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D10.1 Dissemination and Communication Plan

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Sustainable Energy and Alternative Fuels from Advanced Intermediate Renewable Energy carrieR technology

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Document control sheet

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1. Introduction

1.1 Description as per Grant Agreement

This Deliverable, **D10.1 – Dissemination and Communication Plan**, is a public report under Work Package 10 (WP10: Dissemination, exploitation and communication (part I)), led by ETA – Energia, Trasporti e Agricoltura Srl (ETA), with a due date in month 4 (December 2024). According to the Grant Agreement, this Deliverable is intended to provide a comprehensive plan for SEAFAIRER's dissemination, exploitation and communication activities, outlining the strategy, tools and actions to ensure effective visibility of the project and uptake of its results among relevant stakeholders at European and international level. It defines the target audiences, key messages tailored to their interests, and the channels to be used for communication and dissemination, including online and offline activities, as well as an indicative timeline and performance indicators for these actions. The Deliverable also includes a first mapping of the relevant scientific, industrial and policy stakeholders, identified by organisation and by country.

This Deliverable is related to Task 10.1, which is defined as follows:

- *Task 10.1 Dissemination and Communication strategy and plan (Lead: ETA, Partners: All) [M01-M18].* The first six months of the project will be mainly focused on the implementation and design of a suitable and clearly recognisable visual identity (e.g., fonts, colour palette). This will include the project logo, templates for reports, slides, posters for presentations and a general project presentation. All this material will be available in the visual identity toolkit (D10.2). In addition to SEAFAIRER visual identity, ETA will also implement the social media accounts (LinkedIn and YouTube) together with the design of templates for social media carts. The development of SEAFAIRER visual identity will also include the website implementation: here, ETA will develop the homepage by M2, while the final project website will be available by M4. The website will be structured and divided in several sections, describing the project's main aim and ambition, together with a description of partners, activities, results, project news and events. In addition, a dedicated section of the website will graphically describe the SEAFAIRER production system – accordingly to SEAFAIRER visual identity - with a focus on the VINTER technology developed by Fraunhofer UMSICHT.

This Deliverable is positioned within WP10, which addresses the dissemination, exploitation and communication activities in the early phase/during the first Reporting Period of the project and lays the foundation for subsequent work in WP11: Dissemination, exploitation and communication (part II) and WP12: Dissemination, exploitation and communication (part III). In this context, D10.1 provides the initial framework and operational roadmap for how SEAFAIRER will communicate its objectives, progress and outcomes, and how it will engage with the broader ecosystem around sustainable maritime fuels, biochar valorisation and carbon markets. The purpose of D10.1 is therefore to establish a common reference strategy for the consortium on target audiences, stakeholders, key messages, tools and planned activities, including an initial stakeholder mapping by organisation and country. The plan defines the main communication and dissemination principles and describes how SEAFAIRER will raise awareness of the VINTER value chain for renewable maritime biofuels, foster cooperation with related initiatives, and support the wider impact objectives of the project through structured, coordinated communication efforts.

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2. Executive Summary

This first version of the SEAFAIRER Dissemination and Communication Plan establishes a common strategic framework for how the consortium will communicate and disseminate the project's objectives, activities and results during the first reporting period. It defines target audiences and key messages, provides an initial stakeholder mapping by organisation and country, and sets out the main tools, channels, events and planned activities up to M18.

The plan will guide day-to-day communication and dissemination work in WP10 and serve as a reference for partners when engaging with external stakeholders, preparing materials and planning participation in events. It also provides the basis for monitoring communication and dissemination performance through defined activities and KPIs.

As SEAFAIRER progresses and new results, partnerships and opportunities emerge, this plan will be reviewed and updated in D11.1 (M19), D11.3 (M35) and D12.1 (M46). These updates will refine stakeholder mapping, adjust messages and activities as needed, and ensure that dissemination and communication efforts remain aligned with the evolving project outcomes and impact objectives.

