



CHEERS

Producing novel non-plant biomass feedstocks
and bio-based products through upcycling and
the cascading use of brewery side-streams

Grant Agreement No. 101060814.

D7.1

Dissemination & Communication Plan

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Executive Summary

This document is the *Dissemination and Communication* Plan (Deliverable 7.1 of Work Package 7 *Dissemination and Communication*) of the CHEERS project (Grant Agreement nº 101060814). This plan further develops the points included in the “Preliminary plan for the dissemination of project results” included in the Grant Agreement (Part B, Section 2.2).

The main objective of this plan (D&C Plan, from here onwards) is to provide all project partners with an outline that covers: (1) the main messages of the project, (2) the target groups the project seeks to impact, (3) the actions to be carried out to reach them and (4) the general and specific obligations regarding Dissemination and Communication of the project that all partners must be aware of.

1) Key target groups for the project are mainly industry players, separated in two subgroups, the first one includes: the brewing industry, other biorefinery industries and the wastewater treatment sectors; the second one includes: the cosmetic, chemical, feed & petfood, food & beverage, and livestock farmers. Other key target groups include academia, and policy makers, as well as a last group composed of general audiences (People with no background on the subject, but future consumers of products). (2) Apart from the generic messages, each target group counts with its own tailored messages. Moreover, the document also directly identifies potential future project results relevant for dissemination.

(3) The Dissemination and Communication actions are part of an online and offline strategy that includes press releases; a project webpage; social media accounts; mass media publications; production of audio-visual materials (flyers, roll-up, and technical infographics); sectorial publications; industry events; scientific conferences; trainings for primary producers; networking activities and a final event.

(4) Obligations related to Communication & Dissemination cover visibility of funding, the figure of the Communications Representative, notifications, minimum communication actions expected of each partner and basic visual guidelines. Regarding knowledge management and ethics, this document offers a broad overview of the main points to consider and refers to the specific deliverables that tackle this topic.

To sum up, this document describes and presents the most relevant aspects of the Communication and Dissemination strategy of the CHEERS project, establishes responsibilities and timings, and includes practical examples for the different cases.

1 Introduction

This document describes the project's Dissemination and Communication Plan (D&C Plan) and the actions that will be carried out for the achievement of the objectives raised. The document has been conceived and prepared by INNOVARUM (the commercial brand of EURIZON S.L., partner 5), Work Package 7 (Dissemination and Communication) communication and networking task leader (Task 7.4 & 7.5). INNOVARUM together with AINIA (Work Package 7 leader) and EARTHWATCH (Task 7.3 & 7.6 leader) will oversee the implementation, coordination and execution of the actions included in this document.

The D&C Plan is the Deliverable 7.1 of the CHEERS Project (WP7). This Deliverable is made of two parallel documents: (1) The D&C Plan (this document) and (2) an Excel file with a sample structure for tracking progress on all actions included in the D&C Plan. At the end of the project (M48), Deliverable 7.4. *Report on Dissemination and Communication actions - final version* will compile all D&C Actions carried out during the project. All deliverables from WP7 are public for open dissemination.

The D&C Plan is the core document outlining the project's dissemination and communication activities. This plan is fundamental for a good coordination of all initiatives, defining the correct content of the messages, which should be adapted to each of the targeted audiences, getting the required D&C impact and effectively communicating the project results. Effective communication will encourage interested stakeholders to actively participate in the project and enhance the visibility of its results.

This Dissemination and Communication Plan includes:

1. An overview of the Work Package 7 and of its tasks.
2. The basic structure of the communication strategy: Internal & external communication.
3. An outline of the main objectives of the Dissemination and Communication Plan.
4. The target groups the D&C Plan aims to reach to achieve its objectives.
5. The actions to specifically reach the defined target groups.
6. A description of the general and specific Partners' obligations regarding Dissemination and Communication.
7. A basic outline to the knowledge management and open access to data procedures to have into account during the project.
8. A basic outline regarding compliance of ethics requirement in communication and dissemination activities.

2 D&C goals, relevant WP7 tasks & deliverables

The main objectives of the CHEERS Dissemination and Communication Plan (WP7) are:

1. Develop a comprehensive communication strategy: provide effective tools, messages, and methods for communication.
2. Identify target audiences and stakeholders that can benefit from the results produced by CHEERS project and maximise the impact of the innovations developed. Disseminate the CHEERS project results among potential users, fostering the development of new market opportunities (D6.1 Preliminary Exploitation Plan).
3. Review and describe the specific actions that will support the communication strategy, its target audiences, and its KPIs.
4. Define strategies to extend the communities reached during the implementation of the project and after its completion. This will be done through the definition of actions to contribute to the knowledge base for shaping the policy, supporting sustainability of protein-based land crops in Europe.
5. Establish and review clear KPIs that help measure progress, impact, and accomplishment of the dissemination & communication of the project.

2.1 Relevant WP7 Tasks

Work Package 7 “Dissemination and Communication” is divided in 3 tasks (table 1).

Table 1: WP7 tasks

Task	Title	Coordination	Support	Target	Duration
7.1	Development of the Dissemination &	INNOVARUM	EARTHWATCH, AINIA	-	M1-M3
Action	D&C Plan	-	-	-	Due M6
7.2	Dissemination activities	AINIA	All partners	-	M13-M48
Action	Networking activities: meetings to present results	-	-	5 meetings	-
Action	Networking activities: networks to promote results	-	-	5 networks	-
Action	Online workshop	INNOVARUM, UVA	-	1 workshop	-
Action	Workshops	EARTHWATCH, AINIA	MAHOU SAN MIGUEL	5 workshops (3 online & 2 offline)	M22-M24

