



Communication & Dissemination Strategy Plan

Project Fuels-C with Grant Agreement number 101147442



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**UK Research
and Innovation**

UK participants in Horizon Europe Project FUELS-C are supported by UKRI grant number 10111560 (ISLE UTILITIES LTD).

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Disclaimers



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List of Abbreviations

ACER	Agency for the Cooperation of Energy Regulators
BIP	Biomethane Industrial Partnership
C&D	Communication & Dissemination
CEER	Council of European Energy Regulators
CEN-CENELEC	European Committee for Electrotechnical Standardization
EAFO	European Alternative Fuels Observatory
ETIP	European Technology and Innovation Platform
EU	European Union
EWABA	European Waste-based & Advanced Biofuels Association
UPEI	Europe's Independent Fuel Suppliers
UKRI	United Kingdom Research and Innovation

Executive summary

The overall objective of WP7 - Communication, Dissemination & Exploitation – is to maximise the project impact, among others by: creating a strong visual identity and digital presence to raise awareness about Fuels-C goals and activities; ensuring effective communication and outreach of the project's activities and results to the identified target groups; disseminating the Fuels-C results among stakeholders with a focus on the sustainable potential of advanced biofuels.

The present document corresponds to Deliverable 7.1 – Communication & Dissemination Strategy Plan, whose main objective is to draw up the strategy and tools that will be used to implement the Fuels-C Communication and Dissemination (C&D). This document outlines the variety of channels and formats (online and offline), which were considered to ensure a broad coverage of all audiences targeted by the project. The approach adopted to monitor and assess the effectiveness of the C&D effort will be also included together with the responsibilities in the consortium and timings. In order to maximise the impact of the C&D activities, the use of partners' networks and their participation in National and International platforms will be promoted. Clustering activities with related projects are foreseen in WP7.

The implementation of the activities described in this deliverable will be performed in close cooperation with the consortium members. The technical results of the project will be published in journals and open access platforms.

1. Communication and Dissemination objectives

The Communication & Dissemination Plan outlines the C&D strategy, by developing a clear and consistent message, in order to achieve the objectives listed below. In a broad sense, the C&D strategy aims to promote the project, including its activities and outcomes among the project stakeholders throughout the entire project. 912526721

Communication objectives:

- Demonstrate that Fuels-C is significantly advancing the conversion technologies, beyond the state of art
- Highlight the importance of the project in relation to the European Union energy and its objectives and strategies, such as REPowerEU, among policy makers
- Facilitate the uptake of the final results, as well as further financing and market uptake
- Enable synergies between Fuels-C and other relevant projects in the sector
- Create awareness in the general public for energy and sustainability issues, in particular the importance of fuel cells technology
- Engage with stakeholders and attract experts to the project
- Acknowledge the origin of the funding and ensure its visibility
- Ensure that the impact of the project extends beyond its duration
- Disseminate the project's results among research institutions, in order to contribute to the pool of knowledge and create synergies

2. Target Audiences

The identification of target audiences for the Fuels C project is crucial in order to customise the messages and C&D activities. C&D channels and activities will be clearly focused on them and the messages will be adapted (Table 1).

Several target groups and stakeholders, playing an essential role in the advanced biofuels ecosystem, have been identified before the starting of the project and will be considered during its implementation. This analysis will allow to better understand the stakeholders' needs, interests, and potential roles in the adoption of the Fuels-C technologies and will serve as a basis for the tasks in WP6 on Replication scenarios and in WP7 for the market needs. The project partners will be asked to report about contacts, networking and activities established with these groups.

