



BAMBOO

D12.1: Communication and Dissemination plan (M36)

31/08/2021 (M36)

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BAMBOO

Technical References

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¹ PU = Public

PP = Restricted to other programme participants (including the Commission Services)

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0 EXECUTIVE SUMMARY

The main objective of BAMBOO is to develop new technologies addressing energy and resource efficiency challenges in 4 intensive industries (steel, petrochemical, minerals and pulp and paper). Communicating and disseminating the project's motives and actions to its targeted audience is, therefore, a key task that will allow BAMBOO to support its uptake between professional stakeholders while raising the people's awareness on the economic, environmental and social impacts of a shift towards sustainability of the intensive industry sector.

The Communication and Dissemination Plan aims at providing a detailed and agile communication and dissemination strategy that will be implemented to disseminate and communicate the BAMBOO concepts and achievements. BAMBOO related audience are mainly resource and energy intensive industries. The project focuses on steel, petrochemical and paper industries as demonstrators, but the whole energy intensive industry is targeted as listeners for BAMBOO results. Additionally, technology providers, associations and platforms of importance from these sectors and environmental organizations are targeted to create awareness of the project's results.

A sound strategy is provided in this document to ensure the good management of the overall communication and dissemination activities. Such a strategy will properly define the goals and objectives, the targets, the tools and the channels that will maximise the project outreach.

The current document (D12.1) is made to serve as a basis as to how the communication and dissemination activities will take place during the project.

- Chapter 1 “Communication and Dissemination Strategy” is a summary of the key objectives of the dissemination and communication in BAMBOO; it also provides an overview on the main targets identified and the relative key messages.
- Chapter 2 “Key Communication and Dissemination Activities” provides an overview as to how the activities will proceed based on the varying target audience and challenges identified. This chapter is divided into tools to be used to reach the identified audience and the formats that will be produced to convey the BAMBOO messages and information.
- Chapter 3 “Monitoring of Engagement” looks at the different indicators that monitor the community's engagement with our communication materials.



1 COMMUNICATION AND DISSEMINATION STRATEGY

1.1 Objectives

This document illustrates the strategy to communicate about the BAMBOO project. BAMBOO communication and dissemination activities aim to raise awareness about its real added value not only in economic terms but also in terms of technical, environmental, and social impacts. The aim is to disseminate the project results, mobilise stakeholders and establish deep ties with relevant platforms, networks, associations, and other related projects. Moreover, facile adoption and replication are key to the BAMBOO's uptake success.

The plan will identify and include:

- the target audiences: BAMBOO stakeholders to be targeted will be identified and classified, establishing a characterization of their needs and concerns in the design of the most suitable strategy for each of them (WHO)
- key messages (WHAT)
- the communication channels and tools that will be widely exploited along the project life to reach the expected impact, like the project website, conferences, workshops, publications, communication formats, etc. (HOW)
- the implementation and schedule of the communication and dissemination activities (WHEN)
- dissemination procedures according the EC GA (Grant Agreement) and the CA (Consortium Agreement)
- roles & responsibilities & conditions of the dissemination and communication among the partners
- the process to ensure proper dissemination

High priority is given to EU resource and energy intensive industries companies and technology providers, who will be the key targets in the project dissemination. However, as innovation action, BAMBOO addresses its outcomes also to the scientific community, researchers and technical experts as well as policy makers and public bodies.

On the other hand, the project wishes to relay its findings to the general public, including individual citizens as a further potential audience for dissemination.

Given the dichotomy of the target audience, the project objectives can be met as we formulate a strong, inclusive and efficient communication and dissemination strategy. With the "Communication" approach, we aim to reach out to all types of audiences - including citizens - by using the communication tools to be developed during the project. As for the "Dissemination" approach, we seek to reach out with the professional stakeholders via selected channels and events.



Fondazione iCons will be in charge of associating respective contents of BAMBOO with specific D&C formats and will be distributing them through dedicated channels, thus maximising its impact in terms of awareness, acceptance and uptake.

1.2 Targets

As illustrated above, BAMBOO addresses different audiences with different goals. Due to its technical and challenging main objective - developing new technologies addressing energy and resource efficiency challenges in 4 intensive industries (steel, petrochemical, minerals and pulp and paper) - BAMBOO will rely mainly to industry companies and technology providers. However, projects' findings will be addressed to a wider range of targets, by shaping the contents and the topics according to the interest of its target audience.

The table below includes the main target audience and the type of communication for each of them:

Table 1 - Main BAMBOO targets

Targets	Communication	List of stakeholders
EU resource and energy intensive industries companies	The main messages to deliver are technical publishable results of BAMBOO according to technology performance, technical improvements, solutions implementation and business models derived from the project, contributing to experience sharing among all these stakeholders and enhancing impact and exploitation potential.	SPIRE, Eurofer, PLATEA, Fuels Europe, CONCAWE, CEPI, VDP, COGEN, CEFIC, SUSCHEM, CEMBUREAU, EHPA
The whole energy intensive industry, targeted as listeners for BAMBOO results and replication studies		
Technology providers, associations and platforms of importance from these sectors and environmental organizations		
Grid system operators and renewable energy generators, as indirect beneficiaries of the results of the project	The communication to be addressed to these stakeholders will be real flexibility potential of the REII and the potential auxiliary services they can provide to the grid.	ENTSO-E, EDSO for Smart Grids, REE, TenneT, TEIAS, ELDER, EASE



<p>Technical experts, researchers and scientific community, to provide new knowledge both in the field of research and development and in testing and demonstration as well.</p>	<p>This audience will be addressed by means of scientific publications and conferences on the technology performance and improvement, solutions implementation under real environment and key findings. The scientific disciplines covered include: control systems, heat recovery, thermal power, thermodynamics, ecology, heat exchange, optimization of systems and bio-economy among others</p>	<p>EERA, IET, EUA, EUREC, EARTO, IEA</p>
<p>Policy makers and public bodies. Both are important dissemination targets due to the weight of the regulatory framework to the proper implementation and exploitation of the project results.</p>	<p>Communication to these stakeholders will focus on the positive socioeconomic and environmental impact that the project will bring to the European community, thus enhancing the competitiveness of the European industry.</p>	<p>City and regional authorities at the demo-sites, DG-ENER, EEIP, KIC InnoEnergy, ACER, ECEEE, EU-ASE</p>
<p>General public</p>	<p>Entertaining short stories and documentaries, facts about environmental footprint reduction, employment generation, increasing European competitiveness and reducing external dependency will be the key messages to be sent to the general public.</p>	<p>Citizen and consumers organizations of the partners' countries</p>

1.3 Key messages

BAMBOO develops new technologies addressing energy and resource efficiency challenges in 4 intensive industries. As illustrated in the previous chapters, these is valued by a wide range of target audience that can be divided into two categories: the professional stakeholders' community (working in industries, technology, research centres and public bodies) and the public at large.

