



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

DELIVERABLE 5.6

UPDATED COMMUNICATION AND  
DISSEMINATION PLAN

**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
Starting date	01/06/2022
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)
Service	HADEA/B/03

## Disclaimer



No part of this document may be reproduced and/or published by print, photoprint, microfilm, or any other means without the previous written consent of the SUNER-C consortium. The content of this deliverable does not reflect the official opinion of the European Union. Responsibility for the information and views expressed herein lies entirely with the author(s).



**Table 2**

Management Information	
<b>V3</b>	29 November 2023
<b>WP</b>	5 – Dissemination, communication, and education
<b>Lead beneficiary</b>	CO <sub>2</sub> Value Europe (16-CVE)
<b>Dissemination Level</b>	Public
<b>Authors</b>	Lili Chatzikonstantinou (CVE)
<b>Deliverable Number</b>	D5.6
<b>Deliverable Name</b>	Updated communication and dissemination plan
<b>Reviewers</b>	Project Coordination Team (UU, CEA & ICIQ)
<b>Abstract</b>	The updated communication and dissemination plan includes an overview of the developed communication and dissemination activities and updates on the scheduled activities for the second half of the project.

**Table 3**
**Consortium Information**

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

**Table 4**

Document History				
Version	Due Date	Responsible	Action	Status
Draft 1	24 November 2023	Lili Chatzikonstantinou (CVE)	Internal review of draft version 1 finalised	Draft
Draft 2	27 November 2023	Arnau Jordà & Laura López (ICIQ)	Internal review of draft version 2 finalised	Draft
Draft 3	29 November 2023	Coordination Team	Draft version 3 circulated within the project coordination team and received their feedback	Draft
Draft 4	30 November 2023	Lili Chatzikonstantinou (CVE)	Implement final feedback and submit the deliverable	Final version

## Executive Summary

This document, D5.6 Updated Communication and Dissemination (C&D) 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 Communication and Dissemination (C&D) plan and strategy (D5.2) was developed in month 4 of the project to list the most effective communication and dissemination activities to be carried out by the project consortium 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).

This document presents the updates of the communication and dissemination plan that will continue to be implemented from months 19-36 of the SUNER-C project, as additional key information becomes available, and also includes an overview of the developed communication and dissemination activities.

## Table of Contents

<b>Disclaimer</b> .....	<b>2</b>
<b>Executive Summary</b> .....	<b>6</b>
<b>List of abbreviations</b> .....	<b>8</b>
<b>1. Explanation of the work carried out in the WP5</b> .....	<b>9</b>
<b>2. Updated Communication and Dissemination Plan</b> .....	<b>9</b>
2.1 Updated event planning throughout the project .....	10
2.2 Supporting and promoting regional and national events.....	11
2.3 Co-organisation and participation in different external events.....	12
2.4. Weekly editorial plan for our website and Social Media posts.....	13
2.5 Updated Key Performance Indicators (KPIs).....	14
2.6 SUNER-C Communication Kit.....	15
<b>Conclusion</b> .....	<b>16</b>

**Table 5**

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



## 1. Explanation of the work carried out in the WP5

[Months 1-18]

Over the last 18 months, the C&D plan has so far proven to be relevant support for the consortium in increasing positive awareness of the SUNER-C project among the targeted audiences, as well as boosting the reliability of the process. The targeted communication activities described in the C&D plan have been developed and implemented by the Communication and Dissemination co-leaders of WP5 (CVE & ICIQ) and the whole consortium.

Based on a well-designed communication strategy, each consortium partner helps promoting project's activities and results by using their own channel. Through the dissemination strategy, all consortium partners need to disclose the results achieved in the SUNER-C project to the different targeted audiences to maximize the results' impact and allow other researchers to go a step forward.

During the first eighteen months of the project, the WP5 co-leaders (CVE and ICIQ), in cooperation with the entire consortium:

- i) developed a [Communication and Dissemination plan and strategy \(D5.2\)](#);
- ii) designed the [SUNER-C visual identity \(D5.1\)](#);
- iii) created presentations and material to be used by the consortium during conferences and events;
- iv) developed and kept updated the [SUNER-C website and social media accounts \(D5.3\)](#) as the main source of information and engagement for all target stakeholders;
- v) organised all the project meetings like Consortium meetings, yearly General Assembly, specific WP workshops, and National/Regional events; and
- vi) prepared an open platform with available educational material under the SUNER-C website (D5.4).

