



**NEOSUCCESS**

Upscaling and Market Introduction of  
Simultaneous Biogas Upgrading and Bio-  
Succinic Acid Production

# **D6.3**

## **FIRST YEAR OF THE D&C PLAN IMPLEMENTATION**

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**NEOSUCCESS**  
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## EXECUTIVE SUMMARY

*The main objective of the deliverable 6.3 is to follow the strategy established in the D6.2 Dissemination and Communication Plan. This yearly review has the purpose of examining the implementation of all the different activities and objectives set up in the D&C Plan.*

*While the previous document was aimed to create a reference framework and guidelines for the project to achieve the highest visibility, accessibility, market penetration and promotion of its results, this deliverable will analyse the outcomes of the first year of the D&C Plan.*

*This report will highlight the execution of all the milestones, activities and fundamental actions that have been designed in the present deliverable during the first year of the NEOSUCCESS project. It will act as a first check point to evaluate D&C Plan and help adopting any corrective actions (if needed) to improve the dissemination and communication procedures.*

*Throughout this document all the major goals will be evaluated and so the level of their fulfilment.*

*Main topics discussed in this document are:*

- *Internal Communication Protocols.*
- *External Communication Protocols.*
- *Communication Tools.*
- *Dissemination actions through different channels.*
- *Compliance with EU Funding Visibility*

## 1. INTRODUCTION

This document is the Deliverable 6.3: “First Year of the D&C Plan Implementation” of the Work Package 6 “Dissemination and Communication activities” of the NEOSUCCESS Project (WP6). NORVENTO, as the WP 6 leader, oversees the definition of this plan and the coordination of the different actions involved. It is worth to note that the scope of the D&C Plan includes the identification of potential target markets and stakeholders, thus Norvento takes an important role in the design and implementation of this plan, being the Consortium member that takes care of the commercial-focused tasks of the project.

The **Deliverable D6.3.** is closely related to other Deliverables of the Work Package 6:

- **D6.1: NEOSUCCESS website with information about the NEOSUCCESS project, outcomes, results, meetings, etc. (M3).** It is essential to convey the most important concepts and ideas in order to reach through this online tool the highest number of potential stakeholders. The message transmitted must be concise and clear.

**Deliverable already submitted.**

- **D6.2: Dissemination & Communication Plan (M3).** Its main objective is to outline the path for the most optimal strategy for the dissemination and communication of the NEOSUCCESS Project, focusing on its results and its expected impact in the society and environment. The plan covers the actions to be carried out during the 36 months period of the Project duration and settles the basis for its future development and exploitation.

*The D6.3 is the first review of the D6.2*

**Deliverable already submitted.**

- **D6.4: Final report on D&C activities (M36).** This deliverable will summarize all the results of the present plan, the accomplishment of its goals and guidelines for the future market exploitation.
- **D6.5: Report on demonstration activities (M36).** This report will be focused on the demonstration activities that, during the lifespan of the project, will be performed to spread the project among stakeholders.
- **D6.6: Training Session Materials and On-Line training tool (M36).** This report will include the information that will be used during training sessions and regarding the special design training tool that will be available online on the NEOSUCCESS project official website.
- **D6.7: Report on the participation on the Open Research Data Pilot (M36).** Report about the measures implemented regarding access and reuse of research data generated by NEOSUCCESS.

## 2. OBJECTIVES

### 2.1 THE NEOSUCCESS' CONSORTIUM

The NEOSUCCESS' Consortium is integrated by 4 members. Each of the involved parties has a key role during and after the project in relation to the Dissemination of results.







Partner		Role during the NEOSUCCESS' project	Role after the NEOSUCCESS' project	WP6 effort (D&C)
	<b>IVEM</b> (Coordinator) Spanish WWTP management firm	Construction of the industrial unit and validation in their premises (WWTP).	Design the electromechanical system (software control) and annual maintenance service.	16
	<b>NORVENTO</b> Spanish engineering firm, biogas plant construction	Downstream process upscaling and support on industrial validation. <b>Communication activities, and commercial &amp; scalability strategy.</b>	Commercialisation, construction, installation, and start-up of the NEOSUCCESS technology.	6.50
	<b>Danmarks Tekniske Universitet</b> <b>DTU</b> Dep. of Environmental Engineering	Patent owner (key know-how) R&D support on scaling up.	R&D support on scaling up. Patent licencing to industry partners.	4.00
	<b>AUTH   Greek School of Agriculture</b>	Downstream processing prototype + upscaling at industrial site.	R&D support on the downstream processing.	3.00

Figure 1 - NEOSUCCESS Partners & WP6 (D&C) effort.

NEOSUCCESS project counts with two main subcontractors that are assisting the Project Partners in several tasks:

Subcontractor		Role during the NEOSUCCESS' project	Role after the NEOSUCCESS' project
	<b>Subcontractor 1</b> <b>BIOTECH PRO (DK)</b> , spin-off of DTU	Support for the commercialisation strategy in Northern EU, advise for IPR management	Collection and commercialisation of the BioSuccinic Acid produced.
	<b>Subcontractor 2:</b> <b>AINIA (ES)</b> strategic innovation partner	Technical assistance and analysis for the industrial unit implementation, support for commercialisation in South and Central EU	Market internationalisation, dissemination to network of contacts (+700 companies & public bodies)

## 2.2 BRIEF PRESENTATION OF THE WORK PACKAGE 6 TASKS

The D&C Plan covers all the activities to be performed along the implementation of the WP6. These works are summarized in 3 major tasks:

### 2.2.1 TASK 6.1 - DISSEMINATION AND COMMUNICATION

The main objectives of Task 6.1 are:

1. To build a NEOSUCCESS-related community that includes all relevant stakeholders and encourage long-term relations with potential clients.
2. Establish an easily recognizable NEOSUCCESS identity.
3. Raise awareness of NEOSUCCESS at national and international level.
4. To inform about NEOSUCCESS results and main outcomes and to raise the interest of potential key stakeholders.

Dissemination & Communication activities include: the NEOSUCCESS website, promotional video(s), newsletters, press releases, publications, posters, roll ups, leaflets, etc. and any other printed or online promotion material that is deemed necessary.

This task also includes all activities that are related to the participation at specialised events such as trade fairs, congresses, and summits related to main target sectors.

### 2.2.2 TASK 6.2 - DEMONSTRATION AND PROMOTIONAL ACTIVITIES

The industrial unit installed at IVM's facilities will be used for the demonstration activities. Three demonstration sessions (M28, M31, M34) will be organized to raise awareness among the specific target groups (potential clients) about the technology and its benefits, and to ensure a successful market penetration of NEOSUCCESS.

### 2.2.3 TASK 6.3 - TRAINING ACTIVITIES

A series of 3 training activities (M28, M31, M34) focusing on the operational and wider socio-economic benefits of the developed technology will be prepared and delivered by AUTH and DTU to the technical and managerial staff from the industry and their members, end-users, and to relevant actors beyond the consortium.

## 2.3 SCOPE OF THE DOCUMENT

This document aims to review the first year of implementation of D&C Plan. This plan is crucial to ensure proper spread of the project among principal stakeholders. It is an update of deliverable D6.2. which have already established the guidelines for Dissemination and Communication strategies.

Continued control, monitoring and analysis over the dissemination actions are necessary to adapt the initial strategy according to the outcomes. The D&C plan has to be constantly adjusted to increase its spreading across targeted audience.

The D&C Plan is the core document outlining the NEOSUCCESS' dissemination and communication activities. This plan is fundamental for a good coordination of all initiatives,



defining the correct content of the messages adapted to each of the targeted audiences, getting the required D&C impact and effectively communicating the NEOSUCCESS results. Effective communication will encourage interested stakeholders to actively participate in the NEOSUCCESS and enhance the visibility of its results.

This Dissemination and Communication Plan aims to:

- Outline the main objectives of the dissemination and communication actions to be implemented along the 36 months of the NEOSUCCESS.
- Identify and describe the different groups of target audiences.
- Define the tools and channels to be used, the message and the activities required to reach each targeted audience(s).
- Effectively achieving and communicating the NEOSUCCESS' expected impacts.

## 2.4 IMPACT OF SARS-COV-2 PANDEMIC

Due to persistent pandemic situation, the project kept adapting to different administrative restrictions and health care recommendations. This global condition is influencing the proper development of NEOSUCCESS Project since its launch in June 2020, and subsequently the D&C Plan. The D&C Plan had already taken into consideration the protocols for continuous health care emergency, aiming to minimize its effects. Despite that, the pandemic impacted the correct progress of the Plan and reduced any chances of implementation of additional activities.

