



<b>Project Title</b>	GLycerol to Aviation and Marine prOducts with sUustainable Recycling
<b>Project Type:</b>	RIA Research and Innovation Action
<b>Project Acronym</b>	GLAMOUR
<b>Grant Agreement No.</b>	884197
<b>Duration</b>	48 months
<b>Project Start Date</b>	01-05-2020

## [D7.2] First Dissemination Plan

<b>WP n° and title</b>	WP7 - Dissemination, Communication and Exploitation management
<b>Responsible Author(s)</b>	PNO
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## 1. LIST OF ABBREVIATIONS AND DEFINITIONS

Abbreviation	Definition
DoA	Description of Action
EC	European Commission
H2020	Horizon 2020
D&C	Dissemination and Communication
IFIB	International Forum on Industrial Biotechnology and Bioeconomy
TBD	To be defined

## 2. EXECUTIVE SUMMARY

This deliverable deals with all the activities planned and implemented in order to spread awareness about the GLAMOUR project results, along with their strategic set up. The key point is to make sure that the project's outcomes are widespread to the appropriate target stakeholders, with the most suitable methodology. The report provides an overview of the general targets and is also to be considered as a guide to support the consortium to carry out the D&C activities using the right material and channels.

This document is "living" and "lean". At this stage it is updated with the activities implemented up to M 6 (D7.2 First Dissemination Plan) and it will be further update and completed in M48 (D7.6 Final Dissemination Report) on the basis of the project's evolution and of the acquired new knowledge that will allow adding new dissemination opportunities.

### 3. INTRODUCTION

This document reports on the dissemination and communication activities planned and implemented for creating awareness about the GLAMOUR project and the project results. More specifically, it includes a description of the communication and dissemination strategy used to reach a wide audience, and the channels and tools that will be and have already been used to disseminate objectives and results.

The report includes the activities realised from the start of the project, and the included plan hereafter reported represents a guide to support the consortium partners to plan and carry out the dissemination activities using the right material and channels.

The plan is articulated around 4 objectives:

- To identify the profile of GLAMOUR relevant stakeholders, to explain which methodology has been chosen in order to guarantee their successful engagement;
- To outline, present and purpose the D&C plan;
- To present the realised dissemination material, with some visual example;
- To report the planned and carried out activities by each consortium partner;

The work carried out is to be considered satisfactory considering only the first six months of the start of business and the slowdown caused by Covid-19.

#### 3.1 GLAMOUR PROJECT PRESENTATION

The objective of the GLAMOUR project is the design, scale-up and validation of an integrated process that converts the waste bio-based feedstock such as crude glycerol into aviation and marine diesel fuels. The focus of the project will be a combination of high pressure, auto-thermal reforming/gasification using chemical looping to produce syngas and the integration of Fischer-Tropsch compact reactor integrated with 3D printed structured catalyst. The GLAMOUR process will achieve full conversion of the crude glycerol into synthetic paraffine kerosene (FT-SPK) to be used as jetfuel and into marine diesel oil (MDO) with an energy efficiency of 65% and the remaining gas will be converted into pure CO<sub>2</sub> stream (purity >95%) and extra heat available. These improvements would increase the overall revenue of existing 2nd generation bio-diesel plants reducing the cost for large scale biomass-to-liquid production processes by 35% and the CO<sub>2</sub> emissions up to 70%. The project will focus on the scale up of the two processes to achieve a final TRL5 demonstration for 1000 hours by using 2 kg/h of glycerol in a packed bed chemical looping systems and a downstream FT reactor.

The consortium includes two universities, three large research centres and 5 industries (including SMEs) which will combine fundamental knowledge on gas-solid and catalytic reactions, material design and engineering process design, economics, environmental analysis, societal and policy making decision. In the long term, GLAMOUR could unlock low cost feedstock with cost decrease of 65%, increase the production of biofuel to achieve the overall bio-jet fuel production to move 19% of the EU passengers reducing the CO<sub>2</sub> emissions up to 27 Mt/year and generating a scalable business up to 11 bln/years.

### 3.2 THE PROJECT OBJECTIVES

#### OBJ. 1: Scientific OBJECTIVES

To develop advanced particle and reactor models to describe the conversion glycerol-to-liquids and validate with experimental results at TRL5: - To develop and validate a gas-solid particle and reactor model with the intend to optimise i) the formulation of a multi-functional material and ii) the dynamic reactor operation and heat management for syngas generation in chemical looping process. - To develop and validate a catalytic reactor model for FT synthesis reaction occurring in a 3D-printed catalyst structure in with enhanced heat and mass transfer properties.

#### OBJ. 2: Technical OBJECTIVES

- To select a new formulation and scale-up for a multi-functional material suitable for glycerol chemical looping reforming
- To select and scale-up an enhanced Cobalt-based 3D printed structured catalyst for FT synthesis
- To integrate and demonstrate the glycerol-to-syngas conversion and fuel synthesis in a single process prototype at TRL5 after 1000 hrs of operation in which
- To perform the overall techno-economic analysis and optimisation of the process for full scale applications

#### OBJ. 3: Economic, Market and Business OBJECTIVES

- To assess and the overall economics of the process to reduce the overall cost of production by 25% compared to existing biomass-to-liquid FT based process;
- To identify the existing bio-waste feedstock available and design a GLAMOUR process able to produce FTSPK jet fuel and MDO as additional by-products:
- To implement the business plan of the GLAMOUR process of the entire value chain according to the expected performance of the developed process and the market strategy of the industrial partners and interested stakeholders;

#### OBJ. 4: Environmental OBJECTIVES

- To improve the life cycle environmental sustainability of aviation and marine fuels

#### OBJ. 5: Social and Policy OBJECTIVES

- To improve the social sustainability of bio-fuels
- To inform policy makers and policy development

## 4. GLAMOUR DISSEMINATION STRATEGY

### 4.1 OVERVIEW

Effective communication is essential to reach the goals of the GLAMOUR project and in particular, the long-term goal of increasing the number of autonomous ships unlocking non-technical hurdles for regulatory and social (e.g. acceptance) perspectives. The partners will need keeping all relevant stakeholders informed about the developments in GLAMOUR and, moreover, ensure them that the developed concepts are safe, environment friendly and beneficial for the society

The activities to ensure wide visibility and identification of the project have been planned as part of dissemination campaign. The overall plan in WP7 foresees:

- The design of the GLAMOUR brand identity (i.e. logo);
- The realization and distribution of dissemination materials such as: website, brochures, template for project documents and power point presentation, poster, videos, roll-up, etc.;
- The planning & participation in relevant events, exhibitions, workshops, specialized international meetings, etc.;
- The usage of Market and Stakeholders analyses as a means to improve the outreach among interested and relevant stakeholders;
- The launch of a media campaign made of public relations, featured articles in magazines, e-journals, forums, mailing lists, press releases, social networks etc.;
- Establishing synergies with other projects, to help extend the scope of dissemination results to new fields in both National and international domains;
- To guarantee synergy with relevant EU platforms.

