Ref. Ares(2026)6723050 - 04/07/2026

Seafairer

D11.1 Dissemination and Communication Plan (Update M19)

Seafairer

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

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

Seafairer

Document control sheet

Project	SEAFAIRER - Sustainable Energy and Alternative Fuels from Advanced Intermediate Renewable Energy carrieR technology
Grant Agreement n°	101173002
Call identifier	HORIZON-CL5-2024-D3-01-03
Type of action	Innovation Action (Lump-sum grant)
Coordinator	Technical University of Denmark (DTU)
Project start date	1 September 2024
Project duration	48 months
Work package n° and title	11 – Dissemination, exploitation and communication (part II)
Work package leader	ETA – Energia, Trasporti, Agricoltura Srl (ETA)
Dissemination level	PU – Public
Type	R – Document, report
Lead beneficiary	ETA – Energia, Trasporti, Agricoltura Srl (ETA)
Author(s)	Simona Alpi (ETA)
Reviewer(s)	Daniel Pichler (DTU); Jan Octavio Wilske (DTU)
Review date	26 March 2026 (M19)
Due date	31 March 2026 (M19)

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

Seafairer

Disclaimer

The project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

Seafairer

Index

Disclaimer 3
1. Introduction 5
1.1 Description as per Grant Agreement 5
2. Executive Summary 6
3. Definitions and objectives (Update M19) 7
4. Target audience and key messages (Update M19) 8
5. Dissemination and communication tools (Update M19) 15
5.1 Online channels 17
5.2 Communication and dissemination materials 19
6. Events and communication activities (M1-M18) 22
7. Communication and dissemination deliverables 26

List of Figures

Figure 1. Dissemination and communication activities and KPIs. 17
Figure 2. SEAFAIRER website - landing page and "News" section. 17
Figure 3. SEAFAIRER LinkedIn page (landing page/top view) 18
Figure 4. SEAFAIRER LinkedIn audience, distributed by sector. Source: LinkedIn. 18
Figure 5. SEAFAIRER fonts, colours and logos. 20
Figure 6. SEAFAIRER PowerPoint templates. Left: 4:3 resolution, right: 16:9 resolution. 20
Figure 7. SEAFAIRER roll-up (left) and poster template (right) 20
Figure 8. SEAFAIRER project trifold. 21
Figure 9. SEAFAIRER's first factsheet. 21
Figure 10. SEAFAIRER's first press release. 21
Figure 11. SEAFAIRER's first newsletter. 22
Figure 12. SEAFAIRER's second factsheet 22
Figure 13. SEAFAIRER in Valencia for “Innovative Initiatives for the Decarbonisation of the Mediterranean” event. 22
Figure 14. SEAFAIRER at EUBCE 2025. Left: project booth, right: session with M2ARE, COCPIT, FUEL-UP and POSEIDON. 23
Figure 15. SEAFAIRER at 4th Ship Machinery Conference in Rostock, Germany 23
Figure 16. SEAFAIRER at "Kraftstoffe der Zukunft" 2026 in Berlin, Germany. 24

List of Tables

Table 1. SEAFAIRER Target Groups (TG). 8
Table 2. SEAFAIRER LinkedIn followers by geography. Source: LinkedIn. 19
Table 3. Dissemination, exploitation and communication-related Deliverables in SEAFAIRER. 26
Table 4. Planned DEC activities from M01-M18. 27

Co-funded by the European Union

This project has received co-funding from the European Union’s Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

1. Introduction

1.1 Description as per Grant Agreement

This Deliverable, **D11.1 – Dissemination and Communication Plan (Update M19)**, is a public report under Work Package 11 (WP11: Dissemination, exploitation and communication (part II)), led by ETA – Energia, Trasporti e Agricoltura Srl (ETA), with a due date in month 19 (March 2026). It provides the first consolidated update of SEAFAIRER's dissemination and communication activities and strategy, building on the initial plan defined in D10.1 and reflecting the experience and results gathered during the first Reporting Period (September 2024 to February 2026). In accordance with the Grant Agreement, this Deliverable is intended to refine and extend the project's approach to dissemination and communication, ensuring continued visibility of SEAFAIRER and effective uptake of its results among relevant stakeholders at European and international level during the intermediate phase of the project. This Deliverable is related to Task 11.1, which is described below:

- ***Task 11.1: First and second update of the Dissemination and Communication plan (Lead: ETA, Partners: all) [M19-M36].*** This task is the logical continuation of T10.2. A first update of the D&C plan will be implemented in M18, with an updated list of the D&C activities and events performed so far, and an update on SEAFAIRER target audience.

For reference, Task 10.2, of which Task 11.1 is the logical continuation, is also described herein:

- ***Task 10.2: Task 10.2 Development of the first Dissemination and Communication plan (Lead: ETA, Partners: all) [M01-M04].*** In accordance with the details provided in Section 2.2, ETA will release a first version of the Dissemination and Communication Plan (D&C Plan) by M4. This document will mainly include a first mapping of the relevant scientific, industrial and policy stakeholders, with identification by organisation and by country, in compliance with GDPR rules. In addition to a first definition of SEAFAIRER key stakeholders, the D&C Plan will outline a Communication and Dissemination strategy including: (i) project results/outputs; (ii) identification of specific target groups and first mapping of stakeholders; (iii) key messages, tools and practices and (iv) implementation of a detailed schedule of activities by M18 in order to achieve the widest possible dissemination of results. The D&C Plan will put together the consortium's feedback and inputs, gathered during the first project kick-off meeting**.** This task is the logical continuation of T10.2. A first update of the D&C plan will be implemented in M18, with an updated list of the D&C activities and events performed so far, and an update on SEAFAIRER target audience.

Accordingly, the purpose of D11.1 is not to replace D10.1, but to refine and operationalise it for the next phase of the project. The Deliverable updates SEAFAIRER's target audiences, key messages, communication channels, stakeholder mapping, and relevant dissemination and communication activities carried out during the first 18 months, while also providing an updated basis for planned actions in the period M19-M36. Positioned within WP11, D11.1 also supports the broader objectives of this work package, namely to establish a dialogue between the consortium and stakeholders operating in the shipping industry, to enable wide dissemination of SEAFAIRER results to potential adopters and users, and to promote synergies with other EU projects focused on advanced biofuel production for shipping. In this sense, D11.1 serves as the updated reference framework for the consortium's dissemination and communication work during the intermediate phase of SEAFAIRER.