A community of professional, technical, and scientific stakeholders are considered as BAMBOO's primary target audience. They illustrate the diverse set of knowledge and expertise. All these



categories of stakeholders are expected to extend or replicate the tools and actions provided by BAMBOO.

On the other hand, BAMBOO also considers the general public as the secondary target audience. The wide target audience spectrum may pose as another challenge that BAMBOO has to confront. To be able to engage with them, BAMBOO needs to create contents that are highly professional and easily comprehensible at the same time. Oversimplification should be avoided at all costs as this can jeopardize the attention and engagement of BAMBOO's stakeholders.

These entail the need to use a series of key messages that communicate BAMBOO's core objectives. Blending together specific keywords, messages and target audiences ensures the likelihood for BAMBOO to provide a meaningful impact on the audience. The list below provides an overview of the BAMBOO key messages:

- BAMBOO will develop a Decision Support tool for flexibility management in short term energy markets for a full exploitation of the flexibility potential.
- BAMBOO will monitor, control and optimise the combustion processes when fossil fuels are replaced by non-traditional fuels.
- To improve the fuel flexibility of combustion systems, BAMBOO will increase the use of process syngas and solid by-products up to 30% by developing advanced combustion techniques.
- BAMBOO will reduce fossil fuel consumption by 9% by developing a high temperature heat pump to recover waste heat streams.
- To reduce net electricity imports from the grid up to a 5%, BAMBOO will design a novel Organic Rankine Cycle able to valorise multiple low-to-medium temperature (between 100 and 250°C) waste streams.
- Through the development of concepts and simulations models for energy flexibility in a paper plant, BAMBOO project will reduce energy costs up to 18 % and ease RES integration.
- BAMBOO will ensure the exploitation of the flexibility potential of the REIIs by creating a capacity building program to foster the knowledge transfer to managers and employees.
- BAMBOO will cut processes costs up to 14% by reducing the raw materials consumption.
- BAMBOO will increase process energy efficiency by about 18% for the 4 demo site sectors by implementing saving solutions among which the re-use of energy and waste streams.
- Thanks to its demo site-based technologies, BAMBOO will cut CO₂ and NO_x emissions from 5 till 35% depending on the sector considered.
- BAMBOO will ensure a wide dissemination of its knowledge through a specific training strategy dedicated to a large audience.
- The benefits of BAMBOO will cascade down to the general public by facilitating public access to data on intensive industry.



- BAMBOO will quantify how citizens can contribute to reduce CO2 emissions and improve the overall carbon footprint by using bio-based products.
- BAMBOO will quantify the jobs associated to the industry sustainable transformation and estimate new job opportunities to be forecasted in the future.



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The logo for BAMBOO, consisting of the word "BAMBOO" in a stylized, green, sans-serif font. The letter 'B' is unique, with a horizontal bar extending to the left.

2 KEY COMMUNICATION AND DISSEMINATION ACTIVITIES

BAMBOO eyes on ensuring the awareness, acceptance and uptake of the professional, technical, and scientific community while informing the public audience of the project's objectives and actions. To effectively meet this objective, we need to correlate the respective communication and dissemination (C&D) tools and formats to the different target audiences that BAMBOO will come across in the duration of the project.

The above listed key messages will be used and further elaborated when necessary to formulate the content of the following Communication and Dissemination channels and products shown in Table 3, which will be presented in detail in the succeeding sections.

Table 2 - Overview of main tools and formats to be used by BAMBOO

Tool/Formats	Description
Website	The project website is used to showcase details about the project, its objectives, its expected impacts as well as its results. It acts as the primary communication channel between the consortium and BAMBOO's different target audiences.
Splash page	The splash page is a preliminary version of the project website. This is put up online prior to the launch of the website on M4 for the sole purpose of start informing about the main scope of the project and the upcoming activities. It contains the main objective of the project.
Social networks	These are used to engage actively with the online community represented by the different target audiences identified by the project. This is done by informing them about BAMBOO and by inviting them to participate in a dialogue on the different topics and issues addressed by the project.
Events	These come in the form of training sessions, workshops, conferences, fairs etc. thus providing an avenue for the BAMBOO partners to engage with the project's target audience in person.



	They also include external events, organised outside of the BAMBOO project.
Brochure	Brochures are produced to inform relevant target audiences about the project, its objectives, and the functionalities of BAMBOO's toolkit as a way to support the exchange with partners when approaching stakeholders in specific events.
Newsletter	Newsletters are issued on a regular basis featuring the project's progress and achievements. These will be sent through the website and available online in a dedicated section of the project website.
Press and news releases	They highlight the different project issues and milestones and promote project events and progress. They also focus on the specific issues of public relevance with regards to the industry transformation towards sustainability.
Journalistic articles	Journalistic articles are written by professional journalists to inform and to stimulate the readers' interest on BAMBOO and its activities. These are available on the project website and distributed to a wider audience through social networks and general and dedicated multipliers
Press communication kit	A press communication kit is available to partners and journalists that aim at writing press and news releases as well as articles about BAMBOO. The kit includes the main information and graphic materials to properly disseminate the project by respecting its objectives and its visual identity.
Infopacks	Infopacks are fact-/info-sheets or synthesised reports that are designed specifically for a professional target audience. They will feature contents from the project's public deliverables produced by technical partners.
Scientific publications	Scientific and technical publications from specific journals are findings produced by the academic and technological partners of BAMBOO.



Best practice book	A best practice book will be designed at the end of the project. It will collect the main best practices and successful stories learnt during the project to support its replication.
Videos	Two videos will be produced along the project, one at the beginning to present the main objectives and one towards the end of the project to show the results achieved. The videos will vehiculate BAMBOO main information and results in a catchy and easy-to-understand way, in order to reach both the professional community and the general public. In addition, one further teaser video was produced to support the dissemination of training activities and to promote their attendance.

All in all, the output will be monitored on a regular basis thus allowing us to fine-tune the communication materials' contents, which may gain more impact over time.

2.1 Communication and Dissemination tools

In BAMBOO communication integrates with the project dissemination. Both dissemination and communication activities will be articulated through a combination of dissemination tools which we consider the most effective to reach our target audience.

2.1.1 Visual identity and Brand Book

The BAMBOO logo has been developed by first identifying the BAMBOO's brand personality, which highlights the project's main features, characteristics and elements we want to convey when communicating about the project.

Based on the outcome of this analysis, a number of propositions have been developed by Fondazione iCons and shared with the project coordinator.

