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Deliverable 8.1 Dissemination, Exploitation and Communication Plan (DECP)

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Executive Summary

The goal of this deliverable is to set guidelines for the effective dissemination, communication, and exploitation of public results from the ECOLOOP project, as well as outlining stakeholder engagement actions. The overall objective is to coordinate the consortium's outreach efforts to achieve the project's dissemination and exploitation goals, as set forth in the Grant Agreement (GA). Additionally, the deliverable outlines the communication strategy as a key component of promoting ECOLOOP to a broader audience. The Dissemination, Exploitation and Communication Plan (DECP) is defined in this deliverable and includes three distinct but complementary strategies for each area. The differences between these terms are explained in the deliverable, and each strategy must consider them. It also shows the corporate identity that the project follows and the publication procedure that must be in line with the guidelines set by the Horizon EU Programme. The dissemination and communication plans include the target audience, work phases, key messages, publication procedures, visual identity, channels, tools, and actions to be carried out, as well as the main action plan and actions beyond the project. Furthermore, it provides insights into the engagement activities planned for farmers and foresters. A summarised table with all the primary dissemination and communication actions (21 in total) is provided, with detailed information about the goals, audiences, and required resources assigned to different partners. All actions will be evaluated using Key Performance Indicators (KPIs) to ensure high-quality execution, as indicated in the deliverable. Finally, the deliverable explains the exploitation plan and the methodology to be followed.

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Acknowledgement

This project has used a standard methodology already developed in OPENTUNITY project, Deliverable 25 (Plan for Dissemination, Communication and Exploitation of Results), (Grant Agreement number: 101096333) and in ODEON project, Deliverable 26 (ODEON Dissemination, Communication and Engagement Plan), (Grant Agreement number: 101136128) following EU recommendations. Ad hoc modifications were added to comply with the Grant Agreement conditions for ECOLOOP (Grant Agreement number: 101118127).

1. Introduction

1.1. Purpose of the document

The dissemination, communication and exploitation of results is one of the compulsory activities that Horizon Europe projects are required to submit, thus ECOLOOP includes within its deliverables the Dissemination, Exploitation and Communication Plan (DECP). The DECP summarises the consortium's strategy and concrete actions to disseminate, communicate, and exploit results, but also to engage stakeholders/actors (farmers, foresters, local communities, etc.). It also serves as a guideline to the Consortium for the Dissemination and Exploitation (D&E) activities to be carried out in the context of the project.

This report consolidates the following tasks outlined in the Description of Action (DoA) [1]: T8.1 Dissemination and communication activities, T8.2 Exploitation plans and IPR activities, T8.3 Farmers and foresters engagement activities, and T8.4 Collaboration with other initiatives and projects.

It gives an introduction to the dissemination and communication activities planned for the lifespan of the project, along with a summary of the most promising achievements, exploitable opportunities, and identification of target audiences and perspective business opportunities. In this context, D8.2, D8.3, and D8.4 will serve as updates to the DECP and as validation and assessment documents for it.

1.2. Scope of the document

The deliverable 8.1 is the first document produced within WP8 Knowledge transfer. The document is a handbook that will be a reference for the consortium to know what, when, how, where, to whom and why to disseminate and communicate project results and activities. Also, it includes the main actions to exploit the results obtained. It is a guide for the partners, and a living document that will evolve and absorb the suggestions and needs of partners, the targeted audience, and the European Commission.

The document is based on the preliminary DECP provided in the project Description of Action (DoA) [1].

This public deliverable will be available on the ECOLOOP project website and can be used by anybody who wants to learn about the activities that have been undertaken and make it effective in terms of utilisation of results.

The DECP will execute in a coordinated manner its Dissemination, Communication and Exploitation plans so they could support synergistically the maximisation of the project impact across the EU.

1.3. Structure of the document

This document is structured in three key areas: "Dissemination Plan", "Communication Plan", and "Exploitation Plan". ETRA Investigación y Desarrollo SA (ETRA I+D) leads these tasks and partners will actively participate. This deliverable aims to present a suitable dissemination and communication plan for promoting the project at European and international level.

First, there is an introduction where ECOLOOP is explained in a nutshell (chapter 1.4) , the differences between the three key areas are explained (chapter 1.5) , and the management in the WP8 is presented (chapter 1.6). This is followed by the publication procedure (chapter 2) and the corporate identity that has been designed for the project (chapter 3), which all partners and external agents must always follow.

The **Dissemination Plan** (chapter 4) outlines the measures that will be taken throughout the project's lifetime to showcase the added value and positive impact of the project on the energy system of the European Union. It defines specific target groups and describes the subjects and topics of these actions, with the goal of transferring knowledge and results to enable others to use and adopt them. The plan also outlines the tools and activities that will be utilised.

The **Communication Plan** (see chapter 5) outlines a strategy for effectively communicating and promoting the project and its results to various audiences, including the general public and media. This plan aims to supply targeted information in a strategic and effective manner, with the possibility of engaging in a two-way exchange.

After outlining these plans, chapter 6 explains how the achievements of both plans will be evaluated and measured. Specifically, key performance indicators (KPIs) are outlined to showcase whether the milestones defined have been achieved by the project's conclusion. The results from this assessment will be reflected in the D8.2, D8.3 and D8.4.

The **Exploitation Plan** (see chapter 7) provides a summary concerning ECOLOOP's exploitable results and the potential routes that project partners have envisioned at the beginning of the project, and which are being redefined as the project is progressing. ETRA also leads this task (T8.3), and partners will collaborate to define their Exploitation Plans.

The **Engagement Plan** (see chapter 8) summarises ECOLOOP's strategy for promoting the project among farmers, foresters, and rural communities. AVA partner, responsible for the Spanish pilot site, leads this plan, which will serve as a guideline document for other pilot sites.

Finally, chapter 9 summarises the conclusions and next steps of D8.1.

Throughout the sections, internal recommendations, referred to as "Protocol," are provided for partners to adhere to as part of the communication procedure. Additionally, the plan encompasses communication and dissemination actions scheduled to be taken after the project's conclusion. Lastly, it is presented the

Annex 1 – Brand Book, Annex 2 – Dissemination Action Plan, Annex 3 – Communication Action Plan, and the Annex 4 – Summary of the dissemination and communication actions. This summary details main planned dissemination and communication actions, along with detailed information such as goals, target audience, message, content type, producers, timing, and whether they serve as dissemination, communication, and/or exploitation actions.

1.4. ECOLOOP in a nutshell

Renewable energy solutions integrated in agriculture, forestry and agroforestry systems play a critical role in meeting the needs for electricity, heating, cooling, transport and waste and land management in rural areas. Therefore, Europe can advance efforts to lower greenhouse gas emissions, increase the adaptive capacity of farmers, foresters, and related enterprises, while contributing to gender equality, youth employment and circular economy in rural areas. The growing evidence for these benefits presents a compelling case for decision makers to devise policies and measures to accelerate the adoption of renewable energy in agriculture and forestry systems.

ECOLOOP's key contribution to decarbonise the EU society is to create an ecosystem to optimise the combination of different energy distributed sources (biogas, biomass, Agri-PV, geothermal), meeting the local needs for electricity, heating, cooling, transport and waste and land management in rural areas, fostering regional development and creating benefits for farmers and foresters. The project solutions focus on promoting the reduction of carbon footprint in rural areas by means of the higher penetration of distributed renewable energy sources, self-consumption, and optimal agricultural/forest waste management, while creating positive effects in biodiversity and soil health and reducing the risk of groundwater contamination.

All the benefits provided by ECOLOOP solutions will be demonstrated in 4 pilot sites in Spain, Estonia, Bulgaria, and Slovenia, involving different forest and agriculture natural conditions (climate, soils), size and types of crops trees, management techniques, degree of mechanisation, geographic location, and socio-economic factors, and considering the interaction of different types of energy sources.

To address this 3-pillar approach, ECOLOOP provides and demonstrate a set of 7 innovations represented by 3 products and 4 processes.

ECOLOOP - biogas production

Defines and develops the process to produce and upgrade biogas to biomethane, using locally sourced feedstocks from agroforestry wastes. As well as, exploring benefits of the anaerobic digestion of agroforestry wastes able to replace mineral fertilisers and the flexibility management to increase profitability of slow pyrolysis.

ECOLOOP - RES integration

Implements the optimal distribution of bioenergy, geothermal or solar PV in different areas.
Beneficiaries: landowners; foresters and farmers, agricultural communities, renewable energy communities, technology, and energy solutions providers (PV panels and batteries manufacturers, software providers, etc.).

ECOLOOP - soil health

Investigates and test three sustainable and economic process to replace traditional fertilisers by other biobased products to protect soil health, biodiversity, and ground water quality. Those are:

- Treatment of digestate used as an organic amendment for crop fertilisation.
- Bio-stimulants to increase the CO2 uptake in forest plantations.
- Wood ash recycling for forest plantations on organic soils.

ECOLOOP - decision support system

Helps farmers close the supply demand gap, by ensuring high yields, profitability, and protection of the environment, and to increase energy efficiency, reduce energy consumption and GHG emission, increasing the use of green energy from distributed energy sources.

ECOLOOP - CO2 sequestration

Helps forest and landowners to assess and find the best tree species on the given soil type to maximise the CO2 uptake.

ECOLOOP - farmers support

Promotes economic and social support for farmers and foresters as prosumers of RES.

ECOLOOP - soil Living Lab

Creation of a co-innovation space through participatory and transdisciplinary systemic process.

1.5. Dissemination, Communication, Exploitation and Engagement

The D8.1 addresses Communication, Dissemination and Exploitation tasks through an integrated approach that strategically targets these activities, embedded in the project's DoA. The table below shows the main differences between those terms, which must be taken into account in each strategy.

Table 1 - Differentiation between Communication, Dissemination, and Exploitation.

	Dissemination	Communication	Exploitation	Engagement
Definition	"Means to make the results of a project public (by any appropriate means other than protecting or exploiting them, e.g., scientific publications)." [2]	"Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a	"Means to make use of the results produced in an EU project in further activities (other than those covered by the project, e.g., in other research activities; in developing, creating and marketing a product, process or service; in standardisation activities)." [2]	"The fact of being involved with something." [3] "The process of encouraging people to be interested in the work of an organisation, etc." [3]

		multitude of audiences, including the media and the public and possibly engaging in a two-way exchange." [2]		
Goal	Transfer knowledge and results with the aim to enable others to use and take up results, thus maximising the impact of ECOLOOP.	Reach out to society and show the impact and benefits of ECOLOOP.	Effectively use ECOLOOP results through scientific, economic, political, or societal exploitation routes aiming to turn ECOLOOP research and innovation actions into concrete value and impact for society.	To develop understanding and agreement around solutions that ECOLOOP can offer.
Audience	Audiences that may take an interest in the potential use of the results (e.g., scientific community, industrial partner, policymakers).	Multiple audiences beyond the project's own community including media and the broad public.	People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.	Farmers, foresters, and rural communities.
Focus	Describe and ensure results available for others to use. It must be focus on results only.	Inform about and promote the project and its results/success.	Make concrete use of research results (not restricted to commercial use.)	Involve stakeholders in the process of development and demonstrations.

1.6. Management

1.6.1. Distribution of responsibilities

The Article 17.1 of the Grant Agreement [4] articulates that "beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in a strategic, coherent, and effective manner, which is in accordance with Annex 1. Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority." Thus, every possible dissemination and communication opportunity will be embraced by each partner to make ECOLOOP known among stakeholders and the public at large.

Each member of the consortium is expected to play a role in disseminating information according to their allocated responsibilities and level of effort, utilising all available tools and channels at their disposal. This may involve activities such as participating or organising presentations at conferences, publishing papers and posters, networking with other projects, engaging in social media, hosting press conferences, and other relevant endeavours. The subsequent chapters provide detailed explanations of specific dissemination and communication channels, tools, and actions.

The Dissemination and Communication Manager (DCOM) will be responsible for all dissemination and communication activities and direct interaction with end-users, mass media and Stakeholders Group (SG). DCOM will be the central contact point for external communication.

The person designed as DCOM is Raquel Castán (rcastan.etraid@grupoetra.com). Furthermore, the Project Manager (PM) Lola Alacreu, (lalacreu.etraid@grupoetra.com) will be the central contact point for internal communication within the consortium. Each partner has also nominated an internal contact point who is responsible for dissemination issues and reporting.

Concerning the Exploitation Plan, Lola Alacreu, the Project Manager (PM), takes the lead in designing and overseeing exploitation activities. Additionally, all consortium partners will carry out their individual exploitation strategies and supplying necessary inputs to the exploitation and business innovation leaders. This collaborative effort aims to define a comprehensive strategy for the commercialisation of the project's products.

1.6.2. Requirements from the Grant Agreement

The Article 17.2 of the Grant Agreement [4] states that "beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate)" as shown below (

Figure 1). "The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands, or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support".

Figure 1 – European flag (emblem) and funding statement.

Moreover, as expressed by the article 17.3 [4], it must indicate the following disclaimer (translated into local languages where appropriate): "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 [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them." These requirements are explained in detail in the section 2.

Besides, the dissemination and exploitation activities are deeply connected with the intellectual property rights (IPR) protection, which is clearly stated in GA Article 16 [4] and clearly defined in the CA, signed by all project partners prior to the beginning of the project.

It is essential that all consortium partners agree on explicit rules concerning intellectual property (IP) ownership, access rights to any IP for the execution of the project and the IPRs and confidential information before the project starts. The agreed IPR policy will be followed during the execution of the project to expedite the exploitation of project results when opportunities come up. The ground for the documentation and the effective exploitation of IP arising from the project will be developed during the execution phase of the project. ETRA will ensure that IP-owning partners make their best effort to ensure a successful transfer of knowledge. This will be managed within task 8.2 and reported in the deliverables D8.2, D8.3 and D8.4.

2. Publication procedure

2.1.Project communications and publications

To coordinate the participation of partners in dissemination and communication activities at the European and international levels, and to properly notify the Commission of any event, the following criteria apply for those activities:

- Any notice or publication by the partners, in whatever form and on or by whatever medium, must specify that the project has received research funding from the European Union. When displayed in association with the EU logo, the European emblem should be given appropriate prominence stated in GA Article 17.2 [4] and the given disclaimer stated in GA Article 17.3 [4]. Besides, must include the following mention and disclaimer:

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. Neither the European Union nor the granting authority can be held responsible for them. Horizon Europe Grant agreement № 101118127.

