

**INITIAL COMMUNICATION,
DISSEMINATION AND EXPLOITATION
PLAN**

OCTOBER 2021

**WP8: IPR PROTECTION, TECHNOLOGY
TRANSFER, COMMUNICATION AND
DISSEMINATION**

Deliverable 8.1



DELIVERABLE REPORT

Grant Agreement n°	101022507
Project acronym	LAURELIN
Project Title	<i>Selective CO2 conversion to renewable methanol through innovative heterogeneous catalyst systems optimized for advanced hydrogenation technologies (microwave, plasma and magnetic induction)</i>
Funding scheme	H2020-LC-SC3-2020-NZERES-CARBON CAPTURE PROCESSES
Start date of project	01/05/2021
Duration of project	48 months

Deliverable n° & name	8.1 Initial Communication, Dissemination and Exploitation Plan
Due date of D.	Month 6, 29 October 2021
Actual date of D.	Month 6, 26 October 2021
Participant responsible	Aliénor (AEU)

Date of the last version of the Annex I against which the assessment will be made	26 January 2021
Project coordinator	AIMPLAS
Project website address	www.laurelin.eu

Dissemination level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	





DELIVERABLE REPORT

Document history

Version	Author	Description of Changes	Date
1.0	AEU	Initial version	14/10/2021
1.1	AIMPLAS	Comments and suggestions	21/10/2021
1.2	AEU	Incorporation of comments	25/10/2021

Approval

This document has been approved by:

Name	Title	Date	Version





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1) Executive summary

Communication, dissemination and exploitation activities are key for the success of the LAURELIN project. It is crucial to ensure that the innovations developed by the project are transmitted to the relevant audience, maximising the impact and visibility of the project and its results.

This is why, LAURELIN dedicates a whole Work Package to Intellectual Property Rights (IPR) protection, Technology Transfer, Communication and Dissemination (WP8). This will ensure that the project’s results and findings are communicated, disseminated and exploited at appropriate times, in the right way and with the right target group in mind. This plan intends to lay down the foundations for effective communication, dissemination and exploitation of LAURELIN’s results.

Section 2 summarises the LAURELIN project and its **main objectives**.

Section 3 describes how the communication, dissemination and exploitation activities are **integrated** in the LAURELIN project.

Section 4 details the LAURELIN's **communication and dissemination activities**, which started at the beginning of the project and will carry on during its whole duration, following the project’s developments, challenges and progresses. LAURELIN can count on the partners’ communication tools and networks to create synergies and help disseminate the information

Section 5 presents summarily the LAURELIN's **exploitation plan**, describing some of the procedures foreseen in the LAURELIN project. However, given that this is a public report, no confidential information can be released.

LAURELIN has produced the following dissemination tools:

- Website: www.laurelin.eu;
- Social media: Twitter (@LAURELIN_EU) and LinkedIn (LAURELIN);
- Promotion package (project flyer, roll-up, poster and project presentation): www.laurelin.eu/documents; and
- Newsletters.

In addition, LAURELIN will produce the following dissemination tools and organise



dissemination activities such as:

- Press releases;
- Publications in specialised journals;
- Policy recommendations;
- Project videos;
- Programme meetings;
- Conference presentations;
- Workshops/seminars, demonstrations, case studies;
- Trainings at companies' facilities; and
- Final conference.

All these tools and activities' information and results will be centralised on the project's website.

This report is the first version of the initial Communication, Dissemination and Exploitation Plan. It presents the foreseen activities and identified target audiences. Exploitable results and prospective business opportunities will not be described in this report but will be further detailed in the subsequent reports. This report will be updated regularly and submitted again at M21 as deliverable D8.4 (Mid-term Communication, Dissemination and Exploitation plan) and at M48 as deliverable D8.5 (Final Dissemination and Exploitation plan).





2) Summary of the LAURELIN project

The LAURELIN project was launched in May 2021 and will last for four years until April 2025. Its objective is to improve the production of methanol as a renewable fuel from CO₂ conversion in terms of achieving better selectivity, yield and energy requirements.

The strategies adopted by the LAURELIN project to attain the planned objectives are the following:

- a) *Research and development in disruptive multifunctional catalyst systems:* LAURELIN is focused on methanol synthesis from selective CO₂ hydrogenation. This is a clean process that produces water, CO and methane.
- b) *New technologies for CO₂ hydrogenation:* CO₂ hydrogenation with very low energy demands will be addressed by introducing three advanced synthesis technologies employing Magnetic Induction, Non-Thermal Plasma Induction and Microwave technologies. These three technologies are suitable to employ intermittent renewable energy supply systems for selective CO₂ hydrogenation, which is based on converting renewable power energy to chemicals.