The delays in the construction of the industrial unit have directly impacted its dissemination and communication strategy, delaying the obtention of information and results to be disseminated.

The Consortium is taking all necessary measures to ensure health security of its members. The Consortium followed all the recommendation of World Health Organization (WHO) and EU Commission according to COVID-19 prevention procedures during face-to-face meetings.

(<https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public>).

### 3. COMMUNICATION CHANNELS & PROTOCOLS REVIEW

This section of the document is dedicated to review the use of the communication channels and adequate protocols.

The D&C Plan established main communications channels and protocols. Due to persistent pandemic situation (SARS-CoV-2) during the last year, all the communication channels and protocols have been focused on the use of online interaction tools.

Even the Kick-Off Meeting (KOM) of the Project, scheduled in Valencia (Spain), was finally held through an online platform.

#### 3.1 INTERNAL COMMUNICATION

The internal communication refers to the communication which takes place between partners and project collaborators. It is essential to set efficient internal communication channels and protocols for the project's proper outcome.

##### 3.1.1 INTERNAL COMMUNICATIONS CHANNELS

- Consortium face-to-face communications:** In the last year, only one face-to-face meeting took place between project associates. IVEM's staff visited AINIA's (subcontractor) facilities in order to oversee the correct development of lab-scale fermentation trials prior to upscaling. Both IVEM and AINIA are in the same region of Spain (10 km) and during the meeting all the safety procedures were followed.



*Figure 2 - Picture of IVEM's visit at AINIA's facilities.*

- Consortium online communication:** Videocalls, phone calls and emails where the main channels used.

### 3.1.2 INTERNAL COMMUNICATIONS PROTOCOLS

Independently of the channel and members participating, every communication was recorded, stored, and distributed among all the members of the Consortium. Each meeting was documented in Minutes of Meeting (MoM).

Additionally, the online meetings were recorded by the Project Coordinator or the organiser when the Project Coordinator could not be in attendance. The recordings are uploaded and made available for all consortium members.

The following examples show the records of the meeting and use of MoM:

#### ✓ Online Consortium Meetings:

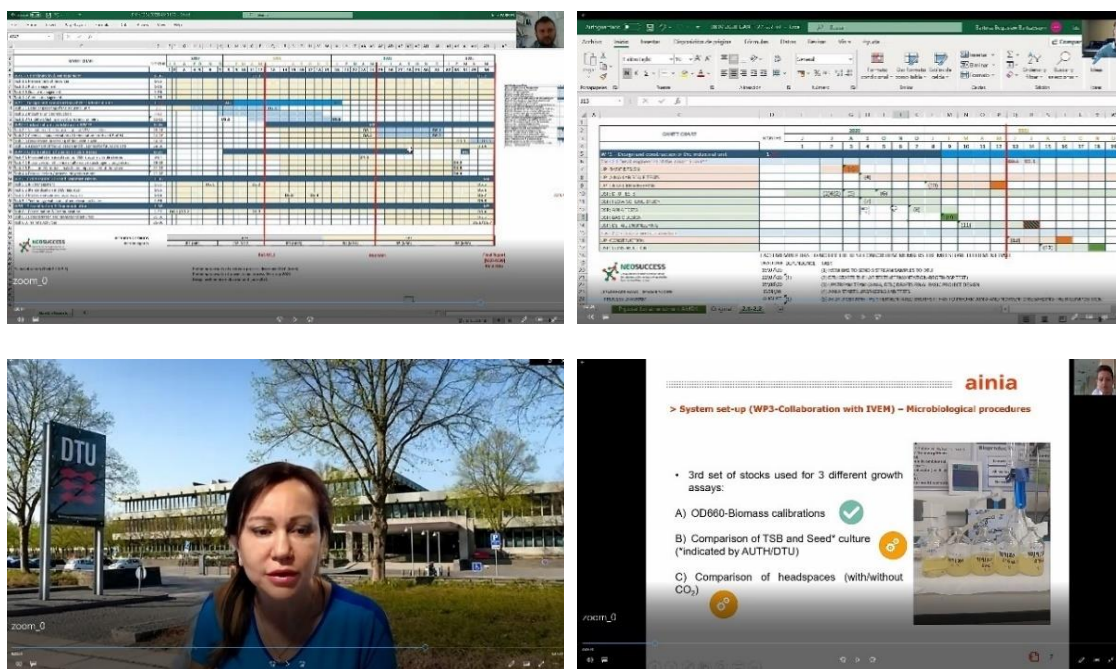


Figure 3 - Screenshots of Online Consortium Meetings.

✓ MoM:



**NEOSUCCESS**

**WP5 Follow-up**

8<sup>th</sup> April 2021 (11:00 CET)

List of attendees

Attendee	Partner Organisation
Jorge García	AINIA
Pau Ródenas	
David Joelsen	BIOTECHPRO

**Summary of the meeting:**

The meeting starts talking about the product to be addressed in the market analysis. David identifies four different products to be addressed in the Neosuccess:

- Sugar waste treatment
- Gas separation treatment, if is needed.
- NeoSuccess technology
- Biosuccinic acid as a product

Pau compares with spiderweb study that should be addressed as interconnected cases; each target should have a battery of questions to be addressed by the target companies studied in the grant agreement.

The participants agree on working in a common template like deliverables' format, start formatting the index and inside of each section address the main questions that should be answered by the companies. David comments the uploaded document to the Teams group with a preliminary draft of an index. Jorge will include some market analyses samples in Teams folder with more information about the global market of bio-based succinic acid obtained by companies devoted to Market Research. Those documents will be used as examples to write the index.

The template will be upload in Teams for work together and track the changes while editing and comment.

The next meeting will be at the end of April (aprox. 29th April) to talk about the changes made in the template.

**Final remarks**

**To-do list:**

- David will upload the template.
- All the participants of this meeting will contribute to write the index and write the main questions to be answered by the targeted industrial sectors.



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**NEOSUCCESS**

**WP2 Follow-up**

8<sup>th</sup> September 2020 (12:00 CET)

List of attendees

Attendee	Partner Organisation
Merlin Alvarado	DTU
Mariusz Kuglarz	
Juan Carlos López	AINIA
Jorge García	
Pau Ródenas	
Goar Ramírez	IVEM
Bartosz Bartczyszyn	NORVENTO
Helena Peñas	

**1. Discussion on the sugar stream to be used for the industrial unit.**

Bartosz (NORVENTO) indicates the decision, up to date, must be made between TROLLI and HELADOS samples, though the highest content of sugars (~15-25 g/L) will require extra sugar supplementation. TROLLI seems to be the best option, since it exhibits higher sugars and lower content of total nitrogen, though Merlin (DTU) pointed out its content of ethanol. Goar (IVEM) indicates they are looking for alternative substrates (i.e. from beverage and dairy industries).

Juan Carlos (AINIA) asks about the key parameters to be analysed that potentially affect DSP procedures. Mariusz replies that anions are the most important (P, N, K, Na), and Pau (AINIA), and Merlin adds alcohol and formic and lactic acids.

Merlin and Juan Carlos suggest organising a separate technical meeting to perform an experimental design of the first trials at both institutions. They agree that AINIA will evaluate the effect of different nutrients on succinic acid production. At the same time, DTU will assess the impact of the volatile fatty acids already present in the sugar-rich substrate selected. After these first assays, first trials on DSP might be carried out.



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Figure 4 - Example of MoM.

## 3.2 EXTERNAL COMMUNICATION

External communication covers communication actions with:

- Key stakeholders actively involved with NEOSUCCESS and potential clients.
- General public, scientific community, policymakers, and external business professionals.
- Specific communication activities towards the EU Commission Services, e.g., email and phone calls with NEOSUCCESS officer, regular reports, deliverables, etc.

External communications channels will be discussed in detail in section 4: *D&C ACTIONS*.

## 4. D&C ACTIONS

As previously explained, the Dissemination & Communication actions have been carried out mainly through online communication channels. These channels provide data analyses tools that enable the collection of large amounts of information. The specific analysis of this data is essential to understand the impact of dissemination actions.