Figure 2 – European Union disclaimer to be used in all ECOLOOP publications.

- Partners will be responsible for including the EU emblem, acknowledgement of EU funding, and disclaimers.
- Giving enough time to consider publication or event participation is crucial. Therefore, the notification should be circulated as early as possible to the PM and DCOM by email, but no later than 15 days before the event or publication. If available, a copy of the conference program and an explanation of ECOLOOP's participation should be included in the notification.

- Any partner in the consortium can publish their results without prior permission, as long as they notify the PM and DCOM and fulfil the EC requirements that are specified. However, it is preferred that common publications result from collaboration among partners.
- When working on a scientific publication, the PM should receive a pre-print or an abstract with the application.
- If a result is shared by multiple partners, the publication needs approval from all the partners involved. The notification submitted to the PM should be circulated to all partners, and if there is no response, approval is granted.
- The project has provisions for coordinating, maintaining consistency, and ensuring quality of publications, which benefits the project's reputation. The project also aims to enhance the visibility of partners' public relations activities.
- Within two weeks after an event or publication, participants must provide a concise written report to the PM and DCOM.
- Attendees of an event should provide the PM and DCOM with a copy of the conference proceedings or an appropriate extract, if possible.
- Any evidence of dissemination activities must be stored on the project repository (SharePoint) and uploaded to the Participant Portal by the DCOM.

2.2. Press releases and other contact with the media

As DCOM, ETRA will be responsible for coordinating press releases related to project milestones. Additionally, all partners have the option to distribute press releases within their respective markets and contact lists. It is important that press releases are issued to highlight all significant milestones achieved throughout the project. Partners who wish to issue their own press releases should first reach out to the DCOM to ensure there is not already existing coverage on the subject.

For all other public project-related communication, the use of the ECOLOOP logo and acknowledgement of EU funding and disclaimers are mandatory. When it comes to IPR, all publications must follow the Grant Agreement and the Consortium Agreement.

2.3. Image rights and quality

When using external images, partners should pay attention to rights and quality. The general recommendation for the image quality is to use the following qualities:

- Images for publications, 300 dpi (Size 100 x 150mm)
- Images for web, 160 dpi (Size 60 x 60mm)

In the case of picture rights, the origin of the picture as well as the creator must be mentioned. During the project, the author is always responsible for obtaining appropriate image rights, whether for printing publications or web-based publications.

2.4. Open Science approach

As the Annex 5 - Article 17 of the ECOLOOP GA emphasis, the project will adopt the Open Science approach in various aspects of the project such as:

- Open access to scientific publications.
- Research data management.
- Use of open research infrastructures for knowledge and data sharing.
- Participation in open peer-review.
- Open collaboration within science and with other knowledge actors.

ECOLOOP is committed to backing the Open Data policy of the EC by offering a range of tools to disseminate research findings to a wider audience, both within and beyond the consortium. The project seeks to make research results available free of charge and with open access to all aspects of the research process, including methodology, tools, outcomes, publications, data, software, peer reviews, and more, for both professionals and amateurs. These initiatives will increase transparency and reproducibility of the research process, foster collaborations, promote knowledge dissemination and innovation, enhance visibility, and impact of the project's results, and ultimately uphold research integrity.

The knowledge management and protection strategy of ECOLOOP is designed to be highly transparent, with a default rule of making results publicly available. At the same time, the project's

datasets will be fully described with metadata to facilitate their discovery and reusability by other researchers through an online repository. Any restrictions on data access will be carefully considered prior to final publication, with due regard to ethical considerations related to research involving human subjects and children, as well as personal data protection. Consent forms will explicitly state that the pseudonymised dataset will be published on a public repository. To provide open access to the ECOLOOP datasets, the project will utilise Zenodo, a reputable data repository. The datasets will be thoroughly documented and uploaded together with their corresponding metadata. Consistent metadata naming conventions will also be established to ensure standards are maintained.

2.4.1. Open Access to scientific publications

The Annex 5 - Article 17 of the ECOLOOP GA sets out the contractual basis for Open Access to publications. Each partner is required to ensure that peer-reviewed scientific publications related to their results are openly accessible. This includes the following requirements:

- Deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript, along with the necessary research data to validate the presented results, in a scientific publication repository as soon as possible and at the latest upon publication.
- Ensure prompt open access to deposited publications via the repository, Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights. For longer formats, consider licenses like CC BY-NC or CC BY-ND. Provide information via the repository on any necessary tools to validate publication conclusions.
- Authors must retain sufficient intellectual property rights to comply with the open access requirements.
- Ensure that the metadata of deposited publications is open under a Creative Common Public Domain Dedication (CC 0) or equivalent, in line with the FAIR principles (in particular machine-actionable) and provide information at least about the following: publication (author(s), title, date of publication, publication venue); Horizon Europe funding; grant project name, acronym and number; licensing terms; persistent identifiers for the publication, the authors involved in the action and, if possible, for their organisations and the grant. Where applicable, the metadata must include persistent identifiers for any research output, or any other tools and instruments needed to validate the conclusions of the publication.

- When possible, the project will use Open Research Europe, the European Commission's scientific publishing service, to publish its results in full compliance with open access policies.

3. Corporate identity

The corporate identity refers to the visual and non-visual elements that represent ECOLOOP's image and brand. It is the way to present ECOLOOP to the public, including its logo, colour scheme, slogan, and overall aesthetic. Corporate identity is an important aspect of branding and marketing as it will help to differentiate ECOLOOP from its competitors, creates a sense of unity among the consortium and stakeholders, and reinforces the ECOLOOP 's values and mission.

The corporate identity aligns with the mission and values of ECOLOOP, emphasising the optimisation of renewable energy sources operation in rural areas to foster positive impacts on air quality, biodiversity, and soil health. The ECOLOOP project aims to transition towards a circular economy in rural regions, with a focus on agriculture and forestry sectors. This initiative aims to foster job creation, promote gender equality, enhance biodiversity, and bolster climate resilience and adaptation efforts.

The Brand Book created defines in detail the corporate image and guide on how to use ECOLOOP's brand properly (see

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Annex 1 – Brand Book).

Table 2 - Internal protocol 1: Corporate identity

<table>
<tr><td>Protocol 1: Corporate identity</td></tr>
<tr><td>

1. The name of the project must be written in the following manner: "ECOLOOP" (capital letters).
2. All dissemination and communication actions must follow the specifications of the Brand Book on the proper use of the ECOLOOP logo, colours, icons, etc.
3. All partners will make proper use of the corporate material in any dissemination and communication action.
4. All partners must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate) as mentioned in section 1.6.2.

</td></tr>
</table>

3.1. Logo

The graphic representation of the brand that is made up only of letters or typography.

The ECOLOOP logo includes the infinity symbol, representing the project's mission surrounding the circular economy with the assistance of renewable energies, where all sectors of the forestry and agriculture environment benefit positively from this vision.

The logo has two models, model one visualised in Figure 3 serve as the main logo and model two presented in Figure 4. Also, an isotype was designed (

Figure 5). Besides, the logo was designed to work with various audiovisual designs and backgrounds, with versions in blue and white.

Figure 3 – Main ECOLOOP logo.

Figure 4 – Secondary ECOLOOP logo.

Figure 5 – ECOLOOP isotypes.

3.2. Colours

The selection of colours is a decision to provide warmth to the image of the project. Green represents the agriculture and forest, and the blue colour represents energy and innovation (see Figure 6).
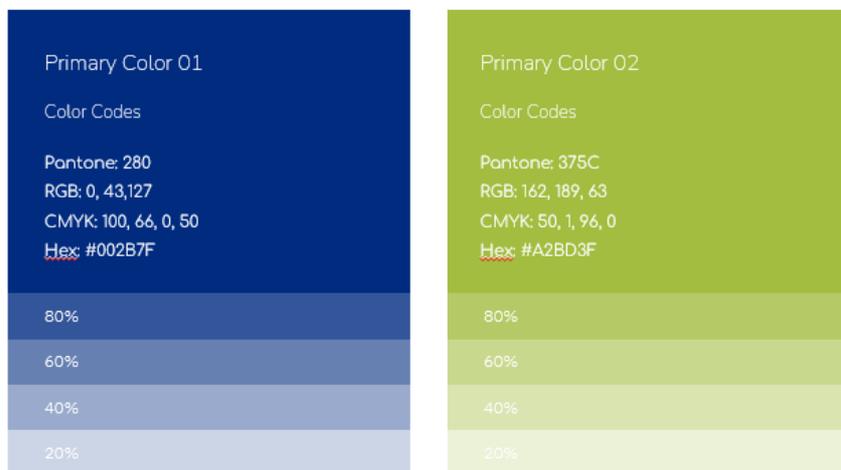
Figure 6 - ECOLOOP colour palette.

4. Dissemination Plan

The ECOLOOP's dissemination strategy aims to widely spread the project's outcomes, such as scientific results, methodologies, tools, and best practices, among the relevant target audiences. This will help in identifying potential contributors who can aid in the development, evaluation, uptake, and exploitation of ECOLOOP outcomes. The chosen methodology for achieving the dissemination goals is outlined in this section, which will adhere to the principles and best practices already tested by the consortium partners in other projects, in accordance with the European Commission's (EC) Guidelines for successful dissemination. Furthermore, the dissemination actions will be conducted alongside the communication strategy to reach diverse audiences beyond the project's community, as detailed in chapter 5.

The dissemination aims to achieve the following primary goals:

- Increase awareness of the project, its expected outcomes, and progress among the specified target groups through the use of effective dissemination tools, channels, and means.
- Disseminate the knowledge, methodologies, and technologies developed throughout the project.
- Exchange experiences with other projects, initiatives, and groups working in the field to collaborate, minimise duplication, and maximise potential.
- Prepare for the commercial and non-commercial exploitation of the project's outcomes.

To ensure broader dissemination and maximise its impact, the DECP should implement the following measures:

- All research results or reports should be reviewed by the involved partners in the project.
- All consortium members should be informed about the outcomes and its implications.
- Public results should be made available on the website and accessible to all parties that may benefit from them.
- Develop a content calendar and media plan to ensure that project milestones are broadcasted to the intended audience with the anticipated impact.
- Define dissemination activities amongst all partners.
- Monitor the dissemination plan to ensure its proper implementation and make necessary changes when required.

- Collaborate with external stakeholders such as related projects, institutions, scientific communities, and specialised media to ensure a high level of outreach of the dissemination activities.
- The European Climate, Infrastructure and Environment Executive Agency (CINEA) should be kept informed of relevant dissemination milestones.
- The Stakeholders Group (SG) should be informed of relevant dissemination milestones.

The definition of the dissemination strategy is based on the identification of the following milestones as the Table 3 shows.

Table 3 - Dissemination Plan milestones.

Dissemination plan milestones	What does it mean?
Subject of dissemination	What will be disseminated. (See section 4.1)
Identification of target audience	Who will most benefit from the project results and who would be interested in learning about the project findings. (See section 4.2)
Timing	When dissemination will take place. (See section 4.3)
Definition of methods and tools	What is the most effective way to reach the target audience. (See sections 4.4 and 4.5)
Dissemination management and policy	Who is responsible and how dissemination is ruled. (See sections 1.6).
Dissemination impact	How to measure and assess the results and impact of the dissemination actions. (See section 6).

4.1.Subject of dissemination

The Dissemination Plan has identified the following general areas of dissemination:

1. Overview of the ECOLOOP project including its scope, goals, milestones, and plans.
2. Innovations and technologies developed during the project.
3. Pilot sites.
4. Interim results and achievements of the project.
5. Techniques and methodologies, with a focus on addressing any IPR issues.

6. Innovation aspects from an "open science" perspective.

It is vital to guarantee the usability of the project outcomes, therefore, the Dissemination Plan will emphasise the promotion of key project achievements. Dissemination and communication initiatives will be closely associated with these outcomes. Moreover, any dissemination effort must consider the planned demonstrations. Given that ECOLOOP is primarily a demonstration-oriented project, it is crucial to effectively communicate the project objectives and results to the audience, engage end-users, and raise awareness.

4.2. Target audience

The ECOLOOP Dissemination Plan places significant emphasis on identifying target audiences as a crucial element. To ensure maximum efficiency, dissemination activities must be customised to reach these audiences through carefully selected dissemination channels, tools, and activities.

4.2.1. Internal audience

It is crucial to have effective internal dissemination and communication among the partners to ensure the success of the project. The partners not only have the potential to benefit from the results of ECOLOOP, but they also play a major role in the market. As key experts in their respective sectors, they serve as important channels for disseminating information about the project. Therefore, the success of the dissemination activities depends on the active involvement and capabilities of each partner in seizing opportunities to present and showcase the project and its outcomes.

The internal communication strategy pursues to maintain all partners fully informed about planning, work in progress and existing or potential problems. The DCOM will define internal instructions for different dissemination actions to guide partners on appropriate internal dissemination. Besides, all partners must actively communicate with work packages (WP) leaders and DCOM about technical progress and issues, as well as WP leaders must keep PM and DCOM updated about their activities.

All documents and files for internal communication will be uploaded on the SharePoint Platform.

4.2.2. External audience

The project must focus on the audiences that would benefit from the information generated by the project. The main target audiences to be addressed are explained below.

Table 4 - External target audience identified and their dissemination categories.

Target group	Dissemination Goal	Dissemination category	Key messages	Dissemination channel
Landowners; Foresters and farmers, Agro communities. Renewable energy communities. (A)	To encourage them to take up the ECOLOOP solutions.	Dissemination of "Action".	Consider taking up ECOLOOP solutions and contact us for more information.	E-mails, events, workshops or/and webinars, newsletters, scientific publications, website content, reports, promotional materials, podcasts.
Technology providers. Fertilisers providers. (B)	To promote ECOLOOP solutions and exchange knowledge.	Dissemination of "Action".	ECOLOOP solutions to be shared and exchange knowledge with other initiatives.	E-mails, events, workshops or/and webinars, professional journals and publications, newsletters, website, social media, promotional materials, lessons learnt, podcasts.
Public bodies and regulators, Standardisation bodies. (C)	To inform them about ECOLOOP and its results and build their support.	Dissemination of "Action".	Adopt ECOLOOP policy and standards recommendations.	Events, workshops or/and webinars, reports, website, newsletters, e-mails, lessons learnt, podcasts.
Universities and scientific research community (D)	This community can build on the research carried out by ECOLOOP.	Dissemination of "Action".	ECOLOOP solutions to be shared and exchange knowledge with other initiatives.	Journal articles, website, participation/organisation of events, workshops or/and webinars, lessons learnt, online campaigns, podcasts, videos, and exchange activities.
European Institutions and related projects and initiatives	These entities and initiatives may benefit from knowledge exchange and lessons learnt	Dissemination of "Understanding".	Share and transfer knowledge with other initiatives and show the projects progress as planned.	E-mails, deliverables, events, website, social networks, lessons learnt, online campaigns, and exchange activities.