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

2. Executive Summary

This Deliverable D11.1: SEAFAIRER Dissemination and Communication Plan (Update M19) provides the first consolidated update of SEAFAIRER's dissemination and communication strategy, building on Deliverable D10.1 and reflecting **experience and results from the first 18 months of the project (September 2024 to February 2026)**. The report refines SEAFAIRER's communication framework to better align with recent EU policy developments on renewable and low-carbon fuels (including the **SET Plan** and **Sustainable Transport Investment Plan**), and with the emerging industrial value chain perspective on advanced biofuels, positioning SEAFAIRER as a representative industrial value chain for decentralised marine biofuels and biochar-based carbon sinks.

The updated plan **revises target audiences and key messages**, expanding the original mapping to include a more complete set of actors along the SEAFAIRER value chain: feedstock suppliers, manufacturers/EPCs, refineries, fuel storage and logistics operators, maritime offtakers, ports, marine OEMs and technology providers, regulators, standard-setters and insurers, the scientific and technical biofuels community, financing entities and the general public. It incorporates lessons learned from initial activities, including the development of **Communities of Practice** in Copenhagen, Valencia and Mexico, and the **growing contact base** established through events such as the Valencia decarbonisation workshop, EUBCE 2025, the Rostock Ship Machinery Conference and "Kraftstoffe der Zukunft" 2026. The plan also updates SEAFAIRER's communication and dissemination tools: website, LinkedIn, YouTube, visual identity toolkit, factsheets, press releases, newsletters and the new Zenodo community, and evaluates their performance and audience reach to date.

Finally, D11.1 sets out an **updated schedule of dissemination and communication activities for M19-M36**, including additional factsheets and newsletters, joint actions with the partner project ABATE (starting with EUBCE 2026), at least one flagship event, and new video materials illustrating SEAFAIRER's technology and value chain. It clarifies the evolution of DEC activities (DEC-1 to DEC-13), links dissemination efforts more explicitly to SEAFAIRER's scientific, techno-economic and policy objectives, and provides a shared reference framework to guide partners' outreach work in the intermediate phase of the project, with a particular emphasis on strengthening maritime-facing stakeholder engagement and supporting future adoption of SEAFAIRER results in the shipping sector.

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

3. Definitions and objectives (Update M19)

In updating the Dissemination and Communication Plan, SEAFAIRER's strategy explicitly aligns closer with **recent EU policy developments on renewable and low-carbon fuels for transport**, including the Strategic Energy Technology (SET) Plan and **Sustainable Transport Investment Plan (STIP)** expert work on building industrial production capacity for advanced biofuels and other renewable fuels. These initiatives estimate that, **by 2035**, around 20 million tonnes of sustainable alternative fuels per year (approximately 13.2 Mt biofuels and 6.8 Mt e-fuels) – and more specifically **6.4 Mt sustainable maritime fuels**[1] – will be needed to meet ReFuelEU Aviation and FuelEU Maritime targets, supported by cumulative investments on the order of €100 billion and annual public support in the multi-billion-euro range for new production plants and feedstock mobilisation.

Additionally, the dissemination and communication activities consider the broader EU discussion on how to build the **industrial value chains** required to scale advanced biofuels for hard-to-abate transport sectors. In this respect, SEAFAIRER can be framed consistently with the methodological perspective of ***Mobilization of industrial capacity building for advanced biofuels – Final report***[2], which assesses advanced biofuels not as isolated technologies, but as integrated value chains shaped by feedstock mobilisation, conversion technology, upgrading pathways, market deployment conditions and enabling framework conditions

Against this backdrop, the SEAFAIRER Dissemination and Communication Plan (D10.1) provides guidelines to promote and enhance project initiatives, activities and achievements to different audiences in a strategic and effective way. This **first update of the Plan (D11.1) builds on D10.1 and now includes**:

- An updated identification of specific Target Groups (TG) and stakeholder mapping, including **shipping companies**, (bio-) **fuel producers and suppliers**, (second-generation) **feedstock suppliers, classification societies** and **insurers**, **OEMs** in the maritime space, **additive producer**s, **biochar producers**, **dMRV** providers, **and investors**;
- Refined key messages, tools and practices, **reflecting progress in VINTER pilot and demo activities**, additional EU feedstocks and early progress towards product certifications;
- An updated, provisional **schedule of activities for M19-M36**, including conferences, workshops, webinars, joint events with the "partner project" ABATE[3];
- An adjusted communication and dissemination strategy that emphasises SEAFAIRER's role as an **industrial value chain** in enabling decentralised production of advanced marine biofuels, certified biochar and biochar-based carbon removal credits, **positioned within the wider EU effort to scale sustainable fuels for aviation and shipping**. By demonstrating VINTER-based biofuels and durable biochar sinks in real value chains, SEAFAIRER contributes evidence and practical pathways towards meeting projected EU needs for renewable and low-carbon transport fuels (around 20 million tonnes of sustainable alternative fuels per year by 2035, including biofuels and e-fuels).

[1] European Commission. (2025). *Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions: Sustainable Transport Investment Plan - Boosting renewable and low-carbon fuels for aviation and waterborne transport* (COM(2025) 664 final).

[2] European Commission: Directorate-General for Research and Innovation, EXERGIA, POLITO, BEST, Georgiadou, M. et al. (eds), *Mobilization of industrial capacity building for advanced biofuels – Final report*, Publications Office of the European Union, 2026, https://data.europa.eu/doi/10.2777/2375274.

[3] Advanced Bio-based Refinery Intermediates (ABATE): Funded by the European Union under Grant Agreement No. 101172958. Coordinated by the Centre for Research and Technology Hellas (CERTH) in Greece.

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

4. Target audience and key messages (Update M19)

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 started with a 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 biochar-based carbon removal credits, paving the way for a low-carbon/greenhouse-gas-reduced future for maritime transport through a decentralised, energy-efficient and modular thermochemical process. In parallel, additional feedstocks from Spain, such as rice straw (*paja de arroz*) in the *Comunidad Valenciana* and *orujillo* in Andalucía, are being assessed within the remit of SEAFAIRER, and any resulting extensions of the value chain and new organisations identified will be reflected in subsequent updates of the Target Groups and stakeholder mapping.