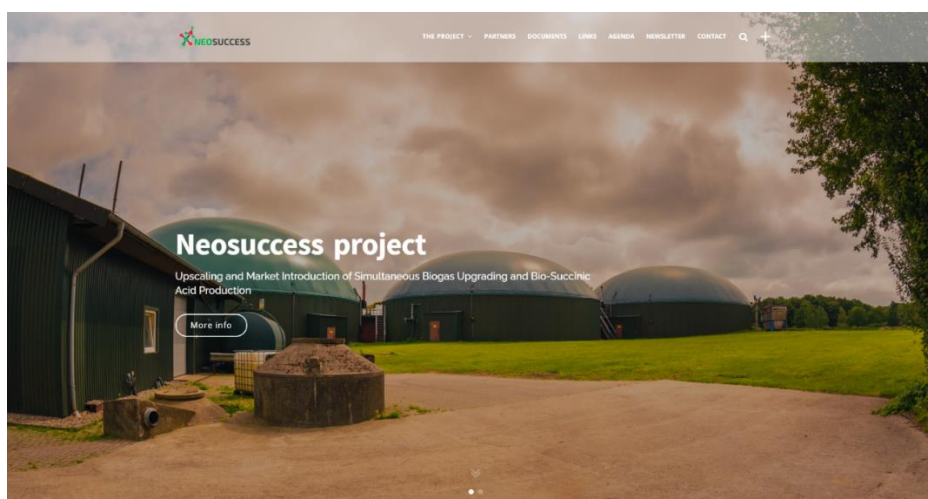
Due to lack of presential activities, the online analysis is crucial to obtain initial feedback from stakeholders.

This section analyses the accomplishment level of scheduled actions and brings to the table all the corrective measures that should be taken to increase NEOSUCCESS dissemination.

### 4.1 ONLINE CHANNELS

#### 4.1.1 THE NEOSUCCESS WEBSITE

The project webpage has been created at the beginning of the project: <https://NEOSUCCESS-project.eu> (Deliverable D6.1).



*Figure 5 - Screenshot of NEOSUCCESS official Website.*

This part of the document will be focused on the analysis of the data taking into consideration all the information that hostage server analytics can provide.

To date 27/05/2021 the web has received a total of 1,368 visits made by a total of 876 users.

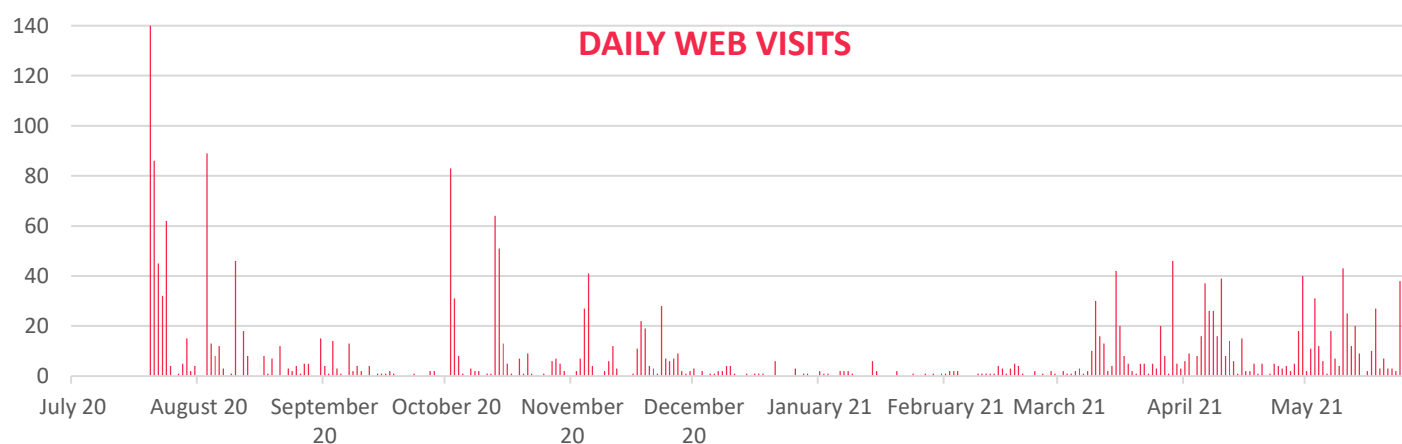


Figure 6 - Daily web visits.

The main channels used to reach the web were:

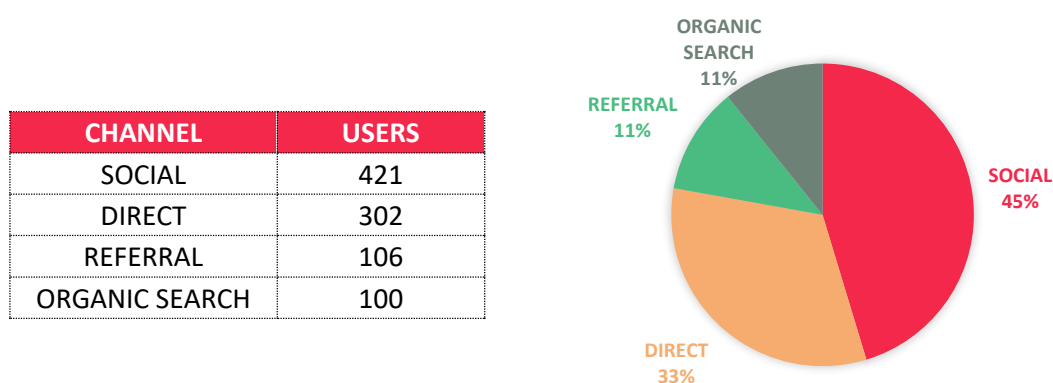


Figure 7 - Channels used to reach the webpage.

Social media have played a major role in the dissemination of the webpage and more than 40% of the total users had reached the project site through this channel.

The number of visits (sessions) by specific source:

SOURCE/MEDIUM	VISITS
DIRECT	492
SOCIAL - LINKEDIN	317
SOCIAL - FACEBOOK	121
SOCIAL - TWITTER	78
ORGANIC - GOOGLE	179
REFERRAL - NORVENTO	109
REFERRAL - AINIA	25
REFERRAL - ENERGIAS RENOVABLES	13

Figure 8 - The number of visits (sessions) by specific source.



Even though the NEOSUCCESS project does not have a Facebook account, most of the project's website visits were originated through partner's Facebook accounts. This is due to the fact that the partners disseminated project updates through their personal accounts on Facebook. More information is included under the Social Media subsection (Section 4.1.4).

This action should be discussed and approved by NEOSUCCESS Project Communication Commission in the next Consortium Meeting.

From the point of view of origin of users that accessed the web of the project, in the following table the top 10 countries can be found:

COUNTRY	USERS
SPAIN	415
GREECE	106
DENMARK	88
UNITED STATES	71
ITALY	22
GERMANY	16
UNITED KINGDOM	15
AUSTRIA	14
INDIA	12
TURKEY	12

Figure 9 - Country origin of website access.

As expected, the highest number of users belongs to Spain (country where 2 of 4 project partners are located). However, the third country with the highest number of users is USA. This indicates that the project is slowly reaching stakeholders outside of project partner's influence zone. The website has received visits from 47 different countries (see Annex I).

Other important data of the project is the website activity, that is summarized in the following table:

PAGE VIEWS	2,246
AVG. SESSION DURATION	0:01:24
BOUNCE RATE	80,70 %

Figure 10 - Other important data (web).

The number of viewed pages indicates that the number of views per user is around 3 pages overall. The average duration session suggests high interest in the content. Bounce rate indicates the number of times that the users have entered the NEOSUCCESS Project web and went back without exploring other pages of the project.

Additionally, **a general description of NEOSUCCESS was created in all partners websites and linked to project official website.** This information includes EU funding visibility.