(E)	from. ECOLOOP as well, the scalability and replicability. Also, to informed about its impact, specially to the EC.			
Media (F)	The media amplify ECOLOOP activities and results.	Dissemination of "Awareness"	ECOLOOP RES solutions integrated in agriculture, forestry and agroforestry, reducing carbon footprint, & benefiting farmers and foresters.	Press releases, newsletters, website, social media, podcasts, promotional materials, online campaigns, videos.
Civil society in general (G)	To raise awareness about benefits of renewable energies and circular economy.	Dissemination of "Awareness"	Learn about new green energy solutions of the European Union.	Dissemination materials, videos, open days, social media, online campaigns and podcasts.

Apart from the identified audience, ECOLOOP has established a Stakeholder Group (SG) comprising representatives from national and local entities. The consortium will closely interact with this group, providing them with opportunities to discuss research findings at dedicated workshops and keeping them regularly informed of project activities. Additionally, these stakeholders have endorsed the ECOLOOP project by signing a Letter of Support. The SG primarily consists of 13 key entities spanning the entire energy value chain in the agricultural and forestry sectors. This group includes:

- The Estonian Private Union Forest, EPFU, represents the interest of private forest owners, participates actively in forest policy and in the legislative process and guarantees that private forest owners needs and rights are taken into account.
- FOREKO, the Estonia's largest private landowner that includes more than 70,000 ha of land in Estonia and Latvia, and this number is still growing.
- RMK, the State Forest Management Centre, is the keeper, protector and manager of all forests and other diverse nature biomes belonging to the Republic of Estonia.

- The Valencian Community Energy Cluster, a non-profit association with the aim of energising the energy sector and promoting by the main companies in the sector.
- ENERCOOP, Spain's largest electric cooperative dedicated to promoting rural energy communities nationwide.
- AGRICONSA, a Spanish citrus producer, that will provide valuable insights from an end-user perspective.
- ESO, Bulgaria's Transmission System Operator, crucial for integrating these sectors into the national electricity system.
- The Union of Bulgarian black sea local authorities (UBBSLA). an independent non-governmental, voluntary, self-governing, and non-profit organisation that unites 20 municipalities bordering the Bulgarian Black Sea Coast.
- SOFENA, a non-governmental organisation and non-profit legal entity, that coordinates the activities in the field of energy efficiency and renewable energy sources.
- Schneider Electric SE, a French multinational company specialises in digital automation and energy management.
- The Association for production, storage, and trading of electricity (APSTE) advocates for the introduction and development of adequate policies and regulatory framework in Bulgaria to support the transition to a sustainable, low-carbon and secure energy system.
- AEIDL (European Association for Innovation in Local Development), an association that learns from and fosters community-led innovation to revitalise local communities across Europe.
- FRUSA, a Spanish fruit juice manufacturer.

4.3. Dissemination phases

Three dissemination and communication phases are defined:

Phase 1- Outreach and general promotion (M1-M18) focus on developing the DECP and creating expectations, general promotion and raising awareness of the project among the different stakeholders, end-users, and citizens.

Phase 2- General and specific promotion and community building (M19-M39) focus on disseminating the progress, first preliminary outcomes, and receiving feedback from stakeholders and end-users, while communicating the general aspects of the project still.

Phase 3 - Capitalisation of results and spread lessons learned (M40-M48). The actions at this point of time will be focused on sharing outcomes and results, lessons learned and best practices, as well as exploitation views. During this phase the community building will be consolidated, and dissemination actions will be key as exploitable project results and test are available.

4.4.Key messages

ECOLOOP includes many different aspects such as legal, technical, social, environmental, etc. to optimise the combination of different energy renewable sources in cultivated agricultural and forest areas, meeting the local energy needs for electricity, heating, cooling, transport, and waste and land management.

From the very beginning of the project the messages outlined below will be shared, emphasising the ambitious goals of ECOLOOP with the specific audience identified in section 4.2.2. This approach will enhance the impact. However, as the project progresses, accomplishes Work Packages and produces deliverables, the messages will be refined and enhanced further. These messages will be tailored to various audiences and will align with the specific themes corresponding to each goal outlined in the strategy.

4.4.1. VIP: Very Important Project

In this sense, ECOLOOP is a "Very Important Project" as a Horizon Europe project since it will optimise the combination of different energy distributed sources (biogas, biomass, Agri-PV, geothermal), meet the local needs for electricity, heating, cooling, transport and waste and land management in rural areas, foster regional development and create benefits for farmers and foresters. Besides, ECOLOOP will move towards a circular economy in rural areas, focusing on agriculture and forestry sectors, contributing to job creation, gender equality, biodiversity and climate resilience and adaptation.

4.4.2. Increasing the distributed RES in rural areas

Thanks to ECOLOOP, there will be an increase in distributed renewable energy sources (RES) and an improvement in energy efficiency within the demonstration sites. The efficient and sustainable integration of various distributed renewable energy sources such as biogas, biomass, Agri-PV, and geothermal energy will contribute to meeting local demands for electricity, heating, cooling, and transportation, as well as waste and land management in the project's pilot locations.

4.4.3. Empowering rural population

The ECOLOOP results will have a direct impact on the economic welfare of EU citizens, especially in rural areas. This implies empowering farmers and foresters by means of innovative business models, financial instruments, and policy recommendations. Besides, it is important to decrease the energy dependency of EU countries to empower both citizens and institutions.

4.4.4. Enhancing circular bioeconomy

ECOLOOP project focuses on providing solutions to move towards a circular and sustainable agriculture and forestry, making use of new technologies and business models. To do so, it optimises the management of agroforestry wastes to produce biofertilisers, which makes it possible to reduce global CO_2 emissions and at the same time create positive effects in biodiversity, soils, and groundwater.

4.4.5. Reducing agriculture and forestry carbon footprint

ECOLOOP focuses on optimising the production of bioenergy and other biobased products through agricultural and forest waste management. The goal is to decrease global reliance on fossil fuels and consequently reduce the carbon footprint. This involves managing and treating digestate for use as an organic amendment in crop fertilisation. Additionally, the project aims to develop agriculture protocols and carbon sequestration solutions to further minimise the carbon footprint.

4.4.6. Opening new regulation framework

Some of the main findings offered by ECOLOOP will address an analysis of the current regulation and standards framework to apply. Analysing the barriers, facing the challenges, and introducing new possibilities will help to start debates on specific regulations and requirements. The DECP should offer a window to show the panorama of this topic, especially in the demo sites countries, explaining the different barriers the project has faced, and how it has overcome them.

4.5. Dissemination channels, tools and actions

The Dissemination Plan has identified the primary channels, tools, and activities that will be used to ensure the clear and efficient dissemination of the project's outcomes. These are summarised in Annex 2 – Dissemination Action Plan which provides detailed information on the goals, target audience, messaging, content type, content producers, time frame, and whether they are dissemination, communication, or exploitation tools.

The ECOLOOP partners will play a significant role in maximising the use of all identified dissemination channels and tools. Additionally, they will regularly participate in events, workshops, fairs, etc. to showcase technical achievements and products to relevant stakeholders. This approach will allow for the sharing of research results with potential users, experts, researchers, industry players, policymakers, and other key stakeholders who can impact market uptake. It will also help to gain new knowledge and provide a strong start to the go-to-business actions.

4.5.1. Website

The website created by ECOLOOP consolidates project information into a single, comprehensive source of knowledge for visitors. The website is intended to reach all audiences interested in the project, but it is anticipated that individuals with greater technical expertise and familiarity with the project's subject matter. It features a description of the project based on public information from the DoA. The URL address is: www.ecoloop-project.eu. In this moment (M3), the website is under construction, but there is already a significant amount of content regarding the fundamentals of the ECOLOOP project.

The primary objectives of the website are as follows:

- To provide up-to-date and pertinent information to a broad audience.
- To ensure that information is presented in a way that is easily accessible and user-friendly.
- To serve as a shared documentation repository, containing primary project documentation, news, publications, scientific research, promotional materials, reports, public deliverables, media coverage, and more.
- To function as an information database for all project and partner activities.

Figure 7 - ECOLOOP website overview.

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The navigation scheme of the website is depicted in Table 5.

Table 5 - Navigation scheme of the ECOLOOP website.

Main menu	Submenu	Description
Home	NA	This section contains a briefly general description of the project, tools, pilots, partners, and latest news and coming events.
The project	Innovations Pilot sites Partners	This menu presents in detail the project by explaining the background, goals, innovations, pilot sites, expected impact, results and consortium.
News and events	NA	This section will share news relevant to ECOLOOP's goals and technologies, including updates on progress and outcomes, as well as other noteworthy news items. Additionally, it will feature information on all internal and external events related to the project.
Library	Dissemination materials Videos Newsletters Deliverables Workshops Scientific publications Publications Media presence	The contents of this section will be composed of public documents aimed at various target audiences and made readily accessible.
Contact us	NA	Coordinator brief profile and contact details.

Table 6 - Internal protocol 2: Inputs for the website content.

Protocol 2: Inputs for the website content

- A calendar of inputs will be established, and partners are expected to contribute by sharing updates on their work, outcomes, results, participation in events, and other relevant actions. These contributions will be disseminated as news on the website and included in the newsletter. ETRA will send reminders to encourage partners to send contributions.
- This is a requirement to meet the established KPIs.

4.5.2. Partners website

Whenever possible, partners will include a presentation of the ECOLOOP project on their entity websites and will share news about the project.

4.5.3. Promotional materials

Promotional materials will play a crucial role in raising awareness of the project's objectives and achievements, ensuring maximum impact among stakeholders. These materials will be consistently updated and available online. They will also be prominently featured in meetings, workshops, and other project-related events. Additionally, ECOLOOP is committed to transitioning to a paper-free model wherever possible. As a result, all materials will be accessible digitally on the website. Moreover, for fairs and events showcasing ECOLOOP, methods enabling the audience to access these documents conveniently through QR codes will be utilised.

Table 7 - ECOLOOP promotional materials to be designed.

Promotional materials	Description
Brochure	A brochure will provide a simplified summary of the project's objectives and framework. This document will be disseminated not only at conferences, workshops, and other events where consortium members present and promote the project, but also at open days and community events. Partners will have the option of printing it out or translating it as necessary.
Roll-up	The roll-up will show just key aspects of the project and will be designed to be used in events and exhibitions. Partners could print it out or even translate it, as needed.
Videos	In the initial project phase, an introductory video will be created to provide a broad overview of the project's goals and benefits to a general audience. It is crucial to avoid overly technical language to appeal to a wider audience. Throughout ECOLOOP, partners will use videos to explain complex technical aspects of the project in an accessible manner for the public. From the second phase until the project's completion, it is anticipated that a range of videos will be produced, showcasing product demonstrations, partner interviews discussing new developments and results, testimonials, visits to pilot sites, and other related materials.

Factsheets	Short, printed documents with information about a particular aspect of the ECOLOOP products.
Infographics	A graphical representation of information, including complex data, in a clear and concise manner. The use of visual and illustrative forms of communication can expand access to information to larger and more diverse audiences. Infographics will serve as a visual communication tool that falls under the umbrella of information design, typically emphasising specific and limited amounts of information.
Handbook of lessons learned	At the end of the project, a handbook will be created including all recommendations at policy, market design, industrial, technological, and innovation levels from partners.

4.5.4. Social and scientific networks

Establishing two-way communication with a specific target audience is a crucial objective of dissemination activities for the ECOLOOP project. A key strategy to achieve this is by having a presence in various social networks. The project's website will provide direct access to these social networks through clickable icons located in the footer section of the site, as well as for all news and events. Table 8 details the social networks affiliated with ECOLOOP.

Table 8 - ECOLOOP social networks.

Social networks	Description	Link	Status
X (Former Twitter)	It will be the main social network where all public information concerning the project will be shared in an audio-visual and attractive way.	https://twitter.com/EcoloopEU	The Twitter account was created and has 61 Followers.
LinkedIn	A LinkedIn page will be a channel for reaching stakeholders and industry professionals.	https://www.linkedin.com/company/ecoloopeu/	The LinkedIn page account was launched and has 116 Followers.
YouTube	This channel aims at publishing all videos produced within the course of the project, such as videos of related pilot sites, events, conferences, or workshops, etc. Further videos will be put online by the partners as new	https://www.youtube.com/@ecoloopEU	The YouTube channel was launched.

	results and demonstrators are being presented.	
Zenodo	This research data repository will gather all publications of ECOLOOP to share and preserve its research outputs.	https://zenodo.org/communities/ecoloopproject

Figure 8 - Screenshot of ECOLOOP Twitter account.
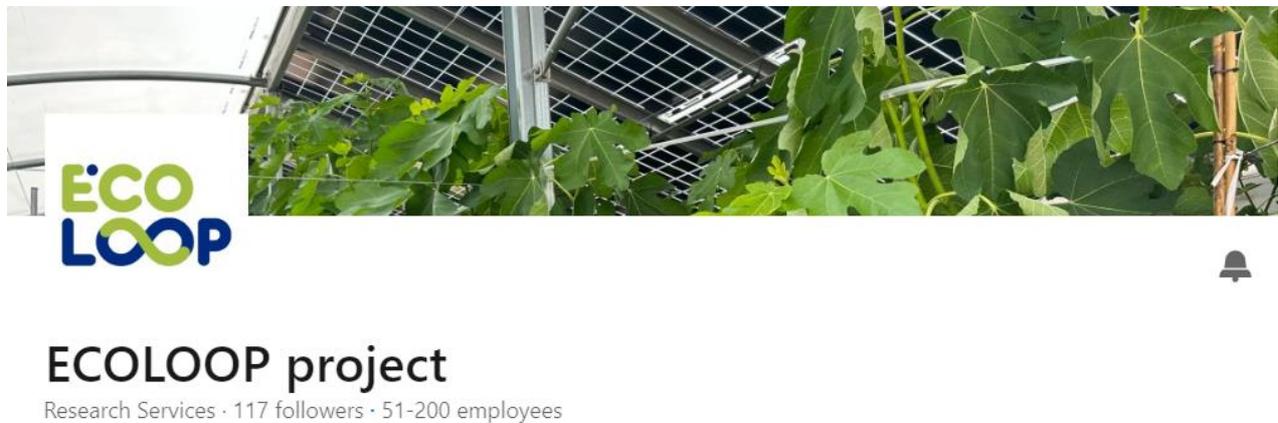
Figure 9 - Screenshot of ECOLOOP LinkedIn account.

