



COMETHA

**Industrial scale pre-commercial plant
for second generation lignocellulosic ethanol**

Summary of activities

January 2017

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Dissemination and Exploitation plan

Communication, dissemination and exploitation are important activities to maximize the impact of a project and deliver its results. It is therefore important to bring the project's research and activities to the attention of as many relevant people as possible.

In line with the principle that Europe's future economic growth will have to come from innovative products, services and business models, the communication strategy of COMETHA is pursuing the following goals:

- Keeping the scientific and industrial community informed about the achievements in the construction and operation of the flagship plant;
- Showing the role and importance of the technological cooperation among international partners to achieve a progress beyond the state of the art;
- Describing the positive outcomes that will be generated by the construction and operation of the flagship plant (i.e. job creation, new patents, contribution to national and EU climate targets etc.);
- Demonstrating that industrial scale ligno-cellulosic ethanol production is feasible with today's technologies and know-how;
- Informing about the environmental sustainability aspects of ligno-cellulosic ethanol and of the biomass supply chain;
- Building a stronger political consensus and raising general awareness about the role and importance of advanced biofuels.

These principles were included in a "Plan for dissemination and exploitation" that was approved by all partners in February 2015 and constitutes the pillars of the dissemination and communication activities of the project.

Who are the relevant stakeholders and recipients of COMETHA communication?

Considering the large size of the project and its high scientific and technological relevance, the following groups of target audience can be identified:

- Bioenergy scientific community
- Industrial community (biofuel industry, petrochemical and chemical industry, energy utilities)

- International policy-makers (energy policy, agricultural policy, environment policy)
- National and local regulators
- NGOs and environmentalist community
- Biomass producers and farmers at EU level
- Local farmers in the biomass supply chain
- Local population in the area of the plant and the biomass supply chain

Tools for communication

Website

In 2014, a website for the dissemination of COMETHA project activities and results was created and can be reached at www.cometha.eu. The website now contains basic project data such as consortium partner contacts and FP7 co-funding information is available. The website mainly provides an introduction to the background, rationale and progress beyond the state of the art of the project.

The COMETHA website is continuously updated and expanded as the project develops. Dedicated “NEWS” section has been added. The COMETHA project website will be maintained for at least 2 years after the project duration.

Visual identity

As a first step to establish a visual identity of the project, a logo was designed, with a stylized green comet above the project’s acronym. In order to increase the visibility of the project and to facilitate dissemination activities, a set of tools was developed: a leaflet, a poster and a general slideshow. All these tools were designed with the same graphic layout (colours, logo, fonts etc.) and contain basic information on the project’s background, activities, partners and contacts.

Newsletters

Two e-newsletters were published so far, sent by email to the contacts and added in the NEWS section. A printable version was also developed and distributed to the participants of some remarkable events on energy and biomass in Europe in 2016.

Interested stakeholders are able to subscribe for COMETHA newsletters by signing in on the project website.

Publications and presentation

Cometha project has been displayed and presented to hundreds of stakeholders and people directly involved in the topics of energy, industry and research sectors, and sustainable development. The project has been successfully presented during some of the most important events on energy and renewables in Europe during the year 2016. The material prepared for the project promotion and dissemination has been updated in collaboration with all project partners and further documents and dissemination activities will be integrated, developed and distributed in the next months.

Interaction with other EU projects and Commission activities

In March 2015 a cooperation agreement was signed between the COMETHA project and the Italian CTN LIDIA project. LIDIA is a project for the development of second generation technologies to convert ligno-cellulosic raw materials into green dicarboxylic acids, as building blocks for chemicals and polymers.

The agreement is a result of the interest of all COMETHA partners to collaborate with the LIDIA initiative and partnership, since the two projects have many complementary objectives. By joining their forces the two projects will be able to provide a decisive boost to the scale-up of a new generation of ligno-cellulosic biorefineries.