Deliverable nº 8.3

WP 8	Preliminary Dissemination Plan and Internal Knowledge Output Template

Dissemination level[1]	Public
Nature[2]	Report

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[1] Dissemination level: **PU** = Public, **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)
[2] Nature of the deliverable: **R** = Report, **P** = Prototype, **D** = Demonstrator, **O** = Other **ORDP** = Open Research Data Pilot
[3] Creation, modification, final version for evaluation, revised version following evaluation, final

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Deliverable abstract

This deliverable aims to present the communication materials developed for the Genesis project in order to assure a high quality communication during its execution. Several materials were created in digital and printed format. This includes a website, a leaflet, a roll up and a Twitter account. Its use by all the partners will greatly increase the project's visibility.

1. Introduction

The communication materials of Genesis aim to provide support to all partners to ensure the dissemination and communication of development, testing and demonstration results into European and global CO_2 capture methods market and industry. This task runs during the whole project duration in order to achieve as early as possible grounding toward successful communication, dissemination and exploitation of project results. The activities aim at communicating and disseminating information and results of the project within the partners and outside the consortium.

For the communication (defined as the promotion of the project and its results in a non-specialised language), the messages will concentrate on the following themes: the recover of CO_2 at a cost of 15€/MWh, the characteristics of the most promising materials for CO_2 capture and the demonstration of membrane systems in pre-combustion and post-combustion applications.

The materials produced will be updated during the project lifetime and aim to demonstrate how Genesis results are cutting-edge contributions to the European Innovation Union. These materials will be used during every type of event, face-to-face meeting, scientific conferences, workshops, and networks such as ETPs. The Genesis consortium will also establish linkages and collaborations with relevant other projects and initiatives to amplify the impact of the project. An important event will be the design and organisation of the final Genesis project conference. For these events, good communication materials are essential.

2. Past activities

2.1 Website

Genesis benefits are shown since the beginning of the project on a website that presents the project objectives and activities. It is the project's main digital communication channel and is being updated on a regular basis. Here is the link: https://www.genesis-h2020.eu/

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It aims to present the project in a visual and attractive way. As the activities of the project are easy to represent in a graphical manner, the consortium will try to benefit from it as much as possible to ensure an excellent communication.

The first page presents the most promising materials for CO_2 capture and the objectives of the project, such as the demonstration of membrane systems in pre-combustion and post-combustion applications. A button drives the visitor to the next page of the website, which explains in greater detail the objectives of the project. There is a progression of complexity of the information, starting with simple information to more and more complex one in order that each visitor can pick the amount of information he/she is seeking for.

The news section is updated regularly with important news related to the project such as meetings. In the future, intermediary results will also be published to inform the stakeholders about the public developments.

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2.2 Leaflet

The second communication material of Genesis is the leaflet, which is distributed in printed and digital format. In 8 pages, it aims to present visually and graphically the activities of the project in an attractive manner.

It is used for any face to face meeting, public event, conference or any other occasion by the partners to promote the project and inform stakeholders.

According to the needs of the consortium, more will be printed or new versions will be published including updated information.

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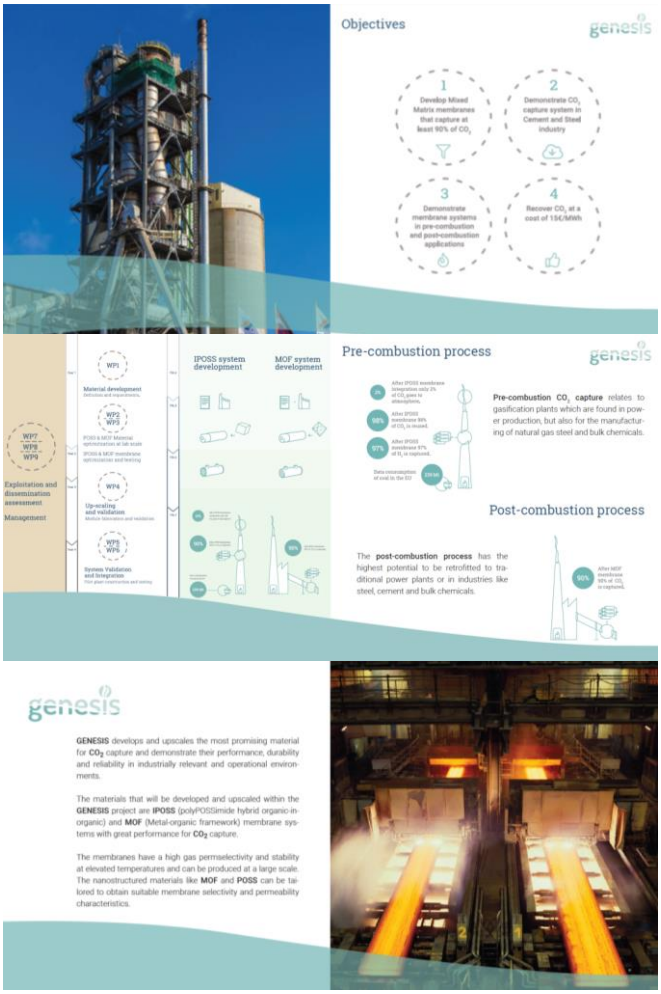

2.3 Roll-Up

The roll-up is a further communication material that will rather be used in a printed format during events such as fairs and conferences where the project will have a stand. It aims to explain very briefly that Genesis is developing new membranes for CO_2 capture which own unique characteristics. It should attract attention and be visually appealing.

As the leaflet and according to the needs, new versions will be created along the development of the project.