4.5.5. Press releases

Press releases will be issued to national and international media following any pertinent event or action. The project will primarily target the most significant national press in countries involved in the project and demonstration activities. Press conferences will be arranged, and consistent communication with the press will be upheld to disseminate information on project developments. Additionally, the project website will feature a press clipping section summarising notable references from mass media.

Table 9 - Internal protocol 3: Press releases.

Protocol 3: Press releases
• ETRA will prepare press releases when a milestone is achieved. The press release will be distributed among mass media in collaboration with the consortium. Partners could adapt and translate the press releases according to their needs.
• Partners could also prepare also press releases, always following the agreed publication procedure (section 2) and informing the DCOM beforehand.
• All press releases will be collected on the website.

4.5.6. Newsletter

Twice a year, the project will launch an online newsletter to update on its principal activities and advancements. The newsletter will comprise various content types such as news, outcomes, events, interviews, and videos. To design the e-newsletter, the project will utilise a newsletter plugin for WordPress that enables subscriber management, email delivery, and performance tracking. The plugin also integrates with other programs. The project will conduct a survey to gauge readers' opinions on the newsletter's appeal, the quality of its articles, and the information it provides.

4.5.7. Scientific publications

Partners will effectively share project information and engage with representatives from different target groups by publishing articles in industry magazines, technical societies' publications, and local/national newspapers. Each partner will make sure that their research results are publicly available through peer-reviewed scientific publications. Partners will also work on collaborative publications and use additional approaches like organising or taking part in panels, roundtables, conference sessions, giving workshop talks, presenting posters, and conducting specialised demonstrations at scientific events.

As explained above, ECOLOOP must ensure open access to peer-reviewed scientific publications relating to its results as stated in Article 17 of the GA. The publications will be archived and linked on the website, Zenodo and internally on SharePoint platform.

The journals and magazines, depicted in Table 10, are especially relevant for the dissemination strategy of the project.

Table 10 – List of potential journals and magazines relevant to ECOLOOP.

Name of the journal	Impact factor
Biomass Conversion and Biorefinery (Springer)	4.0 (2022)
Energy, Ecology and Environment (Springer)	4.4 (2022)
Biomass & Bioenergy (Elsevier)	6.0 (2022)
Energy Conversion and Management (Elsevier)	10.4 (2022)
Journal of Rural Studies (Elsevier)	5.1 (2022)
Energy Nexus – Water, Food, Power (Elsevier)	-
Renewable Energy (Elsevier)	8.7 (2023)
Energy Research & Social Science (Elsevier)	6.7 (2023)

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Renewable & Sustainable Energy Reviews (Elsevier)	7.2 (2023)
Applied Energy (Elsevier)	11.2 (2023)
Energy Economics Energy (Elsevier)	12.8 (2022)
European Journal of Forest Research (Elsevier)	2.8 (2022)
New Forests (Elsevier)	2.2 (2022)
Agroforestry Systems (Elsevier)	2.5 (2022)
Energies Special Issue "Energy Sources from Agriculture and Rural Areas" (MDPI)	3.2 (2022)
Energies Special Issue "Rural Renewable Energy Utilization and Electrification" (MDPI)	3.2 (2022)
Energies Special Issue "Energy from Forest Biomass" (MDPI)	3.2 (2022)
Agronomy - Special Issue "Photovoltaics and Electrification in Agriculture" (MDPI)	3.7 (2022)
Biomass (MDPI)	5 (2021)
Agronomy (MDPI)	3.7 (2022)
Biology and fertility of soils	6.9 (2022)
Catena	6.4 (2022)
Plant and soil	6.4 (2022)
International Journal of Sustainable Energy	

Table 11 - Internal protocol 4: Scientific publications.

Protocol 4: Scientific publications

- Partners must follow the publication procedure designed and the open science approach (section 2).
- Scientific publications resulting from the ECOLOOP project should be notified to PM and DCOM (and related partners) 30 days before the intended submission date.

- Any objection to the planned publication shall be made in accordance with the consortium in writing to the coordinator and to any partner concerned within 30 days after receipt of the notice.
- If no objection is made within the time limit stated above, the publication is permitted.

4.5.8. Deliverables

ECOLOOP will generate public documents (deliverables) that will provide valuable information and knowledge about the project's funding, development results, best practices, and other important aspects. These documents will benefit stakeholders and the academic community. All deliverables will be available for access on the project's website. Table 12 outlines the 22 public deliverables that ECOLOOP will produce throughout its implementation.

Table 12 - ECOLOOP public deliverables.

Deliverable	Deliverable name	WP	Leader	Type*
D1.1	Project Management Plan v1	1	ETRA	R
D1.2	Data Management Plan	1	ETRA	DMP
D1.3	Project Management Plan v2	1	ETRA	R
D1.4	Project Management Plan v3	1	ETRA	R
D2.1	Pilot site analysis and use cases, requirements and KPIs definition	2	SETUP	R
D2.2	ECOLOOP SOIL Living laboratory implementation procedure description	2	UPV	R
D3.1	Efficient combination of renewable energy in agriculture and forestry sectors	3	GENIA	R
D3.2	Bioproducts from agroforestry waste to create positive effects in soil biodiversity	3	FERTINAGRO	R

D4.1	AI and big data analytics (IoT ecosystem)	4	ETRA	R
D4.2	Carbon sequestration tool calculator and the renewable-based agricultural protocols	4	EULS	R
D4.3	Decision support tool for farmers and forester's final version	4	ETRA	R
D5.1	Business models and financial and social instruments	5	IRI UL	R
D5.2	Support for the creation of renewable energy communities in rural areas	5	IRI UL	R
D6.1	Pilot sites integration and demonstration planning	6	EULS	R
D6.2	Demonstration activities results	6	EULS	R
D7.1	Methodologies and impact assessment plan	5	INDEREN	R
D7.2	Environmental footprint and biodiversity, social and economic impact assessment results	7	INDEREN	R
D7.3	Replication and scaling-up guidelines and policy recommendations	7	TRU	R
D8.1	Dissemination, Exploitation and Communication Plan (DECP)	8	ETRA	R
D8.2	Dissemination, Communication, end-users' engagement activities, synergies with other projects and exploitation activities V1	8	ETRA	R
D8.3	Dissemination, Communication, end-users' engagement activities, synergies with other projects and exploitation activities V2	8	ETRA	R
D8.4	Dissemination, Communication, end-users' engagement activities, synergies with other projects and exploitation activities V3	8	ETRA	R

* DMP — Data Management Plan / R — Document, report

4.5.9. Events

The consortium members will showcase ECOLOOP at major industry events in the EU. The project will be introduced through informative presentations and accompanied by printed materials such as posters, roll-ups, and brochures, and will feature dedicated stands at exhibitions that offer such opportunities. Additionally, all relevant information will be shared on the project's website and social media platforms to increase visibility and document the dissemination activities. Table 13 presents a list of potential events to present ECOLOOP. This list does not represent the events where ECOLOOP will be presented; rather, it serves as a preliminary compilation of events that partners have identified and may potentially participate in. Details regarding the events where partners are presenting ECOLOOP will be provided in D8.2, D8.3, and D8.4.

Table 13 - List of potential events where ECOLOOP could participate.

Type of events	Names of the events
Organised by ECOLOOP partners	Workshops with end-users in pilot sites Workshops/webinars with related projects Webinars of the ECOLOOP products
Institutional events	European Sustainable Energy Week [5] European Green Week [6] European Week of Regions and Cities [7] European Research and Innovation Days [8]
Private and public events on Energy	Sustainable Places [9] Smart Energy Congress [10] Energy Evaluation Europe Conference [11] OFF-GRID Expo + Conference [12] IUFRO World Congress [13] FOREST EUROPE High-Level Talks [14] European Biomass Conference & Exhibition [15] Intersolar Europe [16] Smart Energy Expo [17] WOOD – SCIENCE – ECONOMY [18] Solarplaza Summit Agri-PV [19] AgriVoltaics Wood Energy Conference

Ecomondo [20] Soil congresses

Table 14 - Internal protocol 4: Participation in events.

Protocol 5: Participation in events
• A guideline on how ECOLOOP disseminates and communicates in an event is provided to the consortium. • A reporting template for the participation events is available for partners. • Partners are required to send an updated list of future thematic events each month (prior to attendance). • Partners must inform when participating or organising an event as soon as possible. ETRA will promote the ECOLOOP participation. • Partners should have an active role promoting ECOLOOP on those events and make use of the promotional materials. During the event, partners should take pictures and videos of their activities. • After the event partners must complete the event report and forward it to ETRA.

4.5.10.   Workshops

A series of workshops will be organised during the lifetime of the project. These workshops will be implemented also as part of the engagement activities for farmers and foresters.

4.5.10.1. Workshops in pilot sites

Workshops will be organised at each pilot site, aimed at showcasing their involvement, developments, actions, and future activities, as well as expected outcomes and impact on stakeholders. The workshops will also extend invitations to other Horizon Europe projects, related initiatives, and targeted stakeholders.

4.5.10.2. Workshops with stakeholders and end-users

Workshops with relevant stakeholders will be conducted to encourage active involvement in providing requirements, assessing the impact of key outcomes, and providing relevant feedback. Throughout the project, members of the SG will be invited to participate in various workshops.

This approach aims at ensuring that stakeholders and end-users remain engaged and provide valuable input.

4.5.10.3. Joint workshops with related projects and initiatives

Joint workshops will help to exchange knowledge, best practices, lessons learned, etc. among related initiatives. Below, in the Table 15, there is a list of the potential entities to organise joint workshops and other activities.

4.5.11. Webinars

Starting from month 38, the developers of ECOLOOP products will host webinars to provide technical information and increase awareness. Additionally, webinars during month 42 will cover final developments, integration, and preliminary demonstration results. These webinars may also be held jointly with other related projects to share experiences and knowledge. Webinars have the benefit of engaging a wide remote audience, as well as being open access and recorded for later viewing. External experts are also welcome to participate and offer new insights and knowledge to both direct and indirect target groups.

4.5.12. Cooperation activities

Task 8.4 includes specific measures to collaborate with other initiatives, associations, and relevant Horizon Europe funded projects. The consortium will give particular consideration to projects funded under HORIZON-CL5-2022-D3-02-07. The task will focus on monitoring policy-related topics such as regulatory frameworks, business models, data management, and consumer engagement. The Table 15 offers an overview of potential entities for establishing collaborative actions. As the project progresses, additional entities or projects may be included or excluded from this list. However, specific cooperation actions will be detailed in D8.2, D8.3, and D8.4.

Table 15 – List of entities and projects to establish collaborations with.

Entity	Name	Type of collaboration
Forums, Associations, and Initiatives	Rural Energy Community Advisory Hub (European Commission) [21] Future of Rural Energy in Europe (FREE) [22] Covenant of Mayors [23] REScoop [24] International Union of Forest Research Organizations (IUFRO) [25] Alliance for Rural Electrification [26] Bioenergy Europe [27] European Biogas Association [28] European network of rural communities engaged in the energy transition (RURENER) [29] International Renewable Energy Agency (IRENA) [30] Smart Networks for Energy Transition (ETIP-SNET) [31] European Energy Research Alliance (EERA) [32] Association of European Renewable Energy Research Centers (EUREC) [33] European Innovation Partnership on Smart Cities and Communities (EIP-SCC) EIT InnoEnergy [34] CLIMATE KIC [35] European Forest Institute (EFI) [36]	Internal meetings, workshops, webinars, reports, events, newsletters, videos, online content, podcasts.
EU funded projects (H2020, Horizon EU, LIFE, etc.)	PYRAGRAF [37] VALUE4FARM [38] TEAPOTS [39]	Workshops, webinars, events, joint publications and materials, videos, joint online content podcasts.

4.5.13.   Public relations

The dissemination plan aims to highlight the significance of the project in opening the electricity ecosystem to multiple actors to have a real decarbonisation opportunity by incorporating innovative solutions. In addition to other dissemination efforts, public relations will play a key role in communicating the project's importance to key decision-makers. The primary focus will be on identifying and engaging with regional stakeholders in the countries involved in the project.

Thus, partners will establish good communications with those bodies to present the benefits and potential impact of the ECOLOOP solutions. These actions will be conducted by informal meetings and /or informative e-mails.

To ensure effective communication, each partner will act as an ambassador for the project and receive the necessary materials and guidelines to represent and promote the project in their respective countries.

4.5.14.   Stakeholder Group involvement

A stakeholder group has been formed, with representatives from national and local organisations. The consortium will engage closely with this group, offering opportunities for discussions through meetings, workshops, webinars, and providing regular updates on project activities via email campaigns and newsletters. These stakeholders have expressed support for the ECOLOOP project by signing a Letter of Support. The group is comprised of 13 key entities from the agricultural and forestry sectors covering the entire energy value chain. The detailed list of the stakeholder group can be found in section 4.2.2.

4.5.15.   Horizon Results Booster services

Being a Horizon EU funded project, ECOLOOP is eligible for free consulting services provided by Horizon Results Booster (HRB) [40]. The European Commission has launched HRB as an initiative to facilitate the transition of innovative ideas into the market, ensuring maximum societal impact of public-funded research in the EU. HRB assists projects that aim to achieve strong societal impact and realise the value of Research and Innovation (R&I) activity in addressing societal challenges, by going beyond their Dissemination and Exploitation (D&E) obligations. Therefore, ECOLOOP consortium has already started working with the Horizon Results Booster (HRB), specifically, in these 3 types of services:

1. Portfolio Dissemination & Exploitation Strategy (PDES)
    - Identifying and creating the portfolio of Research & Innovation project results (module A),
    - Creating the portfolio of results; design and execute a portfolio dissemination plan (module B)

- Improving existing exploitation strategy (module C)
2. Tailor made support services to develop a business plan
3. Assistance, coaching and mentoring for go-to-market activities.

