in some of the Newsletters.	Twice a year	Research/ Academia and industry	MailChimp statistics on distribution and impact. <u>Target value:</u> 500 subscriptions, 40% open rate	CVE & ICIQ
Press and targeted media as Press Releases	The SUNER-C consortium ensures targeted dissemination of the project's outcomes and major progress among EU, national and scientific media to raise the visibility of the SUNER-C process and of the major events.	At least one press release on major SUNER-C public outcomes and progress is disseminated every year among EU and national media by the WP5 team and the project partners' communications departments. At least one press release on major SUNER-C events or one interview with	All audiences (Primary & Secondary)	Press clippings. <u>Target value:</u> Appearance in >20 media outlets	CVE & ICIQ

		a project partner.			
Developing promotional materials	Development of media-related materials (e.g., articles, media alerts, press-packs including infographics, animation, and multimedia)	11/2022, 01/2024, 04/2025.	All audiences (Primary & Secondary)	Nr of views on YouTube. <u>Target value:</u> >5000	CVE & ICIQ
Scientific publications	Disseminate and publish white papers or editorial articles in peer-reviewed international scientific journals. The open-access principles will be followed for all scientific publications. Any pertinent data that is not IP-protected will be deposited as FAIR data in open access repositories.	11/2023 – onwards	Policy makers/ Research/ Academia and industry	Nr publications and bibliometric impact. <u>Target value:</u> >10 publications	CVE & ICIQ along with the consortium will ensure the promotion of these articles to a broad audience.
Events and meetings	Three public events with probes for debates to increase awareness of relevant stakeholders and society at large and inform about the progress of the initiative. These meetings may be co-organised in collaboration with relevant national associations or institutions.	Initial event on 06/2022 Event mid-project on 11/2023 A final event on 05/2025	All audiences (Primary & Secondary)	Nr of events and nr of participants. <u>Target value:</u> 3 major events with 300 participants in total	Whilst the strategic part of each meeting and event (scope, audience, agenda, speakers) will be defined by the relevant WP, the organization and communication will be handled by WP5.
Outreach activities	Six webinars and thematic workshops to promote European projects on relevant	05/2023 – onwards	Outreach activities are meant to engage a large	Nr of events and nr of participants. <u>Target value:</u> 10	The organization and communication

	<p>topics identified in WP2 and foster cross-dissemination activities and information exchange.</p> <p>This will be done by thematic areas and will be open to the scientific community with the objective to To explain the benefits of research to a larger public.</p>	<p>They will be partly online and partly coupled with consortium meetings</p>	<p>audience and bring knowledge and expertise on a particular topic to the general public.</p>	<p>outreach events with >300 attendees in total</p>	<p>will be handled by WP5.</p>
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2.4. Organization and promotion of workshops, and consortium meetings

During the SUNER-C project, except for the public events and other outreach activities, mentioned in the above table, seven consortium meetings will be also organized:

- bi-annual consortium meetings coupled with the yearly general assembly,
- meetings with the International Advisory Board, and
- meetings specific to the activities of the WPs:
 - WP1: Vision-building workshop (year 1)
 - WP1: Formative eco-system workshop (year 2)
 - WP3: Technological roadmap workshop (year 2)
 - WP6: Stakeholder dialogue sessions (year 2)
 - WP7: Workshop for industrial stakeholders about a LSRI (year 2)

Other SUNER-C events that will not be coupled with consortium meetings and not directly organized by WP5:

- Meetings to create synergies between EU projects (meetings jointly organized with other projects) will be organised by WP2.
- Meetings for input on industry exploitation strategies (meetings connected with industrial events) will be organised by WP4.

In addition to its own events, SUNER-C will participate in third-party events organised by e.g., other projects and platforms – this will also help develop/strengthen collaboration with other stakeholders and initiatives.

Finally, monthly executive board meetings (coordinators + WP leaders) will be organised online. Other meetings and events will be face-to-face or online, or a mix depending on the content, timing, and context.

SUNER-C tentative timeline of meetings

Year	Meeting	Planned	Realised	Comments
1	Kick-off consortium meeting	M1	M4 (09/2022)	
	2nd Consortium meeting	M6		To be planned together in early 2023 (M8 or M9)
	1st yearly general assembly (Community meeting/event)	M12		
	Technological roadmap workshop (WP3)	M12	M1 (06/2022)	
	3rd Consortium meeting (Preparing for mid-term report)	M12		
2	Vision-building workshop (WP1)	M6		To be planned together in 2023
	Stakeholder dialogue sessions (WP6)	Year 2		
	4th Consortium meeting	M18		To be planned together
	2nd yearly general assembly			
	5th Consortium meeting	M24		
	Formative ecosystem workshop (WP1)	Year 2		
	Workshop for industrial stakeholders about a LSRI (WP7)	Year 2		To cluster with some meetings in Brussels
	Meetings to create synergies between EU projects (meetings jointly organized with other projects)	Spring 2023		In Bruxelles, so we can invite EIC, different EC DGs, etc.
6th Consortium meeting (preparing for final report)	M30			

3	Conference on the results of the project and launch of the LSRI (WP7)	M36		It was initially planned to be the kick-start of LSRI, but could be instead used to recruit potential partners, thus, it would need to be advanced around the M30.
	7th Consortium meeting 3rd yearly general assembly	M36		To be planned together

3. Conclusion

The above-described C&D strategy and plan is an ambitious combination of well-designed tools, communication activities, and events aiming at making the results of the project visible, durable, and accessible to all the members of the stakeholder community who have an interest in them to a different extent and with different purposes. Specific emphasis will be given to the effort that the SUNER-C consortium will make into achieving its unique impact on its expected outcomes.

Europe can count on outstanding researchers and world-leading industries in the chemical and energy sectors. However, the field of solar fuels and chemicals is fragmented and characterised by scattered activities. SUNER-C will take continuous action to engage stakeholders from different fields, sectors, and disciplines at local, national, European, and international levels. Support by public funding and private investments will be sought to sustain the eco-system in the longer run and to stimulate synergies across research and innovation, accelerating technology development.

The work on eco-system development will be coordinated by WP1, in close collaboration with WP5 on communication and dissemination. The community mapping and structuring of the connections and dependencies between stakeholders will be based on the basic information which has been provided by the C&D strategy and planning. Thus, based on the C&D guidelines, SUNER-C will map stakeholders and initiatives across the EU and at national/local levels and engage them to actively participate in its activities and beyond, in a large-scale R&I initiative on solar fuels and chemicals. This includes all sectors of society: academia, industry, SMEs, local/regional/national governments, NGOs, and policy makers as well as other European LSRI (e.g., partnerships, missions). Data mining will result in a searchable database for unconstrained community mapping to be hosted on the project website.

Therefore, a C&D strategy is conceived as a dynamic, living, and flexible instrument and will be refined in agreement with the project partners as long as the project evolves in order to secure a perfect fit between communication needs, available contents, and selected channels. Moreover, a detailed reporting of all the activities put in place during the 3-year project's duration will be provided as the scheduled deliverable.