Table 1. Fuels-C target groups and characterisation

Target Group	Description	Key message	Channels
Industrial end-users and associations	Refinery industries, maritime, road industries and manufacturers using or producing advanced biofuels, such as FuelsEurope, UPEI, Eurogas, EWABA	Fuels-C will validate the next generation biofuels conversion technologies at TRL5. Cost- effectiveness, performance and feedstock sustainability are in the core of the project objectives	International fairs, participation in industrial interest groups through partners networks, public deliverables
Researchers/ scientists/ academia	Research organisations, scientists and researchers active in advances biofuels conversion, universities and future generation of scientists	Fuels-C makes significant scientific advances in conversion technologies which will go beyond the current state of the art and increase the performance of these technologies	Scientific publications, international conferences, presentation of posters, public deliverables
EU networks and platforms	Alliances and working groups: EBA, BIP, ETIP Bioenergy, European Alternative Fuels Observatory	Fuels-C will contribute to the targets and KPIs set in the different strategic agendas, keeping the EU at the forefront of international advanced biofuels production and use	Scientific publications, international conferences, public deliverables and white papers in relation to the findings in biofuels
Regulatory and standardisation agencies	The Agency for the Cooperation of Energy Regulators (ACER), The Council of European Energy	Fuels-C will develop novel technologies for production of 4 advanced biofuels. During its research, it will ensure all is in line with current processes and will contribute to future ones.	Fuels-C Advisory Board, publications, white papers, dedicated events, attendance of

Target Group	Description	Key message	Channels
	Regulators (CEER), CEN-CENELEC		relevant technical committees' meetings
Other EU funded projects and initiatives	Projects funded under H2020 and HEU, such as OiPFUEL, REFOLUTION, NET-Fuels, SURPLAS, CARBIOW, projects funded under the same call D3-02-07	The Fuels-C project will evolve in close collaboration with existing EU and international initiatives and share with them the results in order to boost the research on advanced biofuels.	European conferences and workshops, co-organised events, mutual collaboration and clustering, publications, website cross promotion
Policy makers and public institutions	DGs ENER, CLIMA, ENV, RTD, MOVE, & ITRE, Parliament Committee, European Alternative Fuels Observatory (EAFO), as well as national and local policy makers.	The Fuels-C biofuels fulfil the targets set by newest strategies (such as Fit for 55, REPowerEU) and the RED II. More funding is needed to pursue the R&D and bring awareness.	White papers, position papers, reports, events, recommendations and conferences organised by the EU
General public	Non-professionals, NGOs, citizen organisations interested in innovation, decarbonisation, climate change and alternative fuels	The technological advances in biofuels production make a difference for climate. Advanced biofuels more sustainable, as they do not compete with land for agriculture.	Website, press releases, leaflets, social media, local events (EU Research Night, open door activities during the Science Week at UdG).

3. Channels and activities

The tools and methodology selected for the C&D of Fuels-C are adapted to the objectives of the project and take into account its different target audiences. This includes:

- visual identity
- website
- social media
- newsletters
- media relations
- events
- printed materials
- short videos

3.1 Fuels-C visual identity

The visual identity is constituted by the following elements: logo, symbols, colour scheme and font, Word and PPT templates, as well as the identity norms manual.

These elements will be present in all of the project's content, in order to allow the public to recognize the project in any context and convey an immediate impression. The Fuels-C identity is based on concepts such as technology, fuel cells, advanced biofuels, recycling of organic waste, efficiency and sustainable transportation.

In order to ensure that the project logo and other visual elements are used correctly, an **identity norms manual was created**. This document presents the correct variations of the logo, as well as positioning, brand colors and fonts.

3.1.1. Logo

The main logo of Fuels-C, represented in figure 1, will be used whenever possible.



Figure 1. Main Fuels-C logo

Figure 2 represents the variations of the main Fuels-C logo. No other arrangement or colour is permitted. These variations will be used according to the background: the white (negative) version is intended for dark background, the blue version is intended for colourful background (as depicted below).