One of the most remarkable aspects of the LAURELIN project will be the close collaboration with Japanese partners to share and increase knowledge on catalyst systems (mainly about high porous supports as zeolites) focused on hydrogenation processes, as well as to increase impact by swift future industrial and market deployments.

The LAURELIN partnership is composed by 10 partners: 6 of them are from 4 EU countries (Spain, Germany, Netherlands and Belgium), 2 partners are from the United Kingdom and 2 partners are from Japan.



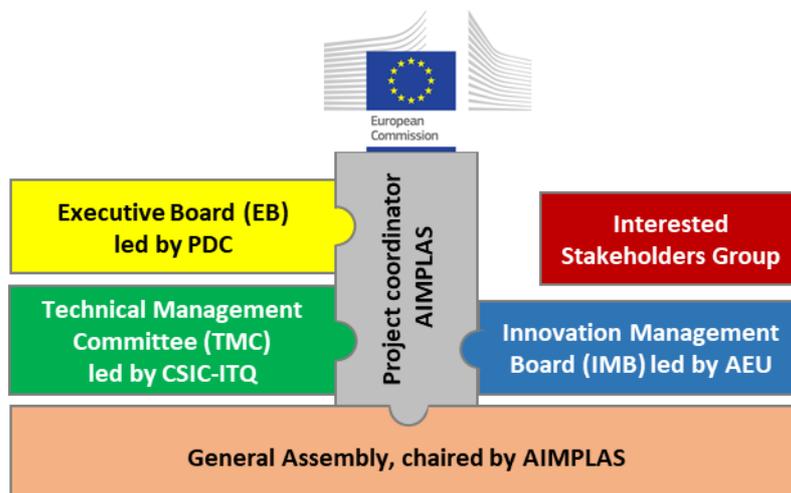


3) Integration of Communication, Dissemination and Exploitation in the LAURELIN project

The Innovation Management Board (IMB) is chaired by Aliénor, which will participate as the IPR manager and the Communication & Dissemination manager. It is composed by one representative of each partner organisation. The Board is in charge of the IPR generation and the key technologies’ protection and future commercialisation.

The IMB will propose the IPR Policy and the Action Plan to the Executive Board and to the General Assembly for the exploitation of the project’s results. The IMB will be responsible for preparing, monitoring and updating the list of Key Exploitable Results (KERs) that will be used to monitor the project’s progress and to assess the Communication, Dissemination and Exploitation plan.

The full integration of the IMB in the LAURELIN structure will ensure that the project’s results will be efficiently and effectively communicated, disseminated and exploited.





4) Objectives and Approach of the Communication and Dissemination Strategy

Communication and dissemination activities are a key part of any Horizon 2020 project. All LAURELIN partners will take part of such activities, under the umbrella of the WP8’s leader Aliénor.

According to the European Commission’s definitions, **communication** means “taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, while **dissemination** means “the public disclosure of the results of the project in any medium. It is a process of promotion and awareness-raising right from the beginning of the project.”

This section will detail the project’s communication and dissemination objectives, the project’s target audiences and the project’s communication and dissemination channels and activities.

4.1. COMMUNICATION AND DISSEMINATION OBJECTIVES OF THE PROJECT

The LAURELIN project has different communication and dissemination objectives:

4.1.1. Objective 1: Informing

Through its communication and dissemination activities, LAURELIN will aim at:

- Raising awareness about the project’s aims and outputs amongst a broad stakeholders’ base;
- Raising the target stakeholders' awareness about the innovation potential of disruptive conversion technologies for alternative fuels;
- Explaining how LAURELIN helps the authorities and businesses involved in the transport sector to develop a more cohesive and coherent approach to alternative fuels;
- Informing policymakers about the innovation developed by LAURELIN to respond to the current CEN, CENELEC and ETSI standards; and
- Improving the social acceptance, by increasing public perception and awareness of industrial biotech and biobased products.



4.1.2. Objective 2: Transferring knowledge and technology

Throughout the project, LAURELIN will:

- Maximise the innovation impacts of the project;
- Ensure sufficient market uptake; and
- Create the best conditions to ensure the full exploitation and technology transfer of the project results and innovations, providing wide visibility to foster future market adoption.

This will guarantee the durability of the project outcomes.