The dissemination activities are being conducted keeping all consortium partners engaged. The partner responsible for dissemination and communication activities is CIAOTECH, which is continuously working to ensure proper information to support the full communication of the project results. The partners have been constantly involved to define and plan dissemination efforts in order to provide a structured and dynamic approach to the communication of the project results.

### 4.2 CHANNELS

GLAMOUR is deploying different dissemination techniques through various communication channels. These include:

- The professional design, production, and distribution/promotion of GLAMOUR dissemination material (website, brochures, power point presentation, video, reusable illustrations etc.). These materials will be distributed at designated conferences, workshops, or EC events attended by GLAMOUR partners and external stakeholders. The dissemination materials are distributed in electronic format by email to interested parties and it is accessible on the project management website.
- The presentation of GLAMOUR at relevant events such as: conferences, exhibitions, poster sessions, workshops, communication material distribution opportunities, etc. The search for events has started at the beginning of the project, it is currently ongoing, and it will continue till the end of project. The results of the research are posted on the project website in order to promote an active participation by both partners and contacts.



- Joint initiatives and the exchange of information with other major international players in the field.
- Use of social media channels (LinkedIn, Twitter) to expand the network of professionals and companies connecting and being informed about the project for creating awareness about GLAMOUR and its results. More specifically, it includes a description of the communication and dissemination strategy used to reach a wide audience, and the channels and tools that will be and have already been used to disseminate the project objectives and results. It also summarizes the main exploitation routes that have been identified so far.

The report includes the activities realized from the beginning of the project up to date and it will be update at the end of the project (M48).

This document is articulated around 6 objectives:

- To outline, present and purpose of the dissemination, communication and exploitation plan;
- To relate to the GLAMOUR relevant stakeholders, to explain which methodology has been chosen in order to guarantee their successful engagement;
- To present the dissemination materials that have been realized and the ones planned, presenting also some visual examples;
- To report the activities carried out and planned by each consortium partner including conferences, press release, presentations and papers;
- To report the main successful exploitation activities.

This plan, as mentioned, presents the first results of the D&C activities.

#### 4.3 PROJECT STAKEHOLDERS AND TARGET GROUPS

The main identified target groups that will be addressed, coherently with the stakeholder analysis, are the Innovators, Investors and Business Drivers in the global GLAMOUR supply chain, which can be classified as profit and non-profit stakeholders. More in detail, the target group for the dissemination activities, as also classified reported below :

**Companies:** who are driving successful innovations in the field of conversion of bio-waste into jetfuel and marine diesel oil.

**Researchers:** scientific community developing synergistic or complementary technologies as part of the development and demonstration of a new concept of technologies to support the use of sustainable biomass in a circular economy;

**Wide audience and policy makers:** examples are associations with a high potential for reaching regional or national stakeholders, policy makers involved in the introduction of a system that develops new efficient and low cost methods to convert glycerol or more generally biomass raw materials into jet and marine bunkering fuels. All this will result in a reduction of CO<sub>2</sub> that must be reduced by 50% by 2050 compared to today's levels.

## 4.4 DISSEMINATION AND COMMUNICATION MATERIAL AND TOOLS

### 4.1.1 PROJECT IDENTITY

The dissemination of the project information and results begins with the project visibility. To achieve maximum visibility, the project needs a personality.

The project identity is linked with a graphically coherent and consistent representation of the GLAMOUR logo on project dissemination materials and documentation. It's necessary that every event, presentation, newsletter, deliverable, brochure, etc. make use of this image and be consistent with its style.

The logo will make the project recognizable as it defines its identity for the whole project duration. It's used in every document produced within the project context and in every kind of contact to the external environment.



Figure 1. GLAMOUR logo

### 4.1.2 EU GUIDELINES AND TEMPLATES IN THE GLAMOUR COMMUNICATION

The project brand and style will be used in every event, presentation, newsletter, deliverable, brochure, in addition to the Acknowledgement of EU funding. As stated in the Grant Agreement, any dissemination of results (in any form, including electronic) must be compliant to the usage of the EU logo and the rules concerning the acknowledgement of EU funding. Therefore, the GLAMOUR partners have elaborated dissemination material which:

(a) display the correct EU emblem (Figure 2)

(b) include the following text:

“This project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme under grant agreement No 884197”.

Partners are aware that when displayed together with another logo, the EU emblem must have appropriate prominence. The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana.



Figure 2. The EU Emblem to use in dissemination / communication activities

The GLAMOUR templates for internal and public documents, i.e. presentations for both, public and restricted events, deliverable, reports, brochures, newsletter have been realized.

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Duration	48 months
Project Start Date	01-05-2020
<p>[Dx.x] Title of the deliverable</p>	
WP.n° and title	WPx - Title of the workpackage
Responsible Author(s)	Short name of beneficiary responsible (Ex: ENQ)
Contributor(s)	Short name of beneficiaries contributing (Ex: ENQ, all partners, etc.)
Dissemination Level	Ex: PU, RE
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 884197	

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Actual delivery date	GG/MM/YYYY (MONTH, i.e. M2)		
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Type: Report, Website, Other, Ethics	PLEASE INDICATE		

DOCUMENT HISTORY			
Version	Date (MM/DD/YYYY)	Created/Amended by	Changes
01			
02			

QUALITY CHECK REVIEW	
Reviewer (s)	Main changes
Name LASTNAME	Shortly describe

Figure 3. GLAMOUR deliverable template



Figure 4. GLAMOUR PowerPoint template

The whole consortium will promote the GLAMOUR project and its results by providing targeted information to multiple audiences in a strategic and effective manner.