3. Definitions and objectives

Communication and dissemination activities are closely interconnected and start from the very beginning of the project. **Communication makes SEAFAIRER visible to a wide audience**, including non-experts, by using channels such as the project website, social media and press materials. Effective communication helps align partners around shared objectives, supports internal and external knowledge sharing, and enhances the overall impact of the project. **Dissemination focuses specifically on the results and outputs** generated during project implementation. By disseminating SEAFAIRER's findings, we support knowledge transfer, stimulate new collaborations and inform targeted stakeholders. Dissemination activities range from scientific publications and conference contributions to workshops, webinars and joint events with related initiatives. The overarching aim of dissemination is to accelerate the uptake of project results and contribute to a more innovative and sustainable European maritime sector.

In line with Article 17 of the Horizon Europe Model Grant Agreement ("Communication, dissemination and visibility"), SEAFAIRER is required to promote the action and its results, including by providing adequate visibility of EU funding. Article 17 specifies that beneficiaries must communicate their project and results to multiple audiences, in a targeted and strategic way, and must ensure that all communication, dissemination and visibility activities acknowledge EU support in accordance with the applicable templates and guidelines

Therefore, the SEAFAIRER Dissemination and Communication Plan sets out the principles and practical guidelines for promoting and enhancing project activities and achievements in a strategic and coherent way for different audiences. This Deliverable, simultaneously the first version of this document, encompasses:

- The identification of specific target groups and a first mapping of stakeholders;
- The definition of key messages, tools and practices;
- The implementation of a detailed schedule of activities up to M18 to achieve the widest possible dissemination of results;
- An initial communication and dissemination strategy to support the visibility and use of project outputs.

In particular, the dissemination and communication activities aim to maximise the impact of SEAFAIRER by:

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- Raising awareness of the project at European and global level, increasing understanding of the potential of SEAFAIRER to address the challenges of the hard-to-electrify maritime transport sector, as well as of the wider European refinery infrastructure;
- Communicating SEAFAIRER's contribution to sustainable maritime fuels through the production of a bio-oil for the maritime sector, starting with three advanced (second generation) feedstocks; *i.e.*, agave bagasse from Mexico, rice husk from Spain and biowaste sieving material from Germany;
- Collaborating and building a network with other ongoing projects and EU initiatives on similar topics, to leverage synergies, strengthen the knowledge base and maximise the overall project impact.

4. Target audience and key messages

Identifying and understanding the target audience is essential to tailor communication strategies and ensure the highest possible impact and uptake of the project results. SEAFAIRER aims to convert first a set of three selected biomasses/advanced feedstocks from Bavaria (Germany), *Comunidad Valenciana* (Spain) and Jalisco (Mexico) into biochar, bio-oil (intermediate energy carrier) and syngas, along with the biochar-based carbon removal credits, paving the way for a low-carbon/GHG-reduced future for maritime transport through a decentralised, energy-efficient and modular process.

For effective dissemination of the results, the main target audiences are different actors along the value chain, such as **feedstock suppliers**, **technology providers**, **refinery and fuel actors**, **maritime operators**, **policy** and **standardisation bodies**, the **research community** and **public/private funding providers (investors)**. The general public is also an essential audience, in order to increase social acceptance of the emerging technology in SEAFAIRER, raise public awareness of its socio-economic and environmental potential, and ensure that future scale-up pathways are attentive to societal impacts, including gender equality and inclusiveness in the maritime and energy sectors.

In Table 1, each Target Group (TG) is complemented with examples of specific organisations, their country and a brief description of their relevance to SEAFAIRER.

Table 1. SEAFAIRER Target Groups (TG).

TG	Short description / Key message / Examples
TG1: Feedstock suppliers	Description: Feedstock providers include (non-exhaustive) agricultural companies, forestry companies, waste management facilities, biogas plants, rice mills, tequila/mezcal factories and other operators of biogenic residues with available (organic) side and/or waste streams that are economically and environmentally sub-optimally utilised or generate disposal costs (*e.g.*, incineration). Key message: Position your residual and side streams as high-value inputs to the VINTER value chain by supplying biogenic residues (*e.g.*, agave bagasse, biowaste sieving material, rice husk) with Proof of Sustainability *e.g.*, ISCC EU for SEAFAIRER, turning current disposal costs and under-utilised organic fractions into long-term revenue, reduced waste handling liabilities and a visible contribution to climate-positive maritime fuels/renewable energy and biochar-based carbon sink.
	Examples: • Agave bagasse: **Casa Sauza (Mexico)** - Major tequila producer generating significant agave bagasse volumes; potential supplier and partner for broader feedstock mobilisation; **Consejo Regulador del Tequila (Mexico)** - Regulatory and coordinating body for the tequila sector; key liaison for engaging multiple producers and ensuring quality-controlled agave bagasse supply; **Tequilería Trujillo (Mexico)** - Tequila producer providing the first representative volumes of agave bagasse feedstock for the SEAFAIRER Mexican use case.