## 2. Updated Communication and Dissemination Plan

[Months 19-36]

The initial Communication and Dissemination plan and strategy already identified the main target audiences, messages and channels to be used. This document presents the updates of the communication and dissemination plan that will continue to be implemented from months 19-36 of the SUNER-C project, as additional key information becomes available. As SUNER-C progresses, the updated C&D plan provides more details for activities planned in the following months, like:

1. Updated event planning throughout the project
2. Supporting and promoting regional and national events
3. Co-organisation and participation in different external events
4. Weekly editorial plan regarding our website and Social Media posts
5. Updated Key Performance Indicators (KPIs)

6. SUNER-C Communication Kit

**2.1. Updated event planning throughout the project**

During the SUNER-C project, and specifically by M18, WP5 has organised the following events:

- monthly executive board meetings (coordinators + WP leaders online),
- 3 bi-annual consortium meetings,
- 1 yearly general assembly,
- meetings with the International Advisory Board (coupled with consortium meetings), and
- meetings specific to the activities of the WPs:
  - WP1: Vision-building workshop (year 1)
  - WP3: Technological roadmap workshop (year 2)
  - WP6: Stakeholder dialogue sessions (year 2)

In SUNER-C events, the project partners have been active in the role of speakers and moderators while the WP5 leaders coordinated the event agenda together with the project coordinators, supported the organisational aspects, and activated all promotional and communication actions. Such events are also occasions to build on common goals and different networks.

Date	Event	Organisers	Attendees
14-15/06/2022	<a href="#">Joint Roadmapping Workshop &amp; Yearly General Assembly</a> (WP3: Technological roadmap workshop)	SUNER-C, SUNERGY community, EIC, and DG RTD	120
27-28/09/2021	<a href="#">SUNER-C Kick-Off meeting</a> (1 <sup>st</sup> Consortium Meeting)	SUNER-C	60
15-16/02/2023	<a href="#">SUNER-C Vision Workshop &amp; 2<sup>nd</sup> Consortium Meeting</a> (WP1: Vision-building workshop)	SUNER-C	60
10-11/10/2023	<a href="#">Yearly General Assembly, WP6 Stakeholder Dialogue Workshop, and 3<sup>rd</sup> Consortium Meeting</a> (WP6: Stakeholder dialogue sessions)	SUNER-C	100

Moreover, WP5 has been involved in the organisation of Thematic Workshops to promote European projects on relevant topics identified in WP2 and foster cross-dissemination activities and information exchange.

- WP2: EU project mapping workshop (10 October 2023)

Over the next 18 months, in accordance with the project's needs and priorities, we have revised the primary planning of the events. The timeline below is grounded in the current project requirements and may undergo further adaptations in the coming months.

Year	Meeting	Planned	Updates
2	4th Consortium meeting	M18	To be organised together in M22.
	Formative ecosystem workshop (WP1)		
	5th Consortium meeting	M24	To be organised together in M26
	Workshop for industrial stakeholders about a LSRI (WP7) – Co-organised with WP4		
3	Meetings to create synergies between EU projects (meetings jointly organized with other projects) WP2.	Autumn 2024	In Bruxelles, we can also invite EIC, different EC DGs, etc.
	6th Consortium meeting (preparing for final report)	M30	
	Conference on the results of the project and launch of the LSRI (WP7)	M36	To be planned together
	Last Consortium meeting		
	Yearly general assembly		

## 2.2. Supporting and promoting regional and national events

External events have also included 3 large national/regional meetings to promote the visibility of the initiative with policymakers, industrial stakeholders, the scientific community, national associations, and societal and other relevant stakeholders. These meetings have been co-organised in collaboration with relevant national associations or institutions:

- France (March 2023)
- Czech Republic (September 2023)
- Sweden (October 2023)