The main challenge of BAMBOO visual identity was matching a very traditional market as the one of the intensive industry companies with an innovative and ambitious visual identity. In order to meet this goal, we focused on the idea of *flexibility* present in the project full name "*Boosting new Approaches for flexibility Management By Optimizing process Off-gas and waste use*" and centered on that characteristic to design of the whole identity.

The flexibility concept was reinforced by the animation logo formats (see splash page www.bambooproject.eu): several animated gifs representing the BAMBOO logo have been created by ICONS to highlight the idea of flexibility. This flexible movement also reminds the movement that industrial machineries usually follow. This further graphic element strengthens the link



between the key elements of the project (intensive industries) and the BAMBOO visual identity. Such animated gifs will be available to all partners and will be used to reinforce the online communication (website, videos, newsletter etc.).

Doing so, Fondazione iCons aimed to stress the flexibility challenge the 4 project industries (steel, petrochemical, minerals and pulp and paper) will face along the project and to put the accent on this innovative and daring goal by turning this real challenge into a visual one.

ICONS aimed at expressing the project's efficiency with a practical, focused and competent look. At the same time, wanted to strive for an exciting and daring touch, able to attract our professional target audience. Therefore, we decided to design a literally flexible logo: each letter can be extended on the horizontal axis, independently from the others. It is a monospaced font especially designed for the project, available in caps only format.

The following BAMBOO logo has been selected followed by a smooth selection process:

Figure 1 The BAMBOO main logo



The official brandbook has been published and released among the partners. It serves as a rulebook for everyone involved in the project, particularly when preparing communication and dissemination materials for specific events including training and stakeholder workshops. Some of the rules are shown below in Error! Reference source not found..



Figure 2 Rules provided by BAMBOO's Brand Book

Logo___Flexible Configuration

BAMBOO Logo is flexible even in its configuration. The wordmark can be arranged to best fit the proportion of the container space, using 1, 2 or 3 rows to form a compact rectangular shape.



Identity___Colour

BAMBOO main colour is green. A bold and intense tone of green, which refers to nature and sustainability, but also to a technological and industrial environment. A palette of secondary colours is also provided.



PANTONE Green C

RGB: 0 171 132

HEX: #00AB84

CMYK: 93 0 63 0



RGB: 54 75 155

HEX: #364B9B

CMYK: 90 75 0 0



RGB: 233 66 92

HEX: #E9425C

CMYK: 0 85 50 0



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Identity___Typography

BAMBOO main headings are set in **Flectar**, a monospaced font especially designed for the project by GBX Studio.

It is a CAPS ONLY font: using uppercase letters you can get double-wide letters.

Secondary headings and body text are set in **DIN 2014** family.

Only on MS-Office apps (Word, Powerpoint, etc.), you can use Trebuchet MS as a fallback solution.

FLECTAR, NON FRANGAR
 AABBCCEEDDEEFFGGHHIIJJJKLLMM
 NNNOOPPQQRRSSTTUUVVWXXYYZZ
 012345789 ?!.,;:@€

DIN 2014 Bold AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWw

DIN 2014 Regular AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvW

DIN 2014 Light AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXx

All dissemination items and publications to be released by BAMBOO, including the project website, will specify that the project has received funding from H2020 research and innovation programme and display the European emblem.

All publications will include the following statement: “*This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 820771. Disclaimer: The sole responsibility for any error or omissions lies with the editor. The content does not necessarily reflect the opinion of the European Commission. The European Commission is also not responsible for any use that may be made of the information contained herein*”.

Accountability

The BAMBOO logo and brand system have been developed by Fondazione iCons with feedback from CIRCE. All the BAMBOO project partners can use the logo and the rest of the brand materials under the supervision of ICONS, following the graphic guidelines provided in the brandbook.



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2.1.2 Website and Project splash page

The website is the main communication and dissemination channel to be used in BAMBOO. Moreover, this acts as the main entry point and communication tool for the project and for the BAMBOO's community of professional stakeholders and the general public.

The website is published in English. It is an interactive environment that gives access to all the publishable developments of BAMBOO, including videos, deliverables and useful information to maintain the targeted audience informed along the whole project life, the status of the project, the final results and other non-IP sensitive results.

BAMBOO's communication products that are catered to the general public include journalistic articles, press and news releases and storytelling resources. They are produced with the goal of raising the public's awareness and interest on the project.

Other than these, the communication products catered entirely to the professionals also include all public deliverables produced by the project, output and information relevant to the BAMBOO activity as well as the infopacks. These materials aim to attract the stakeholders' attention and increase their awareness, acceptance and uptake of BAMBOO's actions.

Of course, all these materials can also be accessed by the public. The overall project communication approach for the contents to be published on the website will be designed to get information across both the professional community and the general public and let them see what BAMBOO can offer them in the long-term.

To sum it all up, the project website is used mainly for the following purposes:

- To provide information about the project, its objectives, activities in the demo sites and its partners;
- To share materials produced by BAMBOO including the public deliverables;
- To provide access to D&C materials: info-packs, newsletters and other communication materials;
- To publish news about the project;
- To cross-link it with external platforms and relevant initiatives and sister projects;
- To provide links to joint webinars and practical information about training, workshops and other stakeholder engagement activities promoted by the project;
- To be informed about the project's activities and be targeted by its dissemination initiatives using the website's online registration form.

The structure of the website is presented clearly to encourage the users in navigating it. The website consists of static pages that are regularly updated during the project. All the contents



published on the website are accessible to all viewers with no restrictions. If relevant information is to be hosted externally, a link to the external platform will be provided.

The BAMBOO website domain bambooproject.eu and was registered in November 2018.

The project website is developed in Wordpress, which enables easy content management during the project and upon its completion. The project website was published in December 2018 (D12.2 “Project Website”).

Registered users’ contact details are treated as fully confidential, in compliance with the General Data Protection Regulation - Regulation (EU) 2016/679 (GDPR). ICONS acts as the Data Controller to ensure that the sensitive information of the stakeholders and users registered in the online platform/website will remain strictly confidential. Moreover, ICONS will ensure followers’ contact details are used uniquely for the dissemination of the BAMBOO project and no other purpose and grant the users’ right to access the information they provided upon online registration with the possibility to opt out from the project contact list at all times.

Prior to the launch of the project website (M4), a splash page (see Error! Reference source not found.) has been developed as a temporary solution that wishes to address the project dissemination needs to be met during the initial phase of the project. The splash page is an online page that only provides the bare essentials about the project. It can be accessed using the same URL: www.bambooproject.eu.