#### 4.1.2.1 PROJECT POSTER

A poster displaying the general information about GLAMOUR was released and it was conceived as a flexible tool easy to be adapted to many different contexts (events, conferences, exhibitions) and in compliance with ad hoc partners' requests.

[www.glamour-project.eu](http://www.glamour-project.eu)

GLycerol to Aviation and Marine prOducts with sUustainable Recycling

### PROJECT

GLAMOUR aims at demonstrating the conversion of bio-waste feedstock such as glycerol into jetfuel and marine diesel oil by combining two technologies: Syngas generation with inherent CO<sub>2</sub> removal using gas solid reactions. Compact Fischer-Tropsch process with 3D printed catalyst.

### OBJECTIVES

The objective of the GLAMOUR is the design, scale-up and validation of an integrated process that converts the waste bio-based feedstock such as crude glycerol into aviation and marine diesel fuels. The GLAMOUR process will achieve full conversion of the crude glycerol into synthetic paraffine kerosene (FTSPK) to be used as jetfuel and into marine diesel oil (MDO) with an energy efficiency of 65% and the remaining gas will be converted into pure CO<sub>2</sub> stream (purity >95%) and extra heat available.

### IMPACT

GLAMOUR has the potential to:

- Produce advanced biofuel from new bio-waste and low-grade feedstocks, with a potential cost decrease higher than 35% compared to other benchmark technologies.
- Scale-up the biofuel supply, to decrease emissions equivalent to the 15% of aviation-based GHGs in EU, over a 10 years perspective.
- Generate a scalable business up to 11 bln /year in EU thereof.

### CONSORTIUM

### CONTACT US

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[linkedin.com/company/glamour-horizon-2020](https://www.linkedin.com/company/glamour-horizon-2020)

[twitter.com/GlamourH2020](https://twitter.com/GlamourH2020)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 884197. This poster reflects only the author's view and that the European Commission is not responsible for any use that may be made of the information it contains.

Figure 5. GLAMOUR poster

### 4.1.3 PRESS RELEASES

Short press releases and news announcing the project progresses, updates, news, relevant participation to the main events will be periodically prepared and spread through the channels reported in paragraph 4.2, by using the most famous social media channels as well as the partners' corporate websites. Analytic information about all the press releases produced in the framework of the implementation of the dissemination and communication activities are further detailed in the partners dissemination tables attached to this report.

## GLAMOUR joined IFIB2020

📅 12/10/20

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GLAMOUR sponsored and joined **IFIB2020**, the International Forum on Industrial Biotechnology and Bioeconomy, which took place in Rome, from 1<sup>st</sup> to 2<sup>nd</sup> October 2020.

The event, held both physical and digital due to COVID-19 outbreak, represented the perfect opportunity to find potential partners for collaborations, business development, licensing agreements, joint ventures, research projects, exchange of experiences and partnership opportunities.

In this unique framework, the project was presented in the online poster session in front of stakeholders and key players of the European bio-based sector, where the objectives and aims of GLAMOUR were displayed.




Figure 6: News on GLAMOUR Project Website

News Monday, October 5, 2020

## BIOBESTicide, FARMYNG and GLAMOUR projects sponsored and joined IFIB2020



BIOBESTicide, FARMYNG and GLAMOUR projects sponsored and participated in **IFIB2020**, the International Forum on Industrial Biotechnology and Bioeconomy, which was held in Rome, from 1<sup>st</sup> to 2<sup>nd</sup> of October 2020, and gathered Universities, R&D companies, service and consulting agencies, biotech industry, start-ups and bio-based research projects.

The projects were presented during the online poster session organized in the framework of the agenda and their objectives and aims were displayed in front of many key actors and stakeholders of the European bio-based sector.

BIOBESTicide, FARMYNG and GLAMOUR also participated in *The Circular Bioeconomy in the Frame of the Green New Deal* round table, which took place on Friday, 2nd October 2020. [CiaoTech](#), leader of the Dissemination & Communication activities of the projects, presented the latest results and progresses achieved by each EU and BBI JU funded initiatives in front of investors and innovation experts involved in the circular bioeconomy field.

[« Back to all News »](#)





Figure 7: News on Innovation Place website

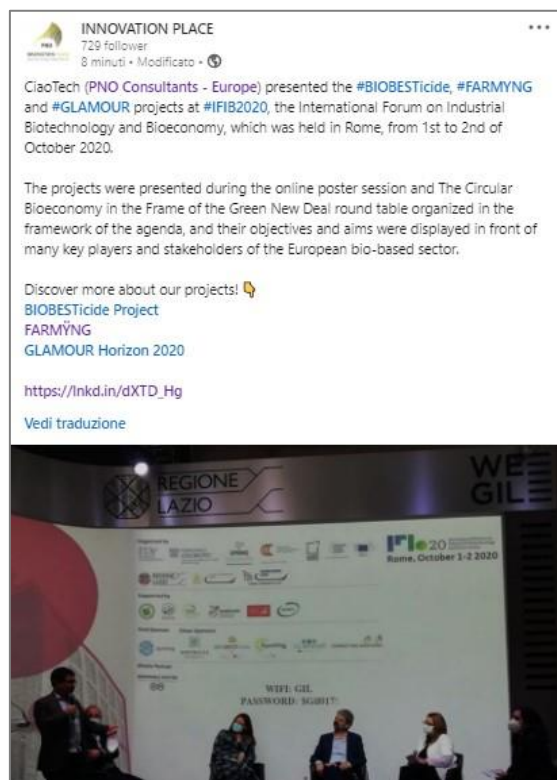


Figure 8: Post on Innovation Place LinkedIn Account

#### 4.1.4 NEWSLETTER

The following table describes the project newsletters to be realised during the project lifetime.

This plan is however flexible, and it will be tuned on the specific communication and dissemination needs of GLAMOUR activities, to better adapted to results. If necessary, specific special release will be prepared on a specific news or topic.

Table 1. Newsletters

Newsletter number	Month	Issues of the newsletter	Date of publication
1	6	GLAMOUR consortium partners presentation	October 2020
2	12	GLAMOUR first year results	April 2021
3	18	TBD	October 2021
4	24	Update on GLAMOUR progresses	April 2022
5	30	TBD	October 2022
6	36	TBD	April 2023
7	42	TBD	October 2023
8	48	GLAMOUR final results	April 2024

The first issue of the GLAMOUR newsletter is published by the end October 2020 (M6) and it will focus on the official presentation of the project and the consortium.