Task	Title	Coordination	Support	Target	Duration
Action	Industry events (trade shows & workshops)	-	-	5 participations	-
Action	Congresses & conferences	-	-	10 participations	-
Action	Sectorial publications (technical publications & ...)	-	-	5 publications	-
Action	Promotion of results through own social media and web links	-	-	300 clicks	-
Action	Press release on project results	-	-	1 press release	M46-M48
Action	General media publications on project results	-	-	15 publications	-
Action	Final Event	MAHOU SAN MIGUEL	-	50 participants	-
7.3	Engagement with bio-based industries	EARTHWATCH	INNOVARUM, AINIA	-	M1-M48
Action	Engagement strategy targeting bio-based	-	-	Reach 35 bio-based industries	Due in M12
7.4	Networking with related projects, initiatives, and	INNOVARUM	All partners	-	M4-M48
Action	Shortlist of relevant EU projects and initiatives (Horizon Europe, H2020, ...)	-	-	-	-
Action	Create synergies, exchange good practices, and provide evidence for EU policy developments.	-	-	-	-
Action	Attendance at key project events & Invitation of key project representatives to CHEERS events	-	-	-	-
7.5	Communication activities	INNOVARUM	All partners	-	M4-M48
Action	Networking activities: meetings to inform on the	-	-	5 meetings	-
Action	Networking activities: become part of networks	-	-	5 networks	-
Action	Project webpage	-	-	500 views/monthly	-
Action	Social media (Twitter & LinkedIn)	-	-	Twitter: 400 followers LinkedIn: 300 followers	-

Task	Title	Coordination	Support	Target	Duration
Action	Project references in EU free websites/resources	-	-	-	-
Action	Audiovisual materials	-	-	10 materials	-
Action	Press release	-	-	2 press releases (kick-off & half)	M1/M24
Action	General media publication on project results	-	-	15 publications	-
7.6	Co-design of solutions for addressing environmental	EARTHWATCH	INNOVARUM, AINIA	-	M4-M48
Action	Regular co-design sessions with civil society, scientists, and decision makers	-	-	4 per consumer product	-

2.2 Relevant WP7 deliverables & milestones

Relevant Deliverables of the WP7 include:

Deliverable 7.1 Dissemination & Communication Plan (due in month 6): this document.

Deliverable 7.2 Engagement strategy targeting bio-based industries (due in month 12): To achieve the uptake of the innovations developed in CHEERS by other bio-based industries, this deliverable includes a comprehensive engagement strategy targeting bio-based industry professionals.

The deliverable includes the definition of target audiences and of the events at which targeted bio-based industries are identified. It also includes the detailed planning of a series of workshops at the demo sites to demonstrate the effectiveness of the CHEERS bio-refinery to new companies, at which end-users of the products and policy makers are invited to demonstrate the market potential of the results of the project.

Deliverable 7.3. Report on Dissemination and Communication actions - first version (due in month 24): This deliverable is an update of D7.1 including updated information on the dissemination and communication actions. Specifically, it includes information (title, date, location, content) on significant events (conferences, seminars, workshops) organised by CHEERS.

Deliverable 7.4. Report on Dissemination and Communication actions - final version (due in month 48): This deliverable is an update of D7.3 including updated information on the dissemination and communication actions. Specifically, it includes information (title, date, location, content) on significant events (conferences, seminars, workshops) organised by CHEERS, engagement with bio-based industries, networking with related projects, initiatives and networks and the co-design of solutions for addressing environmental impacts.

Milestone No. 1. Project website launched. Website available and D7.1 submitted under the supervision of the WP leader (due in month 6).

Milestone No. 6. Engagement of biomass producers and end-users. Reach 20 potential customers of CHEERS Ltd. Under the supervision of the WP leader and the Ethics Advisory Board (due in month 35)



3 Internal and external communication

3.1 Internal communication actions

The internal communication actions seek the effective communication among participants within the project. MAHOU SAN MIGUEL will oversee the internal communication of the project as Work Package 8 leader (Project Management). AINIA (WP7 leader), INNOVARUM (Task 7.4 and 7.5 leader) and EARTHWATCH (Task 7.3 and 7.6 leader) also hold a supportive role for this task.

Some examples of what this type of actions involves are:

- General Assembly and project meetings organisation.
- Support to the continuous communication among all partners.
- Elaboration of a Dissemination and Communication Plan for all partners to follow and use as reference. (D7.1 of the WP7)
- Collaboration and information exchange between project partners and with the EU Commission.
- Storage and organisation of all information exchanged.
- Facilitation of project related information to all partners to improve decision making processes.
- Encouragement to project partners to distribute the information generated during activities' execution.

3.1.1 Specific tools for Internal Communication

Specific tools for internal communication include:

- ✓ **Consortium face-to-face meetings:** Ordinary meetings and extraordinary meetings if needed.
- ✓ **General email address & contact lists for consortium communication:** An email address for receiving general project communications has been created: info@cheers-project.eu as well as internal contact lists have been defined and shared in a common repository with the consortium.
- ✓ **Mailing list for effective communication:** the consortium partners will communicate directly with specific partners in activities that do not need the whole consortium involvement.
- ✓ **A Microsoft Teams repository with individual WP group chats:** it serves as an immediate communication channel for the consortium. It also aims to keep archives of the essential documents so that all partners have access to these files. Finally, it will as a channel for internal communications within each WP.
- ✓ Email, phone calls and video calls.

3.2 External communication actions

External Communications include those actions targeted to people or entities in the project's external environment. These actions include those covered in WP7 of the Grant Agreement: Task 7.2 (Dissemination activities), Task 7.4 (Networking with related projects, initiatives, and networks), and 7.5 (Communication activities). The actions will be coordinated by AINIA (WP7 leader) and INNOVARUM (Communication task leader) and are described in further detail in the coming sections (**Error! Reference source not found. Error! Reference source not found.**).

4 Target audiences

CHEERS D&C Plan will differentiate amongst 3 main stakeholder groups (industry players, academia, and policy makers) and a fourth group composed of general audiences (without technical background).

The tone of all CHEERS-related communication will be informative, descriptive, and positive, showing a clear focus on achieving the expected impacts and communicating them efficiently. The tone used in each communication activity will be adapted to the specific target audience.