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. The examples reflect both strategic stakeholders identified in advance (and present in Deliverable D10.1) and organisations already engaged or contacted during the first Reporting Period, including participants in the Copenhagen (Nordic/Baltic), Valencia (Spain/Mediterranean) – such as Baleària and Boluda – and Mexico Communities of Practice, illustrating the full industrial value chain from feedstock mobilisation to biofuel use and carbon sink certification.

Please note: The title of **TG3** has been updated from "Refineries and biofuel upgraders" to "**Refineries, fuel storage & logistics**" to better reflect real SEAFAIRER value chain conditions, in which VINTER bio-oil and/or co-processed biofuels are handled by specialised companies for logistics, storage (*e.g.*, ISO tanks, terminals), port transfer and ship supply, even when these actors are not necessarily the final biofuel offtakers. The description (Table 1) has been updated accordingly.

Similarly, the title of **TG2** has been updated from "Policy makers and standardisation bodies" to "**Policy makers, standards and insurers**" to better reflect the full set of framework-setting actors relevant to SEAFAIRER, including not only regulators and standard-setting bodies, but also marine insurers and P&I clubs that influence risk assessment, insurability and market confidence for the deployment of new fuels in shipping.

At this stage of the project, **TG2** "Manufacturers/EPCs" has not yet been a central focus of SEAFAIRER's dissemination and stakeholder engagement activities. However, this TG remains strategically important for future replication and scale-up of the VINTER technology and will therefore be further investigated and refined in the course of the project's business modelling, implementation studies and techno-economic assessment activities.

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

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

	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. • **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. Additional relevant operators of biowaste sieving material, also referred to als "sieving overflow" (*Siebüberlauf*) material have been identified, such as **EAD Darmstadt (Germany)**, which manages municipal biowaste streams with similar characteristics; their potential role as feedstock suppliers for SEAFAIRER and related value chains will be further explored, and any concrete collaboration will be reflected in future updates of the stakeholder mapping and Target Groups. • **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

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

	product/revenue stream, 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, fuel storage & logistics	**Description:** Investigate the integration of VINTER bio-oil in existing refinery infrastructure and different co-processing pathways (*e.g.*, hydrotreatment, FCC) to achieve specific fuel qualities and increase the supply capacity of biofuels for the transport sector. In parallel, identify and engage specialised fuel storage and logistics operators that can manage the downstream chain from production sites to ports and vessels, including road and intermodal transport, terminal storage, and ship supply via barges, thereby enabling practical deployment of SEAFAIRER fuels within existing marine fuel supply systems. **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: Frontier Fuels (Germany) - Company active in the storage, handling and distribution of low-carbon and renewable fuels; a relevant actor for managing the logistics chain of VINTER-based intermediates and upgraded marine fuels, including road and intermodal transport, terminal storage and port-side supply to ships, thereby supporting the practical deployment of SEAFAIRER fuels in existing bunkering systems; **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 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; **TanQuid (Germany)** - Leading German tank terminal operator handling biodiesel, bioethanol and other biofuels and plant oils for the organic fuel industry; potential partner for storage, blending and logistics of VINTER-based intermediates and/or upgraded fuels, supporting their integration into existing supply chains for sustainable marine fuels.
TG4: Offtakers in	**Description:** This TG comprises shipping companies and ferry/cruise operators that purchase and use marine fuels for their fleets and are actively seeking

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

maritime shipping	low-carbon options to comply with, *e.g.*, FuelEU Maritime and reduce EU ETS costs, as well as to adhere to 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. Initial contacts and insights for this group have emerged, among others, from the activities of the Spanish Community of Practice (COP Spain), which engages local operators, ports and fuel suppliers around decarbonisation plans and potential use of advanced biofuels, as well as the pre-commercial activities of the lead exploitation partner SAGAVA. **Key message:** Enable the transition to sustainable maritime transport by sourcing VINTER bio-oil/sustainable maritime fuel, which combines energy density close to fossil fuels with drop-in behaviour and very low GHG emissions. As SEAFAIRER progresses, knowledge on the unique advantages of VINTER bio-oil, including its use as a blend component to reduce fuel costs (benchmarked against established market price references such as FOB ARA B100 UCOME), and its superior GHG savings compared with current biofuel options such as HVO and FAME, will be further deepened and supported by dedicated documentation. This will include component and engine testing, early validation results from test vessel demonstration and techno-economic assessment work, providing robust validation for shipowners, operators and bunker suppliers.
	Examples: Baleària (Spain) - Major Spanish ferry operator serving routes in the Western Mediterranean and beyond; actively exploring and piloting low-carbon fuels and efficiency measures, and therefore a relevant candidate off-taker for VINTER-based marine biofuels in the context of SEAFAIRER's Valencia and broader Spanish use cases; **Boluda (Spain)** - Leading Spanish maritime group providing towing, port services and short-sea shipping; important player in the Valencia and other Iberian ports, potentially positioned to integrate sustainable marine fuels into its operations and to act as an early adopter and reference user for advanced biofuel blends supplied through local bunkering chains; **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

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

	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.
	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: 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; **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; **WinGD (Switzerland) -** Major developer of

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

	low-speed marine engines and propulsion solutions for merchant shipping, with a strong focus on fuel flexibility, efficiency and decarbonisation pathways; a relevant OEM for assessing the compatibility of VINTER-based fuels with large marine engine platforms.
TG7: Policy makers, standards and insurers	**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 rules 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, while maritime insurers/protection & indemnity (P&I) clubs shape risk frameworks, underwriting criteria and market confidence for vessels using new fuels and technologies. Their combined work determines how VINTER products can be classified, certified, insured and used safely and effectively in maritime (and 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 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; • **Insurers: NorthStandard (UK)**: One of the world's largest protection and indemnity (P&I) clubs and a leading global marine insurer, covering on the order of 270-350 million GT of poolable tonnage worldwide, representing around 20% of the International Group's owned tonnage and insuring several thousand ships across all major segments. Relevant for understanding how the adoption of advanced marine biofuels and biochar-based carbon sinks may affect risk profiles, underwriting criteria, premiums and loss prevention practices, and for ensuring that SEAFAIRER's fuel pathways remain compatible with insurability and safety requirements in the maritime sector.