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	• Biowaste sieving material: **BENC Biomüllenergiecentrum (Germany)** - Facility for processing source-separated biowaste from municipal organic residues and the green bin; key supplier of representative feedstock streams for the SEAFAIRER Bavarian use case. • Rice husk: **C.R.D.O.P. Arroz de Valencia (Spain) -** Producer organisation and quality body for rice grown under the Arroz de Valencia (rice of Valencia) designation of origin; coordinates and represents rice producers in the region and is a key contact for mills and growers supplying rice husk; **La Unió de Llauradors i Ramaders (Spain)**: Main agricultural professional organisation in the *Comunidad Valenciana*; represents rice growers and other producers, and can act as an aggregator for rice-related feedstock streams (rice husk, rice straw). Other relevant organisation profiles identified early in the project preparation phase include: **AVEBIOM/Asociación Española de Biomasa (Spain)** - Spanish biomass association representing a wide range of biomass producers and users; key liaison for identifying and aggregating diverse feedstock potentials (*e.g.*, agricultural residues, forestry biomass, biowaste) relevant for SEAFAIRER's future technology deployment; **Confagricoltura (Italy)**: Confederation of Italian agricultural producers; potential aggregator of agricultural residues and rice husk; **Veolia (France)** - Waste management and resource recovery company; potential supplier of biowaste sieving material and logistic solutions.
TG2: Manufacturers/ EPCs	Description: Potential VINTER unit manufacturers are key to enabling large-scale deployment of the technology. Their main interest lies in supporting the implementation of the decentralised hub-and-spoke approach, by addressing technical design requirements and developing a global support and service network for VINTER units. This target group includes engineering management companies, system and process designers, and logistics experts who can support the advancement from TRL 7 to TRL 9 for replicable industrial solutions. Key message: Tap into a growing global market for sustainable maritime fuels by manufacturing modular, scalable biofuel technology, opening a new product/revenue streams, obtaining long-term service contracts and supporting European technological export.
	Examples: **Ramboll (Denmark) -** Global engineering and consultancy company with strong experience in renewable carbon and bioenergy projects; potential strategic advisor and engineering partner for scaling VINTER plants and integrating them into energy systems.
TG3: Refineries and biofuel upgraders	Description: Investigate the integration of VINTER bio-oil in existing refinery infrastructure and different co-processing pathways (*e.g.*, hydrocracking) to achieve specific fuel qualities and increase the supply capacity of biofuels for the transport sector. Key message: Leverage the rising demand for sustainable maritime fuels by integrating VINTER bio-oil as an intermediate ("bio-crude") into existing refinery and co-processing units, enabling new low-carbon fuel products, optimised use of current assets, and a strengthened position in advanced marine biofuel markets.
	Examples: **HelleniQ Energy (Greece) -** Greek energy group and refinery operator with growing interest in advanced and renewable fuels; potential partner for assessing co-processing of VINTER intermediate bio-oil in Greek refineries and supplying low-carbon marine fuels in the Eastern Mediterranean; **Moeve (Spain) -** Integrated energy company and refinery operator involved in advanced biofuels and co-processing initiatives; relevant for exploring refinery integration of VINTER-derived products in southern Europe; **Neste (Finland) -** Leading producer of renewable diesel and sustainable