4.1 Industry players

Table 2: Foreseen actions addressed to the industry players (1 & 2)

Action	Purpose	*Type
Meetings to present results	Presentation of results and market potential.	D
Networks to promote results	Promotion of results in newsletters, internal communications, etc.	D
Workshops	Presentation of results and promotion of the CHEERS biorefinery solution.	D
Industry events (trade shows & workshops)	Promote project results.	D
Final event	Present final outcomes.	D
Own online content promoting results	Measure impact and relevance of results.	D
Press releases on project results	Promotion of results: milestones.	D
General media publications on project results	Present updates on results.	D
Networking: meetings to inform on the project	Inform and present the project.	C
Networking: become part of networks	Apply to networks to present the project.	C
Webpage	Inform: updates on the project.	C
Social media (Twitter & LinkedIn)	Inform: last news and updates.	C
Project reference (EU)	Inform: connection with authorities.	C
Audiovisual materials	Informative: visual engaging content.	C
Press releases	Inform: milestones.	C
General media publications: informative content	Promote the project and increase its general impact.	C

Further detail on the timeline and KPIs of the actions is included in section 6 D&C actions.

*C=Communication, D=Dissemination

4.1.1 Industry (1): biomass suppliers

The CHEERS project aims at targeting bio-based industries that generate unused similar side-streams, bagasse, CO₂, CH₄. The dissemination purpose & goals for addressing this public is the following:

- ✓ Engage key players involved in the whole new value chain and business creation.
- ✓ Present the benefits of CHEERS solution to early adopters.
- ✓ Creation of business cases: alternative for side-streams management, new bioproducts (D6.1 Preliminary Exploitation Plan).

4.1.1.1 Brewery industry

This target covers companies working on beer production. The goal of targeting this audience will be to disseminate information concerning the new biorefinery concept, inspired on nature biodiversity (insect and

microbial platforms), to upgrade sustainably and efficiently underused or waste side streams (such as bagasse, wastewater, CO₂ and CH₄) into innovative bio-based products.

CHERS D&C plan has identified the following list of companies and producers' associations, that would act as amplifiers for communication and dissemination activities. These associations serve as references in the market in relation to the designated CHEERS target audience. The audiences will be revised and updated during the first year of the project. In the consortium, brewery industry is represented by project Coordinator **MAHOU SAN MIGUEL**.

Table 3: European (and associated countries) relevant brewery industries and associations.

Entity	Country	Link
Cerveceros de España	Spain	https://cerveceros.org/
Deutscher Brauer-Bund e.V.	Germany	www.brauer-bund.de
Paulaner Brauerei Gruppe GmbH & Co	Germany	https://www.paulaner.com/
Cervejeiros de Portugal	Portugal	http://www.cervejeirosdeportugal.pt/
British Beer and Pub Association	UK	www.beerandpub.com
Carlsberg Marston's Brewing	UK	https://www.carlsbergmarstons.co.uk/
Corporación Hijos de Rivera	Spain	https://corporacionhijosderivera.com/
SA DAMM	Spain	https://www.dammcorporate.com/es

4.1.1.2 Other Biorefineries

This group take into consideration any organization that works on the use of biomass coming from industries side-streams or by-product and transforms it (by biotechnological processes) into higher value products to be offered to different consumer sectors.

The main goal of the dissemination and communication activities below described is to present the benefits of CHEERS biorefinery model.

Examples of existing biorefinery companies outside the consortium are listed in the table below. Along CHEERS project execution, this list will be updated to maximize dissemination activities impact.

Table 4: European (and associated countries) relevant biorefinery organizations.

Entity	Country	Link
Perseo Bitechology	SPAIN	https://www.perseobiotech.com/
BBEU – Biobased Europe Pilot Plant	BELGIUM	https://www.bbeu.org/
AVANTIUM	NETHERLANDS	https://www.avantium.com/
NOVASEP	FRANCE	https://www.novasep.com/
CHAINCRAFT	NETHERLANDS	https://www.chaincraft.nl/

4.1.1.3 Wastewater/Organic Fraction of Municipal Solid Waste (OFMSW) treatment sectors

Wastewater and Organic Fraction of Municipal Solid Waste (OFMSW) treatment sectors comprise companies that manage water circle and other solid residues from many different industries. Some organizations working in these sectors set up technologies that upgrade residues into valuable products. In this sense, CHEERS biorefinery model could be of interest thus communication and dissemination activities will be focused on the benefits of this new model.

The following table shows some examples of wastewater and OFMSW companies which some partners in the consortium keep an active communication and networking relations with. Along CHEERS project execution, this list will be updated to maximize dissemination activities impact. In the consortium, the wastewater

treatment sector is represented by **AQUALIA**. They cover the whole water cycle, managing water, and wastewater services for more than 25 million people in 17 countries.

Table 5: European (and associated countries) relevant wastewater/OFMSW treatment organizations

Entity	Country	Link
NORVENTO	SPAIN	https://www.norvento.com/
IVEM	SPAIN	https://ivem.es/
BIOAZUL	SPAIN	https://www.bioazul.com/
SITRA FACSA	SPAIN	https://sitra.es/
TREVI Environmental Solutions	BELGIUM	https://www.trevi-env.com/en/
VEOLIA	FRANCE	https://www.veoliawatertechnologies.es/

4.1.2 Industry (2): end-users

The CHEERS project aims at targeting potential clients of the novel products generated by CHEERS biorefinery. The dissemination purpose & goal for addressing this public is to **boost market acceptance of the new industry feedstock: food and feed ingredients, bio-based chemicals, cosmetic ingredients, Single Cell Proteins (SCP)**.

4.1.2.1 Cosmetics

This first end-user target covers both, cosmetic ingredient makers that would be interested in producing or selling bio-based or alternative ingredients; and those companies that produce cosmetics product (mainly creams) that might be interested in incorporating a novel and sustainable ingredient. Therefore, the main goal of D&C activities is to disseminate how ectoine is produced from biomass residues by carrying out novel bioprocesses designed within CHEERS project and benefits regarding the reduced environmental impact. Communication actions will pay attention to the benefits that we will provide; a more sustainable cosmetic ingredient that is produced at lower market price.

The following table lists some representative associations from both audiences, producers, and ingredient makers with whom partners in the consortium keep networking relations. These will be addressed by CHEERS D&C activities. As the above tables, this audience will be updated along the project life.

Table 6: European (and associated countries) relevant cosmetics associations.