## 4.2 DISSEMINATION CHANNELS

The most important social media used in GLAMOUR are summarized in Table 2.

Table 2. Dissemination Channels

Channels	Link	Number of users
<b>GLAMOUR website</b>	<a href="https://www.glamour-project.eu/">https://www.glamour-project.eu/</a>	/
<b>GLAMOUR LinkedIn Profile</b>	<a href="https://www.linkedin.com/company/glamour-horizon-2020/?viewAsMember=true">https://www.linkedin.com/company/glamour-horizon-2020/?viewAsMember=true</a>	111
<b>GLAMOUR Twitter Account</b>	<a href="https://twitter.com/home">https://twitter.com/home</a>	/

In particular, the most important web dissemination channel can be represented by:

- GLAMOUR website (see deliverable D7.1 for detailed description)
- The world's most famous social networks: LinkedIn and Twitter.

Each partner is responsible for disseminating and communicating project information and results in compliance with the EC obligations in the frame of EU funded projects and must play an active role within the D&C tasks, involving also corporate social media accounts (like, follows, repost..) and partners' websites and platforms.

- Partner websites and social media, reported in the table below



Table 3: Partner Social Media Channels

PARTNER NAME	Channel	Link channel	Social Media Channel	Link Social Media Channel
CIAOTECH	<i>Innovation Place</i>	<a href="https://www.innovationplace.eu/">https://www.innovationplace.eu/</a>	<i>LinkedIn</i>	<a href="https://www.linkedin.com/company/innovation-place/">https://www.linkedin.com/company/innovation-place/</a> <a href="https://www.linkedin.com/company/pnoconsultantseurope/">https://www.linkedin.com/company/pnoconsultantseurope/</a>
	<i>Ricerca e Innovazione</i>	<a href="https://www.ricercaeinnovazione.it/">https://www.ricercaeinnovazione.it/</a>	<i>Twitter</i>	<a href="https://twitter.com/INNOVATION_PL">https://twitter.com/INNOVATION_PL</a> <a href="https://twitter.com/PnoEurope">https://twitter.com/PnoEurope</a> <a href="https://twitter.com/PNO_IT">https://twitter.com/PNO_IT</a>
UNIMAN	CEAS Department	<a href="https://www.ceas.manchester.ac.uk/">https://www.ceas.manchester.ac.uk/</a>	<i>Twitter</i> <i>Blog</i> <i>CEAS</i> <i>News</i> <i>Feed</i>	<a href="https://twitter.com/ChemEngManUni">https://twitter.com/ChemEngManUni</a> <a href="https://www.mub.eps.manchester.ac.uk/ceasblog/">https://www.mub.eps.manchester.ac.uk/ceasblog/</a> <a href="https://www.ceas.manchester.ac.uk/about/news/">https://www.ceas.manchester.ac.uk/about/news/</a>
	FSE Faculty University	<a href="https://www.se.manchester.ac.uk/">https://www.se.manchester.ac.uk/</a>	<i>Twitter</i> <i>YouTube</i> <i>LinkedIn</i> <i>FSE</i> <i>News</i> <i>Feed</i>	<a href="https://twitter.com/UoMStaffNet/">https://twitter.com/UoMStaffNet/</a> <a href="https://www.youtube.com/channel/UCb8fvnW_oO5EsjV1X3ENS6g">https://www.youtube.com/channel/UCb8fvnW_oO5EsjV1X3ENS6g</a> <a href="https://www.linkedin.com/school/university-of-manchester/">https://www.linkedin.com/school/university-of-manchester/</a> <a href="https://www.se.manchester.ac.uk/about-us/news-and-events/">https://www.se.manchester.ac.uk/about-us/news-and-events/</a>
TUE	TUE website	<a href="http://www.tue.nl/spe">http://www.tue.nl/spe</a>	<i>LinkedIn</i>	<a href="https://www.linkedin.com/school/eindhoven-university-of-technology/">https://www.linkedin.com/school/eindhoven-university-of-technology/</a>
TNO	TNO website news	<a href="https://www.tno.nl/nl/over-tno/nieuws/">https://www.tno.nl/nl/over-tno/nieuws/</a>	/	/
CSIC	CSIC website	<a href="https://www.csic.es">https://www.csic.es</a> <a href="https://www.icb.csic.es/">https://www.icb.csic.es/</a>	<i>Twitter</i>	<a href="https://twitter.com/ICB_CSIC">https://twitter.com/ICB_CSIC</a> <a href="https://twitter.com/ptimobility2030">https://twitter.com/ptimobility2030</a> <a href="https://twitter.com/AragonCsic">https://twitter.com/AragonCsic</a> <a href="https://twitter.com/CSIC">https://twitter.com/CSIC</a>
VITO	VITO website	<a href="https://vito.be/en">https://vito.be/en</a>	<i>Twitter</i> <i>Facebook</i> <i>LinkedIn</i>	<a href="https://twitter.com/VITObelgium">https://twitter.com/VITObelgium</a> <a href="https://www.facebook.com/VITObelgium">https://www.facebook.com/VITObelgium</a> <a href="https://www.linkedin.com/company/vito/">https://www.linkedin.com/company/vito/</a>
SINI	SINI website	<a href="https://www.siirtecnigi.com/">https://www.siirtecnigi.com/</a>	<i>LinkedIn</i>	<a href="https://www.linkedin.com/company/siirtec-nigi/">https://www.linkedin.com/company/siirtec-nigi/</a>
ARGENT	ARGENT website	<a href="https://argentenergy.com/">https://argentenergy.com/</a>	<i>LinkedIn</i>	<a href="https://www.linkedin.com/company/argent-energy-netherlands/">https://www.linkedin.com/company/argent-energy-netherlands/</a>

<b>INERATEC</b>	IC Website	<a href="https://www.ineratec.com">https://www.ineratec.com</a>	Twitter, LinkedIn	<a href="https://www.linkedin.com/company/ineratec/">https://www.linkedin.com/company/ineratec/</a> <a href="https://twitter.com/INERATEC_global">https://twitter.com/INERATEC_global</a>
<b>C&amp;CS</b>	C&CS web site	<a href="https://www.candcs.eu/service/fe.html">https://www.candcs.eu/service/fe.html</a>	/	/

For the dissemination of information about GLAMOUR it is necessary to create a solid network among all Partners and to exchange news and interesting events. This is the most effective system to make known the work being done for GLAMOUR.