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	aviation fuel with extensive hydrotreating and co-processing experience; potential partner for upgrading VINTER intermediates into advanced marine fuels; **ÖMV (Austria)** - Major European refinery operator and partner in the Horizon Europe REFOLUTION project, working on integrating pyrolysis bio-oil into existing refinery infrastructure; potential replication site for VINTER co-processing pathways; **PETROGAL/Galp (Portugal)** - SEAFAIRER beneficiary and refinery operator in Sines; core partner for testing integration of VINTER bio-oil in existing hydrotreatment, hydrocracking and FCC units; **Preem** (Sweden) - Major Nordic refinery operator expanding renewable diesel and advanced biofuels through co-processing fats, oils and advanced feedstocks; potential reference stakeholder for large-scale integration of VINTER-type intermediates into marine fuel pools; **Repsol** - Integrated energy company and refinery operator with established marine biofuel activities; relevant for testing co-processing of VINTER intermediate bio-oil in Spanish refineries and supplying low-carbon marine fuels in key ports such as Valencia.
TG4: Offtakers in maritime shipping	**Description:** This target group comprises shipping companies and ferry/cruise operators that purchase and use marine fuels for their fleets and are actively seeking low-carbon options to comply with *e.g.*, FuelEU Maritime and reduce EU ETS costs, as well as to adhere with corporate climate commitments. They are central offtakers for VINTER-based marine biofuels and can drive scale-up through long-term demand signals and fuel switching strategies **Key message:** Enable the transition to sustainable maritime transport by sourcing VINTER bio-oil, with energy density near fossil level and drop-in products and ultra-low GHG emissions, thereby reducing fleet emissions, meeting regulatory and corporate climate targets, and offering green transport products to customers without any changes to existing vessels and infrastructure.
	Examples: Bunker Holding (Denmark) - Global marine fuel supplier with total sales of about 25 million tonnes of marine fuels in 2023, where very low-carbon fuels (currently biofuels) represented 0.1% of sales by energy content in 2023/24; aims to reach 5% by 2030; **Carnival Maritime (Germany)** - World's largest cruise company with a fleet of 94 ships, conducting multi-ship biofuel trials as part of its pathway toward net-zero GHG emissions by 2050 and demonstrating early large fleet demand potential for sustainable marine fuels; **Hapag-Lloyd (Germany)** - Top 5 global container shipping company deploying second-generation biofuels at scale. In 2023, Hapag-Lloyd consumed about 213,000 tonnes of biofuel blends, up from 120,500 tonnes in 2022, with 45 vessels refuelled with biofuels that year. This biofuel use formed part of a total bunker consumption of 3.97 million tonnes in 2023. Hapag-Lloyd's "Ship Green" product replaces up to 30% of conventional marine fuel oil with certified second-generation biofuels from waste and residue feedstocks such as used cooking oil; **Maersk (Denmark)** – Second largest global shipping company operating 700+ container vessels. Its ECO Delivery Ocean product uses certified waste- and residue-based biofuels; has set a target that 25% of its fleet will run on green fuels by 2030, explicitly avoiding first-generation biofuels and applying strict sustainability criteria to all biomass feedstocks.
TG5: Port authorities	**Description:** Port authorities are responsible for managing port operations and infrastructure, implementing local decarbonisation strategies, and enabling the deployment of alternative fuels and new bunkering solutions in line with EU and national regulations. They are crucial nodes for VINTER bio-oil uptake, test vessel operations and future hub-and-spoke deployment in key maritime regions in the EU. **Key message:** SEAFAIRER as an enabler to support your port's decarbonisation roadmap by integrating VINTER-based sustainable marine fuels, demonstrating climate-positive fuel solutions in real operations, and positioning the port as a leading hub for low-carbon shipping in Europe and beyond.