Entity	Country	Type of cosmetics association	Link
Cantabria Labs	SPAIN	Sun block; skin care and hair care products	https://www.cantabrialabs.es/
STANPA (association)	SPAIN	Association that represents the main cosmetics manufacturers in Spain	www.stanpa.com
AIC (Associação dos Industriais de Cosmética, Perfumaria e Higiene Corporal)	PORTUGAL	Association that represents cosmetics manufacturers in Portugal	www.fiovde.pt
SKW (Schweizerischer Kosmetik und Waschmittelverband)	SWITZERLAND	Association that represents cosmetics manufacturers in Switzerland	www.skw-cds.ch
CTPA (Cosmetic, Toiletry & Perfumery Association)	UK	Association that represents cosmetics manufacturers in UK	www.ctpa.org.uk
Advanced Organic Materials	SPAIN	Natural cosmetic ingredients manufacturer	https://aom.company/en/

4.1.2.2 Chemical

Inside the chemical sector, companies targeted in CHEERS project are those working on the disinfectant (and related) subsectors. Companies that might be interested in producing a more sustainable Cl₂ disinfectant coming from bioproduction and may be cheaper than the conventional hypochlorite production. Therefore, the main goal of D&C activities is to disseminate how Cl₂ disinfectant is produced from biomass

residues by carrying out novel bioprocesses designed within CHEERS project and project and benefits regarding the reduced environmental impact. Communication actions will pay attention to the above benefits (sustainability and price).

Chemical producers are listed on the following table. The list will be updated during project lifecycle.

Table 7: European (and associated countries) relevant companies that are producing chlorine.

Entity	Country	Link
Industrial Chemicals	UK	https://www.icgl.co.uk/
Hydrochem Italia	ITALY	https://www.hydrochemitalia.it/
ERCROS	SPAIN	http://www.ercros.es/
Electroquímica Onubense	SPAIN	https://www.electroquimicaonubense.es/
NOBIAN	GERMANY	https://www.nobian.com/en
QUÍMICA DEL CINCA	SPAIN	https://qcinca.es/es/home-2/

4.1.2.3 Feed & pet food

Feed and petfood producers are focus of different D&C due to the production of Single Cell Protein (SCP) production that could be included in different feed and petfood products, which provides high protein quality and digestibility. The main goal of communication and dissemination activities is to promote project results, those that are related to the novel bioprocesses designed within CHEERS project that will allow the conversion of CH₄ into High protein quality & digestibility.

Feed and pet food producers are listed on the following table. The list will be updated during project lifecycle.

Table 8: European (and associated countries) relevant feed and pet food companies.

Entity	Country	Link
The European Feed Manufacturers' Federation (FEFAC)	BELGIUM	https://fefac.eu/
CESFAC – Confederación Española de Fabricantes de Alimentos Compuestos para Animales	SPAIN	https://www.cesfac.es/es/
IACA – Associação portuguesa do Industriais de Alimentos Compostos para Animais.	PORTUGAL	https://www.iaca.pt/
NUGAPE	SPAIN	https://www.nugape.com/
VALL COMPANYS	SPAIN	https://www.vallcompanys.es/
INVIVO	FRANCE	https://www.invivo-group.com/en

4.1.2.4 Food & beverage

Food and Beverages companies are a very important D&C activities target audience due to the large amount of biomass that produce and, in the case of drinks, the opportunity of incorporating a novel and sustainable protein ingredient. The main goal of dissemination and communication activities in this sector is to promote projects results to let them know about a novel biorefinery concept that could provide them a new way of managing biomass and getting higher value from it.

Although some representative food and beverage companies are listed, these are an example of those that be targeted in communication and dissemination activities along the project. In the consortium this target audience is represented by SYMRISE.

Table 9: European (and associated countries) relevant food & beverage companies.

Entity	Country	Link
HERO	SPAIN	https://www.hero.es/
GREFUSA	SPAIN	https://grefusa.com/
ABBOTT PORTUGAL	PORTUGAL	https://www.pt.abbott/

Entity	Country	Link
NUTRICEAL	PORTUGAL	http://www.nutricealfoods.com/
HOLMACH	UK	https://www.holmach.co.uk/
Cargill Holding Germany GmbH	GERMANY	https://www.cargill.de/en/home

4.1.2.5 Livestock farmers

Livestock farmers express a different focus for D&C activities due to the production of caproic acid from to the conversion of CO₂ and wastewater, as caproic acid enhances animal's gut health and reduces the need of antibiotics. The main goal of communication and dissemination activities is to promote CHEERS results since the novel bio-based ingredients (caproic acid enriched volatile fatty acid (VFA) mixture) contribute to the Enhancement of animal's gut health and reduction in the need for antibiotics.

Although the following list is representative of companies of the sector, the objective of WP7 is to make it longer to improve CHEERS impact.

Table 10: European (and associated countries) relevant livestock farmers.

Entity	Country	Link
CIEL Centre for Innovation Excellence in Livestock	UK	https://cielivestock.co.uk/
Asociación Nacional de Criadores de Ganado Porcino Selecto	SPAIN	https://anps.es/
Asociación Nacional de Porcinocultura Científica - ANAPORC	SPAIN	www.archivo-anaporc.com
Monte do Pasto	PORTUGAL	https://montedopasto.pt/

4.2 Academia

Academia are key players for knowledge dissemination. The exchange of knowledge and lessons learnt will benefit the research community, facilitating deeper understanding of the processes developed. The goal is to engage the academic community with the scientific research, promoting research development during and after the project.

The goal to reach academic entities is to **engage with the academic community, promoting research development during and after the project.**

In the consortium, the academic community is represented by **UVA** and **ZHAW**. The following academic institutions have considered relevant to CHEERS regarding their strong research network focused on the environment, mostly in topics relevant to CHEERS as circular economy, bioeconomy, biorefinery and biowaste valorisation among others. During and after the project, these relevant research institutions will be approached to create synergies and promote knowledge-exchange to get the most out of key project findings.

Table 11: European (and associated countries) relevant academia targets.