4.6. Dissemination Action Plan

The following section outlines the specific actions that will be carried out during the project. The Action Plan, as detailed in Annex 2 – Dissemination Action Plan, covers the major dissemination events and activities that involve all partners. Most of the activities and actions were already defined in the Grant Agreement, so the allocation of responsibilities and budgeting has been partially determined. The Action Plan will be periodically reviewed and evaluated every six months to determine if any changes are necessary. Any updates will be shared during internal meetings and reflected in the reporting period reports, as well as in the D8.2, D8.3 and D8.4.

Additionally, Annex 4 – Summary of the dissemination and communication actions sums up the main planned dissemination and communication actions together with detailed information such as goals, audience, message, type of content, content producers, time and whether they are dissemination, communication and/or exploitation tools.

4.6.1. Dissemination actions for each product and site

Table 16 illustrates the specific dissemination actions and tools for each ECOLOOP product in accordance with the exploitation results outlined in section 7 of the DECP. It should be noted that these actions and tools will be regularly revised and updated throughout the project's duration.

Table 16 - Dissemination activities for each ECOLOOP product.

Innovation	Target Audience	Dissemination actions	Indicator
ECOLOOP - biogas production (KER1)	Landowners, foresters and farmers, agricultural communities,	- Promotional materials (Presentation/Factsheet/Videos). -Website section, and blog content. - Meetings and workshops with end-users. - Participation in events, workshops, etc.	- Downloads of materials on the website. - Nº of visits on the website sections.

	renewable energy communities, biogas plant owners and manufacturers.	- Videos interviews. - Webinar by GENIA. - D3.1 - Publications. - Social media. - News.	- Nº of participants in the events/webinars, etc. - Nº of participation in events and meetings. - Visualisations videos. - Nº of articles in the press. - Nº of publications. - Nº of views of the webinars. - Social media engagement/flowers/likes. - Average Engagement rate on social media.
ECOLOOP - RES integration (KER2)	Landowners; foresters and farmers, agricultural communities, renewable energy communities, technology, and energy solutions providers.	- Promotional materials (Presentation/Factsheet/Videos). - Website section, and blog content. - Meetings and workshops with end-users. - Participation in events, workshops, etc. - Videos interviews. - Webinar by INDEREN. - D3.1. - Publications. - Social media. - News. - Joint webinars with other related projects from ETRA.	
ECOLOOP - soil health (KER 3)	Landowners, foresters and farmers, agricultural communities, renewable energy communities, fertilisers providers, biobased materials providers, and other technology and energy solutions providers.	- Promotional materials (Presentation/Factsheet/Videos). - Website section, and blog content. - Meetings and workshops with end-users. - Participation in events, workshops, etc. - Videos interviews. - Webinar by INDEREN. - D3.2. - Publications. - Social media. - News.	
ECOLOOP - decision support system (KER 4)	Landowners, foresters and farmers, agricultural communities, and renewable energy communities.	- Promotional materials (Presentation/Factsheet/Videos). -Website section, and blog content. - Meetings and workshops with end-users. - Participation in events, workshops, etc. - Videos interviews. - Webinar by ETRA. - D4.3. - Publications. - Social media. - News. - Joint webinars with other related projects from ETRA.	
	Landowners; foresters and farmers,	- Promotional materials (Presentation/Factsheet/Videos). - Website section, and blog content.	

ECOLOOP - CO2 sequestration (KER 5)	agricultural communities, renewable energy communities, regional and local governments, policy makers, and scientific community.	- Meetings and workshops with end-users. - Participation in events, workshops, etc. - Videos interviews. - Webinar by EULS. - D4.2. - Publications. - Social media. - News.
ECOLOOP - farmers support (KER 6)	Landowners; foresters and farmers, agricultural communities, renewable energy communities, regional and local governments, policy makers, and scientific community.	- Promotional materials (Presentation/Factsheet/Videos). -Website section, and blog content. - Meetings and workshops with end-users. - Participation in events, workshops, etc. - Videos interviews. - Webinar by IRI UL - D5.2. - Publications. - Social media. - News. - Joint webinars with other related projects from UL.
ECOLOOP - soil Living Lab (KER 7)	Landowners; foresters and farmers, agricultural communities, renewable energy communities, regional and local governments, policy makers, and scientific community.	- Promotional materials (Presentation/Factsheet/Videos). - Website section, and blog content. - Meetings and workshops with end-users. - Participation in events, workshops, etc. - Videos interviews. - Webinar by UPV - D2.2. - Publications. - Social media. - News. - Joint webinars with other related projects from UPV.

Regarding the pilot demonstrations, initial efforts will focus on devising action plans to promote and disseminate ECOLOOP and engage their end-users and audiences. This promotional endeavour will encompass various strategies, including creating promotional materials for the pilot sites, launching online campaigns, issuing press releases, hosting workshops, attending events, collaborating with related projects, conducting public relations efforts, and delivering presentations, among other initiatives. More detailed information is available in the chapter 8.

4.6.2. Dissemination actions after the end of the project

As some exploitation activities will persist beyond the conclusion of the project, dissemination strategies will be devised that extend beyond the funding period of Horizon EU. This section contains a preliminary outline of the proposed dissemination measures, which will be refined and finalised in the D8.4 report by M48.

- Make the results visible by publishing them on the Horizon Results Platform the first year after the end of the project.
- The ECOLOOP website will remain accessible for a minimum of two years after its creation.
- Participation in events and conferences.
- When the project is completed, some partners may still publish papers based on the results or knowledge of ECOLOOP. In that case, it will be duly indicated.
- Joint actions with related projects and entities to present the exploitation actions and results.
- Pilot sites will keep disseminating their results, best practices and lessons learnt through meetings, fairs, promotional materials etc. among other peers, cities, public authorities, energy communities, etc.

5. Communication Plan

The communication and dissemination efforts extend beyond showcasing project outcomes, encompassing the entirety of the project, and targeting diverse audiences. The Communication Plan is designed to maximise project visibility and enhance the impact of its results. It delineates each project milestone defined in the DoA. An annual internal assessment of the communication strategy will be conducted to measure its effectiveness and impact, with adjustments made as necessary to ensure its continued enhancement.

The Communication Plan should consider the following aspects in greater detail:

- Establish communication objectives, roles, and procedures.
- Develop branding and positioning strategies for the project.
- Facilitate effective information flow among consortium partners.

- Ensure that communication measures are objective-oriented, proportionate to the project's scale, and tailored to the communication activities' target audience.
- Design targeted messages, means, and language for each specific audience.
- Define key messages that highlight the benefits and opportunities offered by ECOLOOP, and its contributions to the Horizon Europe Programme's priorities, goals, results, ongoing activities, progress, events, etc.
- Deploy a media planning approach to ensure accurate broadcasting, reach the targeted audience, and impact all project milestones.
- Outline communication activities for all partners and synchronise communication efforts within partner institutions.
- Choose suitable measures to engage the media and emphasise the Horizon EU's financial support.
- Identify cluster opportunities with relevant local / national / EU / international initiatives and projects to enhance the project's impact and broadcast.
- Ensure that all communication actions aim to create a wider public impact beyond the project's community and provide educational outreach to the public regarding basic knowledge.
- Maintain intensive follow-up of the Communication Plan deployment.
- Stay aligned with external stakeholders, such as related projects, institutions, and media, to ensure high outreach of the communication activities.

Table 17 – Communication Plan milestones.

Communication plan milestones	What does it mean?
Subject of communication	What will be communicated? (See section 5.1)
Identification of target audience	Who will most benefit from the project results and who would be interested in learning about the project findings? (See section 5.2)
Timing	When will communication take place? (See section 5.3)
Definition of methods and tools	What is the most effective way to reach the target audience? (See sections 5.5)
Communication management and policy	Who is responsible for and how communication is managed? (See sections 1.6 and 2).

Communication impact	How to measure and assess the results and impact of the communication actions? (See section 6).

5.1. Subject of communication

Communication regarding ECOLOOP follows a strategic plan that begins at the project's inception and persists throughout its duration, even beyond the funding period. The objective of this communication is to actively promote both the project itself and its resulting outcomes.

The communication strategy encompasses several overarching topics, including:

- Comprehensive coverage of the ECOLOOP, including its scope, objectives, milestones, plans, and environmental and societal impacts.
- Detailed discussions on ECOLOOP's products and technologies.
- Insights into the pilot sites, illustrating how end-users stand to benefit, sharing success stories, lessons learned, strategies for replication, how it will benefit citizens, etc.
- Highlighting the outcomes and innovations of ECOLOOP.
- Educational components addressing the significance of using renewable energies and reduction of carbon footprint in rural areas, differences between renewable energy sources, rural development, circular economy, etc.

5.2. Target audience

The communication actions of ECOLOOP will extend from the most technical and experienced community to the general public. These audiences will be segmented into internal and external audiences.

5.2.1. Internal audience

As outlined in section 4.2.1, internal communication activities will be conducted among consortium members. These activities are crucial to ensure that the project is executed correctly, with communication messages delivered to the intended audience at the appropriate time. Internal communication methods will include both open communications, such as face-to-face meetings or plenary conference calls, and private calls to discuss technical and organisational

issues, share results, and make decisions. ETRA is responsible for defining the communication procedures.

5.2.2. External audience

The external audience has been segmented based on the project's objectives and the desired relationship with them. With regard to target audience segmentation, the project will prioritise the following:

- Direct Target Group (A, B, C, D, E): As defined in section 4.2.2, these groups are the focus for the definition of communicative activities for ECOLOOP.
- Indirect target groups (F and G): While important to reach and consider when communicating the project, as outlined in section 4.2.2, these groups are not as critical to achieving the project's goals.

Table 18 provides an overview of how the communication strategy will address the various target audiences.

Table 18 - Audience to communicate ECOLOOP project.

Target group	Description	Objective	Message	Channels
Landowners, Foresters and farmers, Agro communities. Renewable energy communities, Technology providers. Fertilizers providers. Public bodies and regulators, Standardization bodies. (A, B, C)	For the audience to achieve positive outcomes through product adoption, it is essential that they possess the appropriate skills, knowledge, and comprehension.	- Soliciting their input on the primary obstacles encountered. - Ensuring their participation in the proposed dissemination activities, such as workshops, training, events, etc. - Raising awareness about the project and showcasing its advantages. - Providing updates on ongoing research, project concepts and objectives, as well as the benefits to society.	The ECOLOOP advancements in technology, policy and legislation, socio-economic factors, and environmental aspects will prove advantageous to them.	- Website and social media. - Promotional materials. - Newsletters. - Press releases. - Papers. - Deliverables. - Events. - Innovation and networking events. - Workshops. - Webinars. - Technological fairs. - E-mails. - European Commission channels. - Exchange activities. - Public relations. - Videos.

Universities; scientific research community and related projects (D, E)	The audience is seeking comprehensive information regarding the project, encompassing its activities, objectives, and results.	- Guaranteeing participation in the proposed dissemination activities, such as workshops, publications, webinars, etc. - Providing updates on ongoing research, project concepts and objectives, as well as the benefits to society.	They will make use of the enhanced reports, publications, promotional material, and lessons learned.	- Scientific publications. - Scientific conferences and seminars. - Relevant European and national technology platforms and related associations. - Public relations. - Website and social media. - European Commission channels. - Exchange activities. -Newsletters.
European Institutions (E)	The audience is not in need of intricate project details but instead is focused on the core message.	- Elevating the project's visibility and showcasing its advantages. - Providing updates on ongoing research, project concepts and objectives, as well as the benefits to society.	They will become aware of the importance of optimization of renewable energy sources in rural areas to create positive effects in air quality, biodiversity, and soil health.	-Press releases. - E-mails. - Events. - Webinars. - Workshops. - Promotional materials. - Public relations. - Videos. -Newsletters.
Mass media (F)	Specialised press on energy and mainstream media*. * Most of this group consists of non-technical professionals who need to comprehend the project's objectives and advantages to effectively communicate other messages.	- Providing updates on the progress of the research, the project's concepts, and goals, as well as the benefits to both society and the environment.	Develop content aimed at capturing the attention of the mass media, ensuring that ECOLOOP is included in the Agenda Setting and effectively reaching the intended audiences.	- Press releases. - E- mail. - Website. - Social media. -Workshops, fairs conferences, etc. - Newsletters. - Events. - Videos.
Public at large (G)	Audience that does not require a detailed knowledge.	- Raising awareness about the primary themes addressed in the project. - Promoting the impact and benefits of ECOLOOP.	They will gain an understanding of the significance of optimisation of renewable energies in rural areas to create positive effects in the grid	- Website - Social media - Events. -Workshops. -Promotional material. - News. - Videos.

		stabilisation, air quality, biodiversity, and soil health.	

5.3. Communication phases

The three communication and dissemination phases are already defined in the section 4.3.

5.4. Key messages through storytelling

Connecting with other people is one of the highest forms of communication, and storytelling is a trigger of communication. Storytelling is one of the most captivating techniques to convey messages and information. That is why ECOLOOP key messages, outlined in section 4.4 will make use of this technique on the social networks and when approaching mass media and citizens.

To achieve that, the consortium and DCOM will have an internal communication protocol to guide partners to draw stories. Partners will simplify the key messages for better comprehension by all audiences. They will utilise images and videos to strengthen these messages.

Additionally, ECOLOOP will communicate project outcomes with a heightened focus on rural communities, ensuring that this segment of society also benefits from the sustainable energy transition in Europe, leaving no one behind.

5.5. Communication channels, tools, and actions

The subsequent sections delineate the key channels, tools, and actions necessary for the successful and cohesive implementation of the Communication Plan. Furthermore, Annex 3 – Communication Action Plan furnishes an overview of the primary communication tools, including comprehensive details such as objectives, target audience, message, content type, content producers, timing, and their roles as dissemination, communication, or exploitation tools.

5.5.1. Website

The ECOLOOP website serves as the primary source of information regarding the project's objectives, progress, and outcomes, aiming to consolidate all project-related information into a single, comprehensive source for visitors. Although the website targets all audiences of the project, it is expected that a higher number of visits will come from technically oriented groups related to the project's subject matter. To reach a wider audience, the "News" section will provide general and simplified content.

Additionally, consortium partners will feature a presentation of the project on their websites and share news about the project whenever possible.

Section 4.5.1 of this deliverable provides a description of the initial version of the ECOLOOP website.

5.5.2. Promotional materials

To showcase the societal impact and advantages of ECOLOOP, a range of materials including brochures, posters, roll-ups, videos, presentations, infographics, and more will be developed. The main materials to be designed are outlined in Table 7 while additional materials will be generated as required. Tailored promotional materials will be developed and translated into local languages for pilot sites use. The language will be adjusted to appeal to a wider audience, while minimising technical terminology. These promotional materials will be regularly updated to reflect the project's progress and accomplishments.