Figure 3 BAMBOO splash page



BAMBOO

BOOSTING INDUSTRIAL FLEXIBILITY

BAMBOO aims at developing new technologies addressing energy and resource efficiency challenges in 4 intensive industries (steel, petrochemical, minerals and pulp and paper). BAMBOO will scale up promising technologies to be adapted, tested and validated under real production conditions focus on three main innovation pillars: waste heat recovery, electrical flexibility and waste streams valorisation.

Contact us for further info



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Accountability

The BAMBOO website and splash page have been developed by Fondazione iCons with feedback from CIRCE. All the BAMBOO project partners will widely use and exploit the website as main entry point.

2.1.3 Social Networks

The BAMBOO project is present on social networks which are used to promote the project, its objectives, and results. BAMBOO's presence in the social media is expected to boost the outreach of our project's communication and dissemination activities, as it allows to touch base with the audiences that are difficult to reach using other project channels.

BAMBOO has a social media presence on LinkedIn as main social network and on Twitter as well, as complementary channel to reach also the general public and the civil society. The project produces regular posts to keep these online communities interested and informed about BAMBOO, its progress and activities, its upcoming training, workshops, webinars, events and any other relevant activity. This enables the project to establish early on an engaging relationship with groups and LinkedIn pages grounded on the field of the industrial innovation (from an energy, environmental, economic point of view).



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After the launch of the project website, a BAMBOO LinkedIn company page was created and maintained all throughout the duration of the project. Furthermore, in view of tracking the impact of the conversation about the project happening beyond the one under direct ICONS management, the project set an official hashtag, #bambooEU. This is used to monitor any posts about BAMBOO and to gather quantitative and qualitative impact data. Further relevant hashtags, like #industrialflexibility, #industrialinnovation, #energyefficiency among others, are used in the online communication. The Twitter account was opened in March 2019 and posts were regularly published on its board, to do networking, engage with the community, and keep it informed about BAMBOO's progresses.

Accountability

ICONS is responsible for the main part of the social media activities, like posting on social media, following existing ones and monitoring outreach.

The consortium partners are highly encouraged to contribute by joining the community of BAMBOO followers. They are invited to share the project contents from their organizations' channels and use the #bambooEU and further relevant hashtags.

2.1.4 Events

BAMBOO partners participate in a series of networking and clustering events to raise the project's visibility within the stakeholder community.

Mobilization of and networking with key stakeholders and their associations is a key activity of BAMBOO, to raise the audience's attention about the project, boost its outreach and make it easier to build a community able to and interested in replicating and exploiting BAMBOO's solutions.

BAMBOO takes advantage of the existing relation of its partners, tackling those forums, associations, and platforms in which the consortium has an active role. In line with task 11.4, networking activities for the exploitation of synergies will enable BAMBOO project to leverage better results to the scientific and industrial community.

Participation in external events like conferences, fairs, workshops and other external events, is a main responsibility of all BAMBOO's partners. The project will be presented by all partners at most relevant national and international forums, as well as in specific workshops organized in Europe. Reaching out to the stakeholders in person through events can effectively raise the engagement interaction between the project consortium and their professional target audience.



The aim is to disseminate the project results, mobilize stakeholders and establish deep ties with relevant platforms, networks, associations and other related projects. Each partner will do at least 2 presentations in framework of other national events related to process industry. Each partner will follow its own strategy to promote participation, like submitting papers or presentations to be presented in conferences, or by direct contact with national actors coordinating such events (partners themselves or aligned association). At EU level, CIRCE and ICONS will seek the participation into in H2020 info days, brokerage events, SPIRE events, etc.

Partners will notify of the upcoming networking and clustering events they wish to participate on behalf of BAMBOO. These events will be monitored through a regular communication flow happening within the consortium. Examples of these events include the following: conferences, fairs, workshops, roundtables, brokerage events on project related topics, etc. The project's communication products are distributed at these events to aid the partners in promoting about the project's objectives and solutions. Moreover, partners' participation in these events will be featured in the Project Website and in the Social Media Channels to ensure the project's visibility.

Whenever necessary, ICONS will support with the organisation of the BAMBOO events and with their promotion to ensure a harmonised approach.

Pre-selected Conferences and Events:

- Energy Forum
- International Conference on Manufacturing and Industrial Technologies
- Steelmaking Conference & Expo
- Key Energy Fair
- IFAC World Congress
- Furnace Solutions Conference
- International Engineering Fair
- ICPPE
- ICP2T

Accountability

CIRCE is responsible to lead task 12.4 Stakeholders' dialogue, networking and events.

ICONS is responsible for keeping track of all the events in which any one of the BAMBOO partners participate.

ICONS supports CIRCE and partners in organising and promoting the above-mentioned events.



ALL partners will attend and/or organise local, national and international events with the aim to start or strengthen dialogues with relevant stakeholders.

2.1.5 Training and capacity building programmes

This task aims at developing training programs towards professionals and staff in charge of the design and operation of the processes as well as towards other universities, R&D institutes, technology providers, industrial end users and undergraduate students.

In order to support the training and capacity building programs, the following activities will be developed:

- Standard materials related to BAMBOO demonstrations results and lessons learned in real cases will be developed, looking for its straightforward integration in lifelong learning programmes, such as those provided by the project partners.
- Practical workshops will be conducted using the developed materials including the organization of visits to the demonstration sites. These courses will be free of charge and will target both academia and industry. Topics to be covered include numerical modelling, identification of flexibility opportunities, use of BAMBOO tool, providing the tool manual developed in D6.8 as training material, performance monitoring, and economic and environmental impact. The courses will be given by members of the consortium and international experts.
- Online seminars will be held in order to expand the use of the developed material and disseminate the research and demonstration activities carried out within the project.

The partners have strong experience in coordinating research training initiatives, like International Training Networks under H2020, whose methodologies will be used within this task. Moreover, obtaining feedback from potential end users is a critical success factor for market take-up of any innovation. Therefore, this task will also obtain early interactions with future customers with the possibility of testing and validating business model options at the end of the training sessions.

Accountability

TUBS is in charge of the coordination and deployment of this activity. The rest of the partners will support TUBS in the organisation of the training and capacity building programs.



ICONS will support TUBS in the dissemination of the events through the project channels (website and social media channels) and will monitor any relative press and news release.

2.2 Communication and Dissemination formats

To ensure the communication action illustrated in this deliverable generates awareness and acceptance, contents need to be “packaged” and delivered to the target audience in an appropriate communication format. The formats developed for BAMBOO are illustrated in the following paragraphs.

2.2.1 Project brochures, posters and banners

The project graphic materials are used to support the project communication by allowing the BAMBOO partners to use them as an “invitation” during events for stakeholders to engage with. Such materials contain all the information stakeholders need to know regarding the project.