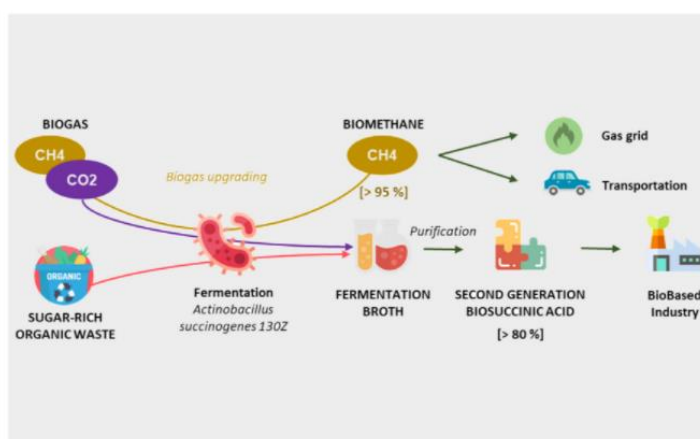
The following table presents the links of the partners websites with project information:

PARTNER	LINK
NORVENTO	<a href="https://www.norvento.com/en/NEOSUCCESS/">https://www.norvento.com/en/NEOSUCCESS/</a>
IVEM	<a href="https://ivem.es/proyecto-NEOSUCCESS/">https://ivem.es/proyecto-NEOSUCCESS/</a>

DTU	<a href="#">Under preparation</a>
AUTH	<a href="#">Under preparation</a>
AINIA	<a href="https://www.ainia.es/proyectos-idi/escalado-tecnologia-purificacion-biogas-acido-biosuccinico/">https://www.ainia.es/proyectos-idi/escalado-tecnologia-purificacion-biogas-acido-biosuccinico/</a>
BIOTECHPRO	<a href="#">Under preparation</a>

Figure 11 - Link of partners websites with project information.

## Norvento takes part in Neosuccess project



Norvento takes part in Neosuccess project, an FTI project funded by H2020-EU. It aims to build the first plug-and-play industrial solution that integrates two complex complementary processes: biogas upgrading into biomethane and fermentation-based bio-succinic acid production, two bio-based valuable resources for the industry.

Neosuccess technology is a first-of-a-kind solution for biogas industries that perfectly fits the operation of these plants and meets their needs. This innovative solution fosters the transition towards a bio-based economy, aligned with the recent Circular Bioeconomy Strategy of the EU. [Visit Neosuccess website for more information](#)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 950921.



Co-funded by the Horizon 2020 programme  
of the European Union

<https://www.norvento.com/en/>

Figure 12 - Example of Neosuccess Partners websites mention.

**KPI: 1,000 visits/year: ON TRACK**

### 4.1.2 AUDIO VISUAL MATERIALS

During the lifespan of the project, two promotional videos should be produced:

1. A short clip (2-3') to raise awareness on sustainable BioSuccinic Acid and BioMethane production. **This video should be prepared and released during year 2, this is M13-M24.**



Currently, there are 4 video format options being under discussion:

- Full animated video.
  - Video with real images recorded by the members of the consortium.
  - Video using purchased stock clips.
  - Mash up of above.
2. At the end of the project, a longer video with interviews of project partners, showing the Demo Unit and explaining the project' main outcomes, results, and benefits.

The videos will be uploaded on the official website.

*KPI: 500 views/video: NOT ACHIEVED.*

*Contingency Measures: short clip recording and release during year 2.*

#### 4.1.3 NEWSLETTERS

The first newsletter has been drafted by NORVENTO. It was launched in November 2020 to the 27 subscribed emails. However, only 10 out of these 27 emails are from entities not belonging to the consortium (see Figure 13). This might be attributed to the limited progress on the construction of the industrial unit, which surely will be the highest attraction for subscribers. Thus, it is expected a higher number of subscribers from M24 onwards.

Link to the newsletter: <https://mailchi.mp/0a7b89ce4dcb/neosuccess-newsletter>

DOMAIN	NEWSLETTER NUMBER SUBSCRIBERS
...@agro.auth.gr	4
...@ainia.es	4
...@env.dtu.dk	1
...@gmail.com	3
...@hotmail.com	2
...@hotmail.es	1
...@ihu.gr	1
...@innovarum.es	1
...@irta.cat	1
...@ivem.es	4
...@norvento.com	4
...@yahoo.com	1
<b>TOTAL</b>	<b>27</b>

Figure 13 - Domains subscribed to newsletter.

The second newsletter is being drafted to be released at the end of May 2021. Corrective actions should be taken to ensure its correct dissemination:

- Social media announcement: The first newsletter, was announced only one time and few days before it was released. This time, repeated messages will be posted to ensure wider repercussion.
- Active consortium members publications: To increase the dissemination of the newsletter, all the consortium members shall publish the messages about the newsletter release.

*KPI: 2 newsletters/year. ON TRACK*

*Contingency Measures: short clip recording and release during year 2.*

#### 4.1.4 SOCIAL MEDIA (LINKEDIN / TWITTER / YOUTUBE)

Social Media is an effective tool for disseminating the project results and marketing. They allow an easy and rapid sharing of information across diverse target groups.

Social media has a double purpose: communicating and disseminating.

1. General project news, attendance to congresses, consortium meetings and posts on the overall development of the project will be actions for communication targeted on the public and a more heterogeneous audience.
2. Publishing of results will be a dissemination action targeted to wide-ranging but specific audience (scientific community).

Among different online platforms, Twitter, LinkedIn, and YouTube are the ones that have been chosen for dissemination of NEOSUCCESS Project.

##### 4.1.4.1 TWITTER



The account was launched on September 7<sup>th</sup>, 2020. The chosen username was: “@NEOSUCCESSP”. Link: <https://twitter.com/NEOSUCCESSP>.

The account has 38 followers and is following 135 accounts.



Figure 14 - Project's Twitter account.

*KPI: 200 followers. SLIGHTLY LOW (38/66 followers expected on year 1)*

*Contingency Measures: Increase number of posts*

#### 4.1.4.2 LINKEDIN



LinkedIn is a business orientated service where skilled audience (people and companies) attends to obtain more professional information and news.

The account was launched on September 7<sup>th</sup>, 2020. Link:

[https://www.linkedin.com/company/NEOSUCCESS-project/.](https://www.linkedin.com/company/NEOSUCCESS-project/)

The account has 84 followers to the date.

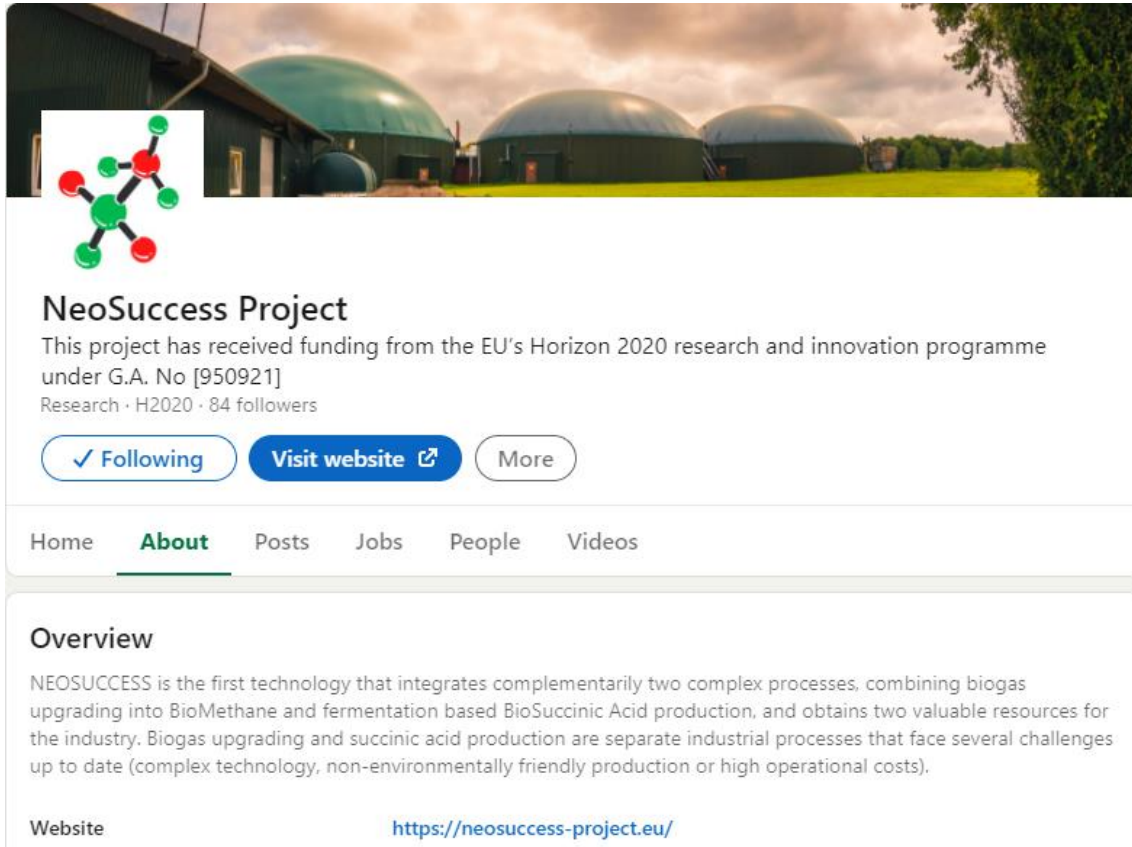


Figure 15 - Project's LinkedIn account.