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

	• **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 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

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

	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. **Key message:** Offer clear 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 (Update M19)

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. During the first Reporting Period, these tools have moved from design to active use, supporting SEAFAIRER's presence at key conferences and events and enabling consistent

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

outreach to diverse target groups. Together, they underpin 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, complemented by consistent graphic elements. These tools make project outputs clearly recognisable and help maintain a professional, unified image across channels and events, from the SEAFAIRER booth at EUBCE 2025 to contributions at *e.g.*, the Rostock Ship Machinery Conference and the "Fuels of the Future 2026" conference in Berlin. Communication strategies and tools are tailored to the needs and preferences of different target groups, ranging from technical experts and industry practitioners to policy makers and the general public.

SEAFAIRER's online channels, the **project website** and **LinkedIn page**, complemented by the **ETA Florence YouTube channel**, have emerged as central tools for promoting activities and engaging stakeholder communities. The **website**, launched in M4, serves as the primary hub for external communication, combining a general section with an overview of the project and a more technical section where the SEAFAIRER process, technologies and results are presented in greater detail, including an animated representation of the value chain. **LinkedIn** provides a dynamic platform to share news, event participation and short video interviews, reaching a highly qualified audience predominantly rooted in research, industry and consulting sectors, with a strong European profile and growing international interest.

Social media enables real-time engagement, allowing the consortium to highlight milestones, disseminate early findings and collect feedback that can inform subsequent activities. In parallel, the project information leaflet, factsheets and the visual identity toolkit (templates, poster, roll-up and graphics) have been used at events such as **EUBCE 2025**, the Valencia "**Innovative Initiatives for Decarbonising the Mediterranean" workshop**, the **4th Rostock Ship Machinery Conference** and the **Fuels of the Future 2026** conference to introduce SEAFAIRER to scientific, industrial and policy audiences.

Regular newsletters and short video interviews complement these tools as direct and personalised channels to reach specific stakeholder groups, informing readers and viewers about project progress, upcoming events, collaboration opportunities and newly published outputs. In combination with the website, social media and visual identity toolkit, these tools support the dissemination and communication timeline and related key performance indicators illustrated in Figure 1 an, **accompanied by an updated list of D&C activities and events held to date** and an overview of SEAFAIRER's evolving target audiences.

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

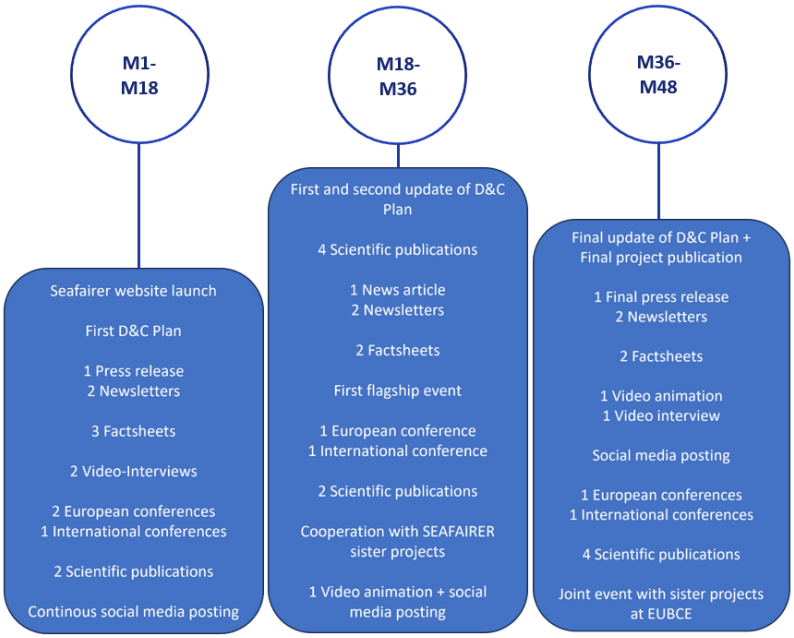


Figure 1. Dissemination and communication activities and KPIs.

5.1 Online channels

SEAFAIRER's online presence is built around **a dedicated website and a LinkedIn page**, which together serve as the main channels for dissemination and communication.

The **project website** (Figure 2) **is the primary point of reference for all external communication activities**. The homepage was created in M2 and provides an overview of the project context, research objectives and consortium partners. Since then, the website has been publicly accessible at https://www.seafairer-project.eu/.

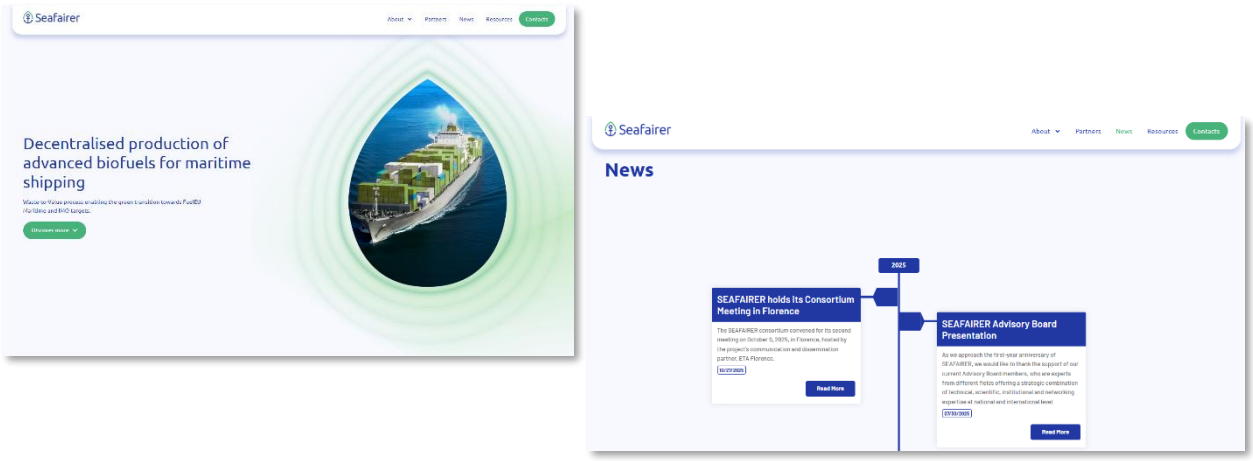


Figure 2. SEAFAIRER website - landing page and "News" section.