Entity	Country	Link
AgroParisTech	France	http://www2.agroparistech.fr
Aarhus University	Denmark	https://international.au.dk/
The University of Ljubljana	Slovenia	http://www.uni-lj.si/eng/
ISARA-Lyon	France	http://www.isara.fr/en
Castelo Branco University of Applied Sciences	Portugal	https://www.ipcb.pt/en/
Estonian University of Life Sciences	Estonia	https://www.emu.ee/en

Entity	Country	Link
ISA LILLE	France	https://www.isa-lille.com/
University of Santiago de Compostela	Spain	https://www.usc.gal/gl
Polytechnic University of Madrid	Spain	http://www.upm.es/internacional
Latvia University of Agriculture (LLU)	Latvia	https://www.llu.lv/
University College Cork	Ireland	https://www.ucc.ie/en/
University of Turku	Finland	https://www.utu.fi/en
Linnaeus University	Sweden	https://lnu.se/en/
Università Cattolica	Italy	http://www.ucscinternational.it

Table 12: Actions addressed to academic audiences.

Action	Purpose	*Type
Congresses & conferences	Promote/present project results	D
Sectorial publications (technical publications & papers)	Production of scientific publications (all project partners) to promote results in academia	D
Online workshop	Presentation of results and promotion of the CHEERS biorefinery solution.	D
Own online content promoting results	Measure impact and relevance of results	D
Audiovisual materials	Informative: visual engaging content	C
Final event	Present final outcomes	D
General media publications on informative content	Promote the project and increase its general impact	C
General media publications on project results	Present updates on results	D
Press releases	Informative content on the project milestones	C
Press release on project results	Present updates on results	D
Project references in EU free websites/resources	Informative: connection with authorities	C
Project webpage	Inform: updates on the project	C
Social media (Twitter & LinkedIn)	Inform: last news and updates	C
Networking: meetings to inform on the project	Inform and present the project	C
Networking: networks to promote results	Promotion of results in newsletters, internal communications & meetings organisation	D

Further detail on the timeline and KPIs of the actions are included in section 6 D&C actions.

*C=Communication, D=Dissemination

4.3 Policy makers

The CHEERS project will contribute with sector-specific knowledge to the policy topics concerning the bioeconomy, agriculture, sustainability, innovation, fostering an appreciative background for the distribution of the 5-novel bio-based products to demonstrate the market potential of the results of the project, as well as new business models in the bioeconomy.

To effectively maximise the impact of this knowledge development, it will be necessary to target specific relevant policy figures regarding bioeconomy, environment, and innovation in Europe. Audiences that with influence over policy for the CHEERS project include EU level, national level, and regional level stakeholders.

The goal to reach public bodies in EU to **foster an environment that is favourable for the adoption of the new technologies and novel products.**

Below, there is a list of high-level policy institutions and officers with high level of influence. Institutions related to rural development have been chosen due to their link with the development of new policy related to

environmental issues and especially circular economy and the support they give to innovation activities. In addition, link to institutions such as ECHA and EFSA will be performed to ensure knowledge exchange on safety and security of bio-based products. **This group is the most challenging level.**

Table 13: CHEERS targeted European policy makers and institutions

Name	Organisation	Level
MAPA	Spanish Ministry of Agriculture	National
Local Agriculture Departments	National governments	National
Commission of Agriculture and Rural Development	European Commission	EU
Committee on European Agricultural and Rural Development	European Parliament	National
EIP-AGRI	European Commission	EU
European Network for Rural Development (ENRD)	European Commission	EU
European Food Safety Authority (EFSA)	European Commission	EU
European Chemicals Agency (ECHA)	European Commission	EU

Additionally, national, regional, and local figures with policy influence will also be targeted through the networks and contacts of the project consortium. This level of officers and policy activists will be easier to reach, and their impact can later transcend to higher levels at EU level.

Table 14: Actions addressed to policy makers.

Action	Purpose	*Type
Networking activities: meetings to inform on the project	Inform and present the project	C
Networking activities: become part of networks	Apply to networks to present the project	C
Networking activities: meetings to present results	Presentation of results and market potential	D
Networking activities: networks to promote results	Promotion of results in newsletters, internal communications, etc.	D
Congresses & conferences	Promote/present project results	D
Audiovisual materials	Informative: visual engaging content	C
Final event	Present final outcomes	D
Own online content promoting results	Measure impact and relevance of results	D
General media publications: informative content	Promote the project and increase its general impact	C
General media publications on project results	Present updates on results	D
Press releases	Inform: milestones	C
Press release on project results	Promotion of results: milestones	D
Project references in EU free websites/resources	Informative: connection with authority figure	C
Project webpage	Inform: updates on the project	C
Social media (Twitter & LinkedIn)	Inform: last news and updates	C

Further detail on the timeline and KPIs of the actions are included in section 6 D&C actions.

*C=Communication, D=Dissemination

4.4 General audiences

The D&C Plan of the CHEERS project also considers the importance of reaching a broader spectrum of general audiences not related to the project: citizens, students, professional groups not related to the tackled industries... Increasing awareness within these audience group about the challenges and benefits regarding the circular economy in the brewing sector and valorisation of residues from that specific industry will support the future of the work developed once the project ends as well as its immediate impact.

The goal to target the general public is to **increase the awareness over the challenges that CHEERS faces and over the growing demand of its solutions while evaluating consumer acceptance of the resulting bioproducts.**

Table 15: Actions addressed to all audiences, including general audiences.

Action	Purpose	*Type
Audiovisual materials	Informative: visual engaging content	C
Final event	Present final outcomes	D
General media publications: informative content	Promote the project and increase its general impact	C
General media publications on project results	Present updates on results	D
Press releases	Inform: milestones	C
Press release on project results	Present updates on results	D
Project references in EU free websites/resources	Informative: connection with authority figure	C
Project webpage	Inform: update resource on the project	C
Social media (Twitter & LinkedIn)	Inform: last news and updates	C

Further detail on the timeline and KPIs of the actions is included in section 6 *D&C actions*.

*C=Communication, D=Dissemination

5 Messages

5.1 General messages

5.1.1 What is CHEERS?

CHEERS is a 48-month EU project focused on the development of novel, bio-based products which will be produced thanks to the application of innovative biotechnologies. Thanks to CHEERS bio-based industries such as breweries can become fully circular and zero-waste operation. These biotechnologies have the potential to decrease the impact of industrial activities on the environment. The consortium aims to generate 5 bioproducts destined for industrial applications, with attractive market opportunities.