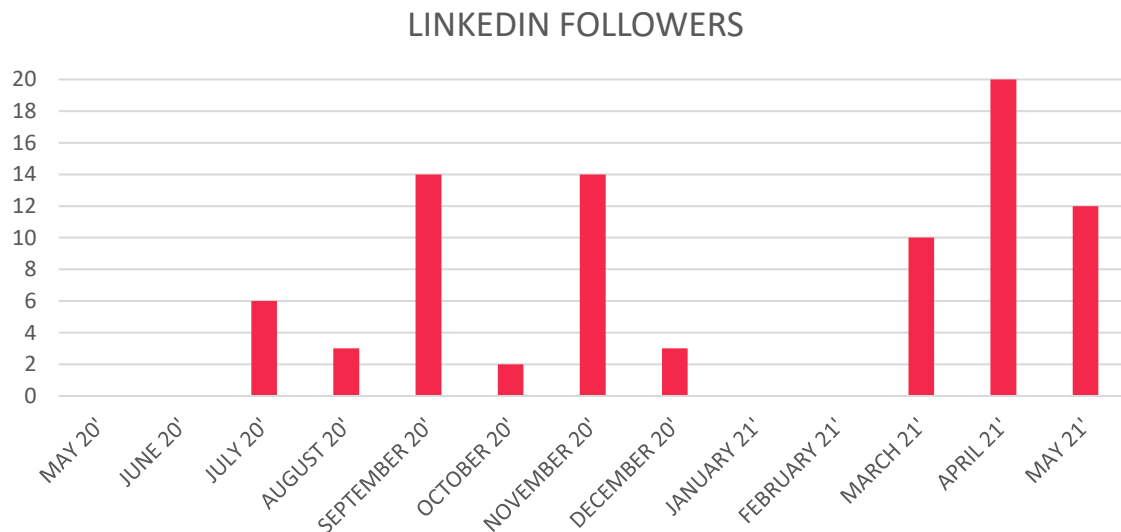


Figure 16 - LinkedIn followers.

LinkedIn has a powerful analysis tool that allows to filter the followers, among others, by job function and industry. This helps to check if the messages and dissemination of the project is reaching the desired stakeholders.

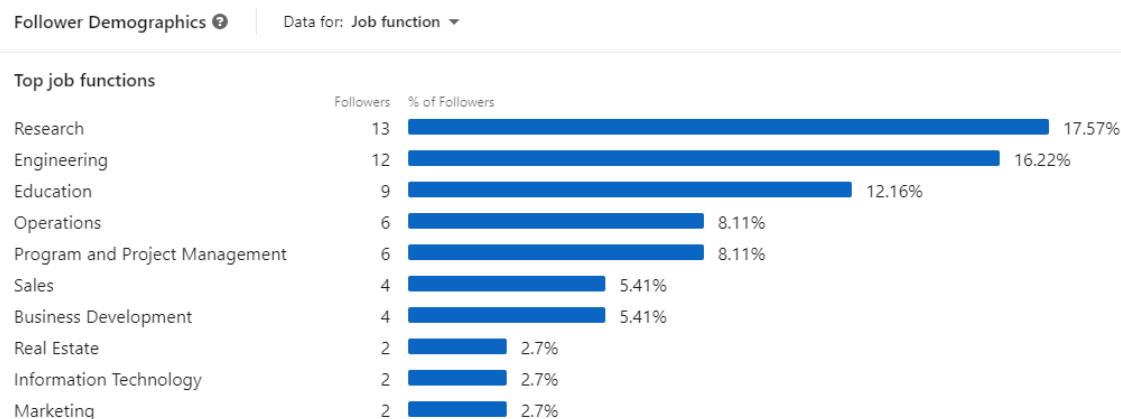


Figure 17 - LinkedIn followers by job function.

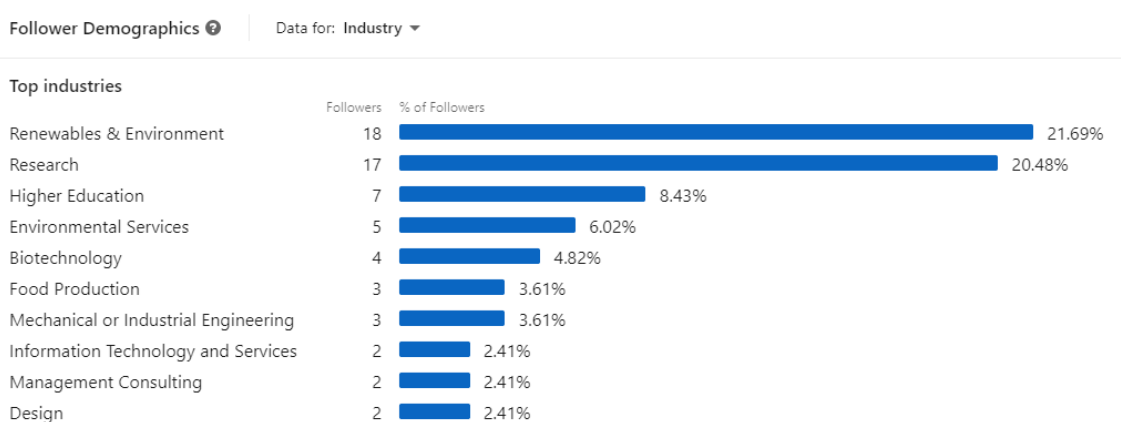


Figure 18 - LinkedIn followers by industry.

Interestingly, the highest numbers of followers were found (i) at the beginning of the project (due to the novelty of the project herein described) and (ii) in April 2021 as a result of a higher number of posts coming from the website. Also, analysing the results, the main core of the followers belongs to fields of research, engineering, and education. The industries are dominated by research and renewables & environment. There are only 4 followers that belongs to Biotechnology sector. All the industries and job functions fit in the targeted audience. Nevertheless, the project should expand its followers pool with more industrial players from biomethane (group included in Renewable & Environment) and biosuccinic acid (Biotechnology and Oil&Gas) sectors.

**KPI: 200 followers. ON TRACK (76/66 followers expected on year 1)**

#### 4.1.4.3 YOUTUBE



YouTube account was created as a main tool for promotional video dissemination. It will also be used to publish any other video recorded by the partners.

No video has been published yet. As explained earlier the 2-3 minutes clip will be released in the year 2, and the second at the end of the project.

*KPI: 500 views per video published. NOT ACHIEVED*

*Contingency Measures: Clip released during 2<sup>nd</sup> year.*

#### 4.1.4.4 SOCIAL MEDIA MANAGEMENT

NORVENTO is managing the Twitter and the LinkedIn accounts of NEOSUCCESS: building, growing, and managing the created online community.

The NEOSUCCESS project is mentioned on a regular basis on general communication messages (project goals, potential impact, project partners, challenges...etc); project events and updates (General Assemblies, congresses, trade shows...) and project results (when available). NEOSUCCESS releases use a friendly tone, and they are always respectful with its audiences.

Every time that a post was published the number of followers and views (impressions) increased. As an example:

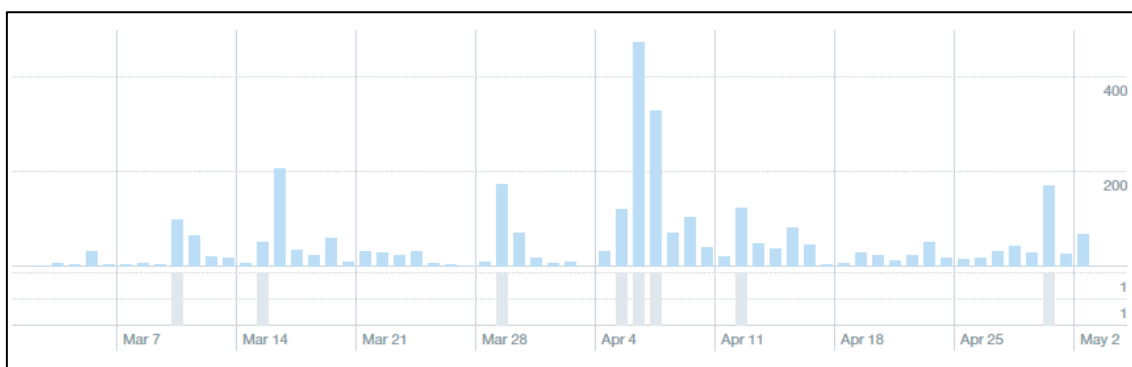


Figure 19 - Twitter analytics (Grey: Posts - Blue: Impressions)

Thus, it is very important to maintain a weekly activity on social media. Acknowledging the impact of recurrent posts, the Consortium decided to create a weekly chain of posts, where each week, one of the project partners submits a brief highlight of their work. This way the stakeholders are constantly updated with the project progress and the activity of the network increases.