The full website was developed and officially launched in M4 (December 2024). It is structured into five main sections and two subsections under the "About" page:

- **Homepage** - General overview of the project.
- **About - The project** – Detailed information on the research activities, the SEAFAIRER process, the raw materials, the expected results, and an animated representation of the value chain.
    - **About - Target group** – Description of the main target groups addressed by the project;

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

- **About - Our solution** – Overview of the main challenges tackled by the research and the proposed solutions.

- **Partners** - Presentation of the consortium partners, including logos and a geographical map with links to partners' websites.
- **News** - Updates on project-related activities, such as participation in events, publication of dissemination and communication materials, and other relevant SEAFAIRER news.
- **Resources** - Archive of dissemination and communication materials, videos and other publications and outputs supporting the dissemination and exploitation of SEAFAIRER results. This section includes the introductory videos recorded during the kick-off meeting in September 2024, in which partners presented the objectives of their respective Work Packages; these videos have also been shared via LinkedIn and the ETA Florence YouTube channel.
- **Contacts** - Section allowing users to subscribe to newsletters and receive updates on project activities.

In parallel, the **SEAFAIRER LinkedIn page** (Figure 3) has been a central tool for promoting project activities and engaging different stakeholder communities.

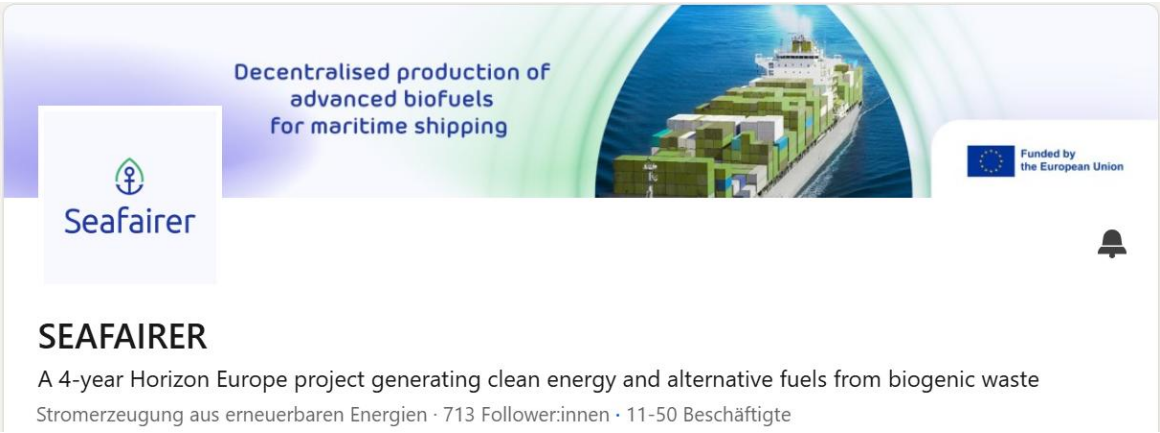


Figure 3. SEAFAIRER LinkedIn page (landing page/top view).

As of the date of this Deliverable, the **page has 713 followers**, distributed across the following sectors (Figure 4).

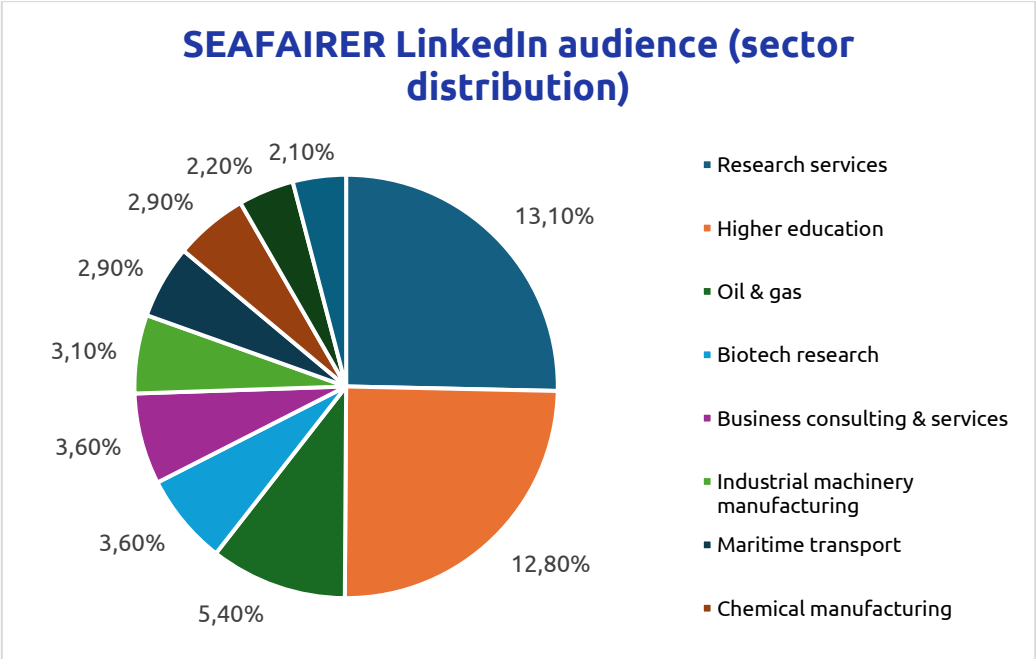


Figure 4. SEAFAIRER LinkedIn audience, distributed by sector. Source: LinkedIn.

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

Geographically, most followers (above at least 1.0%) are listed in Table 2.

Table 2. SEAFAIRER LinkedIn followers by geography. Source: LinkedIn.

Country	Area	Followers	Share of total
Denmark	Copenhagen Metropolitan Area	73	12.5%
Portugal	Porto Metropolitan Area	32	5.5%
Germany	Greater Munich Metropolitan Area	23	3.9%
Spain	Greater Valencia Metropolitan Area	12	2.0%
Sweden	Greater Stockholm Metropolitan Area	10	1.7%
Iran	Tehran	10	1.7%
Netherlands	The Randstad	8	1.4%
Germany	Greater Hamburg Area	8	1.4%
Slovenia	Ljubljana Metropolitan Area	7	1.2%
UK	London Area	7	1.2%

Most followers are located in key European maritime and energy regions, including Copenhagen, Porto, Munich, Valencia, Stockholm, Hamburg, the Randstad (Netherlands) and London, with additional interest from non-EU locations, confirming a growing international footprint.