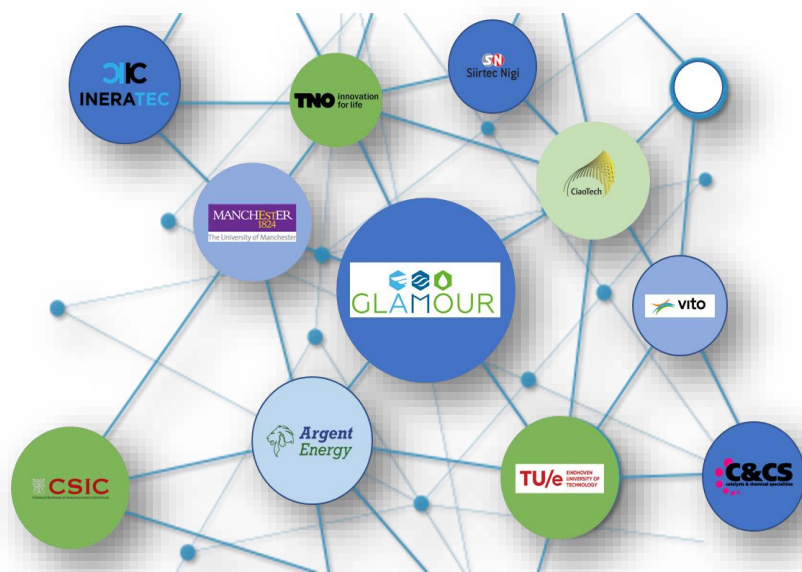


Figure 9. Network between GLAMOUR and Partners

### 4.3 WEBSITE

The GLAMOUR website has been described in D7.1. The Web Site, available at the URL <https://www.glamour-project.eu/> represents the most effective communication tool of the GLAMOUR project to:

- ⇒ **inform** all the stakeholders and general public about the aim and objectives of the GLAMOUR project;
- ⇒ **disseminate** project's activities and initiatives, including public deliverables;
- ⇒ **collect**, store and distribute information related to project results, via news and public deliverables that will be downloadable.
- ⇒ invite external sources to **interact** in order to build and to facilitate business development activities.

The GLAMOUR Website is available in English and is composed of the main areas described in the following picture:

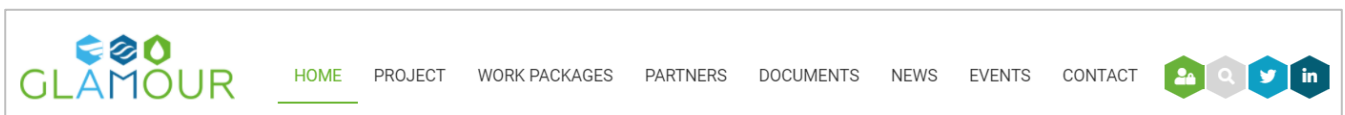


Figure 10: GLAMOUR website main menu

## 5. PARTNER DISSEMINATION

Partners are requested to maintain an active participation within the dissemination strategy. Proactive and balanced levels of participation will have profound effects throughout the whole project and will guarantee that the dissemination techniques are applied to the fullest possible extent. CIAOTECH as leader of the dissemination activities will distribute the Dissemination Tables to each partner in order to collect and monitor dissemination progress. Each table summarizes the dissemination activities that have been attended during the project. In the next chapter the contribution collected from each partner are presented.

### 5.1 INDIVIDUAL PARTNERS DISSEMINATION TABLE

The tables below report the dissemination activities achieved at partner's level during the period from M1 to M6 (i.e. 1<sup>st</sup> May to 31<sup>st</sup> October 2020).



## The University of Manchester

**Description of other dissemination activities (press releases, news, posts on social media accounts and corporate websites, nonscientific publications, etc.) realized:**

Type of activities	Main leader	Title	Date	Place	Type of audience	Size of audience	Countries addressed	Link to the website
Press release – University of Manchester <i>(other)</i>	UNIMAN	New sustainable fuels H2020 project headed by CEAS academics	26/05/2020	University of Manchester website	General audience	1000 ca	UK	<a href="https://www.manchester.ac.uk/discover/news/new-sustainable-fuels-h2020-project-headed-by-ceas-academics/">https://www.manchester.ac.uk/discover/news/new-sustainable-fuels-h2020-project-headed-by-ceas-academics/</a>
Press release interview – Department Blog <i>(other)</i>	UNIMAN	Vincenzo Spallina on GLAMOUR	08/06/2020	Department website	General audience of students and academics in chem eng	1000 ca	UK	<a href="https://www.mub.eps.manchester.ac.uk/ceasblog/2020/06/08/vincenzo-spallina-on-glamour/">https://www.mub.eps.manchester.ac.uk/ceasblog/2020/06/08/vincenzo-spallina-on-glamour/</a>

In accordance with what stated in the first table dedicated to the event, please specify the number of Dissemination and Communication activities linked to the project for each of the following categories

Other	2
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Specify the estimated number of persons reached, in the context of all dissemination and communication activities, in each of the following categories

Industry	100
Civil Society	50
General Public	>1000



Argent Energy

Description of other dissemination activities (press releases, news, posts on social media accounts and corporate websites, nonscientific publications, etc.) realized:

Type of activities:	Main leader	Title of the event	Date	Place	Type of audience involved	Size of audience involved	Countries addressed	Link to the website	Flyers distributed
Guest Lecture (other type of event)	Argent Energy	Renewable and Sustainable Energy Lectures	21st October 2020	Online – University of Glasgow	Engineering students	200	UK	<a href="https://www.gla.ac.uk/postgraduate/taught/sustainableenergy/">https://www.gla.ac.uk/postgraduate/taught/sustainableenergy/</a>	/

**Description of future events and/or other actions already planned:**

Type of activities	Main leader	Title	Date	Place	Type of audience	Size of audience	Countries addressed	Link to the website
Scotland's Countdown to COP26	Argent Energy	The Role of Biofuels in pathways to Net Zero	3rd November	Online Conference	General Public, academics, industry	1000s	UK	<a href="http://newsquestscotlandevents.com/events/cop26/">http://newsquestscotlandevents.com/events/cop26/</a>

**In accordance with what stated in the first table dedicated to the event, please specify the number of Dissemination and Communication activities linked to the project for each of the following categories**