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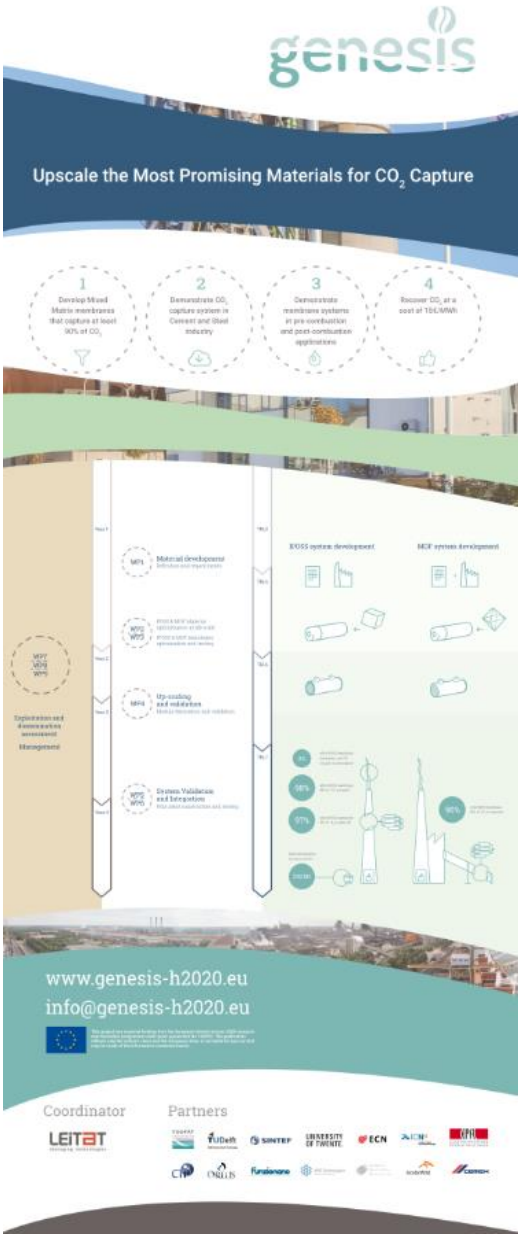

2.4 Social Media

The project created a Twitter account for two main purposes: the first one, to communicate smaller pieces of news and to amplify the ones published on the website to drive traffic; and the second one, to interact with stakeholders, mainly industries in the field of CO_2 capture and to raise awareness around Genesis. Here is the link to the Twitter account: http://twitter.com/genesis_h2020

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All members of the consortium are encouraged to actively provide content and tweet about their activities to position Genesis as a reference in the field.

3. Future activities

3.1 Website

The website is going to be maintained to ensure the global dissemination and to support the local / regional / national / International dissemination strategies. All the news about the project's situation and the results obtained are going to be posted, except the confidential ones. Some news about trending topics of CO_2 capture or circular economy are going to be posted too, and the project's team participation in events is going to be announced and explained on the website as well.

3.2 Leaflet

The leaflet will be updated during the project's development to make sure it carries the last information and results about the project. A new and special leaflet can be designed for some events or fairs where it is necessary to show a more specific part of Genesis.

3.3 Roll-Up

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As the leaflet, the roll-up will be updated during the project's development to make sure it carries the last information and results about the project. A new and special roll-up can be designed for some events or fairs where it is necessary to show a more specific part of Genesis.

3.4 Social Media

The social media's content is going to be updated regularly with news about the project and trending topics about CO_2 capture and circular economy. The project's team participation in events is going to be announced on Twitter, and the day of the events some photos about it are going to be posted as well.

All members of the consortium are encouraged to actively provide content and tweet about their activities to position Genesis as a reference in the field.

3.5 Events

Genesis is going to be presented in different events such as fairs and congresses. Moreover, some workshops are going to be organized to ensure the dissemination of this project. Specifically, two dedicated Open Day dissemination and commercialisation workshops will be organised during the project in M30 and M48 in order to further inform and engage the mapped stakeholders and to assure creation of Open Innovation community related to GENESIS project results. In addition, GENESIS partners will seek to take part in external Technology Transfer and B2B events hosted by technology and trade fairs at European and international level. All the news about the project's situation and the results obtained are going to be posted, except the confidential ones.

4 List of stakeholders

Mapping and analysis of stakeholders related to CO_2 capturing will be conducted and a database will be created and constantly updated. The stakeholders will be analysed by their influence and impact and divided in groups based on the level on which they will be engaged. The potential stakeholders relevant for the project include:

- CO_2 capturing technology development companies
- Investors
- Large multinational manufacturing companies
- SMEs
- Membrane and module manufacturing companies
- System design, engineering and process control companies
- Governmental institutions and regulatory agencies for CCS technologies
- Government funding agencies to circular economy

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- Research institutions

A lot of companies are developing new strategies to protect the environment, and CO_2 capture is one of these methods. Startups and big companies from all over the world that have projects about this topic are potential stakeholders of this project. Examples are listed below:

-Global Thermostat
-CO2 solutions
-Carbon Engineering
-Climeworks
-Shell
-Chevron
-NRG Energy
-Drax
-SaskPower
-NET Power

5 Internal Knowledge Output Template

Title	Knowledge Output description	Knowledge type	Is it public?	Link to Knowledge Output	Sectors	End user description	Application	Exploitation	IPR Protection	Contact

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6 Conclusion

The communication materials produced for Genesis are already and will be for the entire project of a great help for all the consortium members. It will help them to promote a common image and with high quality materials that will improve the quality of the message. For digital or physical communication, these materials will be of a great help.

The materials will be updated on a regular basis whenever it is considered necessary by the consortium to make sure that the content is aligned with the current state of the project and the strategy of the consortium.

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