These data indicate that SEAFAIRER's online audience is highly qualified and predominantly rooted in research, industry and consulting sectors, reflecting **a strong European profile with emerging interest beyond the EU**. This confirms that the project is reaching relevant communities in countries active in research, industrial innovation and energy transition policies, and that its messages are attracting attention from stakeholders with specific skills and expertise in maritime decarbonisation and advanced biofuels. At the same time, **the current sector distribution shows that followers from the maritime transport**, ports and shipping services segments, while present, **still represent a relatively modest share** compared with research- and industry-oriented profiles.

A **key learning for the next period is therefore to increase the relative share of followers from the maritime space** (shipowners, operators, ports, bunker suppliers and marine service providers), building on contacts made through events such as EUBCE, the Valencia decarbonisation workshop, the Rostock conferences and the Communities of Practice. To this end, SEAFAIRER will further tailor LinkedIn content towards maritime use cases and biofuel-focused results, actively connect with relevant organisations identified in the Target Group mapping, and leverage consortium members' networks in shipping and port communities. Some geographical and sector patterns naturally reflect the provenance of consortium partners and their existing networks, while residual shares in other regions and sectors are not analysed in detail at this stage but will be monitored as the project's online presence continues to evolve.

5.2 Communication and dissemination materials

Among the initial communication activities carried out in SEAFAIRER was the definition of the project's visual identity. This included **selecting the colour palette and fonts**, **designing the logo** (Figure 5), and assembling these elements into a coherent **communication and dissemination toolkit**. The D&C toolkit comprises a Word template for drafting project reports and documents; two PowerPoint presentation templates (16:9 and 4:3, Figure 6) for meetings and events (online and in person); an A0-sized project poster for use at scientific conferences and technical meetings; a graphic background for SEAFAIRER's social media channels; and a project roll-up and poster template (Figure 7), designed for display at project events as well as external conferences and workshops.

In addition, a **project information leaflet** (Figure 8) was produced to present general information and SEAFAIRER's objectives in a concise, accessible format. This trifold leaflet is available in digital form on the project website, while printed copies have been distributed at live events such as

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

EUBCE 2025 and the Rostock conference, helping to raise awareness of the project among relevant scientific, industrial and policy audiences.



Figure 5. SEAFAIRER fonts, colours and logos.



Figure 6. SEAFAIRER PowerPoint templates. Left: 4:3 resolution, right: 16:9 resolution.



Figure 7. SEAFAIRER roll-up (left) and poster template (right).

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.



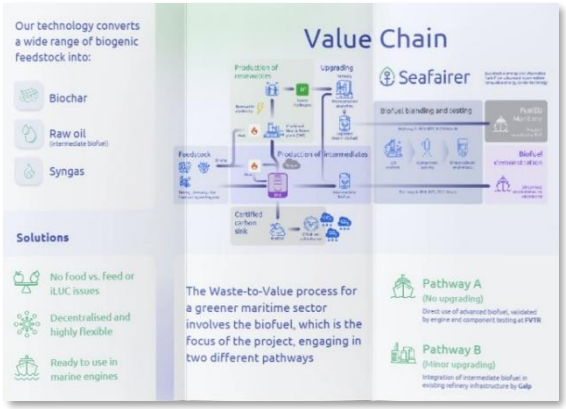


Figure 8. SEAFAIRER project trifold.

Other key materials prepared for the SEAFAIRER launch include the **first press release** (Figure 10) **two initial factsheets** (Figure 9 and Figure 12) and the **first project newsletter** (Figure 11) all of which are available via the website and have been promoted through LinkedIn and other social media channels during the first 18 months. The press release provides a concise introduction to SEAFAIRER's objectives, value chain concept and consortium, and was used to announce the project to wider media and stakeholder audiences. The factsheets offer brief, visually accessible summaries of the technology, use cases and target groups, designed for quick uptake by non-specialist readers as well as industry and policy stakeholders.



Figure 10. SEAFAIRER's first press release.



Figure 9. SEAFAIRER's first factsheet.

The **first newsletter** has served as a more detailed, narrative format to update stakeholders on early progress, including feedstock campaigns, VINTER pilot and demo developments, and initial dissemination activities. Together, these materials help create a coherent entry point into SEAFAIRER for different audiences and provide reusable content that partners can share at events, in their own networks and in Communities of Practice. In the next period, this suite of materials will be expanded and updated to reflect new technical results, value chain insights and collaborations, ensuring that external communication remains current and aligned with the project's evolving focus.

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

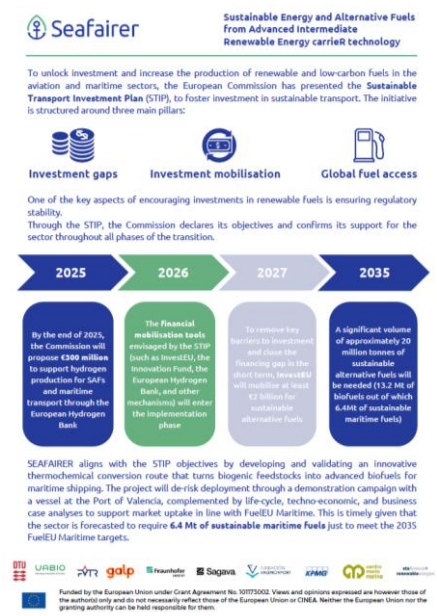


Figure 12. SEAFAIRER's second factsheet.



Figure 11. SEAFAIRER's first newsletter.

6. Events and communication activities (M1-M18)

During the first 18 months, and thanks to the active contribution of the coordinator and partners, SEAFAIRER has been presented at a number of high-profile conferences and events covering port decarbonisation, bioenergy, maritime machinery and renewable fuels. This targeted participation has been instrumental in giving the project early visibility in key communities, testing initial messages with different stakeholder groups, and building relationships that feed directly into the Target Group mapping and Communities of Practice. The **first public presentation** took place on **11 February 2025** at the Terminal Hub in Valencia, Spain, during the event "**Innovative Initiatives for the Decarbonisation of the Mediterranean**" organised by project partner **Fundación Valenciaport** (Figure 13). The event addressed a broad range of topics, from biogenic fuels and e-methanol to integrated electrical systems, offshore energy approvals and net-zero port operations, with the aim of showcasing concrete pathways for sustainable shipping and port decarbonisation in the Mediterranean. It featured four Horizon Europe projects (SEANERGY, SEAFAIRER, POSEIDON and BLUEBARGE), ARSINOE (Horizon 2020), as well as GreenMED and Power4MED (EMFAF), thereby creating a rich clustering context across EU programmes. Representatives from DTU and Sagava participated in the session and roundtable discussions and took part in a visit to the Port of Valencia to gain first-hand insight into ongoing decarbonisation efforts and local infrastructure, providing valuable input for SEAFAIRER's Valencia use case and COP Spain activities.