As a final point for this Online Channels subsection, we would like to highlight the unexpected impact of Facebook in our website traffic: As we mentioned in the website subsection, we find very interesting that the number of visits originated through Facebook is higher than the ones through Twitter, even though the Project does not have an official account on this platform. This is a positive consequence of the active dissemination developed by all partners, through their entities' own accounts, including Facebook. Twitter and Facebook are two social media tools that are directed to similar stakeholders (general audience), thus the higher dissemination through Facebook creates the need to reconsider the creation of the official Facebook account to complement the impact of the Twitter account and increase the divulgation of the project among stakeholders.

## 4.2 OFFLINE CHANNELS

Offline channels are important for direct communication and dissemination of the project, allowing closer contact and easier face-to-face communication with stakeholders.

### 4.2.1 TRADE SHOWS, CONGRESSES AND SUMMITS

It is important to choose wisely not only the events to be attended, but also in which stage of the project it should be done. One of the key elements for the success of the project dissemination is to give firm results. The industrial unit must be built and produce satisfactory outcomes. The Communication Commission should be notified by Partners that wish to attend any other event.

No events were programmed for the first year of the project. Additionally, due to global health emergency, all presential events were cancelled, postponed or moved to online platforms.

*KPI: Attendance to 4 events. NOT APPLICABLE AT THE MOMENT*

### 4.2.2 NEOSUCCESS DEMONSTRATION ACTIVITIES

To involve its target audiences more actively in discussion on the theory and methodology development and applications of the NEOSUCCESS technology, the NEOSUCCESS Consortium will organise a series of 3 Demonstration activities among potential clients (Task 6.2). This activity will take place at the end of the project.

*KPI: 20 Attendees. NOT APPLICABLE AT THE MOMENT*

### 4.2.3 NEOSUCCESS TRAINING ACTIVITIES

A comprehensive series of 3 training activities (M28, M31, M34) focusing on the operational and wider socio-economic benefits of the developed technology will be prepared and delivered by AUTH and DTU to the technical and managerial staff from the industry and their members, end-users, and to relevant actors beyond the consortium. The aim of these training sessions will be to educate participants on the technical and operational aspects of NEOSUCCESS, as well as on the competitive and socio-economic benefits. These training sessions will facilitate understanding, acceptance and future uptake and exploitation of the results of this project by the members of the industry and stakeholders' participants.

**The training sessions will take place in parallel with the demonstration sessions** (Task 6.3). To widen further the impact of the training effort beyond the consortium, an on-line training tool will be developed and embedded into the project website.



*KPI: 3 Activities. NOT APPLICABLE AT THE MOMENT*

### 4.3 MIXED CHANNELS

Mixed channels cover actions that can take place at both online and offline levels.

#### 4.3.1 PRESS RELEASES

Regular press releases will be issued, coinciding with important events and NEOSUCCESS milestones. Press releases will be published in English and Spanish.

The first annual press release of the project news is being drafted. It expected release is at the beginning of June 2021.

*KPI: 1 press release/year. ON TRACK*

In addition, NEOSUCCESS Project news were published twice in Spanish Specialized Magazines:

- RETEMA MAGAZINE: *Tecnología de purificación de biogás y producción de ácido (bio)succínico simultánea. Proyecto NEOSUCCESS (Translation: Simultaneous Biogas purification and (bio)succinic acid production technology ([Link](#)).*
- ENERGÍAS RENOVABLES MAGAZINE. *Módulos para plantas de biogás que producen biometano y compuestos para pinturas y adhesivos (Translation: Modules for biogas factories that produce biomethane and compounds for paints and glues) ([Link](#)).*

#### 4.3.2 D&C MATERIALS:

The NEOSUCCESS Dissemination materials include brochures, leaflets, roll ups, posters, and any other visual printed material that NEOSUCCESS requires throughout its execution. The content of the materials will be in English and will be tailored according to their specific size, structure, and target audience.

There were no presential events and the dissemination material have not been created yet.

*KPI: 5 different materials. NOT APPLICABLE AT THE MOMENT (due to COVID-19)*

#### 4.3.3 PUBLICATIONS AND ARTICLES

NEOSUCCESS will produce articles targeted at the different audiences identified in this D&C plan. The content of publications and articles will be defined by the project partners, which includes the type of information and publication to be used to address the scientific community, the industry (for example, Specialist magazines publications), the policy makers or the general public.



DTU and AUTH will be in charge for publications at scientific journals.

*KPI: At least one scientific publication. ON TRACK*

#### 4.4 PARTNERS DISSEMINATION ACTIONS

Each of the consortium partners is an essential tool for project dissemination. They are renowned and working organizations that have already established their own dissemination instruments. Consortium Members have actively disseminated the project in many webinars, seminars, and meetings that they have attended.

Additionally, due to global health emergency, many events were moved online, and webinars or online seminars increased exponentially. This gave an excellent opportunity to NEOSUCCESS partners to introduce the project in their appearances:



Figure 20 - Example of ONLINE dissemination activities of Project Partners (I).



Figure 21 - Example of ONLINE dissemination activities of Project Partners (II).

## 4.5 SUMMARY

The following table sums up all the external dissemination activities carried out by the NEOSUCCESS Consortium Partners and Collaborators in the first year of the project:

ACTIVITIES until M12						
DATE	ACTIVITY	CHANNEL/TOOL	REACH (nº of Participants)	DESCRIPTION	PARTNER	LINK
02/09/20	Article	Website	300-500	PUBLICATION OF NEOSUCCESS PROJECT HIGHLIGHTS DURING AN INTERVIEW WITH JUAN CARLOS LOPEZ (AINIA) IN ENERGIAS RENOVABLES MAGAZINE	AINIA	<a href="#">Link</a>
22/09/20	Webinar	Online Zoom	3,500	Keynote presentation – in Danish. Seminar organised by Dakofa Denmark: Title: What can we produce from biogas and other molecules from waste. Also a part of Dakofa newsletter. Denmark	DTU	<a href="#">Link</a>
28/10/20	Webinar	ONLINE	100-200	PROJECT PRESENTATION AT “Bioeconomía Circular: Agroalimentación” WEBINAR, organized by Bioval (Bio Cluster of the Valencian Region)	IVEM	<a href="#">Link</a> , <a href="#">Link</a>
09/07/20	MEETING	ONLINE	50-60	PROJECT PRESENTATION AT Quality, Production and Sustainability working group from the Spanish Technological Platform Food for Life.	AINIA	INTERNAL MEETING
OCTOBER 2020	MAGAZINE ARTICLE	PRINTED + ONLINE	300-500	Ainia published an article in the bioenergy issue of RETEMA technical journal regarding NEOSUCCESS	AINIA	<a href="#">Link</a>
NOVEMBER 2020	NEWSLETTER	ONLINE	50	1ST NEOSUCCESS NEWSLETTER: HIGHLIGHTS OF THE PROJECT	NORVENTO	<a href="#">Link</a>
14/12/2020	Webinar	ONLINE	100-150	Production of Volatile Fatty Acids from by-products	AINIA	<a href="#">Link</a>