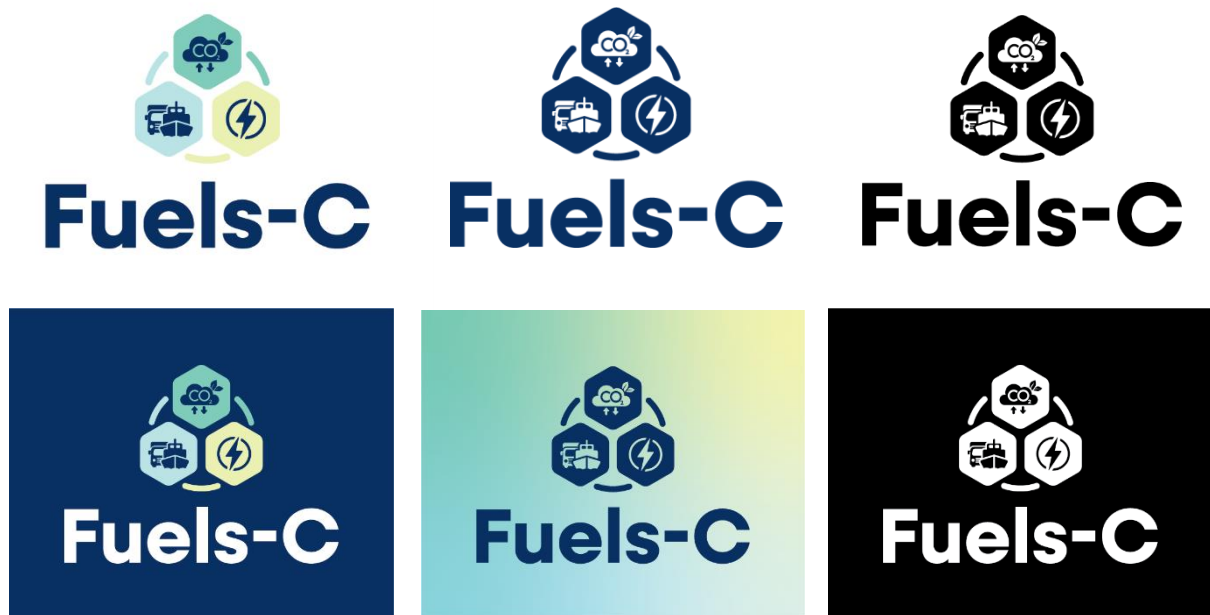


Figure 2. Main variations of the Fuels-C logo (vertical)

Finally, there is a secondary set of variations, where the logo can be presented horizontally, as depicted below (figure 3).



Figure 3. Secondary versions of the logo (horizontal)

The brand identity norms manual also specifies the margins that must be maintained around the logo. The recommended free space is relative to the size of the logo and corresponds to 1x the height of the letter C from our icon. Sometimes it's not possible to get the recommended amount of free space, in which case, there should be a minimum free space of 0.5x the height of the circle from the icon. When used next to other logos, it should always

be clear that the logos represent different companies. In addition, the logo should never be used as part of another logo.

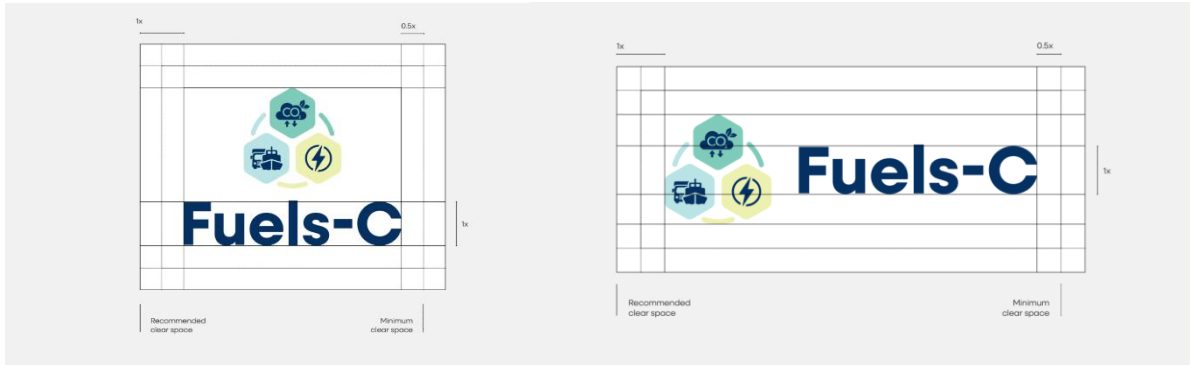


Figure 4. Logo spatial awareness

3.1.2. Icon

The Fuels-C icon will be used as a social media Avatar, Favicon for the Website, and as an App Icon. The selection of the icon should be made so that the most contrast to the background for optimal legibility is achieved.