The graphic materials promote the project at selected events providing general information and preliminary results, addressing both technical and non-technical public results. Graphic materials consist of a brochure (two releases), posters and a roll-up.

The first version of the project brochure was produced in April 2019 (M8). It provides the essential information behind the project including its objectives, key actions, the partners involved and contact details.

A second version of the leaflet will be released towards the end of the project, when key results will be available. It will be distributed during workshops and events.

Both versions will be designed in English and according to the project visual identity developed in October 2018 (M2). Also, they will be distributed by BAMBOO partners to the different professional stakeholders during events.

All the project printouts are available on the website in electronic format for downloading. The printable versions are provided to all partners for the distribution during events.

Accountability

The first version of the BAMBOO brochure was available in M8 while the second version of the leaflet will be available towards the end of the project.



Posters and banners will be produced along the project, according to the needs.

ICONS is in charge of the development and the design of the graphic materials. The content is produced in cooperation with the project coordinator CIRCE and the rest of the partners whenever necessary.

2.2.2 Newsletters

As additional communication activity, project newsletters are developed and issued on a regular basis and delivered online to all the people who register on the website.

It is another way to reach out to the BAMBOO professional community and the general public. They are informed about the progress made by the project in the form of articles or news and press releases. Furthermore, they will be invited to participate in project activities like training and workshops.

The newsletter is produced in English and fully respects the visual identity. It is prepared using an HTML format and sent through a dedicated plugin available in the website. The different issues will feature contents such as the latest updates on the project's progress, achievements and activities. To do so, all project partners are asked to send in relevant news and events to be included in the newsletter.

Accountability

ICONS is in charge of developing the contents to be featured in the project newsletters in cooperation with the rest of the BAMBOO consortium.

2.2.3 Press and New releases

BAMBOO press and news releases address the different specific issues or aspects of the project, thereby drawing the stakeholders' and the public's attention towards it. Press releases will be used to communicate the project key milestones, training, events and any other initiative, which is worth bringing up to a selected audience. News releases, on the other hand, have an informal structure of posts and are easily read by the public.

At least 5 press and news releases are set to be released in the duration of the project.



Press releases and news releases will be used to raise everyone's awareness about any occurrence worth disseminating. Both will be published on the project website and the most relevant will be distributed to external online resources and news multipliers (like Cordis.Wire and AlphaGalileo). This will be done to increase the visibility of the project's concrete actions via take up, sharing and re-publishing some of the project's content and cascading them down to the existing audience.

As part of the dissemination format, some interviews with technical partners of the BAMBOO industries will be published and distributed

The consortium will spread the dissemination materials among (inter)national sector/subject specific channels in order to reach, inform and create interest among the pre-defined target groups. These channels are sector magazines, blogs, websites, social media groups/pages and channels of relevant international sector organisations or interest groups.

ICONS will be collecting and monitoring all the information/data needed to produce the news releases.

Accountability

ICONS is the main responsible for producing and distributing press releases and news releases. However, all partners are asked to contribute to producing and distributing press and news releases both in their local language and in English.

All the members of the BAMBOO consortium will be fully aware of interesting aspects related to BAMBOO and will liaise with ICONS by providing them the necessary information to prepare the contents of the press and news releases; ICONS will draft them and take care of their distribution.

Once they are ready, the other members of the consortium will be encouraged to further distribute them through their own portals, newsletters or other appropriate channels.

2.2.4 Press communication kit

A press communication kit (D12.3) was released in M12 to help partners in the elaboration of their press releases, or to help journalists in the elaboration of articles about BAMBOO.

The following materials are included in the press kit:

- Visual identity of the project, to make sure that partners, journalists etc. have the correct information to be consistent with the project identity



- Key visuals expressly designed for BAMBOO
- BAMBOO templates
- Written identity of the project: Descriptions of the project to be used for different requirements.
- Key messages, to help partner identify the correct audience and to communicate in the correct way
- Press release: Information of the project on press format with more detailed information than the written identity.
- BAMBOO brochure
- Presentation video

Partners are asked to send all the appearances of BAMBOO in the press (TV, newspapers, radio, websites. etc.) to WP12 leader, who will gather all the contributions for the elaboration of a final report gathering the results of the dissemination task.

Accountability

ICONS is in charge to release the press communication kit and make it publicly available online to partners and journalists.

Partners will provide copyright free pictures and will use the kit to improve their press and news releases outcomes.

2.2.5 Journalistic articles

Independent journalistic articles will be written by professional journalists. They will cover topics relevant to BAMBOO while keeping in mind the wide range of audiences who will read them.

Four journalistic articles are set to be released in the duration of the project: after an internal survey with partners to collect suggestions about possible topics to investigate through the articles, ICONS decided to dedicate one article per each of the four industries of the project. The first article was published in April 2021 and was dedicated to the steel industry and its path towards the decarbonisation to meet the EU goals. The BAMBOO partner Arcelor Mittal was directly involved in the production of the article.

The journalistic articles will be published on BAMBOO website and promoted on the social media channels. Moreover, they will be widely distributed to the media and information multipliers to address the public at large (including citizens, policy makers, investors, etc.) and to specific portals and industry associations to target a more specific audience.

They are meant to inform and to stimulate interest among the public (as well as the professional community) to raise the public awareness and acceptance of the project's key ideas.



Accountability

Four BAMBOO journalistic articles will be drafted by journalists from the ICONS network. ICONS will also take care of their distribution. Contents will originate either from external sources collected by journalists (during their investigation) or directly from the BAMBOO project.

2.2.6 Scientific publications

Scientific and technical publications will be published and be made available in selected scientific journals and conference proceedings. These will feature all the scientific findings sought out by the academic and technological partners of BAMBOO in the duration of the project.

BAMBOO partners will publish the results (according to the IPR protection strategy and to the GA and the CA) in the scientific literature, dedicated journals and magazines. Results will be also published in partners' and project's channels and promoted through newsletters.

All throughout the project, scientific findings will be published in journals with Open Access requirements. This will promote peer-to-peer dissemination, knowledge sharing and trust between the experts and the scientific community in the relevant field.

News about the release of BAMBOO's scientific and peer-reviewed publications will be shared via its Project Website and its social media channels.

Pre-selected scientific Journals:

- Energy (ISSN: 0360-5442)
- Journal of Cleaner Production (ISSN: 0959-6256)
- Energy Reports (ISSN: 2352-4847)
- Applied Energy (ISSN: 0306-2619)
- Energy Conversion and Management (ISSN: 0196-8904)
- Progress in Energy and Combustion Science (ISSN: 0360-1285)

Two scientific publications were produced in 2020 and 2021, addressing the energy efficiency and flexibility in the process industry, with a focus on the pulp&paper sector.