5.5.3. Social networks

As detailed in section 4.5.4, establishing two-way communication and targeting specific audiences will be achieved through the project's presence on social media platforms. To this end, a Twitter account, LinkedIn page, and YouTube channel have already been created to regularly share project-related content. The project will use specific hashtags such as #ECOLOOP, #HorizonEU, #EnergyTransition, #RenewableEnergy, #CleanEnergy #EnergyCommunities, #CircularEconomy, #EUbioenergy, #Innovation, #RuralAreas, #RuralEnergy, #RuralEnergyCAH, #EqualEnerEU and #EnergyDecarbonisation, under the ECOLOOP framework. In addition, the project has identified

several EU profiles to follow on Twitter, including @HorizonEU, @Energy4Europe, @cleanenergy_eu, @cinea_eu, @EU_ENV, @EUAgri, @eucapnetwork, among others.

The project will also create accessible lists to increase engagement and establish a benchmarking framework, including:

- Consortium members: with the institutional consortium members' profiles.
- Related projects: featuring similar EU projects.
- Other lists with stakeholders or members.

5.5.4. Press releases

The project's significant accomplishments and milestones will be communicated through the project website and shared with media outlets across Europe. The key European media identified as relevant contacts for the distribution of ECOLOOP news are as follows:

Table 19 - List of EU media identified.

Media	Country	Type	Link
Euronews	Europe	Press Agency	https://www.euronews.com/
Reuters	Europe	Press Agency	https://www.reuters.com/
Bloomberg	Europe	Press Agency	https://www.bloomberg.com/
Association Press	United Kingdom	Press Agency	https://www.ap.org/en/
NAPA	United Kingdom	Press Agency	http://www.napa.org.uk/
BBC	United Kingdom	Press Agency	https://www.bbc.com/
Agencia EFE	Spain	Press Agency	https://efe.com/
Europa Press	Spain	Press Agency	https://www.europapress.es/

STA	Slovenia	Press Agency	https://english.sta.si/
ERR	Estonia	Press Agency	https://news.err.ee/
BTA	Bulgaria	Press Agency	https://www.bta.bg/en
RTVE	Spain	Public radio & TV	https://www.rtve.es/
EURACTIV	Europe	Press Agency	https://www.euractiv.com/
POLITICO	Belgium	Journal	https://www.politico.com/
Energy Post	The Netherlands	Journal	https://energypost.eu/
Energías Renovables	Spain	Journal/News portal	https://www.energias-renovables.com/
Renewable Energy Magazine	Europe	News portal	https://www.renewableenergymagazine.com/
Recharge news	United Kingdom	News portal	https://www.rechargenews.com/
Renews	United Kingdom	News portal	https://renews.biz/
Renewables now	Europe	News portal	https://renewablesnow.com/
Smart Energy	Europe	News portal	www.smart-energy.com
Science Dayly	USA	News portal	https://www.sciencedaily.com/
Climate Change News	UK	News portal	https://www.climatechangenews.com
Renewable Energy World	EU	News portal	https://www.renewableenergyworld.com
Agriland	UK	News portal	https://www.agriland.ie/

Forests News	International	News portal	https://forestsnews.cifor.org/
Forest.fi	Finland	News portal	https://forest.fi/
EFE agro	Spain	News portal	https://efeagro.com/
Agronoticias España	Spain	News portal	https://www.agronoticias.es/
Agroinformacion	Spain	News portal	https://agroinformacion.com/

5.5.5. Online campaigns

To showcase the advantages and anticipated effects of ECOLOOP, as well as to increase awareness of the optimisation of renewable energy sources operation in rural areas, campaigns will be launched through existing channels and media. Additionally, this effort will focus on building relationships and garnering support from officials in the European Commission (EC), Members of the European Parliament (MEPs), and other energy organisations throughout Europe.

5.5.6. Events

Alongside the events outlined in section 4.5.9, efforts will be undertaken to exhibit ECOLOOP at various events that cater more directly to the general public. These occasions will not only serve as platforms for disseminating the project's benefits and impacts but also strive to heighten awareness and champion European accomplishments in this domain. The project will encompass a range of events, including presentations, webinars, informational days, and other formats, which will be orchestrated either within event frameworks or by partners. The pilot sites will play an important role in orchestrating and participating in these events, which will be tailored to engage audiences of all backgrounds. ETRA will proactively notify stakeholders of these events through its website, social media channels, and mailing list, and will also broadcast them during and after their occurrence.

5.5.7. Cluster activities with similar projects and memberships

As explained in the section 4.5.12, ECOLOOP will create synergies with other projects at both the European and international levels and may even become a member of various networking groups and initiatives within the energy sector. This will help to amplify and multiply the messages of ECOLOOP towards a wider audience. In addition to participating in and presenting the project to other networks and groups, the consortium partners will leverage their strong links and involvement in networks and groups that are not directly related to the project. Thus, these ties will also allow creating opportunities to present the benefits and impacts of the project to a general audience.

5.5.8. EU institutional relationships

Partners will reach out to members of the European Commission, the Committee of the Regions, and the EU Parliament to introduce them to the benefits and updates of ECOLOOP through meetings, whether in-person or via webinar. These relationships with EU institutions will enable extended networking and increased visibility for the project. Additionally, partners will establish contact with local authorities, recognising the importance of involving decision-makers and politicians. They will be invited to ECOLOOP meetings and pilot workshops, and kept informed of developments, thereby laying the groundwork for replicability and scalability.

5.5.9. Rural Energy Communities podcast/talks

During the project, a series of podcasts or talks will be arranged within the framework of the pilot sites and will be open to the public to reach a wider audience. These talks will address topics related to energy systems in the agriculture and forestry sectors. Partners will participate in them, and external speakers will be invited.

5.5.10. Women in energy promotion

ECOLOOP aims to provide a platform to increase women's visibility in green energy within rural areas. To achieve this goal, efforts will be made to highlight the gender balance within the project

through collaborative actions with initiatives such as Women in Energy (WONY), ICER's Women in Energy initiative, the Equality platform for the energy sector of the European Commission, POWERful Women, Women in Food and Agriculture (WFA), Empowering Women in Agrifood (EWA), among others. At least two podcasts will be dedicated to this topic, alongside press releases, storytelling, workshops, and lobbying actions.

5.6. Communication Action Plan

After defining the actions, tools, and audiences in the communication strategy, specific actions are determined in this section. The Communication Action Plan (Annex 3 – Communication Action Plan) outlines the key communication actions that will take place during the ECOLOOP, with many of them involving all partners. The action plan will undergo review and evaluation every six months to determine whether any changes are necessary. These updates will be discussed during internal meetings and reflected in reporting period reports.

Additionally, Annex 4 – Summary of the dissemination and communication actions defines the main planned dissemination and communication actions together with detailed information such as the goal, audience, message, type of content, content producers, time and whether they are dissemination, communication and/or exploitation tools.

5.6.1. Communication actions for each product and site

As explained in section 4.6.1, some actions will be planned to generically communicate the products and actions in the pilots through the communication actions, channels and tools defined in section 5.5. To achieve this goal, the language and messaging will prioritise clarity and accessibility over technicality, ensuring maximum outreach and understanding.

5.6.2. Communication actions after the end of the project

As outlined in section 4.6.2, the exploitation activities will be monitored beyond the end of the project. This means that communication efforts will extend beyond the Horizon EU funding period.

While this section includes a preliminary draft of communication measures. Outlined below are some of the planned communication measures after the conclusion of the ECOLOOP project:

- The ECOLOOP website will remain accessible for at least a few years following the project's end.
- News and interviews regarding feedback from pilot end-users will be disseminated.
- Press releases will be distributed to explain the impact achieved in the pilots.
- Mass media will be contacted to report on the impact achieved in the pilots.
- Testimonials from end-users will be shared on social media platforms.
- Participation in events and conferences aimed at a broad audience.

6. Monitoring and evaluation of the dissemination and communication plans

The implementation of the project also requires the parallel monitoring and evaluation of its activities, which is crucial for its success. Thus, monitoring and evaluation actions guarantee the successful execution of high-quality dissemination and communication strategies and related activities.

6.1. Reporting

To evaluate the effectiveness of dissemination and communication activities and assess their impact, all partners must document the activities they undertake. To achieve this, the DCOM will develop various reporting protocols for disseminating and communicating activities. These protocols will encompass both anticipated and impromptu activities. As a result:

- All partners are required to follow the defined dissemination and communication protocols.
- All partners are encouraged to record their activities in the dissemination and communication reporting document available on the SharePoint platform.
- All partners should keep records of their activities in the form of papers, presentations, posters, photos, videos, tweets, etc.

- Monitoring these activities on a regular basis will enable an assessment of the execution and timeliness of the action plan, as well as identify which activities had the most significant impact on stakeholders, both quantitatively and qualitatively. The findings from these reports will be included in the deliverables D8.2, D8.3 and D8.4.

6.2.Impact – Key Performance Indicators (KPIs)

Understanding the extent and durability of a project's outcomes can be aided by evaluating the impact of dissemination and communication activities. Additionally, it allows the assessment of the relevance and quality of promotional activities. Impact indicators, both quantitative and qualitative, are typically utilised to measure such impact. In ECOLOOP, a set of Key Performance Indicators (KPIs) are used to assess the success of the dissemination and communication plans and achievement of the primary objectives. Consequently, a preliminary list of KPIs has been established to be achieved by M48, as shown in Table 20. This list will be revised and updated with new KPIs for each period.

Table 20 - List of KPIs for ECOLOOP to be reached by M48.

Dissemination action	KPIs	Target (M48)	Analysis methodology
Website	Design and Development of the project's web portal	Fully developed web portal by M4	Registration of dissemination activities
	Total page views	≥ 10,000	Website analytics
	Regular update of the website content	Continuous update (1 time/month)	Website analytics
	Visitor's countries	Minimum 10 countries	Website analytics
	Nº of post	≥ 110	Website analytics
	Nº of documents published	≥ 30	Website analytics
	Nº of downloads	≥ 800	Website analytics.
Social networks	Nº of followers in Twitter	≥600	Twitter Analytics
	Tweets	≥ 1,000	Twitter Analytics

	Impressions in Twitter	≥ 200,000	Twitter Analytics
	Nº of followers on LinkedIn	≥ 300	LinkedIn analytics
	LinkedIn posts	≥ 200	LinkedIn Analytics
	Impressions in LinkedIn	≥ 70,000	LinkedIn Analytics
	Content share in the Zenodo	≥ 4	Zenodo Analytics
	YouTube subscribers	≥ 100	YouTube Analytics
	YouTube views	≥ 3,500	YouTube Analytics
Scientific publications	Nº of scientific papers	≥ 7	Nº of paper approved
Promotional materials	Nº of brochure designed	1	Registry of dissemination activities
	Nº of roll-up designed	1	Registry of dissemination activities
	Nº of videos produced	≥ 8	Registry of dissemination activities
	Handbook lessons learnt	1	Registry of downloads form on the website
	Downloads of promotional materials at the webpage	≥ 1,000	Website analytics
Newsletter	Nº of newsletter forwarded	7	Registry of dissemination activities
	Nº of subscribers	≥ 100	Internal subscriber registry
Deliverables	Nº of public deliverables	22	Registry of project activities
	Nº of public deliverables downloaded	≥ 300	Registry of downloads form on the website
Press releases	Nº of press releases	5	Registry of dissemination activities
	Media presence	≥ 40	Registry of dissemination activities

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	Countries reached	≥ 7	Registry of dissemination activities
Events	Nª of events attended	≥ 20	Registry of dissemination activities
	Nº of Trade fairs	≥ 3	Registry of dissemination activities
	Nº of events organised	≥ 5	Registry of dissemination activities
	Nº of pitch events	≥ 10	Registry of dissemination activities
	Visitors/attendants reached	≥2,500	Registry of dissemination activities
Workshop	Nº of all the workshops	4	Registry of dissemination activities
	Nº of joint workshops with other related projects and/or initiatives	2	Registry of dissemination activities
	Total participants	≥ 300	Registry of dissemination activities
Webinars	Nº of all webinars	7	Registry of dissemination activities
	Total participants/views	≥ 600	Registry of dissemination activities
	EU projects invited	≥ 4	Registry of dissemination activities
Joint activities with other related EU projects or initiatives	Nº of related projects or initiatives addressed	≥ 4	Registry of dissemination activities
	Nº of actions	≥ 5	Registry of dissemination activities
	Audience reached	≥ 500	Registry of dissemination activities
Talks	Nº of talks	4	Registry of dissemination activities
	Participation in related projects or initiatives	≥ 3	Registry of dissemination activities

	Audience reached	≥ 600	Registry of dissemination activities
Online campaigns	Nº of campaigns	4	Registry of dissemination activities
	Engagements	≥ 7,000	Twitter and LinkedIn Analytics
	Impressions	≥ 1,000	Twitter and LinkedIn Analytics
Women in energy action	Nº of actions	3	Registry of dissemination activities
	Nº of women reached	≥ 1,000	Registry of dissemination activities
	Nº entities reached	≥ 5	Registry of dissemination activities

7. Exploitation Plan

According to the definition of the EC [2], "Exploitation" means the utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating, and marketing a product or process, or in creating and providing a service, or in standardisation activities. This definition may be highlighted in two main points to be covered:

·   To make use of the results, recognising exploitable results and their stakeholders.
·   To concretise the value and impact of the R&I activity for societal challenges.

As shown in previous sections the four ECOLOOP clusters of innovations have already been identified. The specific measures that the project will perform for disseminating these results to the target customers and stakeholders have also been defined. The exploitable results of this project will be based on these ECOLOOP innovations.

It is also noteworthy that the exploitation activities will go hand in hand with the Task 8.3 dealing with the IPR activities. Thus, part of the exploitation activities that will be performed in the project

will be reported in D8.2, D8.3 and D8.4 "Dissemination, Communication, end-users' engagement activities, synergies with other projects and exploitation activities (v1, v2 and v3)".

7.1. Exploitation activities

The exploitation activities as shown in this Exploitation Plan are based on the methodology defined by Horizon Results Booster (HRB), an initiative of the European Commission which aims to bring a continual stream of innovations to the market and maximise the impact of publicly funded research within the EU. It supports projects eager to go beyond their Dissemination and Exploitation (D&E) obligations - steering research towards strong societal impact and concretising the value of Research and Innovation (R&I) activity for societal challenges.