Participation to an Event other than a Conference or a Workshop	1
-----------------------------------------------------------------	---

**Specify the estimated number of persons reached, in the context of all dissemination and communication activities, in each of the following categories**

Scientific Community (Higher Education, Research)	200
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## CIAOTECH

**Description of dissemination events attended (conference, workshop, pitch, brokerage, jointly H2020 event, fair, exhibition, training, other type of event):**

Type of activities:	Main leader	Title of the event	Date	Place	Type of audience involved	Size of audience involved	Countries addressed	Link to the website	Flyers distributed
Participation in a Conference (poster)	CIAOTECH	IFIB 2020	1-2 October 2020	Rome, Italy / Online			Europe	<a href="https://ifibwebsite.com/">https://ifibwebsite.com/</a>	/

**Description of other dissemination activities (press releases, news, posts on social media accounts and corporate websites, nonscientific publications, etc.) realized:**

Type of activities	Main leader	Title	Date	Place	Type of audience	Size of audience	Countries addressed	Link to the website
News on the website	CIAOTECH	GLAMOUR project launched	4 May 2020	Innovation Place web portal	Companies/ Research organizations/ Industrial associations	15.000	Europe	<a href="https://www.innovationplace.eu/news/glamour-project-launched">https://www.innovationplace.eu/news/glamour-project-launched</a>
News on the website	CIAOTECH	GLAMOUR: un nuovo progetto per CiaeTech	4 May 2020	Ricerca e Innovazione web portal	Companies/ Research organizations/ Industrial associations	6000	Italy	<a href="https://www.ricercaeinnovazione.it/news/glamour-un-nuovo-progetto-per-ciaeotech">https://www.ricercaeinnovazione.it/news/glamour-un-nuovo-progetto-per-ciaeotech</a>


Post on LinkedIn	CIAOTECH	GLAMOUR project launched	4 May 2020	LinkedIn (Innovation Place account)	Companies/ Research organizations/ Industrial associations/general public	584	Europe	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6663008181511311360">https://www.linkedin.com/feed/update/urn:li:activity:6663008181511311360</a>
Tweet on Twitter	CIAOTECH	GLAMOUR project launched	4 May 2020	Twitter (Innovation Place account: @INNOVATION_PL)	Companies/ Research organizations/ Industrial associations/general public	436	Europe	<a href="https://twitter.com/INNOVATION_PL/status/1257246357456388096">https://twitter.com/INNOVATION_PL/status/1257246357456388096</a>
Tweet on Twitter	CIAOTECH	GLAMOUR: un nuovo progetto per CiaoTech	4 May 2020	Twitter (CiaoTech account: @PNO_IT)	Companies/ Research organizations/ Industrial associations/general public	223	Italy	<a href="https://twitter.com/PNO_IT/status/1257252970485317632">https://twitter.com/PNO_IT/status/1257252970485317632</a>
News on Website	CIAOTECH	GLAMOUR will participate in IFIB 2020	21/09/2020	GLAMOUR Project Website	Companies/ Research organizations/ Industrial associations		Europe	<a href="https://www.glamour-project.eu/news/glamour-will-participate-in-ifib-2020/">https://www.glamour-project.eu/news/glamour-will-participate-in-ifib-2020/</a>
Post on LinkedIn	CIAOTECH	GLAMOUR will participate in #IFIB2020, the International Forum on Industrial Biotechnology and Bioeconomy! The project, which is sponsoring the event, will	21/09/2020	GLAMOUR LinkedIn Account	Companies/ Research organizations/ Industrial associations	110	Europe	<a href="https://www.linkedin.com/posts/glamour-horizon-2020-glamour-will-participate-in-ifib-2020-glamour-activity-">https://www.linkedin.com/posts/glamour-horizon-2020-glamour-will-participate-in-ifib-2020-glamour-activity-</a>



		<p>be presented to the stakeholders and key actors of the bioeconomy and industrial biotechnology fields during the poster session.</p> <p><a href="https://lnkd.in/d4pvNFB">https://lnkd.in/d4pvNFB</a></p>						<p><a href="https://www.linkedin.com/company/glamour-h2020/">6713752756202545152-A_Fr</a></p>
Tweet on Twitter	CIAOTECH	<p>GLAMOUR will participate in the International Forum on Industrial Biotechnology and Bioeconomy!</p> <p>The project, also sponsor of the event, will be presented in the poster session Right pointing backhand index <a href="https://tinyurl.com/y5j5dnsb">https://tinyurl.com/y5j5dnsb</a></p> <p>#IFIB2020 #H2020 #innovation</p>	21/09/2020	GLAMOUR Twitter Account	Companies/ Research organizations/ Industrial associations		Europe	<p><a href="https://twitter.com/GlamourH2020/status/1307994325582843906">https://twitter.com/GlamourH2020/status/1307994325582843906</a></p>
Post on LinkedIn	CIAOTECH	<p>The GLAMOUR poster is now available on the project website!</p> <p>Visit the documents page and download it here: <a href="https://lnkd.in/dYHkGKk">https://lnkd.in/dYHkGKk</a></p>	22/09/2020	GLAMOUR LinkedIn Account	Companies/ Research organizations/ Industrial associations	110	Europe	<p><a href="https://www.linkedin.com/posts/glamour-horizon-2020-glamour-project-poster-activity-6714100618220326912-RvZl">https://www.linkedin.com/posts/glamour-horizon-2020-glamour-project-poster-activity-6714100618220326912-RvZl</a></p>