Accountability

ICONS will keep track of all the scientific and technical publications made by BAMBOO's scientific and technical partners in the duration



of the project. Moreover, ICONS will promote them via the Project Website and social media.

BAMBOO partners are in charge of the production and publication of the scientific papers.

2.2.7 Info packs

Info packs come in the form of fact- and info- sheets or synthetic reports. These are specifically designed for the professional community to learn what BAMBOO has to offer for their field of expertise in an easy-to-read and synthetic manner.

Info packs will enable BAMBOO to package its technical achievements and findings into an easy-to-access document. They will describe the BAMBOO solutions and methods in a synthetic and focussed way with the use of more appealing graphical elements and will be produced on different topics tailoring the communication to the specific target groups.

Info packs will be distributed to registered web users, circulated through the partners' channels, sent out to key associations and promoted via social media.

Accountability

ICONS will be in charge of the development, publication and distribution of BAMBOO's info packs.

Content creation will be done together with the help of CIRCE and the rest of the partners, especially the most technical ones.

2.2.8 Best Practice Book

A Best practices book, in electronic and printable format, will be produced highlighting best practices and lessons learnt and recommendations from the demonstration activities with information tailored for each specific target.

The Best practice book will fully respect the BAMBOO visual identity and will include the main successful stories and best lessons learnt along the project.

It will be publicly available on the website in e-format and widely promoted towards the BAMBOO community. The Best practise book will be printed in 150 copies to be distributed during events and workshops.



Accountability

ICONS will be in charge of the design of BAMBOO's best practice book.

Content creation will be done together with the help of CIRCE and the rest of the partners, especially the most technical ones.

2.2.9 Videos

Online videos aim at increasing the outreach of the project, reaching a higher number of stakeholders and general public by conveying the BAMBOO concept in a catchy and easy-to-understand way.

A brief presentation video (max 1:30 minutes long) was produced to present project's concept, objectives, demonstration activities and expected impacts.

It's available on the website, on BAMBOO YouTube channel and it's been disseminated through BAMBOO social media channels. The video will also be used in training sessions or during the project events. The voice-over is in English with subtitles in the original country languages. The format and structure were agreed by ICONS and CIRCE.

Extracts of the presentation video were used to create a teaser video to promote the training activity and early engage participants from different sectors and with different roles. The video was embedded in a news and distributed to the multiplier to increase its spread. Also, it was posted on BAMBOO social networks and sent to partners for their local dissemination.

Lastly, a final explanatory video focusing on the main results (new resource and energy flexibility solutions implemented) will be produced and distributed. As part of the project's audio-visual strategy, experience videos will also be recorded directly from each partner and uploaded on the YouTube BAMBOO channel and on the website.

Accountability

ICONS is in charge of the design of BAMBOO's project videos. The format of videos will be decided in cooperation with the coordinator CIRCE.

Content creation will be done together with the help of CIRCE and the rest of the partners.

ICONS will distribute the videos, monitor their impact, upload them on the website and YouTube channels and promote them through the project channels.



3 MONITORING OF ENGAGEMENT

The impact of BAMBOO's communication and dissemination products will be measured all throughout the duration of the project. This will be done by monitoring and studying their engagement with their respective target audiences. Online media outreach, in particular, will be calculated using a methodology that relies on automated tools that collect reliable statistics and data. The effectiveness of the training sessions, workshops, capacity buildings programs and events in general will be measured based on the number of attendees and feedback to be collected at the end of each event.

Data on the C&D products and selected channels will be gathered using state-of-the-art monitoring tools. These track the diffusion of the contents online, the visitors of the BAMBOO website, the social media outreach, as well as the number of attendees at specific events.

Google Analytics will be used to assess the performance of the project website, the main communication platform of BAMBOO. It will be used extensively to retrieve available data about the traffic (in terms of the number of views, sessions, and users' behaviour) and the audience it reaches out to.

Press and news releases and journalistic articles will be monitored as well by calculating the outreach generated by the spontaneous take-ups of the BAMBOO content on websites and social media channels. This reporting activity will be done using Nuvi®, social media analytics programs i.e. Twitter Analytics, LinkedIn Insights and YouTube Analytics and data coming from external platforms and multipliers like Alpha Galileo.

The outreach data collected will be able to let us quantify the number of users reached through the project's C&D activities thereby becoming the key input to the Community Engagement Index (CEI). Such an index will measure the actual engagement of the BAMBOO community via the project contents delivered on the internet and the social media. The CEI portrays the univocal relation between any project content available on the web and social media and the actual interactions of online visitors coming across that content. First results and impacts of D&C activities are included in D12.5 - Mid-report on communication and dissemination activities (M21). Further updates will be provided in the later updates.

Lastly, the C&D activities that involve pro-active participation like training sessions, workshops and webinars will also be monitored according to the attendance and the feedback collected after each event.



4 CONCLUSIONS

The channels above and formats in this deliverable will be used during the whole project lifespan. They will ensure maximum awareness, engagement and uptake between professional stakeholders and the general public. Their efficiency and outreach will be monitored periodically thereby allowing the project to understand and fine-tune its contents and the overall C&D strategy over time.



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The logo for BAMBOO, consisting of the word "BAMBOO" in a stylized, green, sans-serif font.

ANNEX 1 - PARTNERS' MEMBERSHIP TO EU PLATFORMS, NETWORKS AND INITIATIVES

PARTNER MEMBERSHIP		
European Platforms / Networks / Initiatives in which the project partners are active members in		
	Key Platforms / Networks / Associations / Initiatives in which partners are members in	International / European / National (please specify)
CIRCE	SPIRE - Sustainable Process Industry in Resource and Energy Efficiency (Funding Members)	European
	BioPlat - Spanish Biomass Technology Platform	National
	EUREC - European Association of Renewable Energy Research Centres	European
	BRDIGE - Cooperation group of Smart Grids and Energy Storage H2020 projects	European
	EASE - European Association for Storage of Energy	European
	EAWE - European Academy of Wind Energy	European
	DHC - District Heating & Cooling European Technology Platform	European
	AVEBIOM - Spanish Biomass Energy Valorization Association	National
	EERA - European Energy Research Alliance (Partners of the Smart Grids, e3s, EEIP & Bioenergy Joint Programmes)	European
	Spanish Concentrated Solar Power Technology Platform	National
	FutuRed - Spanish Technological Platform of Electrical Grids Technical Secretariat	National
	European Technology and Innovation Platform - Batteries Europe	European
	Bio-Based Industries JTI members	International
	EARTO - European Association of Research and Technology Organisations	European
	IEA - International Energy Agency	International
	ETIP-SNET - European Technology and Innovation Platform Smart Networks for Energy Transition (Co-coordinates the Storage Group and takes part in other three groups)	European
	Spanish Energy Efficiency Technology Platform (Technical Secretariat)	National