4.1.3. Objective 3: Mobilising

Throughout the project, LAURELIN will have to engage with:

- **Key stakeholders** in the field of alternative fuels for transport in order to:
 - better understand the market demand and the socio-economic and political barriers;
 - share experiences, best practices and innovative methods; and
 - develop a set of policy recommendations and disseminate them.
- **Policymakers** in order to influence EU policies and ensure a favourable legislative framework to the development and use of green methanol.

4.1.4. Key message

The key message of the LAURELIN project is that green methanol can be a cheap and sustainable response to the transport's sector needs if some of its production challenges are addressed and overcome.

4.2. TARGET AUDIENCES FOR THE COMMUNICATION AND DISSEMINATION ACTIVITIES

It is of crucial importance to identify the right target audiences and the channels that should be used to share the LAURELIN's key message with them. Each public is specific and needs an adapted approach to ensure that the communication and dissemination plan's



objectives are met. The strategy will focus on building a “users’ community” that will disseminate, and at a later stage exploit, the LAURELIN’s results.

4.2.1. The Interested Stakeholders Group

Description: The creation of an ‘In Interested Stakeholders Group’ is foreseen for the dissemination activities of the LAURELIN project. This group would consist in a voluntary group of industry actors and stakeholders that will be consulted by the project members throughout its duration. The group will comprise members from European and non-European countries, including representative from the industry, SMEs, potential end users and academia. Different industrial stakeholders have already been identified as potential participants in the Interested Stakeholders Group and some of them have shown their interest by signing a Letter of Support:

- Compañía Española de Petróleos, S.A. (Spain);
- NanoMEGAS SPRL (Belgium); and
- MATERPLAT (Spain).

The consortium members will identify other interested parties throughout the implementation of its Communication and Dissemination plan and, if relevant, will ask them to join the ‘Interested Stakeholders Group’. This will amplify the dissemination of the LAURELIN project's results at the EU and international levels. The stakeholders targeted will be key actors across all stages of the value chain. The Consortium already planned to approach the following relevant industries in the oil and fuel sector:

- Methanol Association (Belgium);
- Eni (Italy);
- Atlantic Methanol Production Company (Equatorial Guinea);
- Gas Technologies (USA);
- Proman USA – formerly G2X Energy (USA);
- Methanex Corporation (Canada);
- Mitsubishi Gas Chemical Europe (Germany);
- Mitsui Group (Japan);
- SABIC (Saudi Arabia);
- PETRONAS Chemicals Group Berhad (Malaysia);
- ArcelorMittal (Luxembourg);
- Repsol (Spain); and
- Dow Chemical Company (USA).

Channels: The LAURELIN developments will be shared with the members of the ‘Interested Stakeholders Group’ via press releases, workshops and trainings.

Objectives: Raise awareness. Inform. Engage. Promote.

4.2.2. Research community

Description: LAURELIN intends to engage with European and other international research infrastructures, which are competent in developing Carbon Capture and Use (CCU) technologies for fuels’ production, synthesis of catalysts and hydrogenation reactions. In order to create synergies, LAURELIN will also build on and engage with other relevant European projects, working in the same field or under the same call for projects, including but not limited to:

- MefCO₂: synthesis of methanol from captured carbon dioxide using surplus electricity;
- BAC-TO-FUEL: BACterial conversion of CO₂ and renewable H₂ into bioFUELS;
- CO₂-PIONEER: Plasma catalysis for CO₂ recycling and green chemistry;
- PLASMACAT: Understanding the material structure-activity correlation in plasma catalytic CO₂ conversion;
- ORACLE: Novel routes and catalysts for synthesis of ammonia as alternative renewable fuel; and
- 4AirCRAFT: Air Carbon Recycling for Aviation Fuel Technology.

Channels: Publications in scientific journals will be the main channel to cover the project’s developments. They may be presented during European and international conferences related to methanol, renewable fuels, biofuels, CCU, chemistry or catalysts. Information about the developments and publications will also be made available on the LAURELIN website, via regular e-newsletters and social media accounts. Clustering activities may be organised with relevant projects, especially ORACLE and 4AirCRAFT.

Objectives: Inform. Engage. Knowledge Transfer.

4.2.3. Technology Communities and experts

Description: In order to guarantee the wide industrial understanding and pick-up of the LAURELIN project’s results, the consortium will tailor-made some of its communication and dissemination activities to respond to the main interests of the relevant technology communities and experts in Europe and beyond. LAURELIN already identified the following



stakeholders:

- International Renewable Energy Agency (IRENA);
- European Association for Storage of Energy (EASE);
- European Zero Emission Technology Platform (ZEP);
- European Technology and Innovation Platform Bioenergy (ETIP Bioenergy);
- Sustainable Process Industry through Resource and Energy Efficiency (SPIRE);
- Methanol Institute;
- Graphene Flagship; and
- MATERPLAT.