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	Examples: **Hamburg Port Authority (Germany)** - Large European port with active decarbonisation and innovation programmes; relevant for demonstration activities in Germany and for integrating VINTER biofuels into North Sea shipping corridors; **Port Authority of Valencia (Spain) -** SEAFAIRER beneficiary and key vessel demonstration site; hosts the test vessel activities and provides infrastructure and stakeholder access for demonstrating VINTER biofuel deployment in a major Mediterranean port; **Port of Amsterdam (Netherlands)** - Major European energy and fuel hub forming, together with Rotterdam and Antwerp, the core of the ARA (Amsterdam-Rotterdam-Antwerp) marine fuel market price benchmark; relevant for scaling VINTER-based sustainable marine fuels within a leading pricing and trading region; **Port of Antwerp-Bruges (Belgium)** - Major European port complex active in alternative fuels and carbon reduction programmes; potential hub for VINTER biofuels linked to broader initiatives on hydrogen, biofuels and renewable energy carriers (including HBE-type activities); **Port of Rotterdam Authority (Netherlands)** - Europe's largest port and major energy hub with extensive experience in biofuel and alternative fuel bunkering; strategic location for scaling VINTER-based sustainable fuels and connecting to Dutch HBE-related initiatives on renewable energy carriers.
TG6: Key marine OEMs and technology providers	Description: This target group covers original equipment manufacturers (OEMs) and technology providers for marine engines, propulsion systems, fuel treatment, onboard systems and digital optimisation tools. Their engagement is crucial for ensuring engine and system compatibility, optimising performance with low-carbon fuels and translating SEAFAIRER results into practical solutions for shipowners and operators that ready for direct implementation in running operations. Key message: SEAFAIRER as an enabler to support your port's decarbonisation roadmap by integrating VINTER-based sustainable marine fuels, demonstrating climate-positive fuel solutions in real operations, and positioning the port as a leading hub for low-carbon shipping in Europe and beyond.
	Examples: **Everllence (Germany) –** Marine market-leading developer and manufacturer of large engines and energy solutions for marine and industrial applications, including dual-fuel and alternative-fuel engines; and has demonstrated operation on B100 biofuel, making it a key OEM for validating VINTER biofuels in engine platforms; **Wärtsilä (Finland) -** Global leader in marine and energy technologies providing engines, propulsion systems, hybrid solutions, digital optimisation tools and lifecycle services; strongly focused on fuel-flexible, low-emission engines and decarbonisation strategies, making it an important partner for testing and integrating VINTER-based fuels in real vessels and for modelling fleet-level impact; **Alfa Laval (Sweden)** – Major supplier of marine separation, heat exchange and fuel treatment systems; provides solutions for handling and conditioning conventional and alternative fuels onboard, and is therefore highly relevant for ensuring that VINTER biofuels can be safely and efficiently processed, separated and conditioned for use in engines and boilers.
TG7: Policy makers and standardisation bodies	Description: Policy makers at EU, national and international level set the regulatory framework for maritime decarbonisation, sustainable fuels and carbon markets. They influence standards such as FuelEU Maritime, GHG accounting and sustainability criteria, which directly affect the deployment of VINTER biofuels and biochar-based carbon sinks. Standardisation and certification bodies define technical specifications, fuel quality standards, engine guidelines and sustainability certification schemes for fuels and carbon sinks. Their work determines how VINTER products can be classified, certified and used safely and effectively in maritime (or other) applications. Key message: For policy makers, the priority should be to use SEAFAIRER evidence and demonstrations to inform robust, evidence-based policy on sustainable maritime fuels and carbon sinks, strengthening the EU's position as an exporter of intermediate