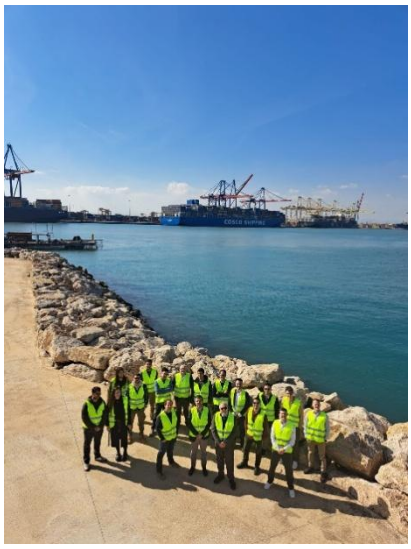


Figure 13. SEAFAIRER in Valencia for "Innovative Initiatives for the Decarbonisation of the Mediterranean" event.

From **9 to 12 June 2025**, SEAFAIRER was showcased at the **33rd European Biomass Conference and Exhibition (EUBCE)**, held in **Valencia** (Figure 14). EUBCE provided a key platform to

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

disseminate SEAFAIRER at international level, reaching the wider European and global bioenergy and bioeconomy community, including universities, research institutes, EU-funded project consortia and policy-oriented stakeholders. The project's presence included an introductory presentation by Daniel Pichler (DTU, Project Manager) in the Exhibition Forum, participation in a workshop organised by the M²ARE[4] project, and a **dedicated SEAFAIRER booth** where numerous visitors were able to learn more about the research concept, the value chain, project objectives and collaboration opportunities. Fundación Valenciaport and Fraunhofer UMSICHT, SEAFAIRER partners, also contributed with dedicated presentations on their main research and development activities, highlighting their roles in feedstock selection, technology scale-up and port-side deployment. In a session featuring Horizon Europe projects M²ARE, COCPIT[5], FUEL-UP[6] and POSEIDON[7] on "Innovation and Sustainability for the Maritime Sector", DTU presented SEAFAIRER, emphasising feedstock flexibility of the VINTER technology, market intelligence gained from commercial partner Sagava, and the testing and certification activities required to reach the ocean-going vessel demonstration milestone – a key step towards commercialisation and future scale-up.



Figure 14. SEAFAIRER at EUBCE 2025. Left: project booth, right: session with M2ARE, COCPIT, FUEL-UP and POSEIDON.

Following EUBCE, SEAFAIRER was presented at the **4th Ship Machinery Conference** (*Schiffsmaschinentagung*) in Rostock, Germany, on **24-25 September 2025** (Figure 15), co-organised by project partner **FVTR** together with Fraunhofer IGP and MET Motoren- und Energietechnik GmbH. This conference provided a niche, highly topic-relevant platform to discuss the next generation of sustainable shipping technologies, bringing together engine manufacturers, research institutions, classification societies and industry stakeholders focused on marine machinery, alternative fuels and system integration. Within this context, SEAFAIRER was introduced as a concrete example of how advanced intermediate biofuels and engine testing can contribute to decarbonising the marine sector. The presentation by Daniel Pichler (DTU, Project Manager) highlighted the planned testing campaigns on VINTER-based fuel blends, their compatibility with marine engines and components, and the role of Well-to-Wake assessment in demonstrating environmental performance. It also opened discussions on how SEAFAIRER's results could inform future design choices for marine machinery, support compliance with emerging regulatory requirements and foster



Figure 15. SEAFAIRER at 4th Ship Machinery Conference in Rostock, Germany.

[4] M²ARE - Renewable methanol production for the shipping industry: Funded by the European Union under Grant Agreement No. 101136080. Coordinated by Air Liquide (France).

[5] Circular production of microalgae-based fuels for shipping and aviation (COCPIT): Funded by the European Union under Grant Agreement No. 101103592. Coordinated by ENEA - Italian National Agency for New Technologies, Energy and Sustainable Economic Development (Italy).

[6] FUEL-UP - Production of advanced bioFUELS via pyrolysis and UPgrading of 100% biogenic residues for aviation and marine sector, including full valorisation of side streams. Funded by the European Union under Grant Agreement No. 101136123. Coordinated by SINTEF Industry (Norway).

[7] POSEIDON - Propulsion Of Ships with E-Methanol In favour of the Decarbonisation Of Naval transport: Funded by the European Union under Grant Agreement No. 101117616. Coordinated by the European Institute for Energy Research (EIFER) (Germany).

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

collaboration between fuel developers, engine experts and ship operators, reinforcing links with TG4 (offtakers in maritime shipping), TG6 (marine OEMs and technology providers) and TG7 (policy makers, standards and insurers).

In **January 2026**, SEAFAIRER contributed to the **23rd International Conference on Renewable Mobility "Fuels of the Future 2026"** (*Kraftstoffe der Zukunft*), held in **Berlin**, Germany and organised by Bundesverband Bioenergie e.V. (Figure 16). This conference offered a cross-sector platform for discussing policy frameworks, market adoption and industrial deployment of alternative and renewable fuels, with a strong focus on real-world implementation, cross-sector applications and transition pathways across road, aviation and maritime transport. For SEAFAIRER, participating in this event represented a strategic dissemination opportunity to engage stakeholders involved in fuel regulation, certification, pricing and market adoption, to position the project within the broader context of renewable fuel solutions for hard-to-abate transport sectors, and to test its messaging around VINTER as a climate-positive marine fuel pathway aligned with STIP and FuelEU Maritime.



Figure 16. SEAFAIRER at "Kraftstoffe der Zukunft" 2026 in Berlin, Germany.