Channels: Programmed meetings (B2B) are foreseen to present the project and its results. Information about the developments and publications will also be made available on the LAURELIN website, via regular e-newsletters and social media accounts.

Objectives: Engage. Promote.

4.2.4. Training and Capacity Building Centres and Initiatives

Description: In order to reach out to the next generation of engineers and entrepreneurs, LAURELIN will work with specialised stakeholders, such as:

- Fuels Europe;
- Methanol Institute;
- Transport & Environment;
- European Energy Centre (EEC); and
- European Technology and Innovation Platforms.

Channels: This target audience will mainly be reached out during training sessions (on-site or online) and via training materials that will be developed by the project’s partners.

Objectives: Engage. Knowledge transfer.

4.2.5. Environmental, Social and Economic bodies

Description: In order to evaluate the social acceptance of alternative fuels for transport and in particular of the LAURELIN project’s results, the consortium will engage with environmental, social and economic bodies.

Collaborating with the European Citizen Science Association (ECSA) and other similar



projects will allow the general public's participation in the scientific process. This will enhance the understanding to ensure at a later stage the necessary acceptance for a sustainable exploitation of the LAURELIN project's results.

Channels: Programmed meetings (B2B) are foreseen to present the project and its key results. The main developments will be made available through the LAURELIN website, regular e-newsletter and social media accounts.

Objectives: Inform. Promote. Engage.

4.2.6. Policy- and decision-makers

Description: LAURELIN will reach out to policymakers at the European, national and regional levels, as well as regulatory bodies. They include but are not limited to:

- European Commission officials;
- Members of the European Parliament;
- Members of national governments;
- National agencies officials; and
- Representatives from standardisation bodies.

Channels: The main developments will be conveyed through a regular e-newsletter. Bilateral meetings will be organised with a selection of targeted policy- and decision-makers, to increase the understanding of the project and its results. LAURELIN representatives will attend the main EU and international events affecting the energy and transport policies, such as the EU Energy Day and the EU Sustainable Energy Week.

Objectives: Engage. Knowledge Transfer.

4.2.7. Media

Description: The consortium will reach out to a wide range of media channels, both general and specialised media, so that the LAURELIN project reaches opinion-makers and a larger audience.

Channels: The information will be sent through press releases as well as invitation to certain LAURELIN's events, including the final conference.

Objective: Inform.



4.2.8. General public

Description: Particular efforts will be made to engage with and raise awareness among the general public to improve the understanding and promote the acceptance of the LAURELIN project's results. This will be done by demonstrating the social and environmental benefits of LAURELIN's solutions.

Channels: The information will be made accessible and understandable for the general public, in the form of a story-telling format via the project's newsletters and social media accounts.

Objectives: Raise awareness. Inform.

4.3. KEY COMMUNICATION AND DISSEMINATION CHANNELS AND ACTIVITIES

All the LAURELIN partners will use their existing communication channels and networks to disseminate information about the project. All their networks, built over the years, will be essential for the communication and dissemination strategy. Moreover, the partners originate from various geographical regions and cover expertise in different subject areas, which will help to reach multiple target groups.

The partners have been requested to deploy their own communication tools throughout the course of the project. They will be encouraged to follow LAURELIN's social networks in order to echo the latest developments of the project.

In parallel, a database will be created gathering information on the major stakeholders' groups. It will include relevant stakeholders in the areas of renewable fuels for transport, researchers, decision- and policymakers, NGOs and other initiatives. The contact information that is collected includes the name, institutional affiliation, position and email address. This data base will be the basis for all the communication and dissemination activities of the project. More information about the use of the data and its access can be found in the Data Management Plan (Deliverable 8.3).

The LAURELIN communication and dissemination plan encompasses a comprehensive set of actions to broadcast the project's non-confidential results to a wide audience in order to increase awareness about and social acceptance of these results.



Some of the communication tools created specifically for the project are described in the Deliverable 8.2. “Project website, social media accounts and promo materials” and, as such, are not described here.

4.3.1. Graphic identity

In order to make the LAURELIN project unique and immediately identifiable, a logo and a graphic charter have been developed. The project’s graphic identity is declined on all communication and dissemination tools and channels.