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	renewable energy carrier technology and as a global leader in maritime decarbonisation; for standardisation and certification bodies, the main interest is to access high-quality data on VINTER biofuel properties, performance and test results from component and marine engine validation, biochar characteristics, supporting the development and refinement of standards, test methods and certification schemes that enable wider, safe and sustainable use of advanced marine biofuels and certified carbon sinks.
	Examples: • Policy makers: **CINEA - European Climate, Infrastructure and Environment Executive Agency (Belgium)**: Granting authority for SEAFAIRER; central actor for clustering, monitoring project impact and feeding lessons learned into EU funding and policy discussions; **European Commission DG MOVE – Directorate-General for Mobility and Transport (Belgium)**: Responsible for FuelEU Maritime and broader transport decarbonisation policy, directly shaping demand for sustainable marine fuels such as VINTER products; **European Commission DG CLIMA - Directorate-General for Climate Action (Belgium)**: Key body for GHG reduction targets, carbon accounting and the integration of biofuels and biochar sinks into EU climate policy; **IMO/MEPC (Marine Environment Protection Committee)** - International Maritime Organization's environmental arm; sets global rules on ship emissions and alternative fuels, making SEAFAIRER evidence relevant for future updates to MARPOL and associated guidelines; • Standardisation and certification bodies: **Argus Media (UK) -** Leading European price reporting agency and market analyst for marine fuels, including biofuels; relevant for tracking market development, pricing and volumes of sustainable marine fuels and for positioning VINTER products within market benchmarks; **Carbon Standards International (Switzerland)** - Owner of the European Biochar Certificate scheme, which certifies biochar as a durable carbon sink; central for ensuring SEAFAIRER biochar meets quality and sustainability criteria under recognised EBC categories and can underpin high-quality carbon credit issuance; **DNV (Norway)** - Classification society and technical assurance provider; key actor in certifying vessels, fuel systems and industrial plants using VINTER biofuels, and in developing rules and recommended practices for sustainable marine fuels; **Lloyd's Register (UK)** - Global classification and advisory organisation; influential in setting standards and conducting approvals for new marine fuels and propulsion technologies, making it a potentially important partner for VINTER biofuel certification.
TG8: Scientific and technical biofuels community	Description: This target group comprises universities, research institutes, R&D centres, and technical experts working on biomass conversion, bio-oils, biochar, refinery co-processing, engine/fuel interactions and sustainability assessment, together with organised biofuels networks, associations, key opinion leaders (KOLs) and working groups. They are central to advancing state-of-the-art knowledge on intermediate biofuels, biochar and maritime applications, and to translating SEAFAIRER results into broader scientific and technical practice. Key message: Use SEAFAIRER as a "living case" for scientific and technical progress in advanced biofuels and biochar: co-develop and validate new information on bio-oil quality, blend portfolio and marine engine behaviour, feed robust data into standards and models, and strengthen the evidence base supporting sustainable maritime fuel pathways and carbon sink applications across Europe and internationally.
	Examples: **CIMAC Working Group 7 (international):** International engine and fuel working group focusing on fuel specifications and their impact on marine engines; relevant for incorporating VINTER fuel properties into guidance on marine fuels and engine operation; **ETIP Bioenergy (Austria)**: Expert platform providing strategic guidance

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	on bioenergy and advanced biofuels; relevant for positioning VINTER concepts in technology roadmaps, scenario work and policy advice; **European and national research projects under Horizon Europe (e.g. REFOLUTION, FUEL-UP, ABATE and other projects)** - Related initiatives working on advanced biofuels for maritime; natural clustering partners for cross-project workshops, shared data and joint scientific outputs; **EWABA - European Waste-to-Advanced Biofuels Association (Belgium)**: Industry association whose members produce biodiesel and other advanced fuels from used cooking oil, animal fats and other waste feedstocks, as well as waste collectors and technology providers; relevant for SEAFAIRER as a platform connecting technical experts, producers and feedstock suppliers in advanced biofuels, and as a stakeholder in EU discussions on sustainability criteria, indirect land-use change and advanced feedstock pathways; **IEA Bioenergy Task 39 (international)** - Expert group studying drop-in biofuels and co-processing; important interface for sharing VINTER co-processing results and feeding them into global assessments of advanced marine fuels; **Mærsk Mc-Kinney Møller Center for Zero Carbon Shipping (Denmark)** - Independent, not-for-profit research and development centre established to guide and accelerate the decarbonisation of global shipping; develops fuel pathway maturity maps, regulatory and systems analyses, and thematic working groups, making it a key strategic partner and reference body for shaping policies and pathways on sustainable maritime fuels.
TG9: Public and private entities with financing capacity	**Description:** This target group includes public funding bodies, EU innovation instruments and private investors (infrastructure funds, climate and energy transition funds, impact investors/venture capitalists and banks) that have the capacity to finance demonstration and scale-up of the VINTER value chain and associated infrastructure (VINTER units, bunkering and logistics). They are essential for moving SEAFAIRER from demonstration to commercial deployment, particularly for hub-and-spoke schemes and large portfolios of VINTER units in a post-project exploitation phase. **Key message:** Unlock attractive, de-risked investment opportunities in advanced bioenergy and sustainable maritime fuels by supporting the deployment of modular VINTER units, leveraging SEAFAIRER's technical and techno-economic evidence to structure bankable projects and portfolios aligned with EU climate targets and energy transition strategies.
	Examples: Copenhagen Infrastructure Partners (Denmark) - Global fund manager and leading investor in greenfield energy infrastructure, with dedicated Advanced Bioenergy Funds focusing on equity investments in advanced bioenergy and low-carbon fuels in Europe and North America; backed by institutional investors such as the EIF and PensionDanmark, and actively investing in biomethane and advanced bioenergy projects that are directly relevant as potential financing partners for industrial-scale deployments; **Innovation Fund (EU)** - EU funding mechanism using ETS revenues to support large-scale and small-scale low-carbon projects, including advanced biofuels production and alternative fuels infrastructure; relevant for financing first-of-a-kind VINTER demonstration plants, refinery co-processing projects and maritime fuel supply chains. European Union; **Specialised green infrastructure and impact funds (various in EU)**: Private funds focused on renewable fuels, decarbonisation, bioenergy and/or Power-to-X; relevant for co-investing in VINTER units and accelerating the deployment and scale-up;
TG10: General public and civil society	**Description:** Supporting informed public debate on the benefits, risks and trade-offs of emerging climate technologies. Communication towards the general public should also foster social acceptance and trust by addressing concerns transparently, highlighting local and global impacts, and showcasing how SEAFAIRER contributes to a fair, inclusive and sustainable transition in the maritime and energy sectors, including attention to societal impacts, gender equality and broader diversity aspects in future scale-up pathways.