5.1.1.1 The need

- ✓ The brewery sector is a key EU bio-based sector to be targeted. Currently, 1Ha of crop land yields 4,500 kg (dm) of cereals directed to produce 300 hl beer (5% solids) but only 40% goes to beer, while the rest 60%:
 - 1.200 kg dm bagasse for low-value animal feed use.
 - 945 kg unused fermentation-CO₂.
 - 61kg unused biogas-CO₂.
 - 59 kg CH₄ for low value energy uses.
 - 435 kg to wastewater and other losses.
- ✓ There is a need to improve 1,3 Million of Ha of crop land cereal cultivation efficiency (i.e., wheat, barley, maize, etc.) for beer in EU.
- ✓ The huge amounts of **bagasse, CO₂ and CH₄** produced from the 405 million hl brewed in EU 2019 represent a huge opportunity to upcycling to food and high value uses.
- ✓ **Insects** represent an underexploited source of high-quality protein for food with a low ecological footprint, and microbes are both an innovative protein biomass and platform for bio-based high value compounds.

5.1.1.2 The solution

CHEERS will engineer 2 innovative and flexible non-plant biomass platforms (based on insects and microbes) to integrally transform the main solid, liquid and gas side-streams of the brewery sector in 4 B2B and 1 B2C bio-based products.

Demo scale validation of an integral solution for the valorisation of by-products and side-streams of a representative EU brewery. Validation of **5 valuable circular bio-based products from 2 novel biomass platforms**:

Insect platform: bioconversion unit from bagasse (40 ton/y) to produce insects with high nutritional value for protein (13.5 ton/y) as P1 ingredient.

Microbial platform: biological units to bio-convert CH₄, CO₂ and wastewater to P2, P3, P4 & P5 ingredients.

5 new circular bio-based sustainable products. Validation of the industrial application and market acceptance.

End-users of CHEERS ingredients (insect protein flour, caproic-rich mixture of fatty acids, Cl₂, high-quality SCP and ectoine) will be mainly companies using these products as feedstocks for other industrial processes (human nutrition, sanitation, animal feed, petfood, cosmetics).

5.2 Specific messages for the identified target audiences

5.2.1 Specific messages for industry players 1: feedstock suppliers

5.2.1.1 Brewery industry

CHEERS will provide innovative bio-based processes based on Europe's biological diversity that will support the valorisation of underused biomass, wastewaters, and greenhouse gas side-streams in breweries to generate commercial bio-chemicals and bio-products, thus contributing to develop innovative, sustainable, and economically viable biorefineries.

HOW? CHEERS biorefinery model will help brewery industry to upgrade beer bagasse, wastewater, CO₂ and CH₄, typically produced in breweries into 5 competitive and innovative bio-based products that can be used in 4 different sectors (food & beverage, petfood, chemical, animal feed and cosmetics). CHEERS will set up a demo site at MAHOU SAN MIGUEL's brewery where a final event will be organized to demonstrate the obtained results.

5.2.1.2 Other biorefineries

CHEERS will provide innovative bio-based processes based on Europe's biological diversity that will support the valorisation of different residues and by-products into higher value bio-based products. These novel processes aim to be more cost-effective, more sustainable and provide alternative ingredients address to high value markets.

HOW?: CHEERS will develop a business model that will define the best configurations of CHEERS biorefinery (processes, products) optimizing profitability at 3 different brewery scale-sizes (micro, medium and large) in the existing marketplace, and will define the specific exploitation strategies for a new company to exploit the results of the project in each case, through the sales of the processing plants and the bio-based products.

CHEERS biorefinery will be representative and novel from the following point of view:

- ✓ Cost-effective technologies
- ✓ High production and efficiency
- ✓ First technology worldwide multi-choice
- ✓ Easy implementation
- ✓ Guaranteed revenues & paybacks.
- ✓ Environmentally friendly solutions.

5.2.1.3 Wastewater/OFMSW treatment sectors

CHEERS will provide innovative bio-based processes based on Europe's biological diversity that will support the valorisation of different residues and by-products into higher value bio-based products. These novel processes aim to be more cost-effective, more sustainable and provide alternative ingredients address to high value markets.

HOW?: CHEERS will develop a business model that will define the best configurations of CHEERS biorefinery (processes, products) optimizing profitability at 3 different brewery scale-sizes (micro, medium and large) in the existing marketplace, and will define the specific exploitation strategies for a new company to exploit the results of the project in each case, through the sales of the processing plants and the bio-based products.

CHEERS biorefinery will be representative and novel from the following point of view:

- Cost-effective technologies
- High production and efficiency
- First technology worldwide multi-choice

- Easy implementation
- Guaranteed revenues & paybacks.
- Environmentally friendly solutions.

5.2.2 Specific messages for industry players 2: end-users

5.2.2.1 Cosmetics

CHEERS will provide a sustainable cosmetic ingredient produced at lower market price to directly answer consumer increasing demand of more natural, sustainable, and functional products. Sugar-based ectoine used nowadays requires a large amount of water and land to be cultured.

HOW?: CHEERS will design, develop, and validate a novel and innovative bio-based process to produce ectoine and ectoine-based cosmetic. This ectoine will be obtained from biogas (low-cost resource), thus will be a lower market price in addition to be more sustainable (less water, land and raw materials required) than the traditional ones generally used nowadays.

5.2.2.2 Chemicals

CHEERS will provide a more sustainable hypochlorite product coming from the bioconversion of CO₂. This product directly responds to consumer demand of a more sustainable and less contaminant chemical solutions. Moreover, since the novel process is focused on the biotransformation of CO₂, it supports the objective of reducing CO₂ emissions.

HOW?: CHEERS will design, develop, and validate a novel and innovative bio-based process to produce hypochlorite that represents a sustainable and cost-effective alternative for chlorine production. This approach has been already validated by one of the partners entailing up to 50% lower operational costs compared to brine electrolysis for chlorine production in the chemical industry. Moreover, the bio-based process will require less water, land, and raw materials for the production, what contributes to the reduction of the environmental impact.

5.2.2.3 Feed & pet food

CHEERS will provide new Single Cells Proteins (SCP) to be used in new feed and petfood formulas. This SCP will support the development of products with high protein quality & digestibility, as well as ethical and sustainable.