15/01/21	Webinar	Online Zoom	300-500	Keynote presentation. Seminar organised by E2-Energy Lab of China Agricultural University and University of Illinois at Urbana-Champaign. Presentation Recent advances in biomass research – China	DTU	<a href="#">Link</a>
17/03/21	Webinar	Online zoom	200	Keynote presentation. Irini Angelidaki Title: Biogas and future trends. Biosuccinic acid and biogas upgrading. - Turkey	DTU	<a href="#">Link</a>
07/04/21	Webinar	Online Zoom	500	Keynote presentation. Future technologies for production of chemicals from biogas. Greece	DTU	<a href="#">Link</a>
30/03/21	Conference	ONLINE	100-150	PROJECT PRESENTATION AT Comisión de Bioeconomía de BIOVAL	AINIA	
06/05/21	INTERNATIONAL CONFERENCE	ONLINE	400	PROBIOREFINE 2021 Prof. Irini Angelidaki - Technical University of Denmark, Denmark "Biotechnology as a Tool for Capturing and Recycling CO2"	DTU	<a href="#">Link</a>
<b>PLANNED ACTIVITIES</b>						
DATE	ACTIVITY	CHANNEL/TOOL	REACH (nº of Participants)	DESCRIPTION	PARTNER	LINK
(20-23) 09/21	CONGRESS	ONLINE	300-500	Oral presentation at 13th European Congress of Chemical Engineering and 6th European Congress of Applied Biotechnology	AINIA	
Once Industrial Unit will be constructed and pandemic situation allows it, the Consortium is planning to attend several presential events such as:						

2022	SUMMIT	PRESENTIAL		<p><b>The World Biogas Summit 2022</b></p> <p>The program is focused on methane, organic waste, recovery and recycling. This Summit is about how to efficiently capture de 105 billion tonnes of organic wastes produced annually around the world, recover the valuable gases and nutrients the contain and recycle them into clear energy and natural fertilisers.</p>	NEOSUCCESS CONSORTIUM	<a href="#">Link</a>
26-27 January 2022	EXPO	PRESENTIAL	over 500 exhibitors and 7000 professional participants	<p><b>BIO 360 EXPO 2022</b></p> <p>The event combines the converning worlds of biogas, biomass, waste-to-x, carbon capture and utilisation, carbon sequestration and the bioeconomy. Bio 360 provides a panoramic view of all things bio-derived.</p>	NEOSUCCESS CONSORTIUM	<a href="#">Link</a>
UNKNOWN Postponed due to COVID	SUMMIT	PRESENTIAL		<p><b>CO2 Reuse Summit 2022</b></p> <p>The event is focused on the increasing CO2 emissions. As CO2 utilization projects require further research, the event aims to explore solutions for carbon dioxide utilization. Recent investigations shown that CO2 could be used a feedstock.</p>	NEOSUCCESS CONSORTIUM	<a href="#">Link</a>
2022 UNKNOWN	CONFERENCE	PRESENTIAL	about 350 international participants from over 30 countries	<p><b>Renewable Resources &amp; Biorefineries 2022</b></p> <p>Delegates from university, industry, governmental a non-governmental organizations and venture capital providers will present their views on industrial biotechnology, sustainable (green) chemistry and agricultural policy related to the use of renewable raw materials for non-food applications and energy supply. The conference further aims at providing</p>	NEOSUCCESS CONSORTIUM	<a href="#">Link</a>

				an overview of the scientific, technical, economic, environmental, and social issues of renewable resources and biorefineries in order to give an impetus to the biobased economy and to present new developments in this area.		
--	--	--	--	---	--	--

*Figure 22 - Main Dissemination Activities carried out by Project Partners.*

It is important to choose wisely not only the events to attend to, but also in which stage of the project it should be done. One of the key elements for the success of the project dissemination is to give firm results. For example, the industrial unit must be built and produce satisfactory outcomes in order to be presented in the aforementioned conferences and other events. The Communication Commission should be notified by Partners their wish to attend any other event.

#### 4.6 SUMMARY OF THE TARGETS FOR THE D&C ACTIONS

In summary the main dissemination actions for the project are:

Online channels	Target audience	Target description	Target number
Webpage	All audiences	Web active since M3 of the NEOSUCCESS. Content updated	1,000 visits/year
Audio visual materials	All audiences	Production of 2 informative videos	500 views
Newsletters	Industry, academia, policy makers	Periodic newsletters with relevant news and updates of the NEOSUCCESS	Twice a year
Social media Twitter	General audiences	Engagement with the general audiences and its concerns. Production of visual attractive content tailored to the platform	200 followers
Social media LinkedIn	Industry, academia, policy makers	Engagement with the Industry, academia, policy makers and its concerns. Production of visual attractive content tailored to the platform	200 followers
Social media YouTube	All audiences	Dissemination of NEOSUCCESS' audio-visual materials	500 views per video
Offline channels	Target audience	Target description	Target number
Trade shows & Fairs, Congresses, Summits	Industry (Biomethane and BioSA)	Participation in relevant trade shows. For example: <ul style="list-style-type: none"> <li>The World Biogas Summit.</li> <li>Bio 360 Expo (formerly known as</li> <li>CO2 Reuse Summit</li> <li>World Biomaterials Congress</li> <li>The World Biogas EXPO 2020</li> </ul>	4
NEOSUCCESS Demonstrations sessions	Industry, academia, policy makers	Demonstration Sessions organised by NEOSUCCESS. These events will help disseminate the project and its results	3
NEOSUCCESS Training sessions	Industry, academia, policy makers	Training Sessions organised by NEOSUCCESS. These events will help disseminate NEOSUCCESS and its results. (Organised in parallel with Demonstration sessions)	3

Mixed channels	Target audience	Target description	Target number
Press Releases	All audiences	NEOSUCCESS will publish press releases to inform of the progress and milestones of NEOSUCCESS	1 per year
D&C Materials	All audiences	D&C materials included tailored designs for: Leaflets, Posters, Roll ups, the NEOSUCCESS summary document and the Promotional Stand	5 different materials designed
Scientific publications	Industry, academia, policy makers	Scientific journals	1 publication

*Figure 23 - summary of the targets for the D&C actions.*



## 5. CONSORTIUM COMMUNICATION TOOLS AND OBLIGATIONS

The Consortium must ensure correct application of D&C Plan, follow the given guidelines, use the standardized tools, protect the data and confidential information. NEOSUCCESS project counts with an important EU funding which should be visible during the project dissemination.

### 5.1 COMMUNICATION COMMISSION

The Communication Commission was created as a tool to take care of the data management of NEOSUCCESS. This Commission also decides which documents are made public and private to avoid the dissemination of any potential confidential information. Additionally, it will also watch over the correct use of NEOSUCCESS visual identity and EU Funding Visibility.

NEOSUCCESS's data protection policy will ensure that any personal data is treated according to the EU General Data Protection Regulation (GDPR).

The Communication Commission was appointed by NEOSUCCESS Project Executive Board and the members are:

CONSORTIUM MEMBER	REPRESENTATIVE
Norvento Enerxía	Bartosz Bartczyszyn
IVEM	Goar W. Ramírez
DTU	Merlin Alvarado-Morales
AUTH	Sotirios Kalamaras

*Figure 24 - Communication Commission Members.*

### 5.2 VISIBILITY OF FUNDING

According to the Article 29.4 of the Grant Agreement of the NEOSUCCESS project any dissemination activities must include a visibility of EU funding. The following example shows fulfilment with this essential condition in any dissemination activity performed by project's partners:

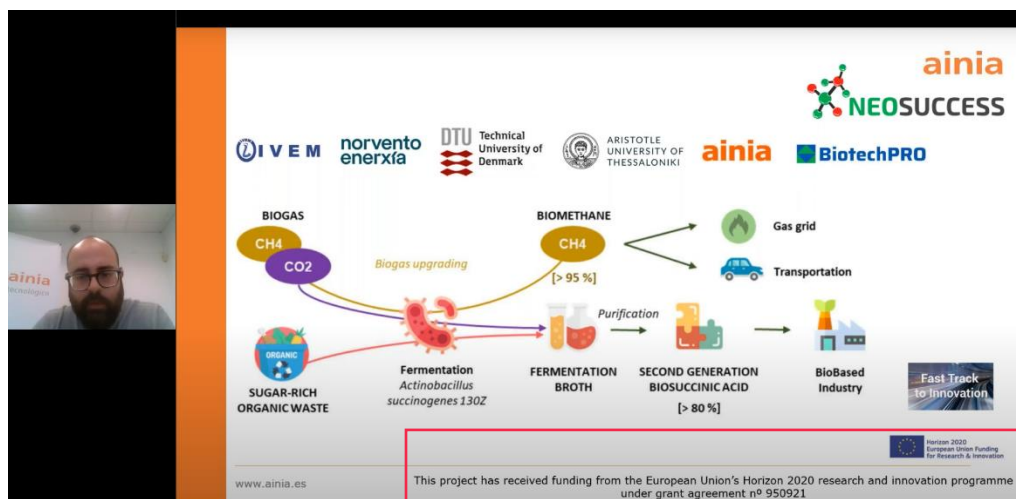


Figure 25 - Example of Visibility of EU Funding during dissemination activities.