The logo of LAURELIN has been chosen to reflect the project’s content and will help the audiences identify easily the project.

4.3.2. One-way communication activities

4.3.2.1. Press releases (media campaigns)

Throughout the project, and in line with the developments of the LAURELIN project, press releases will be sent to various generalist media and journalists in order to disseminate the information. A mapping of the relevant contacts will be done during the project’s first months and will be updated constantly. This will also ensure that the LAURELIN project’s results will reach the general public, in order to inform citizens and raise awareness about the impacts of the project for competitiveness, growth, environment and jobs.

4.3.2.2. Newsletter

A newsletter will be published every 6 months as from October 2021 (M6) to inform about LAURELIN's developments, activities, publications and events. The newsletter will encourage stakeholders to become more informed and involved. Its frequency creates expectation by the stakeholders. On top of the selected recipients, registration to receive the newsletter will be possible for all through the website.

4.3.2.3. Articles in specialised journals

Publications will be submitted by the LAURELIN's partners to peer-reviewed scientific journals and trade publications in the area of CO₂ conversion, fuels production, catalysts synthesis, etc. These will be published in journals and may be presented during conferences.

The consortium already identified the following relevant specialised journals:

- Catalysis Letters;
- Journal of Catalysis;
- ACS Catalysis;
- Catalysis Science & Technology;
- Applied Catalysis B: Environmental;
- Journal of Organometallic Chemistry;
- Journal of CO₂ Utilization;
- Carbon;
- Journal of Energy Chemistry;
- Journal of the American Chemical Society;
- Journal of Catalysis; and
- Journal of Applied Polymer Science.

4.3.2.4. Policy recommendations

Policy recommendations, based on case studies, will be shared with decision- and policymakers responsible for drafting EU or national legislation, regulations and guidelines affecting EU energy, carbon storage and use and fuel policies. Those recommendations may also be presented during bilateral meetings. In doing so, the results of the project will be useful to inform future policies at the EU level and will have a real impact at European, national and regional levels.

4.3.2.5. Project videos

Two project videos will be released during the project: a graphical video at M12 and a final promotion video at M36. The graphical video will feature the main project objectives and expected impacts, while the final promotion video will consist of interviews, filming and voice-over. By using a story-telling style, the general public will more easily grasp the



concepts and innovations developed by the project.

4.3.3. Two-way communication activities

4.3.3.1. Programmed meetings

Over the course of the project, meetings with the Carbon Capture & Use community, other EU projects and decision- and policymakers will be planned in order to present the project’s results, engage with relevant stakeholders and possibly lead to technology transfer.

Meetings with relevant European policy- and decision-makers involved in EU energy and transport policies are foreseen. One of the objectives of these meetings is to present the policy recommendations developed by the project.

Additionally, other interested stakeholders and businesses will be identified and met in order to raise awareness about the project and to involve them at a later stage in the exploitation of the results.

4.3.3.2. Conference presentations

The project, its innovations and its results will be presented at European and international conferences, exhibitions and fairs related to methanol, renewable fuels, biofuels, chemistry, catalysts and CCU to attract the attention of the industry and potential end users.

The following relevant conferences, workshops, fairs and exhibitions were identified:

- CO₂ Reuse Summit;
- Carbon Dioxide Utilization Summit;
- International Conference on Carbon Dioxide Utilization;
- Carbon Dioxide Conversion Catalysis Conference;
- Hydrogen + Fuel Cells Europe fair;
- Global Maritime Conference;
- International Methanol Vehicle and Fuel Applications Conference;
- Annual World Methanol Conference;
- International Tanker Technical Forum;
- Russia & CIS Oil & Gas Executive Summit;
- International Methanol Week;
- Conference on Carbon Dioxide as Feedstock for Fuels, Chemistry and Polymers;



- Conference on CO₂-based Fuels and Chemicals;
- Energy Storage Europe; and
- Enlit Europe.

An updated list of events of interest for LAURELIN will be created and uploaded on the project's SharePoint.

4.3.3.3. Workshops/seminars, demonstrations, case studies

At least two workshops are foreseen during the last year of the project. Workshops targeting stakeholders (CO₂ intensive production companies, as well as trade unions and energy and transport policymakers) will be undertaken at the partners' facilities to ensure that best practices can be exchanged.

Workshops with early career researchers to develop the next generations of stakeholders will also be organised.

4.3.3.4. Trainings at companies' facilities

Technology transfers will be facilitated through the arrangement of training courses designed for scientists/technicians, that are to take place at the partners companies' facilities.