Minimum Icon Size: 10 mm



Figure 5. Variations of the icon

3.1.3. Brand colours

The main palette is made up of four colours (Blue, Green, Light Blue and Yellow) and one gradient (Green, Light Blue and Yellow).



Figure 6. Fuels-C colour palette

3.1.4. Brand Fonts

The main font is *Neulis Sans*. This typeface is used for the Fuels-C brand and can also be used on: stationery, websites, brochures and all forms of communication design. It offers excellent legibility in both printed and digital materials and plays an important role in making our visual identity unique.



Figure 7. Neulis Sans variations

Additionally, *Arial* will be used as a secondary font, as it is universally available. It will be used whenever an editable document is shared with external parties, or when it is known that a recipient of a document or communication cannot correctly visualise the *Neulis Sans* font.



Figure 8. Arial variations

3.1.5. Funding Acknowledgement

The visual identity also comprises the acknowledgement of funding:

- **EU funding** will be acknowledged through the use of the EU emblem, following the document *Communication and visibility rules for EU funding programmes 2021-2027 – Guidance for Member States*.



Figure 9. EU emblem

- **UK Research and Innovation funding** will be acknowledged through the UKRI logo and the following statement: *“UK participants in Horizon Europe Project FUELS-C are supported by UKRI grant number 10111560 (ISLE UTILITIES LTD)”*



Figure 10. UKRI logo

3.2 Website

The Fuels-C website is an independent platform, which will be created and regularly updated with all the relevant project information and news, including the dissemination of the project results.

The website follows the following structure:

- Initial page: project introduction (objectives, Work Packages, activities and foreseen results)
- Consortium: presenting the promoters
- Results page: repository for all scientific publications and other content related to the project's results
- News and events: compilation of project and sector related news and events
- Contacts and call to action: the footnote of the website will contain the project's official email, as well as social media links and newsletter subscription CTA

3.3 Social media

Social media is a cost-effective mode of communication, with a widespread reach. By using [LinkedIn](#) and [X](#) as independent pages for the project, Fuels-C will be able to engage a variety of stakeholders quickly and directly.