Date	Event	Organisers	Attendees
28/03/2023	French National Meeting ( <a href="#">Séminaire ANCRE-SUNER-C: comment promouvoir la filière des carburants et molécules de commodité alternatifs en France et en Europe?</a> )	SUNER-C and the French National Alliance on Energy Research (ANCRE)	80
14-15/09/2023	Czech Regional Meeting ( <a href="#">Transition pathway toward sustainable fossil-free fuels and base chemicals – a SUNERGY regional meeting</a> )	SUNER-C, J. Heyrovský Institute of Physical Chemistry (Czech Academy of Sciences), and Association of Czech Chemical Industry	70
24-26/10/2023	Swedish National Meeting ( <a href="#">Uppsala University Conference on Sunlight- and Power-to-X: Solar Fuels, Electro Fuels, Green Hydrogen, and CO2-Valorization</a> )	SUNER-C and the Swedish Consortium for Artificial Photosynthesis	120

### 2.3. Co-organisation and participation in different external events

In addition to SUNER-C own events, SUNER-C consortium partners have participated in several third-party conferences and events organised by other projects, platforms, or partners which also helped develop and strengthen collaboration with other stakeholders and initiatives. These outreach activities are meant to engage a large audience and bring knowledge and expertise on a particular topic to the general public. Please find them below:

Date	Event	Event organiser	Speakers
10-11/11/2021	<a href="#">DECARB 2022 Conference</a>	Czech Presidency of the Council of the European Union	CEA and UU
13/04/2023	<a href="#">Sustainable and low carbon fuels and chemicals – Time for take-off</a>	CEA (SUNER-C Consortium partner)	ArcelorMittal CEA, CVE, HIPC, SIEMENS, and ENERGY
10-11/06/2023	<a href="#">Festa de la Ciència of Barcelona</a>	Barcelona City Hall	ICIQ
08/06/2023	<a href="#">Sustainable fuels: what role for Europe's energy mix?</a>	A round table organized by SUNERGY community	CEA, CVE, ENGIE ERIC, ICIQ, UGent, UppU, and UW
27/08/2023- 01/09/2023	<a href="#">EuropaCat 2023</a>	Co-organised by catalysis societies of the Czech Republic, Hungary, Poland, and Slovakia	ERIC, UGent, and UU

18-21/09/2023	<a href="#">Symposium B - Advanced catalytic materials for (photo)electrochemical energy conversion of the European Material Research Society (eMRS) - Fall Meeting</a>	Co-organised by eMRS with the following partners: Polish Materials Science Society, Institut of Physics PAN, Fondation Jean-Marie Lehn, MDPI nanomaterials, UNESCO Chair on Materials Sciences, MATTER, Łukasiewicz Institute of Microelectronics and Photonic, University of Technology in Warsaw (SUNER-C Consortium partner)	IMEC and UW
18-22/09/2023	<a href="#">Solar2Chem Conference: From Sunlight to Fuels – Uniting Science and Environmental Responsibility</a>	Solar2Chem consortium (European MSCA-ITN project) led by Galway University and ICIQ (SUNER-C Consortium partner)	CEA, ICIQ, UppU
4-5/10/2023	<a href="#">Hydrogen Horizons Workshop</a>	ANEMEL consortium (European project) and ICIQ (SUNER-C Consortium partner)	ICIQ

#### 2.4. Weekly editorial plan for our website and Social Media posts

The consortium contributes to feeding the website and social media channels by sharing with the WP5 co-leaders the most recent news, progress, events, and activities. The WP5 co-leaders have the role of updating weekly the below-mentioned channels with the information provided by building an engaging editorial plan and ensuring a consistent communication style.

- SUNER-C Project website (<https://www.sunergy-initiative.eu/suner-c>)
- Social Media accounts have constantly updated to raise visibility in the SUNER-C project, engage with the audience, and regularly communicate and disseminate information, news, events, and results of the project, as follows:
  - [Twitter](#)
  - [LinkedIn](#)
  - [Instagram](#)
  - [YouTube](#)
- Bi-annual public newsletter and any News Alert needed to facilitate the dissemination of news and outcomes of the project and information related to the field of solar fuels and chemicals,

funding opportunities, events, and short opinion pieces. Readers are among SUNERGY’s database and the new subscribers on the re-designed website.