Beyond these events, SEAFAIRER partners participated in a number of additional conferences, workshops and clustering activities, including **TechBBQ 2025** in **Copenhagen**, a **SEAFAIRER presentation to an ERAC** (European Research Area and Innovation Committee) **delegation** visit to the BioInnovation Institute in **Copenhagen**, maritime innovation events at **Copenhagen Malmö Port**, a **Fraunhofer UMSICHT webinar on innovative utilisation of biomass residues**, and the **Advanced Biofuels Clustering Event** organised by **CINEA** in **Brussels**. Collectively, these activities have strengthened SEAFAIRER's visibility across research, industry, ports, shipping companies, technology developers, policy makers and biofuel networks, and have generated concrete contacts and learning that are reflected in the updated Target Groups, Communities of Practice and dissemination strategy presented in this Deliverable.

As part of SEAFAIRER's **open science and dissemination strategy**, a **dedicated SEAFAIRER community has been created on Zenodo** (https://zenodo.org/communities/seafairer-horizon-europe-ia) to provide a central, citable repository for public project outputs, including deliverables, conference abstracts, presentations and other materials.

In the first 18 months, two conference abstracts were produced and submitted:

- Theile, M., Daschner, R., & Wilske, J. (2026). *Methods for evaluating the drop-in suitability of novel marine biofuels based on biocrude oils from pyrolysis processes* [Conference abstract]. 34th European Biomass Conference and Exhibition (EUBCE 2026), The Hague, Netherlands;
- Bank, R., Daschner, R., & Wilske, J. (2026). *Erweiterte Testmethoden für neuartige Bio-Öle als Schiffskraftstoffe im Rahmen des EU-Projekts SEAFAIRER* [Konferenzabstract]. 23. Internationaler Fachkongress für erneuerbare Mobilität "Kraftstoffe der Zukunft 2026", Berlin, Germany

One was for the 23rd International Conference on Renewable Mobility "*Kraftstoffe der Zukunft* 2026" and one for EUBCE 2026, both focusing on the production, properties and marine engine compatibility of VINTER-based bio-oils and blends. These and subsequent scientific and technical outputs will be progressively uploaded to the SEAFAIRER Zenodo community, ensuring long-term

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

accessibility, transparent referencing and wider visibility for the project's results among research, industry and policy stakeholders.

Looking ahead, SEAFAIRER will continue to use a targeted set of events to support its dissemination and communication activities and to connect with priority stakeholder groups, building on the strong traction generated in the first 18 months and on confirmed participations in events such as the first **Rostock Biofuels in Shipping Symposium** (April 2026) and the **EUBCE 2026** in The Hague, Netherlands (May 2026). Another event in scope for potential SEAFAIRER participation is the **European Sustainable Energy Week 2026** in Brussels, Belgium.

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

7. Communication and dissemination deliverables

Table 3 provides an updated 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	Status
D10.1	Dissemination and Communication Plan	M4 (December 2024)	Submitted
D10.2	SEAFAIRER visual identity toolkit	M4 (December 2024)	Submitted
D10.3	Exploitation Plan	M6 (February 2025)	Submitted
D11.1	Dissemination and Communication Plan (Update M19)	M19 (March 2026)	Submitted
D11.2	SEAFAIRER network collaboration report	M30 (February 2027)	Upcoming
D11.3	Dissemination and Communication Plan (Update M35)	M35 (July 2027)	Upcoming
D12.1	Dissemination and Communication Plan (Update M46)	M46 (June 2028)	Upcoming
D12.2	Final project publication	M48 (August 2028)	Upcoming
D12.3	Exploitation Plan (Update M48)	M48 (August 2028)	Upcoming

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.

Building on Deliverable D10.1 and the experience gained in the first 18 months, this update **introduces an extended set of planned activities for the intermediate phase of the project**, namely **DEC-9 to DEC-13**. These include a third factsheet (DEC-9) and a second newsletter (DEC-10), originally foreseen for M18 but now rescheduled to M24 to better align with the availability of new technical and value chain results; strengthened cooperation with SEAFAIRER's partner project ABATE (DEC-11), with the first joint event already confirmed for EUBCE 2026 (M21); the organisation of at least one flagship event in the period M18-M36 to showcase SEAFAIRER's progress to a wider audience (DEC-12); and the development of a video animation or short series illustrating the technology scale-up and value chain (DEC-13), which is being prepared on an ongoing basis. These additions formalise activities that were already emerging in practice and ensure that the updated plan captures both the original WP10 commitments and the evolving dissemination and communication priorities for M19-M36.

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

Table 4. Planned DEC activities from M01-M18.

No.	Name	Due date	Status
DEC-1	First press release	M4 (December 2024)	Completed
DEC-2	Launch of website and social media (LinkedIn and YouTube)	M4 (December 2024)	Completed
DEC-3	Website and social media updates and maintenance	M4-M18 (December 2024-February 2026)	Ongoing
DEC-4	First newsletter	M8 (April 2025)	Completed
DEC-5	First online webinar	M12 (August 2025)	Completed
DEC-6	Project presentation and parallel event/workshop at EUBCE	M18 (February 2026)	Completed
DEC-7	Project presentation at 1 international conference	M18 (February 2026)	Completed
DEC-8	First workshops to engage with selected stakeholders	M48 (August 2028)	Ongoing
DEC-9	Third factsheet	M18 (February 2026)	Moved to M24 (August 2026)
DEC-10	Second newsletter	M18 (February 2026)	Moved to M24 (August 2026)
DEC-11	Cooperation with SEAFAIRER partner project ABATE	M18-M36	First join event confirmed for EUBCE 2026 (M21)
DEC-12	First flagship event	M18-M36	Ongoing
DEC-13	Video animation/series of the technology scale-up	M18-M36	Ongoing

Building on this positive start, ETA and the project partners will continue to intensify outreach and communication activities over the coming months. Priority will be given to further strengthening maritime-facing stakeholder engagement (*e.g.*, ports, shipowners, OEMs, refiners, technology providers and regulators), expanding networking with initiatives aligned with SEAFAIRER's objectives, and supporting the future adoption of the project's results in the maritime sector. This will involve more targeted use of the project's online channels, additional conference and workshop participation, joint actions with partner projects, and strategic engagement with communities working on sustainable maritime fuels, ensuring that dissemination efforts remain closely connected to the regulatory and market contexts in which SEAFAIRER aims to operate.

Co-funded by the European Union

This project has received co-funding from the European Union's Horizon Europe research and innovation programme under Grant Agreement No. 101173002. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.