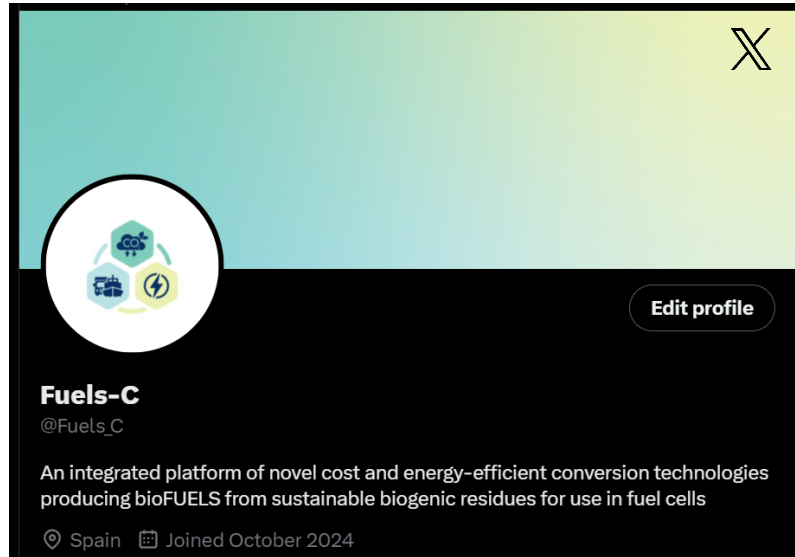


Figure 11. Fuels-C X page

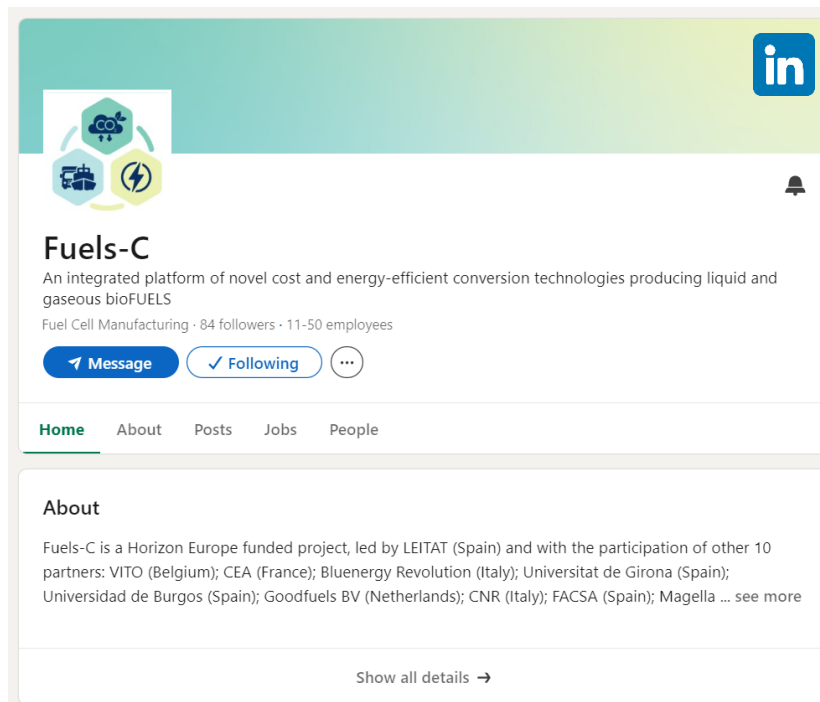


Figure 12. Fuels-C LinkedIn page

Furthermore, by maintaining these channels updated, the consortium will increase transparency about the project's activities and build a relationship of trust with the stakeholders.

Magellan is responsible for the management of Fuels-C social media channels and partners will provide support for the content to ensure accurate and clear communication, as well as collaborate and engage by mentioning the Fuels-C accounts and sharing and/or commenting publications.

The social media will be managed in harmony with the website and provide more material for stakeholders to explore. This will include images, graphs, interactive material and multimedia, among other types of content. Banners will also be created to reflect the overall vision and messaging of the project's brand identity, contributing to capture the attention of the target audiences.

To manage social media channels, an aggregator tool will be implemented to streamline the process, saving both time and resources. Magellan has previously used the **Loomly** platform, which has proven effective in project social media. Loomly enables the centralization of various social media platforms and the creation of a unified campaign that serves all channels, using the same content and visuals across each one.

3.4 Annual newsletters

Newsletters are a valuable tool to build a stronger relationship with the audience, by providing project updates, related content to explore, as well as calls to action. On the other hand, the content can be adapted according to the communication needs of the project at any given moment. The following sections can be used:

- Banner with logo
- Introduction
- Project & external sector news
- Project & external events
- Related content to explore
- Footer: contacts and social media links
- Legal notice

The newsletters will be distributed annually, in the months 12 (May 2025), 24 (May 2026), 36 (May 2027) and 42 (November 2027) via Mailchimp, to the list of subscribers. People will be

able to subscribe to this content through the Fuels-C website and social media. Each partner will also use their communication channels to call the audience to subscribe to the newsletter.

3.5 Scientific publications

The project's results will be disseminated through scientific articles, published by renowned journals of the energy and transport sector, as listed below, among others.