Specifically, the Horizon Results Booster offers 3 types of services:
1. Portfolio Dissemination & Exploitation Strategy (PDES)
   - Identifying and creating the portfolio of Research & Innovation project results (module A),
   - Creating the portfolio of results; design and execute a portfolio dissemination plan (module B)
   - Improving existing exploitation strategy (module C)
2. Tailor made support services to develop a business plan
3. Assistance, coaching and mentoring for go-to-market activities.

7.1.1. M1-M18

During the first 18 months of the project, the consortium will be focused on the preparation and submission of the D8.1 "Dissemination, Exploitation and Communication Plan (DECP)" and the Identifying and creating the portfolio of Research & Innovation project results.

During the first 18 months, the partners will be identifying how they can exploit their participation in the project together with the design and first developments of the ECOLOOP technologies, which is part of module C of the HRB service 1, "Assisting projects to improve their existing exploitation strategy".

This service will provide guidance and training to improve the existing project strategies of projects towards effective exploitation of key exploitable results.

The exploitation strategy will improve the following aspects:

- review of the key exploitable results of the project;
- revise, complement and clarify existing exploitation plans of project results and/or outline exploitation paths of results;
- techniques to identify all relevant stakeholders in the exploitation value chain.
- support to perform a risk analysis related to the exploitation of results.

Thus, the D8.2 "Dissemination, Communication, end-users' engagement activities, synergies with other projects and exploitation activities (v1)" to be delivered in M18, will reflect all this work related to the exploitation strategies.

7.1.2. M18-M30

By the conclusion of this stage, the ECOLOOP innovations will be ready for delivery, marking the finalisation of all technical developments. Subsequently, Service 2 of the HRB, "Business Plan Development," will commence. This service is designed to support beneficiaries in bridging the gap to the market by crafting an impactful business plan and preparing to secure the necessary funding for implementing project outcomes.

The service will guide and support project beneficiaries in preparing project result(s) for the market.

They will receive tailor-made training and support allowing them to develop a business plan which will include:

- a market analysis,
- a business strategy,
- operations plan,
- competitor identification and analysis,
- a clear action plan to be implemented by the project and an estimation of time to market.

Project beneficiaries will also receive assistance to identify solutions for implementation in terms of:

- start-up operations (e.g. identification of incubators, third-party support for management – legal, administrative)

- investors (e.g. identification of venture capitalists in the market sector, identification of business angel networks)
- funding (e.g. identification of financial instruments for start-ups or new businesses from banks, local governments, national funding, identification of crowdfunding platforms and schemes)

Thus, the D8.3 "Dissemination, Communication, end-users' engagement activities, synergies with other projects and exploitation activities (v2)" to be delivered in M30, will reflect on all individual business plans of all partners.

7.1.3. M30-M48

From M30 until the end of the project, the partners will be able to have their exploitation activities clearer following service 3 of the HRB "Go To Market". The aim of this service is to assist beneficiaries in making their project results ready for commercialisation. The service will support beneficiaries to identify and/or address potential obstacles to the exploitation of project results and reach commercialisation.

This service prepares project beneficiaries to take their project results to the market. The service provides assistance, coaching, mentoring, and contacts with the market stakeholders regarding:

- pitching, presenting a product(s) or service(s) to potential investors, identification of relevant events for pitching (forums, trade fairs, expos), identification of venture capital and/or traditional funding mechanisms, guidance on how to follow up a pitch;
- support and guidance for Intellectual Property Rights (IPR): introduction to IP services, guidance regarding the procedures, definitions, and regulations on IPR, as well as patenting, IP licensing and sale; freedom of operations - due diligence, transfer of IP;
- training in innovation management (product, process and resulting organisational changes);
- business services – co-designing a plan for commercial development, feasibility studies to assess potential business plans, support in the creation of spin-offs and start-ups;
- examining exploitation/business implementation options;
- introduction to non-EU funding opportunities available and support in your application.

Thus, the D8.4 "Dissemination, Communication, end-users' engagement activities, synergies with other projects and exploitation activities (v4)" to be delivered in M48, will reflect on all individual go-to-market strategies of all the partners.

8. Engagement activities

The main purpose of the Engagement Plan is to transfer the knowledge and results of the ECOLOOP´s Project to the targeted audience. To do so, several engagement activities are planned to reach the audience defined for this matter. The targeted audience are mainly farmers, foresters, and rural communities, that could get benefit from an out of the project´s outcomes. However, the Engagement Plan could be extended to other audiences, as it is designed to be replicated, if needed.

In order to develop a successful Engagement Plan, different objectives must be met. The objectives must be realistic and achievable in the established timeline which is outlined in three different phases as per DECP's definition. Phase 1 - Outreach and general promotion (M1-M12). Phase 2 - General and specific promotion and community building (M12-M40). Phase 3 – Capitalisation of results and spread lessons learned (M36-M48).

In the Phase I, as the project is still in the first stages of development, the goal is informing and promoting the rural communities, farmers, and foresters about the project in general, potential use of the project´s results, as well as the benefits that could bring into the sector.

Whereas Phase I objective is to spread knowledge of the ECOLOOP initiative, the Phase II, is aimed to show the evolution of the project. To do so, the engagement activities in this phase are focused on bringing the community information about on-site pilots. Hence, the community could observe initial and tangible results of the ideas presented in the earlier stages of the project.

In the last stage of the project, Phase III, the goal is to enhance the results of the solutions that ECOLOOP can offer, yet, to encourage the rural communities, farmers and foresters make use of those solutions. In this Phase the engagement activities must include demonstration of the results to get the most out of it.

The Engagement Plan activities can vary but should include at least the ones defined as per follows:

- Design and creation of promotional and informative printed materials, (Phases I, II and III), such as: brochures, flyers, posters, roll-ups, etc. This material is aimed to boost visibility highlighting the key aspects of the project, its goals, benefits and how can positively impact farming and forestry practices, and overall, the rural communities as a whole. This material should be displayed in meetings or similar onsite promotional activities.

- Design and creation of promotional and informative digital content, such as: brochures, infographics, posts, pools, etc. This content has to reach the audience through the most popular media channels, in order to promote and create awareness of the project, (Phase I, II) and encourage the targeted public to make use of the solutions developed, (Phase III).

- Press release, including creation of articles, interviews, reports, among others; to be published in general and local media to spread information related to ECOLOOP project and results among a wider audience. (Phase I, II and III). With a special focus on specialised agricultural magazines.

- Creation of videos, video interviews, stories, etc, to showcase the iteration of the project, pilot site development (Phase II), and eventually the results and further application of them (Phase III).

Bear in mind, that all the materials created should have a friendly design for better understanding of the target audience, also the languages used for this matter, should be local and English, therefore, the rest of the regions participating in ECOLOOP could make a simple translation into their own language.

All the materials mentioned above, will be shared through social media campaigns (Phase I, II, III) on the ECOLOOP and partners accounts, on platforms like Facebook, Twitter, or Instagram. Additionally, they will be disseminated through other media channels, with the aim of reaching the widest possible audience.

The engagement activities on social media are explained as per follows:

- Facebook:
  - Regularly posts on project activities, and relevant updates or/and milestones achievements.

- o Visual content, such as photos and videos, infographic designs, showcasing on-site demonstrations.
- X (Formerly Twitter):
  - o Real-time updates and project´s highlights.
  - o Use of relevant hashtags to increase the project's visibility within the agricultural and forestry communities.
  - o Retweets of relevant industry news.
- Instagram:
  - o Visually appealing content, such as behind-the-scenes glimpses of project activities, infographics, etc.
  - o Use of Instagram Stories to provide quick updates and interactive content.
- LinkedIn:
  - o Sharing in-depth articles, project milestones, and updates on research collaborations among others.
- YouTube:
  - o Featuring videos of on-site demonstrations, interviews with project stakeholders, and tutorials on project implementations.
  - o Create playlists to categorise content, making it easy for viewers to find specific information.
  - o Share educational videos showcasing on-site demonstrations of the project's systems, emphasising their functionality and ease of implementation. These videos can be shared on social media platforms, yet the project's website.

The organisation of workshops and the diffusion of the project and results in thematic events are aimed to create an impact among the targeted audience (Phase I, II and III).

- o To this aim, running a technical demonstration (Phase II) in the pilot's location can increase awareness of the project. These sessions can be complemented with an event showing the progress of the project to all those interested (Phase II) and a following up workshop to inform about the results (Phase III). Media would be gathered to report on it as well as to collect statements, interviews, or photographic reports.

> o   Among the networking activities (Phase I, II, III) that could be done, creating stands at agricultural fairs, meetings, as well as specialised conferences could boost the visibility of the project among a wider audience in the sector such as fertilising, machinery and other complementary companies that might be interested in the ECOLOOP´s solutions. In this kind of events, the different produced materials can also be distributed.

9.   Conclusions and next steps

The DECP outlines how the ECOLOOP will disseminate, communicate, and exploit its results. All project partners will participate in sharing their knowledge and learnings about the project in their respective countries and across Europe. The DECP specifies which messages, channels, tools, and actions will be used to disseminate and communicate with specific audiences at the appropriate times. It also includes the corporate identity to present ECOLOOP to the public and the publication procedure that provides guidelines internally following the lines dictated by the European Commission.

The DECP will be applied throughout the project's timeline, undergoing internal reviews, evaluations, and updates on an annual basis. Future updates to the DECP will include concrete communication and dissemination actions that will take place after the project's lifetime.

Furthermore, methodology for exploiting the project's results following Horizon Results Booster methodology is explained for each reporting period.

To co-create and gather feedback from stakeholders and end-users located in the pilot sites, an Engagement Plan based has been developed.

In the first period (Months 1-18), the primary focus will be on initial outreach and promotion efforts, which include implementing the DCEP and setting expectations, as well as conducting general promotion activities to increase awareness among stakeholders, end-users, and citizens. Before the submission deadline for the second deliverable of WP8 (D8.2 Dissemination, Communication, end-users' engagement activities, synergies with other projects and exploitation

activities V1) by Month 18, several intermediate milestones have been identified to guide the progression of subsequent steps, with specific emphasis on:

M3: Completion of corporate identity and template development.

M4: Launch of the website.

M5: Completion of promotional content and dissemination material development, such as brochures, roll-ups, and posters.

M6-7:

- Distribution of the first newsletter.
- Establishment of internal protocols for partners to report on their dissemination and communication activities.
- Regular creation of content for communication channels on a weekly basis.

M8-17:

- Increased participation of partners in events and workshops as technical work progresses.
- Partners will explore how can leverage their involvement in the project alongside the design and initial developments of ECOLOOP technologies, a component of Module C within HRB Service 1, "Assisting projects in enhancing their current exploitation strategy."
- Introduction of ECOLOOP to other related projects and initiatives, with plans for future collaborations.
- Production of a video overview and short videos featuring project partners.
- Regular creation of content for communication channels on a weekly basis.
- Start the ECOLOOP promotion among the rural communities, farmers, and foresters, as part of the Engagement Plan.
- Organisation of primary workshops for presenting the project in the pilot sites.
- M18: Deadline for submission of deliverable 8.2.

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10.2.   Acronyms

ALBENA	ALBENA AD
AVA-ASAJA	ASOCIACION VALENCIANA DE AGRICULTORES
BIOMASA	BIOMASA DRUZBA ZA TRGOVINO SERVIS IN MONTAZO KOTLOV NA BIOMASO DOO
CA	Consortium Agreement
CC BY	Creative Commons Attribution
CC BY-NC	Creative Commons Attribution Non-Commercial
CC BY-ND	Creative Commons Attribution NoDerivs
CINEA	European Climate, Infrastructure and Environment Executive Agency
D	Deliverable
D&E	Dissemination and Exploitation
DoA	Description of Action
DCOM	Dissemination and Communication Manager
DECP	Dissemination, Communication and Exploitation of Results
DSOs	Distribution System Operators
EC	European Commission
ETRA	ETRA INVESTIGACION Y DESARROLLO SA
EU	European Union

EULS	EESTI MAAULIKOOL
EWA	Empowering Women in Agrifood
FERTINAGRO	FERTINAGRO BIOTECH SL
FIBENOL	FIBENOL OU
GENIA	GENIA BIOENERGY SL
HRB	Horizon Results Booster
INDEREN	INGENIERIA Y DESARROLLOS RENOVABLES SOCIEDAD LIMITADA
IoT	Internet of Things
IP	Intellectual Property
IPR	Intellectual Property Rights
IRI UL	Inovacijsko-razvojni institut Univerze v Ljubljani
KER	Key Exploitable Result
KIS	KMETIJSKI INSTITUT SLOVENIJE - AGRICULTURAL INSTITUTE OF SLOVENIA
KPIs	Key Performance Indicators
M	Month
MEPs	Members of the European Parliament
NA	Not Available
PDES	Portfolio Dissemination & Exploitation Strategy
PM	Project Manager
PV	Photovoltaic
R&I	Research and Innovation
RES	Renewable Energy Sources
SETUP	KOLEKTOR SETUP, STORITVE ENERGETSKEGA UPRAVLJANJA, D.O.O.
SG	Stakeholder Group
STEM	Science, Technology, Engineering and Mathematics
TRU	TRAKIYSKI UNIVERSITET
UPV	UNIVERSITAT POLITECNICA DE VALENCIA
WFA	Women in Food and Agriculture
WGs	Working Groups
WONY	Women in Energy

Table 21 – List of acronyms.

11.   Annex 1 – Brand Book

BRAND
BRIEF GUIDE

ECOLOOP

Latest Update | February 2024

Website | www.ecoloop-Project-eu

ECOLOOP

A brand is a set of expectations, memories, stories and relationships that, taken together, account for a customer's decision to buy one product or service over another.

Deliverable 8.1

Index Brand Brief Guide

ECOLOOP Brand Brief Guide

3

Logo Guidelines

ECOLOOP Corporate Identity

ECOLOOP Brand Brief Guide

4

Deliverable 8.1

Logo Guidelines

The Project Horizontal Logo

Graphic representation of the brand that is made up only of letters or typography.
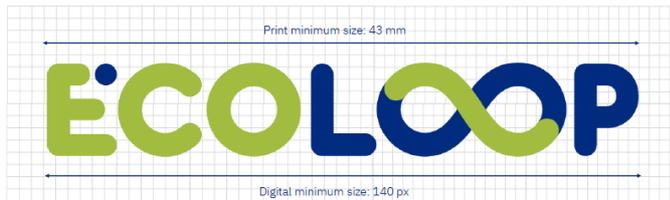
Print minimum size: 43 mm

ECOLOOP

Digital minimum size: 140 px

So that the logo retains its visual effect, do not perform any brand application with measurements lower than recommended.