HOW?: CHEERS will design, develop, and validate a novel and innovative bio-based process to produce microorganisms that are capable of grow using the methane generated when treating wastewater. Bacteria can grow fast and exhibit higher protein contents (>60%) and essential AAs levels comparable to those established by the FAO recommendations. From the sustainable point of view, in comparison with the soybean meal used as protein source, SCP production needs less water, land and raw materials. Therefore, this process will become a more environmentally friendly and efficiently assimilated than animal protein.

5.2.2.4 Food & beverage

On the one hand, CHEERS will develop bioprocesses and products that will help food and beverages companies to answer market trends and consumer demand focused on value health-enhanced food, more ethical and sustainable foods/feeds, and drinks. On the other hand, insect proteins developed by CHEERS and used in drink products will be a more sustainable and cheaper alternative.

HOW?: CHEERS will design, develop, and validate novel and innovative bio-based processes able to transform residues, wastewater and biogenic gases into high value bio-products that address many different sectors. Although in this case is focused on brewery, solutions could be adapted to other food and beverages conditions.

Besides, CHEERS will develop novel insect proteins coming from bagasse biotransformation, that will be included in drinks that will contain a higher protein quality and superior health performance. From the sustainable point of view, comparing with the conventional protein used in drinks, the one that comes from insects requires much less water and land.

5.2.2.5 Livestock farmers

CHEERS will develop bio-based process to obtain caproic acid to be used in feed industry as alternative to the acid currently used that comes from palm and coconut oil. Livestock farmers are interested in improving the health and accelerating the weight gain of their animals; therefore, they look new feed formulas that help them to improve productivity.

HOW?: CHEERS will design, develop, and validate novel and innovative bio-based processes that will transform CO₂ and ethanol/fatty acids into bio-based caproic acid. This process will be more sustainable than current obtention (fossil-based chemical processes or extraction from), reducing water, land, and raw materials consumption. The obtained caproic acid will enhance animal's gut health and reduce the need for antibiotics.

5.2.3 Specific messages for academia

CHEERS will contribute to scientific research and innovation in different fields connected with the circular economy while delivering novel biotechnological solutions with different applications. Namely:

1. Research on technological knowledge suitable not only for the by-products of the brewing industry, but also extra pollable to other industry and to other types of biomasses.
2. Demonstrate reduced environmental impact through the development of a new biorefinery concept.
3. Research for the development of insect and microbial biomass production and first upstream processes in the industry.
4. Research for the development and validation of innovative downstream processes technologies in the bio-based sector prior to the commercialization of the bioproducts.
5. Research of market applications of the bioproducts developed for key markets: cosmetic companies, food and petfood producers, feed additive providers and disinfectant manufacturers. Additionally, research for the development of novel applications with a high market demand.

All in all, CHEERS will contribute to the progress of the state of the art in the field, producing relevant academic work that will support further research and innovation during and beyond the project implementation.

5.2.4 Specific messages for policy makers

CHEERS supports with its work, technology development and research policies that: (1) promotes a greater use of biological diversity to generate verifiably more sustainable biomass feedstocks; (2) creates high qualified jobs and economic development through SMEs engagement; (3) supports a better public understanding and engagement through the development of circular business models and sustainable value chains in the bioeconomy. Moreover, CHEERS' work will contribute to the development of new policies that will contribute to a "zero waste" biorefinery approach, fully aligned with the EU Green Deal, Circular Economy Action Plan and Bioeconomy Strategy, and foster the understanding of biotechnology-based value chains through the engagement of relevant actors, from small bio-based industries to consumers.

5.2.5 Specific messages for the general audience*

CHEERS is a new biorefinery concept, inspired by nature’s biodiversity (insects and microbes) with the objective of revalorising underutilised secondary streams such as bagasse, wastewater, CO₂ and CH₄ from the brewing industry to convert them into 5 novel biotechnological routes that will generate 5 bioproducts for industrial applications, with attractive market opportunities: insect protein, disinfectant, microbial protein, ectoine, and caproic acid.

Like that, a minimum 45% reduction of the carbon footprint will be achieved in each value chain. All these CHEERS value chains are based on new bioprocesses combined with sustainable transformation processes, which will be validated at demonstration scale at MAHOU SAN MIGUEL’s brewery – A 100% Spanish, family-owned company, leader in the beer sector in the country!

**As the project advances, these messages will include content about the general impact of the various industries involved and what the project will be tackling in terms of circular economy. To achieve this cohesiveness, more analysis is needed and, necessarily, all the messaging needs to evolve with the project. For instance, they cannot be completely defined at the beginning of the project. The D&C partners will work together in keeping an analytical, follow-up document to keep track of these messages as the project activity progresses.*

5.3 Messages update: potential results for dissemination

Project dissemination of results (Task 7.3) will pay close attention to the achievement of project milestones to produce the necessary publications in the media (social media, website), in peer reviewed journals, industry magazines, or in events. Bellow, the list of milestones of the project:

Table 16: List of CHEERS project milestones

MS No.	Title	Due month	Partner
MS1	Project website launched	M6	INNOVARUM
MS2	Operational parameters established for demo scale operation of insect and microbial platforms	M7	AINIA
MS3	Insect demo site start-up	M16	PROTEINSECTA
MS4	Microbial demo site start-up	M19	AQUALIA
MS5	First batches of intermediates from insect and microbial biomass generated at expected yields and analysed	M30	AINIA
MS6	Engagement of biomass producers and end-users	M35	AINIA
MS7	Final validation of the bio-based products	M42	SYMRISE
MS8	TEA and LCA confirm sustainability of the value chains	M42	AINIA
MS9	Biodiversity impact fully assessed	M48	AINIA
MS10	Exploitation plan	M47	AINIA

Relevant results for dissemination will start becoming available starting after M16 of the project. Approximately, two months prior the achievement of the milestone, AINIA (dissemination task leader and WP7 leader) and INNOVARUM (communication task leader) will get in touch with the main involved partner/partners to discuss options for the dissemination and communication of the non-confidential content related to the action. This moment will also be opportunity to review audiences as well as open access requisites in case of scientific peer reviewed publications.