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	Key message: Offer clear, factual information on SEAFAIRER, biofuels and biochar to raise public awareness of their climate and societal benefits, build social acceptance and trust in emerging decarbonisation technologies, and support an inclusive, gender-sensitive and socially responsible scale-up of sustainable maritime fuels

5. Dissemination and communication tools

Dissemination and communication tools are the practical methods and platforms used to share information, engage stakeholders and promote the objectives and results of the SEAFAIRER project. They support a coherent visual identity and ensure that messages reach the right audiences in an accessible and engaging way. The **SEAFAIRER visual identity** is built around the project logo and a set of templates for reports, presentations, posters and other materials, together with consistent graphic elements. These tools make all project outputs clearly recognisable and help maintain a professional and unified image across different channels and events. Communication strategies and tools are tailored to the needs and preferences of different target groups, from technical experts to the general public. **Social media platforms** (LinkedIn and YouTube) are key channels for promoting the project. By using them actively, SEAFAIRER can reach a broad audience, raise awareness of the project's goals and progress, and foster interaction between researchers, policy makers, industry stakeholders and citizens. Social media also enables real-time engagement, allowing the consortium to share updates, highlight milestones, respond to questions and collect feedback that can inform subsequent activities.

The **project website** serves as the central online hub for SEAFAIRER. It will include a general section providing an overview of the project, and a more technical section for experts in the sector where the SEAFAIRER process, technologies and results are presented in greater detail, supported by graphics, diagrams and video animations. This dual structure ensures both accessibility for non-experts and depth for specialised audiences. **Regular newsletters** will be used as a direct and personalised channel to reach specific stakeholder groups. They will inform readers about project progress, upcoming events, opportunities for collaboration and newly published deliverables or scientific outputs. In combination with the website, social media and visual identity toolkit, these tools underpin the dissemination and communication timeline and related key performance indicators illustrated in Figure 1.



Figure 1. Dissemination and communication activities and KPIs.

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6. Events and communication activities

SEAFAIRER will use a targeted set of events to support its dissemination and communication activities and to connect with key stakeholders along the value chain. One of the main anchor events is the **European Biomass Conference & Exhibition (EUBCE)**, which provides a high-visibility platform for presenting project results on biomass feedstocks, intermediate biofuels and biochar – attendance is planned in 2025, 2026, 2027 and 2028.

By M18, SEAFAIRER aims to **participate in at least two European conferences and one international conference** in order to engage with potential feedstock providers, biofuel traders, industrial customers and relevant policy and research communities. Participation in EU trade fairs, scientific conferences and specialised industry events will be planned with the support of the entire consortium, ensuring that SEAFAIRER is represented where its core themes; advanced biofuels, maritime decarbonisation and biochar valorisation are most visible.

Relevant events for 2025 currently identified are found in Table 2.