Table 2. Journals of the Energy and Transport sectors

Journals	Publisher
Sustainable Energy and Fuels	The Royal Society of Chemistry
ACS Energy Letters	American Chemical Society
ChemElectroChem	Chemistry Europe
Biomass and Bioenergy	Pergamon-Elsevier Science
Environmental Science and Engineering	Springer International Publishing
Chemical Engineering Journal	Elsevier
Energy & Environmental Science	The Royal Society of Chemistry
Biotechnology for Biofuels and Bioproducts	Springer Nature
Biomass and Bioenergy	Pergamon-Elsevier Science
Journal of Environmental Management	Elsevier
Bioresource Technology	Elsevier
Biotechnology for the Environment	BioMed Central
Biofuels International	Woodcote Media
Fuel and Energy Abstracts	Energy Institute
Fuel	Elsevier
Energy for Sustainable Development	International Energy Initiative
Biofuels	Taylor & Francis

3.6 Media relations

Fuels-C will promote its activities and results within local, national and international media, such as magazines and news channels related to the energy and transportations sectors. This will be achieved through the creation of articles, interviews and press releases, among other content. Relevant media outlets are listed below.

Table 3. Magazines and news outlets

Channel	Scope	Site
Urban Transport Magazine	International news (based in Germany)	https://www.urban-transport-magazine.com/en/
Lloyd's List	International news (based in the UK)	https://www.lloydslist.com/
Traffic Technology International	International news (based in the UK)	https://www.trafficechnologytoday.com/
Power Engineering International	International news (based in the Netherlands)	https://www.powerengineeringint.com/
Biofuels International	International news (based in the UK)	https://biofuels-news.com/
City Transport & Traffic Magazine	International news (based in the UK)	https://www.cittimagazine.co.uk/
Transporte Profesional	Based in Spain	https://www.transporteprofesional.es/
Transporte XXI	Based in Spain	https://www.transportexxi.com/
Transportes e Negócios	Based in Portugal	https://www.transportesenegocios.pt/
Revista Indústria e Ambiente	Based in Portugal	https://www.industriaeambiente.pt/
Le Monde de l'Énergie	Based in France	https://www.lemondedelenergie.com/
Actu-transport Logistique	Based in France	https://www.actu-transport-logistique.fr/officiel-des-transporteurs/
Quotidiano Energia	Based in Italy	https://www.quotidianoenergia.it/
Energia Oltre	Based in Italy	https://energiaoltre.it/
Greenreport	Based in Italy	https://www.greenreport.it/
TransportMedia	Based in Belgium	https://transportmedia.be/
Flux50	Based in Belgium	https://flux50.com/

3.7 Events

3.7.1 Internal events

The internal events will facilitate direct engagement with the stakeholders, not only to present the project's results, but also to obtain their feedback and contribution to the project. The project will have two formats of events, as detailed below.

a) Webinars

Two webinars will be held in months 13 and 25, with at least 25 participants each. The objective of these events is the presentation of project activities and public deliverables developed until that moment. All target audiences are relevant for this activity.

b) Public Symposia

Two public Symposia will be organised back-to-back with Fuels-C General Assemblies in months 9 and 31, reaching at least 25 stakeholders each. These events will focus on biofuels and fuel cell technologies, as well as the contribution of different projects and entities to these technologies. The most relevant target audiences for this activity are Academia, Industry and Policy Makers.

3.7.2. External events

By attending external events, either as speakers or simply as participants, the Fuels-C consortium will be able to expand its network, promote the project and exchange knowledge with other relevant players in the field. This is also an opportunity to establish synergies with related platforms and networks, as well as with other EU funded projects, as listed in 3.7.2.

The table below lists some external events that the Fuels-C consortium may attend.