TUBS	LNI4.0	National
	DENEFF	National
	CIRP	International
	IEEE	International
	EFRA	European
	SPIRE	European
AIT	EERA Energy Efficiency in Industrial Processes	European
	IEA HPP Annex 48 (industrial heat pumps)	International
	RHC platform	European
	CEN standard committee	European
	A SPIRE	European
	EHPA (Member of the Board, Member in various working groups e.g. Industrial and Commercial Heat Pumps)	European
IKL	EERA (JP AMPEA, JP EEIP, ES, SG)	European
	EGVI	European
	RHC Renewable Heating & Cooling European technology Platform	European
	ETIP SNET WG4 "Digitalisation of the electricity system and customer application"	European
CERTH	Coal Advisory Group (CAG) - Research Fund for Coal and Steel (former ECSC)	European
	7th FP - Energy Committee	European
	Advisory Council and Government Group of the Technology Platform for Zero Emissions Power Plants (ZEP)	European
	Biomass Panel - European Technical Platform for Renewable Heating / Cooling	European
	ELOT/TE 66/OE 2 Working Group and Biomass Company ELLEVIOM	National
	Participation in workgroups of Ministry of Environment, Energy & Climate change	National
	European Energy Research Alliance (EERA)	International
	CO2Geonet - The European Network of Excellence on the geological storage of CO2	International
	International Energy Agency -Fluidized Bed Conversion (IEA-FBC)	International
	Carbon Sequestration Leadership Forum (CSLF)	International
	European Association for Coal Industry (EURACOAL)	International
	United Nations Economic Commission for Europe (UNECE)	International
	European Strategy Forum on Research Infrastructures (ESFRI)	International
European Power Plant Suppliers Association (EPPSA)	International	
EI	International Energy Agency	International



	European Sustainable Energy Innovation Alliance	European
	European Council for an Energy Efficient Economy	European
	Cleantech-Cluster	National
	Österreichische Gesellschaft für Agrarökonomie	National
	DECHEMA - Gesellschaft für Chemische Technik und Biotechnologie e.V.	National
N-SIDE		
TURBODEN	SPIRE - Sustainable Process Industry in Resource and Energy Efficiency	European
	EEFIG- Energy Efficiency Financial Institutions Group	European
	Cogen Europe - Cogeneration and energy efficiency policy	European
	Confindustria - Confederation of Italian Industry	National
AMT		
RINA	ETN (European Turbine Network)	European
	ECTP (European Construction Technology Platform)	European
COSMO TECH		
AMIII	WORLDSTEEL	International
	ESTEP	European
	PLATEA	National
TUPRAS	A.SPIRE	International/European
	Tulsa University Delayed Coker Project	International
	European Asphalt Pavement Association (EAPA)	International/European
GM	SME: GREEK MINING ENTERPRISES ASSOCIATION www.sme.gr	National
	SEV: HELLENIC FEDERATION OF ENTERPRISES www.sev.org.gr	National
	EUROMINES www.euromines.org	International
UPM		
SIDENOR	Siderex	National
	Unesid	National
	Platea	National
	Eurofer	European
	ESTEP	European
	SPIRE	European
MAGNA		



ANNEX 2 - PARTNERS' SYNERGIES WITH EU AND LOCAL PLATFORMS, NETWORKS AND INITIATIVES

SYNERGIES		
Synergies with other European and local Platforms / Networks / Initiatives, that the project should cooperate with		
	Key Platforms / Networks / Associations / Initiatives with which the project is going to cooperate with	International / European / National (please specify)
CIRCE	SPIRE	European
TUBS	SYnErgie	National
AIT		
IKL		
CERTH	Biomass Panel - European Technical Platform for Renewable Heating / Cooling	International
EI		
N-SIDE		
TURBODEN	Spire - Sustainable Process Industry in Resource and Energy Efficiency	European
	EEFIG- Energy Efficiency Financial Institutions Group	European
	Cogen Europe - Cogeneration and energy efficiency policy	European
	Confindustria - Confederation of Italian Industry	National
	LE2C - Lombardy Energy Cluster	Regional
AMT		
RINA	Euroheat & Power	European
	European Heat Pump Association	European
	EUREC	European
COSMO TECH		
AMIII	MANUFUTURE-EU	European
TUPRAS		
GM		
UPM		
SIDENOR		
MAGNA		



ANNEX 3 – PARTNERS’ SYNERGIES WITH EU-FUNDED PROJECTS

EU PROJECTS		
Synergies with other EU-funded projects that the project should cooperate with		
	Other EU-funded projects (acronym)	Website (link)
CIRCE	VULKANO	www.vulkano-h2020.eu
	INDUS3ES	www.indus3es.eu
	HARMONI	www.spire2030.eu/harmoni
	S-PARCS	http://sparcs-h2020.eu/
	RETROFEED	https://retrofeed.eu/
	SET4BIO	http://www.set4bio.eu/
	RE4Industry	https://re4industry.eu/
	CORALIS	https://www.coralis-h2020.eu/
TUBS	MEMAN	
	PERFoRM	
	iCareplast	
	EMC2-Factory	
AIT	DryFiciency	www.dryficiency.eu
IKL		
CERTH	Bioenergy retrofits for Europe’s industry (BIOFIT)	www.biofit-h2020.eu (not available yet)
EI	S-PARCS	http://sparcs-h2020.eu/
N-SIDE		
TURBODEN	Tasio	www.tasio-h2020.eu
	Life Whin	n/a
AMT		
RINA	S-PARCS	http://sparcs-h2020.eu/
	PUMP-HEAT	http://www.pumpheat.eu/
	MUSE GRIDS	
	SMILE	http://www.h2020smile.eu/
COSMO TECH		
AMIII		
TUPRAS	CITINES	http://www.citines.com/
	INDUS3ES	http://www.indus3es.eu/



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	SafeAST	https://cordis.europa.eu/project/rcn/199126_en.html
	Iperm	http://ipermeu.eu/
	INTEGROIL	https://integroil.eu/
	FUDIPO	http://fudipo.eu/
GM		
UPM		
SIDENOR		
MAGNA		