4.3.3.5. Final conference

The project's final conference's goal will be to present its outcomes and policy recommendations. Particular efforts will be paid to approach and liaise with the general public as well as policymakers, who can potentially play a strategic role by amplifying the outreach of the project's solutions and strengthening the impact of LAURELIN. The Horizon 2020 communication networks will also be used to inform about the conference.



4.3.4. Summary of the principal communication and dissemination tools

Communication Tool	Why	To whom	What	When	KPI
One-way communication					
Partners' tools	Awareness, Inform, Engage, Promote	Partner's networks	Project progress and updates, scientific articles	Throughout the whole project	N/A
Website	Awareness, Inform, Engage, Promote	External stakeholders	General project information, objectives, impacts, consortium, progress, events, <i>etc</i>	Online since November 2021, updated on a regular basis. Will be online up to four years	> 20,000 visits in four years
Promotion package (brochures, <i>etc.</i>)	Awareness, Inform	External stakeholders	Project aims, expected impacts, consortium	Available since November 2021 on the project website	> 1,000 copies
Posters / Banners	Awareness, Promote	Supply and value chain of energy, transport and biofuel sector	LAURELIN technologies and resulting materials' competitive benefits	Tradeshows & Exhibitions in the field of Renewable energy, decarbonation, fuels hydrogenation	Participation in at least 10 fairs
Newsletters	Inform, Promote & Identification of synergies with	Energy storage sector and biofuel producers, policymakers,	Project progress and updates; industry testimonials and interviews; contribution to Industry clusters, roadmap objectives, <i>etc</i>	Eight along the project, released every 6 months (starting M6). Available on the project's website	> 500 subscribers

Project videos	Awareness, Inform, Promote	External stakeholders	General project info, technologies and benefits from LAURELIN	Graphical video released at M12, final promo video released at M36	2 videos with > 750 views
Press Releases	Awareness, Inform	General public	Public interest content about the impacts of the project for competitiveness, growth, environment, jobs & societal	Ongoing throughout project, and in line with generalist media interest	> 25 external medias publishing it (clipping)
Project social media	Awareness, Inform, Engage	External stakeholders	Posts about non-confidential developments, updates, observations, conclusions	Social media profiles online since November 2021, updated weekly	> 200 readership & consultations/likes
Reports and other project documents	Inform	Available to all external stakeholders	Public deliverables	Upon completion	> 2,000 downloads from web consultations
Two-way communication activities					
Programmed meetings (B2B)	Engage, Knowledge & exchange between projects	CCU Community, Networking with other H2020 projects, EC policymakers	Thematic content in relation to the project's objectives and target products and technologies	Over course of project (e.g. organisation of joint meetings, participation in cross-project events)	At least 4
Training sessions (face/ webinar)	Engage, Inform, attract young people to R&D	Policymakers, industry, academia	Enhance & validation results. Multi-actor approach to support the transition to circular economy and decarbonisation	During the last year of the project to coincide with key validation of lab reactors	2 workshops >100 attendees or >100 downloads
Publication in specialised	Engage, Inform	Researchers, external stakeholders	Disseminate information on the	By the end of the project	At least 6 publications

Conferences & seminars	Awareness, Inform, Engage, Promote	Researchers, external stakeholders	project and its progress; demonstrate the added value and the innovation of new technologies		At least 10 contributions
LAURELIN final conference	Inform, Engage, Promote	Stakeholders and public at large. Policymakers	Project's outcomes and policy recommendations	Final year of the project	> 50 attendees



5) Exploitation plan

Given the public nature of this report, the exploitation plan will not go into details. The plan and the key exploitable results (KERs) will be further developed by the consortium’s partners throughout the project and will be reflected in the Mid-term Communication, Dissemination and Exploitation plan (deliverable D8.4 to be submitted at M21) and in the Final Dissemination and Exploitation plan (deliverable D8.5 at M48).

The exploitation of the LAURELIN results will address a chain of value ranging from technological innovations for the benefit of a number of technology-based user segments, to innovations on products and services that foster the CCU business sustainability through better risk management, decision-making and overall business assessment.

The exploitation plan will foresee activities for the exploitation of results to boost the target impacts, paving the way for the broader post-project uptake of all tangible and intangible KERs generated. The plan will detail how each of the KERs will be used in commercial/non-commercial direct/indirect exploitation activities for business growth and competitiveness after the project’s completion.

All materials and technologies developed by the consortium’s partners will be considered for exploitation.