Table 4. External events with relevance for Fuels-C

Title	Organizer	Date	Location
2024			
Emissions Analytics Non-Road Powertrain and Fuels Europe 2024	Emissions Analytics	18 - 19 September 2024	Munich
2024 European Researchers' Night	various	27 September 2024	EU
Energy Transition Summit	Financial Times	22 - 24 October 2024	London
World Ethanol & Biofuels 2024	Informa Connect	05 November 2024	Brussels
Biofuels Expo 2024	Scisynopsis	November 14-15 2024	London
2025			
Fuels of the Future 2025	BBE	20 - 21 January 2025	Berlin
World Sustainable Energy Days 2025	OÖ Energiesparverband	5 - 7 March 2025	Austria
Future of Utilities Energy Transition Summit	Future of Utilities	19 - 20 March 2025	Amsterdam
Energy Tech Summit 2025	Contrarian Ventures	9-10 April 2025	Bilbao
Lisbon Energy Summit & Exhibition 2025	República Portuguesa	3 -4 June 2025	Lisbon
33rd European Biomass Conference and Exhibition	Etaflorence Renewable Energies, JRC	9 – 12 June 2025	Valencia
76th ISE Annual Meeting - Electrochemistry: From Basic Insights to Sustainable Technologies	International Society of Electrochemistry	7 - 12 September 2025	Mainz, Germany
WORLD ENERGY CONGRESS 2025	World Energy Council	6 - 9 October 2025	Rotterdam
Bio 360 Expo 2025	Bees	TBC	Nantes

3.7.3 Synergies with other projects and networks

As mentioned above, Fuels-C will establish synergies with platforms and networks related to the project, as well as with other EU funded projects, in order to create knowledge transfer. This activity will be monitored through a planning and registration document, where all the partners will indicate which events they will attend.

The tables below list, respectively, projects and networks with which Fuels-C can interact.

Table 5. Projects with relevance for Fuels-C

Project	Topic	Promoter(s)	End date
OiiPFUEL	Alternative fuels through waste	Universidad de Jaen	09/2024
VIVALDI	innovative bio-based chains for CO ₂ VALorisation as added-value organic acids	LEITAT, Avantium, BIOAGRA, CO ₂ Value Europe, Damm, Fundació Universit�ria Balmes, Helmholtz Centre for Environmental Research, Isle Utilities, Lule� University of Technology, NOVAMONT, Nutrition Sciences, Processium, SunPine AB, Universitat Aut�noma de Barcelona, University of Natural Resources and Life Sciences, VITO	2020
REFOLUTION	Advanced biofuels for aviation and marine sector	SINTEF, VTT, DLR, OMV, GRACE, BTG, BTG Bioliquids, BTG-neXT, Etaflorenc Renewable Energies, University of Groningen, CNRS – IRCELYON, University of Rostock, CEPSA, Neste	01/2026
NET-Fuels	Producing sustainable fuels and energy from low-grade waste biomass	University of Bologna, Fraunhofer UMSICHT, Leitat, Silesian Uni of Technology, Ithaka Institute, REACH Innovation, WRG Europe	12/2026
SURPLAS	Utilizing plastic waste to generate low carbon H ₂ and low carbon liquid fuels	Ethniko Kentro Erevnas Kai Technologikis Anaptyxis	08/2025
BIOMETHAVE RSE	Demonstrating and Connecting Production Innovations in the BIOMETHane uniVERSE	ISSINOVA, Aeris, Biogas Lagada, Grupo CAP, CERTH, DTU, Italian Compost and Biogas Consortium, CORTUS, DBFZ, Ellman Engineering, EBA, ENEA, ENERGIGAS SVERIGE, Friedrich-Alexander-Universit�t Erlangen-N�remsberg, ENGIE Lab Crigen, LEITAT, RISE Sweden, Politecnico Milano, MHP, UABIO, SIAD, W�rtsil�	03/2027
CARBIOW	Conversion of organic waste to maritime and aviation biofuels	Fundacion Tecnalia, Technische Universit�t Darmstadt, VITO, Svaheia Eiendom AS – SEAS, Vertoro, Cementos La Cruz, Feyecon, Maastricht University, Kemijski Institut, Sumitomo SHI FW, Bioplat, Swedish Environmental Research Institute	03/2026