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ANNEX 4 - FUTURE KEY EVENTS

EVENTS			
Future key events where the project should participate in or where you intend to participate in representing the project			
	Event	Location	Website
CIRCE	EU Industry Days 2021	online	https://www.euindustrydays.eu/
	EU Green Week 2021	online	https://www.eugreenweek.eu/
	EUSEW 2021	online	https://www.eusew.eu/
TUBS	CIRP Life Cycle Engineering Conference		https://www.cirp.net/
	CIRP Conference on Manufacturing Systems		https://www.cirp.net/
	Hannover Fair	Hannover, Germany	http://www.hannovermesse.de/home
AIT	IEA Heat Pump Conference 2020	Jeju Island, Korea	http://hpc2020.org/
	DKV Tagung (annual german conference on heat pumps)	Germany	https://dkv.org/?id=94
IKL			
CERTH	Renewable Heating / Cooling conferences	TBD	http://www.rhc-platform.org/
EI	intend to participate and represent the project		
	16. Symposium Energy Innovation 2020	Graz, Austria	https://www.tugraz.at/en/events/eninnov2020/home/
	11. Internationale Energiewirtschaftstagung	Vienna, Austria	https://iewt2019.eeg.tuwien.ac.at/blog
	14th Conference on Sustainable Development of Energy, Water and Environment Systems (SDEWES)	Dubrovnik, HR	http://www.dubrovnik2019.sdewes.org/
N-SIDE			



TURBODEN			https://ish.messefrankfurt.com/frankfurt/de.html
AMT			https://www.profoodtech.com/
RINA	EUSEW 2019	Brussels	http://www.eubce.com/
	World Future Energy Summit 2019	Abu Dhabi	https://www.omc2019.it/
	27th European Biomass Conference & Exhibitions	Lisbon	https://www.madeinsteel.it/en/
	OMC 2019: piano eventi RINA	Ravenna	https://www.indtech2018.eu/
	Made in Steel: piano eventi RINA	Milano	https://innova.madeinsteel.it/
	Industrial Technologies 2020: piano eventi RINA	TBD	
	Innova 2019: piano eventi RINA	TBD	
COSMO TECH			
AMIII			
TUPRAS			
GM			
UPM			
SIDENOR			
MAGNA			



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ANNEX 5 - LIST OF JOURNALS THAT CAN BE USED BY BAMBOO

PUBLICATIONS		
List of scientific/technical journals the project can use to meet Open Access requirements (either used by the partners or suggestions). Self-archiving online repositories (green road) or peer-reviewed scientific journals (golden road)		
	JOURNALS for open access publications	GREEN / GOLD
CIRCE	Fuel	Gold
	Combustion and Flame	Gold
	Fuel Processing Technology	Gold
	Energy	Gold
	Applied Energy	Gold
	Energies	Open Access
	Engineering Science and Technology, an International Journal	Open Access
	Journal of Cleaner Production	Gold
	Applied Energy	Gold
	Energy Conversion and Management	Gold
	Progress in Energy and Combustion Science	Gold
	Energy Reports	Open Access
	Applied Thermal Engineering	Gold
	Computers & Chemical Engineering	Gold
	Chemical Engineering Research and Design	Gold
	Energy Strategy Reviews	Open Access
	Case Studies in Thermal Engineering	Open Access
	Energy Reports	Open Access
	International Journal of Hydrogen Energy	Gold
	Neural network	Gold
Engineering applications of artificial intelligence	Gold	
Experimental Thermal and Fluid Science	Gold	
TUBS	Procedia CIRP	Gold
	CIRP Annals (for members only)	Gold
	CIRP Journal of Manufacturing Science and Technology	Gold
	Procedia Manufacturing	Gold



	Applied Energy	Gold
	Energies MDPI	Gold
	Journal of industrial ecology	Gold
	The International Journal of Advanced Manufacturing Technology	Gold
	Journal of Cleaner Production	Gold
	Robotics and Computer-Integrated Manufacturing	Gold
	Progress in Industrial Ecology	Gold
AIT	Applied Energy (ISSN: 0306-2619)	Gold
	Energy (ISSN: 0360-5442)	Gold
	Energy Reports (ISSN: 2352-4847)	Gold
AIT		
IKL		
CERTH	American Journal of Heat and Mass Transfer	
EI	Applied Energy	
	The International Journal of Life Cycle Assessment	
N-SIDE		
TURBODEN		
AMT		
RINA		
COSMO TECH		
AMIII		
TUPRAS		
GM		
UPM		
SIDENOR		
MAGNA		



ANNEX 6 - PARTNERS' COMMUNICATION TOOLS AND CHANNELS

COMMUNICATION TOOLS & CHANNELS

List of communication channels & tools that project partners will use to sustain the communication impact of the project

Partner short name	Your Newsletter (link to subscribe)	Your Website (link)	Your magazines (names and links)	Social media (accounts' names and links)				Other communication channels (names and links)
				Facebook	Twitter	Linkedin	Other	
CIRCE		www.fcirce.es		Fundación CIRCE	@fcirce	Fundación CIRCE LKD	CIRCE YOU	
TUBS	Newsletter TUBS	https://www.tu-braunschweig.de/			PuL_IWF			
	Newsletter IWF	https://www.tu-braunschweig.de/iwf	Portal IWF	Technische Universität Braunschweig	TU-Braunschweig	Technical University of Braunschweig		
AIT		www.ait.ac.at			AIT Twitter	AIT LinkedIn		
IKL	https://www.ikerlan.es/en/newsletter	https://www.ikerlan.es/en/			IKERLAN TW	IKERLAN LKD	IKERLAN YOU	
CERTH	https://www.certh.gr/certh_newsletter.en.aspx	www.certh.gr						



EI		http://www.energieinstitut-linz.at/						http://www.energieinstitut-linz.at/v2/publikationen/energie-info/
N-SIDE								
TURBODEN		https://www.turboden.com/			turboden_ORC	Turboden S.P.A.		
AMT		www.amt-kaelte.com	n/a	AMT	n/a	n/a	n/a	n/a
RINA		https://www.rina.org/en	Innovation +, Renewables +, https://www.rina.org/en/Media/Publications		RINA Twitter	https://www.linkedin.com/company/rina/		
COSMOTECH	https://cosmotech.com/news/	https://cosmotech.com		Cosmotech FB	@cosmotechweb @augmentedintel	Cosmotech LinkedIn	Cosmotech IG	
AMIII		spain.arcelormittal.com	1 Magazine ArcelorMittal Spain (no link. It's an internal one). It's published on a monthly basis, the articles included can be moved to the next issue if needed		ArcelorMittal TW		ArcelorMittal YOU	



TUPRAS		https://www.tupras.com.tr/en/default		https://www.facebook.com/tupras	https://twitter.com/tupras	https://tr.linkedin.com/company/tupras	https://www.instagram.com/tupras	
GM		www.greciamagnesite.com		Grecian Magnesite		Michael Tsoukatos Grecian Magnesite		
UPM								
SIDENOR	Sidenor Newsletter	www.sidenor.com		Sidenor FB	Sidenor TW	Sidenor LKD		
MAGNA								



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