News on Website	CIAOTECH	The GLAMOUR Project will be presented at IFIB 2020	24/09/2020	Innovation Place Website	Companies/ Research organizations/ Industrial associations	>10000	Europe	<a href="https://www.innovationplace.eu/news/the-glamour-project-will-be-presented-at-ifib-2020">https://www.innovationplace.eu/news/the-glamour-project-will-be-presented-at-ifib-2020</a>
News on Website	CIAOTECH	Il Progetto GLAMOUR sarà presentato ad IFIB 2020	24/09/2020	Ricerca&Innovazione Place Website	Companies/ Research organizations/ Industrial associations	>6000	Italy	<a href="https://www.ricercaeinnovazione.it/news/il-progetto-glamour-sara-presentato-ad-ifib-2020">https://www.ricercaeinnovazione.it/news/il-progetto-glamour-sara-presentato-ad-ifib-2020</a>
Post on LinkedIn	CIAOTECH	GLAMOUR Horizon 2020 will join #IFIB2020!	24/09/2020	Innovation Place LinkedIn Account	Companies/ Research organizations/ Industrial associations		Europe	<a href="https://www.linkedin.com/posts/innovation-place_glamour-will-participate-in-ifib-2020-glamour-activity-6714845690943553536-vqYY">https://www.linkedin.com/posts/innovation-place_glamour-will-participate-in-ifib-2020-glamour-activity-6714845690943553536-vqYY</a>
Tweet on Twitter	CIAOTECH	@GlamourH2020 will join #IFIB2020!  The project, sponsor of the event, will be presented in the International Forum on Industrial Biotechnology and Bioeconomy, from 1st to 2nd October 2020.	24/09/2020	Innovation Place Twitter Account	Companies/ Research organizations/ Industrial associations	455	Europe	<a href="https://twitter.com/INNOVATION_PL/status/1309081395676016641">https://twitter.com/INNOVATION_PL/status/1309081395676016641</a>

News on Website	CIAOTECH	BIOBESTicide, FARMYNG and GLAMOUR projects sponsored and joined IFIB2020	05/10/2020	Innovation Place Website	Companies/ Research organizations/ Industrial associations	>15000	Europe	<a href="https://www.innovationplace.eu/news/biobesticide-farmyng-and-glamour-projects-sponsored-and-joined-ifib2020">https://www.innovationplace.eu/news/biobesticide-farmyng-and-glamour-projects-sponsored-and-joined-ifib2020</a>
News on Website	CIAOTECH	I progetti BIOBESTicide, FARMYNG e GLAMOUR sponsors di IFIB2020	05/10/2020	Ricerca&Innovazione Website	Companies/ Research organizations/ Industrial associations	<6000	Italy	<a href="https://www.ricercaeinnovazione.it/news/i-progetti-biobesticide-farmyng-e-glamour-sponsors-di-ifib2020">https://www.ricercaeinnovazione.it/news/i-progetti-biobesticide-farmyng-e-glamour-sponsors-di-ifib2020</a>
Post on LinkedIn	CIAOTECH	CiaoTech (PNO Consultants - Europe) presented the #BIOBESTicide, #FARMYNG and #GLAMOUR projects at #IFIB2020, the International Forum on Industrial Biotechnology and Bioeconomy, which was held in Rome, from 1st to 2nd of October 2020.  The projects were presented during the online poster session and The Circular Bioeconomy	05/10/2020	Innovation Place LinkedIn Account	Companies/ Research organizations/ Industrial associations	729	Europe	<a href="https://www.linkedin.com/posts/innovation-place_biobesticide-farmyng-glamour-activity-6718798260259061760-6RPj">https://www.linkedin.com/posts/innovation-place_biobesticide-farmyng-glamour-activity-6718798260259061760-6RPj</a>

		<p>in the Frame of the Green New Deal round table organized in the framework of the agenda, and their objectives and aims were displayed in front of many key players and stakeholders of the European bio-based sector.</p> <p>Discover more about our projects! </p> <p>BIOBESTicide Project</p> <p>FARMYNG</p> <p>GLAMOUR Horizon 2020</p>						
Tweet on Twitter	CIAOTECH	<p>@PNO_IT presented @biobesticide, @FARMYNG_EU and @GlamourH2020 projects at #IFIB2020: the international conference and brokerage event devoted to R&amp;D in the #bioeconomy and industrial #biotechnology fields! Right pointing</p>	05/10/2020	Innovation Place Twitter Account	Companies/ Research organizations/ Industrial associations	455	Europe	<a href="https://twitter.com/INNOVATION_PL/status/1313033846519201793">https://twitter.com/INNOVATION_PL/status/1313033846519201793</a>

		backhand indexhttps://tinyurl.com/y6 xs8b3g #H2020 #BBI #BBIJU						
News on Website	CIAOTECH	Event update	06/10/2020	GLAMOUR Project Website	Companies/ Research organizations/ Industrial associations		Europe	<a href="https://www.glamour-project.eu/events/ecomondo-2020/">https://www.glamour-project.eu/events/ecomondo-2020/</a>
News on Newsletter	CIAOTECH	BIOBESTicide, FARMYNG and GLAMOUR projects sponsored and joined IFIB2020	08/10/20	Innovation Place Newsletter	Companies/ Research organizations/ Industrial associations	<1500 0	Europe	
News on Newsletter	CIAOTECH	I progetti BIOBESTicide, FARMYNG e GLAMOUR sponsors di IFIB2020	08/10/20	Ricerca&In novazione Newsletter	Companies/ Research organizations/ Industrial associations	>6000	Italy	
News on Website	CIAOTECH	GLAMOUR joined IFIB2020	12/10/2020	GLAMOUR Project Website	Companies/ Research organizations/ Industrial associations		Europe	<a href="https://www.glamour-project.eu/news/glamour-joined-ifib2020/">https://www.glamour-project.eu/news/glamour-joined-ifib2020/</a>
Post on LinkedIn	CIAOTECH	The aims and objectives of the GLAMOUR project were displayed in the online poster session of #IFIB2020, the International Forum on	12/10/2020	GLAMOUR LinkedIn Account	Companies/ Research organizations/ Industrial associations	110	Europe	<a href="https://www.linkedin.com/posts/glamour-horizon-2020_biobesticide-farmyng-glamour-activity-">https://www.linkedin.com/posts/glamour-horizon-2020_biobesticide-farmyng-glamour-activity-</a>

		Industrial Biotechnology and Bioeconomy!						<a href="https://twitter.com/GlamourH2020/status/131555390230634496">6721318184999235584-4W1z</a>
Tweet on Twitter	CIAOTECH	The GLAMOUR project displayed its aims and objectives during the online poster session of #IFIB2020, the International Forum on Industrial Biotechnology and Bioeconomy! #H2020 #europeanproject #innovation	12/10/2020	GLAMOUR Twitter Account	Companies/ Research organizations/ Industrial associations		Europe	<a href="https://twitter.com/GlamourH2020/status/131555390230634496">https://twitter.com/GlamourH2020/status/131555390230634496</a>
News on Website	CIAOTECH	GLAMOUR first progress meeting!	14/10/2020	GLAMOUR Project Website	Companies/ Research organizations/ Industrial associations		Europe	<a href="https://www.glamour-project.eu/news/glamour-first-progress-meeting/">https://www.glamour-project.eu/news/glamour-first-progress-meeting/</a>
Post on LinkedIn	CIAOTECH	The first progress meeting of the GLAMOUR project was held on 13th October 2020!  The consortium, virtually hosted by The University of Manchester, gathered to discuss the progresses achieved in the first six months of activities, and every partner have shown the results obtained in every work package.	14/10/2020	GLAMOUR LinkedIn Account	Companies/ Research organizations/ Industrial associations	110	Europe	<a href="https://www.linkedin.com/posts/glamour-horizon-2020-h2020-europeanproject-innovation-activity-6722425967324745728-N0uV">https://www.linkedin.com/posts/glamour-horizon-2020-h2020-europeanproject-innovation-activity-6722425967324745728-N0uV</a>