Table 6. Platforms and networks with relevance for Fuels-C

Platforms and networks
ISMET - The International Society for Microbial Electrochemistry and Technology
EBA - European Biogas Association
TRAMPOLINE - A training programme to promote the industrial adoption of microbial electrochemical technologies
CBC - Catalan Clúster for Bioenergy
CO2 Value Europe - Carbon Capture and Utilisation (CCU) community in Europe
Suschem - European Technology Platform for Sustainable Chemistry
eFuel Alliance - Alliance for carbon-neutral renewable fuels
IEA Bioenergy – Technology Collaboration Programme
Renewable Carbon Initiative

3.8 Printed Materials

Printed material will be used to complement digital content for communication at internal and external events. This will include roll ups and leaflets, presenting the project and its objectives to the audience. The content will be adapted to the communication moment and needs, presenting also, for example, images and information about the project’s activities and results.

The number of copies for the leaflets will be defined according to the number of participants of each event and reduced whenever digital alternatives are possible and advantageous, in order to avoid resource waste.

3.9 Short videos

Two short videos (duration between 1 and 3 minutes) will be produced, in months 21 and 42, to increase project awareness and spread its message. These may, when appropriate, include short interviews with team members, footage of project activities (e.g., laboratory, events, etc.) and infographics. Acknowledgement of EU funding will also be included, as well as a call to action for viewers to subscribe to the newsletter and social media. The content will be adapted to the needs of each moment, however, the general objectives of each video are as follows:

- Video 1 - M21: present how the project activities are progressing and contributing to the achievement of the objectives. Promote the engagement of the audience, ensuring their attention for future activities
- Video 2 - M42: provide a summary of the project's results and their future exploitation after the end of funding period

4. Evaluation of the communication activities

In order to analyse if the communication actions are producing the intended results, a set of Key Performance Indicators (KPIs) was created, as is detailed below. These indicators allow for a continuous improvement of the activities.

Table 7. C&D Key Performance Indicators

Activity	KPI	Due Month
Visual identity	n/a	M3
Website	> 100 visits per month	M4
	> 350 visits per month	M12
	> 10 downloads of public deliverables	M42
Media and social networks	> 600 visits per month	M6
Printed material	up to 500 RTOs, up to 2000 users, up to 300 Policy Makers	M6, M12
Annual newsletters	up to 500 RTOs, up to 2000 users, up to 300 Policy Makers	M12, 24, 36, 42
Short videos	> 200 viewers	M21, M42
Events	Webinars: > 25 stakeholders	M13, 25
	Public Symposia: > 25 stakeholders	M9, 31
	2 Innovation Workshops	>50 stakeholders
Synergies with projects and platforms	Cross cooperation with 6 platforms	M42
	2 joint events	M24, M42
External events	> 25 participations	M42
Publication in Journals	At least 2 per RTO/UNI, 12 in total	M42

5. Timeline of the Communication and dissemination activities

The figure below illustrates a general Gantt chart outlining the key C&D activities scheduled. Some of these activities may require adjustments or rescheduling as the project progresses.

Communication action	2024						2025						2026						2027											
	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
Visual identity																														
Stakeholders' mapping & engagement strategies																														
Newsletters																														
Internal events (Webinars & Symposia)																														
Short videos																														
Social media and Website																														
Media relations																														

S – Symposium

W – Webinar

PR - Press Release

L – Launch

Figure 13. Timeline of C&D activities

6. Conclusion

The Communication and Dissemination (C&D) strategy for Fuels-C project has been developed by Magellan Circle with the inputs of the project and consortium coordinator, LEITAT. This strategy builds on the communication strategies outlined during the proposal phase and provides a detailed overview of the tools and channels to be used for effectively reaching the identified target audiences.

As a living document, the actions and strategies outlined will be regularly updated and revised throughout the project's duration. The final outcomes of the Communication & Dissemination strategy (D7.2) will be presented at M42.