2x

2x ← ECOLOOP → 2x

Security area: 2x
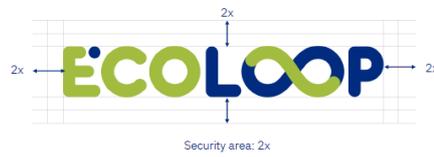
The logo must always be surrounded by a 2x respect area. Each x corresponds to a square of distance.

Logo Guidelines

The Project Compact Logo

Graphic representation of the brand that is made up only of letters or typography.
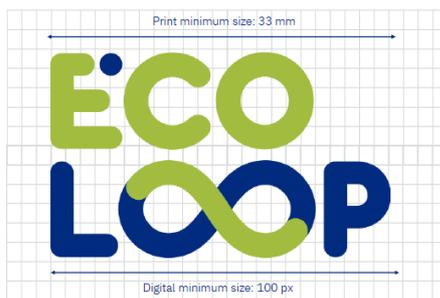
Print minimum size: 33 mm

ECO LOOP

Digital minimum size: 100 px

So that the logo retains its visual effect, do not perform any brand application with measurements lower than recommended.

2x

2x ← ECO LOOP → 2x

Security area: 2x

The logo must always be surrounded by a 2x respect area. Each x corresponds to a square of distance.

Deliverable 8.1
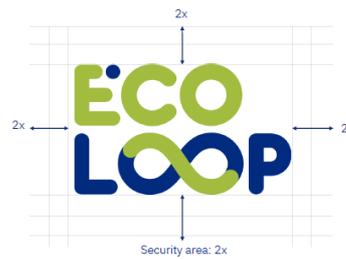
Color System
Corporate Colors

Blue

Green

Primary Color 01

Color Codes

Pantone: 280
RGB: 0, 43,127
CMYK: 100, 66, 0, 50
Hex: #002B7F

80%
60%
40%
20%

Primary Color 02

Color Codes

Pantone: 280
RGB: 0, 43,127
CMYK: 100, 66, 0, 50
Hex: #002B7F

80%
60%
40%
20%

Color references are Pantone here
specified, also in HEX, CMYK and RGB

Color System & Logo Guidelines
Application on a Background

A On transparent or light background
ECOLOOP green and blue logo

B Corporate solid blue background
ECOLOOP green logo

C Corporate solid green background
ECOLOOP blue logo

D Dark background
ECOLOOP white logo

A

B

C

D

Deliverable 8.1

Fonts & Typography
Typography
Font : Nunito

Nunito will be used for short texts such as headlines, headers or highlights.
The different font weights will be used to create a hierarchy of information.

Aa

Nunito Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"§$%&/()=?`:;¡"¶¢[]|{}

Nunito Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"§$%&/()=?`:;¡"¶¢[]|{}

Nunito Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"§$%&/()=?`:;¡"¶¢[]|{}

Nunito Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"§$%&/()=?`:;¡"¶¢[]|{}

Nunito Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"§§$%&/()=?`:;¡"¶¢[]|{}

Nunito Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"§$%&/()=?`:;¡"¶¢[]|{}

Fonts & Typography
Typography
Font : Comfortaa

Aa

Comfortaa will be used for for text bodies.

Comfortaa Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"§$%&/()=?`:;¡"¶¢[]|{}

Comfortaa Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"§$%&/()=?`:;¡"¶¢[]|{}

If you use a device that does not have
corporate fonts, use Trebuchet MS

Trebuchet MS Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!"§$%&/()=?`:;¡"¶¢[]|{}

∞

HEAD 01

Main Headlines
Nunito Bold - Capital Letters
88 pt Type / 110 pt Leading

Heading 02

Section Headlines
Nunito Medium - Normal Letters
64 pt Type / 82 pt Leading

Heading 03

Sub-Headlines
Nunito Light – Normal Letters
55 pt Type / 67 pt Leading

HEADING 04

Copy Text Headlines
Nunito Semi Bold - Capital Letters
32 pt Type / 42 pt Leading

This is the size for Body Text.

Copy Text
Comfortaa - Normal Letters
17 pt Type / 26 pt Leading

12

Hh

Logo Guidelines

Typographic
Hierarchy

THANK YOU.

BRAND BRIEF GUIDE

ECOLOOP

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12. Annex 2 – Dissemination Action Plan

	Responsible	Audience
Events, public relations	**Responsible**	**Audience**
Organisation of events	ALL	ALL
Organisation of webinars	ETRA, product leaders	A,B,D,E
Organisation of workshops	ALL	A,B,C,D,E
Participate in external meetings, seminars and conferences	ALL	ALL
Public relations	ALL	A,B,C,D,E,F
Exchange activities with related projects and initiatives	ALL	D,E
Actions/Tools	**Responsible**	**Audience**
Project website launched	ETRA	ALL
Content creation for the website	ETRA + ALL	ALL
Design corporative identity	ETRA	ALL
Design brochures, roll-up and poster	ETRA	ALL
Design inphographics	ETRA	ALL
Design factsheets	ETRA	A,B,C,D,E
Develop Handbook lessons learnt		A,B,C,D,E
Update of dissemination materiales	ETRA	ALL
Produce introduction video	ETRA	ALL
Produce short videos	ALL	ALL
Elaborate and distribute newsletters	ETRA	ALL
Create and publish press releases	ETRA + ALL	ALL
Publish scientific publications	ALL	A,B,C,D,E
Public deliverables	ALL	A,B,C,D,E
Launch social networks	ETRA	ALL
Release scientific publications	ALL	A,B,C,D,E
D8.1 Plan for Dissemination, Communication and Exploitation of Results	ETRA	A,B,C,D,E
D8.2 Dissemination and Communication activities Report (v1)	ETRA	A,B,C,D,E
D8.3 Dissemination and Communication activities Report (v2)	ETRA	A,B,C,D,E
D8.4 Dissemination and Communication activities Report (v3)	ETRA	A,B,C,D,E

YEAR / MONTH timeline spanning 2023 (months 1–3), 2024 (months 4–15), 2025 (months 16–27), 2026 (months 28–39), 2027 (months 40–48).

13.   Annex 3 – Communication Action Plan

YEAR			2023			2024															2025										2026									2027							
MONTH			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	32	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48
Events, public relations	**Responsible**	**Audience**																																																
Organisation of events	ALL	ALL																																																	
Organisation of Rural Energy Community podcast/talks	ETRA	ALL																																																	
Participate in external meetings, seminars and conferences	ALL	ALL																																																	
Actions/Tools	**Responsible**	**Audience**																																																	
Project website launched	ETRA	ALL																																																	
Content creation for the website	ETRA + ALL	ALL																																																	
Design corporative identity	ETRA	ALL																																																	
Design brochures, roll-up and poster	ETRA	ALL																																																	
Design inphographics	ETRA	ALL																																																	
Update of dissemination materiales	ETRA	ALL																																																	
Produce introduction video	ETRA	ALL																																																	
Produce short videos	ALL	ALL																																																	
Elaborate and distribute newsletters	ETRA	ALL																																																	
Create and publish press releases	ETRA + ALL	F																																																	
Launch social networks	ETRA	ALL																																																	
Social networks contnet	ETRA	ALL																																																	
Online campaigns	ETRA	ALL																																																	
Cluster activities with related projects/initiatives	ALL	E																																																	
EU institutional relationships	ETRA	E																																																	
Women in energy promotion	ETRA	ALL																																																	

14. Annex 4 – Summary of the dissemination and communication actions

ACTION/TOOL	Goal	Main Audience	Message	Type of content	Content producers	Time	Dissemination action/tool?	Communication action/tool?	Exploitation action/tool?
Website	Gather all public information and news of ECOLOOP	All	Information about the project itself, benefits, impact, results, events, documents, news, reports, and articles related.	Texts, reports, documents, news, events, videos, promotional materials, images.	ETRA with partners contributions.	4- 48	Yes	Yes	Yes
Promotional material	Explain different project aspects in a shortest and more appealing way.	All	Information about the project itself, products, pilots, impacts, and benefits.	Brochure, poster, roll-ups, videos, presentations, infographics, factsheets, handbook lessons learnt.	ETRA, products leaders and pilots.	4- 48	Yes	Yes	Yes
Twitter	To promote the project, its results and developments, events, and its partnership.	All	Information about the project itself (facts, scenarios, tools, partners, etc.) events, documents, project news, reports, results, and articles related.	News, documents, images, videos, infographics, links, promotional materials, events.	All	1-48	Yes	Yes	Yes

	To raise awareness. To create a network.								
LinkedIn	To promote the project, its results and developments, events, and its partnership. To create a network. To raise awareness.	All	Information about the project itself (facts, scenarios, tools, partners, etc.) events, documents, project news, reports, results, and articles related.	Images, videos, infographics, videos, links, news, documents, promotional materials, events.	All	1-48	Yes	Yes	Yes
YouTube	To gather all videos produced by ECOLOOP.	All	Information about the project itself (facts, pilots, tools, etc.). partners interviews, news, reports, results, and benefits.	Videos, events broadcasting, webinars.	ETRA with partners contributions.	1-48	Yes	Yes	Yes
Zenodo	To gather open access scientific publications.	A, B, C, D, E	Information about the project research, demonstrations, and results.	Research process, deliverables, and results.	All	1-48	Yes	No	Yes

Deliverable 8.1

Newsletter	Regularly publication of the main activities and progresses carried out.	All	Information about the project updates, achievements, results, impact, interviews, etc.	News, outcomes, events, interviews, pictures.	ETRA with partners contributions.	1-48	Yes	Yes	Yes
Press releases	To spread the major achievements, milestones, and results of the project.	A, B, C, D,E,F	Information about the project updates, achievements, results, impact, interviews, events etc.	News, outcomes, events, interviews, pictures.	ETRA with partners contributions.	1-48	Yes	Yes	Yes
Scientific publications	Publication of open access articles and op-eds on the demonstration results in key industry magazines.	A, B, C, D, E	Information about the project research, demonstrations, and results.	Research process, deliverables, and results.	All	1-48	Yes	No	Yes
Joint publications with related initiatives	To ensures the cooperation with other related Europe funded projects and entities.	A, B, D, E	Information about the project research, demonstrations, and results.	Research process, deliverables, and results.	All	1-48	Yes	No	Joint publications with related initiatives

Deliverable 8.1

	To create synergies and network. To share knowledge and lessons learned.								
Deliverables	To provide public source of knowledge and information about the projects founds, developments results, best practices, etc.	A, B, C, D, E	Information about the project management, research, demonstrations, pilots, and results.	Research, developments, demonstrations, results, lessons learned.	All	1-48	Yes	No	Deliverables
Participation in events	To present ECOLOOP in the main events of the sector in Europe. To create a network. To promote products and benefits.	All	Information about the project itself (facts, scenarios, tools, partners, etc.) reports, results, demonstrations, achievements, impact, and exploitation plans.	Promotional materials, reports, presentations, publications.	All	1-48	Yes	Yes	Participation in events

Deliverable 8.1

	To raise awareness. To promote Horizon EU programme.								
Organisation of events	To present ECOLOOP to a targeted audience. To create a network. To promote products and benefits. To raise awareness. To promote Horizon EU programme.	All	Information about the project itself (facts, scenarios, tools, partners, etc.) reports, results, demonstrations, achievements, impact, and exploitation plans.	Presentations, promotional materials, reports, publications.	All	1-48	Yes	Yes	Yes
Organisation of workshops in the pilot sites	To present the benefits of ECOLOOP in the pilot sites regions. To promote Horizon EU programme.	All	Information about the project itself (facts, scenarios, tools, partners, etc.) reports, results, demonstrations, achievements, impact, and exploitation plans.	Presentations, promotional materials, reports, publications.	Pilot sites	14-48	Yes	No	Yes

Deliverable 8.1

Organisation of workshops with end-users and stakeholders	To encourage active involvement in providing requirements, assessing the impact of key outcomes, and providing relevant feedback.	A, B, C	Information about the project itself (facts, scenarios, tools, partners, etc.) reports, results, demonstrations, achievements, impact, and exploitation plans.	Presentations, promotional materials, reports, publications.	ETRA, product leaders, pilot sites	14-48	Yes	No	Yes
Organisation of joint workshops	To exchange knowledge, best practices, lessons learned, etc. among related initiatives.		Information about the project itself, reports, results, demonstrations, achievements, impact, and exploitation plans	Presentations, promotional materials, reports, publications.	All	5-48	Yes	Yes	Yes
Horizon Results Booster services	To gain more impact on dissemination and communication. To reach the right target audience. To ensures the cooperation with other related	A, B, C, D, E	Information about the project itself (facts, scenarios, tools, partners, etc.), tools, benefits, impact.	Promotional materials, news, videos, demonstrations, results.	ETRA	10-48	Yes	Yes	Yes

	Europe funded projects. To create synergies and network.								
Public relations	To communicate the importance of the project to the main decision makers.	A, B, C, D, E, F	Information about the project itself, pilots, demonstrations, results, achievements, impact, lessons learned and exploitation plans.	Meetings, events, promotional materials, reports.	All	1-48	Yes	No	Yes
Online campaigns	To show the benefits and expected impacts of ECOLOOP to citizens but also to raise awareness. To promote Horizon EU programme.	All	Information about the project itself (facts, scenarios, tools, partners, etc.) reports, results, demonstrations, achievements, impact, and exploitation plans.	Social media posts, visuals, posters, videos, presentations, infographics.	ETRA with partners contributions	5-48	Yes	Yes	Yes

Deliverable 8.1

Rural Energy Community podcast/talks	To explore topical issues related energy systems in the agriculture and forestry sectors.	All	How the project contributes to the optimization of renewable energies in rural areas and in the agriculture and forestry sectors.	Promotional materials, presentations, reports, videos, social media,	All	10-48	Yes	Yes	No
Women in energy promotion	To enhance the visibility of women in energy, with a focus on agriculture and forestry.	All	Promotion of the importance of the women in the energy sector and the education of girls to become the new generation.	Promotional materials, presentations, reports, videos, social media,	All	16-48	No	Yes	No

ECOLOOP

Thank you

If you have any questions, please get in touch with us.

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