Additionally, all active communication channels, especially social media, count with clear EU funding visibility:



## NeoSuccess Project

This project has received funding from the EU's Horizon 2020 research and innovation programme under G.A. No [950921]

Research · H2020 · 76 followers

✓ Following

Visit website

More



Edit profile

**NeoSuccess Project**

@NeosuccessP

This project receives funding from the @EU\_H2020 Research & Innovation Programme. Any related tweets reflect only the views of the project owner.

Figure 26 - Visibility of EU Funding in Social Media.

## 6. FINAL REVIEW OF OBJECTIVES

This section highlights the level of achievement of each of the general objectives established in Dissemination and Communication Plan. It also checks the fulfilment of “next steps” indicated in D6.2 “7. Following Steps” and summarize the KPIs.

### 6.1 GENERAL OBJECTIVES OF THE D&C PLAN

The D&C Plan set the main objectives and this section aims to analyse their degree of compliance:

- To set communications tools and protocols between the consortium partners.

---

*Objective on track.*

---

- To promote the NEOSUCCESS among the public and relevant stakeholders within the selected target sectors.

---

*Objective being partially achieved.*

---

Corrective actions:

- Increase the participation in social medias (creation of Facebook account, increase the number of posts.)
- Increase the impact in industrial sector: tailor messages to attract stakeholders, participation in trade shows and fairs after obtaining significant results with the industrial unit.
- To guarantee a successful communication of the project key-messages and actions at Regional, National and EU level.

---

*Objective on track.*

---

- To attract the interest of potential users for the NEOSUCCESS results and impacts, including opening potential business opportunities.

---

*Objective in progress.*

---

The main goal at this stage of D&C is to create a vast network of potential users to increase the impact of dissemination of results after the industrial unit is constructed and important results achieved.

- To disseminate the NEOSUCCESS' results to a wider public.

---

*Objective on track.*

---

- Set Key Performance Indicators (KPIs) for dissemination activities.

---

*Objective achieved.*

---

- Implement measurement of the fulfilment of KPIs of the activities conducted.

---

*Objective on track.*

---

- To promote collaboration and dialogue between the consortium partners, to increase the impact of the NEOSUCCESS and communicate it harmonically.

---

*Objective achieved.*

---

## 6.2 LEVEL OF FULFILMENT OF FOLLOWING STEPS SET IN D6.1:

1. Creation of Communication Commission.

---

*Fulfilled*

---

2. Creation of social media accounts (Twitter and LinkedIn).

---

*Fulfilled*

---

3. Design of NEOSUCCESS promotional material (stands, flyers).

---

*Not fulfilled yet*

---

As explained above, the promotional material will be designed and created during 2<sup>nd</sup> year of the project.

4. Measurement of D&C main KPIs fulfilment (annex).

---

*Being fulfilled*

---

5. Active control on D&C Plan compliance by all partners.

---

*Being fulfilled*

---

### 6.3 MEASURING RESULTS TABLE

Online channels	Target number	M6	M9	M12	% fulfilment	COMMENT
Webpage	1,000 visits/ year	345	625	1,368	136,8%	✓ KPI on track
NEOSUCCESS video	2 videos; 500 views	N/A	N/A	N/A	N/A	1st video will be recorded and released during year 2 (M13-M24). 2nd after demonstration and training sessions
Newsletters	2 per year (total 6)	1	1	1	100%	✓ KPI on track. The number of stakeholders that reaches should be increased. Currently large percentage of subscribers belong to Consortium Partners and Collaborators
Social media Twitter	200 followers	15	25	38	19%	KPI slightly low. Facebook use should be evaluated to increase the dissemination and number of stakeholders (especially, general public).
Social media LinkedIn	200 followers	25	48	84	42%	✓ KPI on track Improving actions: increase the number of industrial stakeholders as followers.
Social media YouTube	500 views per video	N/A	N/A	N/A	N/A	Target not being evaluated in this document; activity will take place starting from year 2.
Offline channels	Target number	M6	M9	M12	% fulfilment	COMMENT
Trade shows & Fairs	4	0	0	0	0%	Project partners have assisted to several online events, disseminating NEOSUCCESS Project. The focus on trade shows and fairs should be



						considered once the industrial unit results are obtained.
Demonstration Session	3	N/A	N/A	N/A	N/A	Target not being evaluated in this document; activity will take place at the end of the project lifespan.
Training Session	3	N/A	N/A	N/A	N/A	Target not being evaluated in this document; activity will take place at the end of the project lifespan.
<b>Mixed channels</b>	<b>Target number</b>	<b>M6</b>	<b>M9</b>	<b>M12</b>	<b>% fulfilment</b>	<b>COMMENT</b>
Press Releases	1 per year (total 3)	1	1	1	100%	✓ KPI on track
D&C Materials	5 different materials designed	0	0	0	0%	D&C material should start being drafted during year 2, since there is a high probability that presential and online events focused on initial results will start taking place.
Scientific publications	1	0	0	0	0%	At least 2 publications in international scientific journals will be prepared by IVEM/AINIA along 2022.

Figure 27 - Measuring results table.



## 7. UPDATE OF THE D&C Plan

This document will be updated with the Deliverables 6.4 “Final report on D&C activities” by November 2023 (M42).



## 8. CONCLUSIONS

The D&C Plan has been updated and the activities have been mostly carried out successfully. The COVID-19 pandemic has had a great impact on all activities related with on-site presence (i.e. workshops, seminars, attendance to meetings and events, development of printed dissemination material), which have not been carried out and are on stand-by until the protection measures and restrictions allow for safe on-site events.

Most of the on-line activities are being carried out successfully, with minor delays on KPI achievement in some cases. Contingency measures and planning are in place to achieve the pre-set KPIs. The project extension in 6 months through AMD-3 will help to achieve them.

As an unforeseen result of this first reporting through D6.3, the Consortium will evaluate the creation of a NEOSUCCESS Facebook account to support dissemination. Given the great dissemination and interest registered through the consortium partners' own Facebook accounts.

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## ANNEX I. COUNTRIES OF ORIGIN OF THE NEOSUCCESS WEBSITE VISITS

This Annex presents a list of all the countries of origin of the visits the NEOSUCCESS website has received. Ordered from most visits to less.

COUNTRY	USERS
1. Spain	415 (47.21%)
2. Greece	106 (12.06%)
3. Denmark	88 (10.01%)
4. United States	71 (8.08%)
5. Italy	22 (2.50%)
6. Germany	16 (1.82%)
7. United Kingdom	15 (1.71%)
8. Austria	14 (1.59%)
9. India	12 (1.37%)
10. Turkey	12 (1.37%)
11. Belgium	10 (1.14%)
12. Netherlands	10 (1.14%)
13. Finland	6 (0.68%)
14. South Korea	6 (0.68%)
15. China	5 (0.57%)
16. Ireland	5 (0.57%)
17. Mexico	5 (0.57%)
18. Sweden	5 (0.57%)
19. Canada	4 (0.46%)
20. France	4

COUNTRY	USERS
24. Switzerland	3 (0.34%)
25. Japan	3 (0.34%)
26. Poland	3 (0.34%)
27. Singapore	3 (0.34%)
28. Australia	2 (0.23%)
29. Brazil	2 (0.23%)
30. Iran	2 (0.23%)
31. Peru	2 (0.23%)
32. (not set)	2 (0.23%)
33. Bahamas	1 (0.11%)
34. Colombia	1 (0.11%)
35. Algeria	1 (0.11%)
36. Honduras	1 (0.11%)
37. Hungary	1 (0.11%)
38. Indonesia	1 (0.11%)
39. Israel	1 (0.11%)
40. Iceland	1 (0.11%)
41. Mozambique	1 (0.11%)
42. Pakistan	1 (0.11%)
43. Portugal	1

D6.3. FIRST YEAR OF  
THE D&C PLAN IMPLEMENTATION

		(0.46%)
21.	Norway	4
		(0.46%)
22.	Russia	4
		(0.46%)
23.	Argentina	3
		(0.34%)

		(0.11%)
44.	Thailand	1
		(0.11%)
45.	Ukraine	1
		(0.11%)
46.	Uruguay	1
		(0.11%)
47.	Venezuela	1
		(0.11%)