- [22 December 2022](#) (Newsletter)
- [5 May 2023](#) (News Alert)
- [4 July 2023](#) (Newsletter)

## 2.5. Updated Key Performance Indicators (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 have been defined, to be reached by the end of the project. Their monitoring schedule on a continuous basis and application of corrective measures when required, ensures an effective impact assessment.

The targeted communication activities described below are developed and implemented by the WP5 and the whole consortium. The 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 (e.g., articles, conference participation, meetings, etc.), and monitor the implementation of the C&D plan and advise the project management team on any necessary adaptations.

Channel	Actions/ Followers / Subscribers	Metrics	Targeted KPIs
Website	30 News 51 Events shared 35 Pages of content	5.122 Number of visits since June 2022	5.000 visits / year
Bi-annual Newsletter + News Alert	1.880 subscriptions	34% open rate	500 subscriptions / 40% open rate
LinkedIn	986 followers	25.611 impressions since June 2022	3.000 followers on Twitter & 500 on Instagram
Twitter	987 followers	84.087 impressions since June 2022	
Instagram	210 followers	2.309 impressions since Feb 2023	
YouTube	1 video	566 views since June 2022	> 5.000 views

The SUNER-C consortium also ensures targeted dissemination of the project’s outcomes and major progress and events among EU, national, and scientific media by WP5 to raise the visibility of the SUNER-C.

Drafting press releases and media appearances through participation in interviews and media news is an important way to promote SUNER-C during the course of the project. More specific examples in the table below:

Date	Title	Action	Link
01/06/2022	4 M€ grant to accelerate innovation on solar fuels and chemicals, and to support the transition toward a fossil-free EU economy	Project's launch Press Release	<a href="#">Here</a>
June 2022	1 interview on the radio (Dr. Laura López and Prof. Antoni Llobet from ICIQ)	Tarragona Radio (Spain)	<a href="#">Here</a>
October 2022	1 interview in a general newspaper (Prof. Weckhuysen from the Utrecht Univeristy, SUNER-C coordinator)	deVolksrant (Dutch Newspaper)	<a href="#">Here</a>
20/12/2022	SUNERGY Strategic Research and Innovation Agenda (SRIA)	SRIA launch Press Release	<a href="#">Here</a>
07/02/2023	Inteview in chemistry specialised website (Prof. Weckhuysen from the Utrecht Univeristy, SUNER-C coordinator)	Business AM Belgium	<a href="#">Here</a>
28/11/2023	Podcast ICIQ – Tarragona Ràdio Blau de Prússia (Dr. Frédéric Chandezon from CEA, SUNER-C deputy coordinator and Prof. Julio Lloret from ICIQ, SUNER-C partner)	SUNER-C	<a href="#">Here</a>

## 2.6. SUNER-C Communication Kit

The WP5 co-leaders supported partners with the creation of a standard communication kit that can be used in various types of events, online and in-person, to ensure the effective exploitation and dissemination of the project results to all relevant stakeholders and facilitate successful future deployment.

This communication kit is composed of a standard PowerPoint presentation and the design of roll-up, brochures, flyers, and a conference poster ready to be printed by the partners, serving as support for fairs, congress, forums, and workshops. Moreover, this communication kit includes an one-pager brochure explaining briefly what the project is about. All of these materials are available on the project's SharePoint.

A general animated video will be created to increase SUNER-C's visibility and engagement with different types of audiences to easily explain how sustainable fuels and chemicals can be used to store and transport renewable energy. The video will be displayed on social media accounts, the SUNER-C website, the educational platform, and during high-level events. The WP5 co-leaders coordinate the realisation and distribution of the SUNER-C video, while the whole consortium contributes to the final version of the script.

Title	Number materials provided/used
Flyers A5	300
Industry Endorsement Letter	100
Roll-ups banners	4
Posters	4

Yearly GA – SUNER-C Video Summary	1
Podcast	1
General animated video to easily explain how sustainable fuels and chemicals can be used to store and transport renewable energy.	1 (work in progress)

## Conclusion

The above-described and updated C&D 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.

SUNER-C consortium 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.

Therefore, a C&D plan is conceived as a dynamic, living, and flexible instrument and has been 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.