Tweet on Twitter	CIAOTECH	<p>@OfficialUoM</p> <p>virtually hosted the first progress meeting of the GLAMOUR Project! The consortium gathered to discuss the progresses achieved in the first six months of activities Right pointing backhand index <a href="https://tinyurl.com/m6meeting">https://tinyurl.com/m6meeting</a></p> <p>#H2020 #innovation #europeanproject</p>	14/10/2020	GLAMOUR Twitter Account	Companies/ Research organizations/ Industrial associations		Europe	<a href="https://twitter.com/GlamourH2020/status/1316661839611285504">https://twitter.com/GlamourH2020/status/1316661839611285504</a>
Post on LinkedIn	CIAOTECH	The GLAMOUR Horizon 2020 project goes on!	14/10/2020	Innovation Place LinkedIn Account	Companies/ Research organizations/ Industrial associations	<700	Europe	<a href="https://www.linkedin.com/posts/innovation-place_h2020-europeanproject-innovation-activity-6722445208845332480--Zl7">https://www.linkedin.com/posts/innovation-place_h2020-europeanproject-innovation-activity-6722445208845332480--Zl7</a>

**In accordance with what stated in the first table dedicated to the event, please specify the number of Dissemination and Communication activities linked to the project for each of the following categories**

Social Media	<b>15</b>
Website	<b>6</b>
Participation to an Event other than a Conference or a Workshop	<b>1</b>
Other	<b>8</b>

**Specify the estimated number of persons reached, in the context of all dissemination and communication activities, in each of the following categories**

Scientific Community (Higher Education, Research)	<b>2281</b>
Industry	<b>2832</b>
General Public	<b>1160</b>





## Siirtec Nigi S.p.A

Description of other dissemination activities (press releases, news, posts on social media accounts and corporate websites, nonscientific publications, etc.) realized:

Type of activities	Main leader	Title	Date	Place	Type of audience	Size of audience	Countries addressed	Link to the website
Linkedin Post	SINI	GLAMOUR Horizon 2020 Project	July 2020	Siirtec Nigi LinkedIn page	General public	6918	Worldwide	<a href="https://www.linkedin.com/posts/siirtec-nigi_siirtec-nigi-activity-6684828480057708544-azLm">https://www.linkedin.com/posts/siirtec-nigi_siirtec-nigi-activity-6684828480057708544-azLm</a>

In accordance with what stated in the first table dedicated to the event, please specify the number of Dissemination and Communication activities linked to the project for each of the following categories

Social Media	1
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Specify the estimated number of persons reached, in the context of all dissemination and communication activities, in each of the following categories

General Public	6918
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Description of future events and/or other actions already planned:

Type of activities	Main leader	Title	Date	Place	Type of audience	Size of audience	Countries addressed	Link to the website
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Guest Lecture	Argent Energy	Renewable and Sustainable Energy Lectures	21st October 2020	Online – University of Glasgow	Students	100	UK	<a href="https://www.gla.ac.uk/postgraduate/taught/sustainableenergy/">https://www.gla.ac.uk/postgraduate/taught/sustainableenergy/</a>
Scotland's Countdown to COP26	Argent Energy	The Role of Biofuels in pathways to Net Zero	3rd November	Online Conference	General Public, academics, industry	1000s	UK	<a href="http://newsquestscotlandevents.com/events/cop26/">http://newsquestscotlandevents.com/events/cop26/</a>

**Description of future events and/or other actions already planned:**

Type of activities	Main leader	Title	Date	Place	Type of audience	Size of audience	Countries addressed	Link to the website
Post on Social Media	IC	Project Update	January 2021	LinkedIn, Twitter	Scientific, managing level, young professionals	~3000	Mainly Germany, worldwide	<a href="https://www.linkedin.com/ineratec/">https://www.linkedin.com/ineratec/</a>



## Catalysts and Chemical Specialties GmbH

Description of other dissemination activities (press releases, news, posts on social media accounts and corporate websites, nonscientific publications, etc.) realized:

Type of activities	Main leader	Title	Date	Place	Type of audience	Size of audience	Countries addressed	Link to the website
Project presentation on the webpage in German and English	C&CS	Short presentation of the project	July 2020	Com-pany webpage	Potential customers	n. a.	Germany, Europe & further English speaking countries	<a href="https://www.candcs.eu/service/fe.html">https://www.candcs.eu/service/fe.html</a> <a href="https://www.candcs.eu/en/service/rd.html">https://www.candcs.eu/en/service/rd.html</a>

In accordance with what stated in the first table dedicated to the event, please specify the number of Dissemination and Communication activities linked to the project for each of the following categories

Other	1
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Specify the estimated number of persons reached, in the context of all dissemination and communication activities, in each of the following categories

Scientific Community (Higher Education, Research)	
Industry	
Civil Society	

General Public	<b>n.a.</b>
Policy Makers	
Media	
Investors	
Customers	
Other	

No activities reported from M1 – to M6 from:



## 6. CONCLUSIONS

These first 6 months of the GLAMOUR project were used to prepare the ground for the D&C strategy, define the target groups, prepare the social channels and the website, so the overall period can be considered very positive. All the planned activities were carried out with a good feedback as you can see from the followers of the social channels.

Some events have been cancelled or postponed due to Covid-19 and this could however slightly slow down the dissemination of the project. In the coming months there are several activities planned by all Partners, which will be monitored and will serve the progressive development of this deliverable which, as mentioned at the beginning, is constantly updated.

Another very important aspect is the continuous interaction of the Partners through the dissemination channels, maintaining an interactive and updated network is the winning strategy.