Communication activities are a legal obligation under Article 17 of the Horizon Europe Grant Agreement and aim to promote the project and its results to multiple audiences. SEAFAIRER's communication work will be aligned with major project milestones and the release of public deliverables, with the objective of presenting technical content in a way that is understandable for both expert and non-expert audiences and thereby broadening the project's reach.

This will be achieved through a **mix of channels**, including **social media posts** (primarily LinkedIn), **video presentations and short animations** (YouTube), **webinars**, **newsletters**, **press releases** and **news items** on the project website. In addition, **factsheets** will be prepared to communicate key features and advances beyond the state-of-the-art. These factsheets will be targeted primarily at: biofuel trading companies and industrial maritime shipping companies (TG4), biofuel upgrading facilities and refineries (TG3), the scientific and technical biofuels community (TG7), public and private entities with financing capacity (TG8).

At least four factsheets will be developed over the 48-month duration of the project.

SEAFAIRER will also collaborate with ABATE, the second project funded under the same Horizon Europe call (HORIZON-CL5-2024-D3-01-03), establishing connections with it as a "partner project". This collaboration will be reflected in shared communication and dissemination activities (*e.g.*, joint events, cross-project newsletters, shared online content) and, where appropriate, in joint research efforts.

Table 2. Simplified overview of planned events with SEAFAIRER presence (2025).

Event	Date	Location
Innovative initiatives for decarbonising the Mediterranean	11 February 2025	Valencia, Spain
Argus Green Marine Fuels Europe Conference	12-14 May 2025	Antwerp, Belgium
European Sustainable Energy Week (EUSEW)	10-12 June 2025	Brussels, Belgium
European Biomass Conference and Exhibition (EUBCE)	9-12 June 2025	Valencia, Spain
International Conference on Biofuels and Bioenergy	14-15 August 2025	Hamburg, Germany
4th Rostock Ship Machinery Conference	24-25 September 2025	Rostock, Germany
Accelerate Maritime Innovation Through Open & Accessible Testbeds	30 October 2025	Copenhagen, Denmark

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7. Communication and dissemination deliverables

Table 3 provides an overview of all planned deliverables related to dissemination, exploitation and communication activities in SEAFAIRER. It covers the initial Dissemination and Communication Plan and visual identity toolkit, the Exploitation Plan and its updates, and successive updates of the Dissemination and Communication Plan across WP10-WP12.

Table 3. Dissemination, exploitation and communication-related Deliverables in SEAFAIRER.

No.	Name	Due Date
D10.1	Dissemination and Communication Plan	M4 (December 2024)
D10.2	SEAFAIRER visual identity toolkit	M4 (December 2024)
D10.3	Exploitation Plan	M6 (February 2025)
D11.1	Dissemination and Communication Plan (Update M19)	M19 (March 2026)
D11.2	SEAFAIRER network collaboration report	M30 (February 2027)
D11.3	Dissemination and Communication Plan (Update M35)	M35 (July 2027)
D12.1	Dissemination and Communication Plan (Update M46)	M46 (June 2028)
D12.2	Final project publication	M48 (August 2028)
D12.3	Exploitation Plan (Update M48)	M48 (August 2028)

For ease of reference, the specific dissemination and communication activities planned under WP10, in the first Reporting Period (M01-M18) alone, have been listed and numbered (DEC-1 to DEC-8) in Table 4. This table provides an overview of key actions such as press releases, launch and maintenance of the website and social media channels, newsletters, webinars, conference contributions and stakeholder workshops. The schedule of these activities will be reviewed regularly and adjusted on a rolling basis to reflect project progress, emerging opportunities and updates introduced in subsequent versions.

Table 4. Planned DEC activities from M01-M18.

No.	Name	Due Date
DEC-1	First press release	M4 (December 2024)
DEC-2	Launch of website and social media (LinkedIn and YouTube)	M4 (December 2024)
DEC-3	Website and social media updates and maintenance	M4-M18 (December 2024-February 2026)
DEC-4	First newsletter	M8 (April 2025)
DEC-5	First online webinar	M12 (August 2025)
DEC-6	Project presentation and parallel event/workshop at EUBCE	M18 (February 2026)
DEC-7	Project presentation at 1 international conference	M18 (February 2026)
DEC-8	First workshops to engage with selected stakeholders	M48 (August 2028)

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