6 D&C actions

6.1 Online channels

Online channels gather actions that will use solely online channels, such as the project website, social media actions and video development and promotion. Together, these group of actions will help build a strong SEO positioning for the CHEERS project. Quality internal and external links, social media reputation and curated content will be the base of a solid organic online strategy for the project.

Keywords example

Some examples of keywords for SEO positioning and the creation of #hashtags in Social Media platforms are **CHEERS, bio-based, circular economy, Horizon Europe, biorefinery, valorisation, brewery, side streams, bioeconomy, biotechnology, waste, sustainability, value chain, by-products.**

Table 17: Online actions, summary of KPIs

Action	Purpose	*Type	Audience	Coord.	Timing	Channel	KPI
Social media (Twitter & LinkedIn)	Inform: last news and updates	C	All audiences	INNOVARUM	M4-M48	Online	Twitter: 400 followers LinkedIn: 300 followers
Project website	Inform: update resource on the project	C	All audiences	INNOVARUM	M6-M48	Online	500 views/monthly - 30 posts
Networking: become part of networks	Apply to networks to present the project	C	Industry 1 & 2, academia, policy makers	INNOVARUM	M4-M48	Online	5 networks
General media publications: informative content	Promote the project and increase its general impact	C	All audiences	INNOVARUM	M4-M48	Online	15 publications
Project reference (EU)	Inform: connection with authorities	C	All audiences	INNOVARUM	M4-M48	Online	-
Own online content promoting results	Promote project results	D	All audiences	AINIA	M12 – M48	Online	300 clicks/views
Online workshop	Presentation of preliminary results	D	Academia	INNOVARUM & UVA	M12 – M48	Online	1 workshop

Action	Purpose	*Type	Audience	Coord.	Timing	Channel	KPI
General media publications on project results	Presentation of updates on results	D	All audiences	AINIA	M12 – M48	Online	15 publications
Networks to promote results	Promotion of results in newsletters, internal communications, etc.	D	Industry 1 & 2, academia, policy makers	AINIA	M12 – M48	Online	5 promotions in networks

*C=Communication, D=Dissemination

6.1.1 Website & blog

A project website is a dynamic portal to the project with all the relevant and key information that the target audiences must know. It is a practical reference tool; all project partners can refer to it in events or in individual meetings. Besides, content can be easily updated and distributed through online means (like mails or social media).

The website is also a great resource of information for all project partners on the last news of the project, changes on dissemination and communication materials, the visual identity of the project and/or on any major event.

The project's webpage was officially launched on M4 (December 2022) and it is available online at: www.cheers-project.eu. The CMS used for the webpage is WordPress, which offers a wide range of pages, themes, widgets, and plugins. As of M5 (January 2023), the webpage counts with a total of **961 views** and a total of **397 independent users** have already visited it.

The structure of the website will be optimised so that user Experience (UX) as well as the User Interface Design (UI) will be both help create a responsible, attractive, and easy to access webpage for all target groups: from those familiar with webpages and technologies to those who might find digital resources a bit more daunting (for example, livestock farmers). Some basic pages the website will include are:

- **Home Page:** it includes a summary of the CHEERS project and objectives.
- **Work plan:** this page showcases a description of the work packages (objectives, leading partner, and duration).
- **Partners:** this page features a European map locating each partner, including each partner's brief description.
- **News & activity:** this page contains news and relevant activities concerning the project's development. It will be regularly updated. This landing page contains 4 different subpages:
 - o **Media:** this page includes CHEERS relevant audio-visual materials (videos, flyers, posters) and media mentions.
 - o **Network:** this page features the networks that CHEERS is part of and the relevant projects that will collaborate with CHEERS in fostering synergies and cooperative actions.
 - o **Dissemination:** this page contains the CHEERS relevant scientific publications, public deliverables, official non-confidential summaries for confidential deliverables and peer reviewed articles.
 - o **Events:** this page serves as a calendar to showcase events where CHEERS will take part of and to promote events/workshops that CHEERS will organise.
- **Contact:** this page includes CHEERS contact information (general email address to receive and send important communications regarding the project).

INNOVARUM will organise by email all partners to publish about their activity/role/results progress in the project's webpage blog. One partner per month will provide INNOVARUM with a **1 to 1 ½ page long publication** with images/graphics attached describing updates on their activity in the project. This is meant to be an informative publication targeted to the general, non-scientific public. **INNOVARUM will kick off this activity in September 2023 (M13) after the Dissemination activities task (T7.2) begins.**

Figure 1: CHEERS website pages



- Work Package 1**
- Work Package 2**
- Work Package 3**
- Work Package 4**
- Work Package 5**
- Work Package 6**
- Work Package 7**
- Work Package 8**

Side-streams mapping and optimisation according to circular economy needs

SEP 2022 – MAR 2023 | Led by Mahou San Miguel

OBJECTIVES

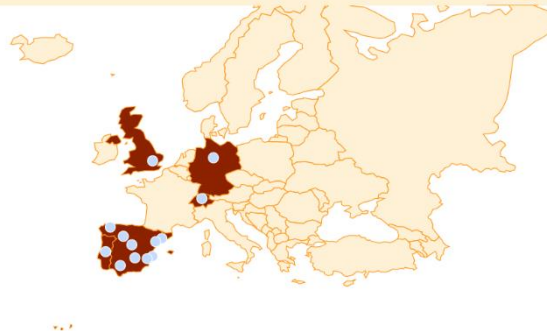
- A full characterization of the side-streams at Lleida case study site will be conducted.
- The insect and microbial biomass conversion processes and Down Stream Process (DSP) will be tailored to the specific compositions of the case study site side-streams.
- A mapping of the waste biomass and off-gases conversion potential in 4 additional bio-based industries will be carried out.
- An evaluation of the regulatory and market penetration barriers of the final bio-based products will be performed.
- A first feasibility study of the CHEERS approach will be conducted.



Why CHEERS?

Food & Beverage industry in Europe produces 30 Mton/y of waste and 94 Mton of CO₂ eq/y, which entails a high environmental impact.

Likewise, large amounts of byproducts are generated during biorefining in this sector, which often end up as low-value market products (animal feed, compost, biogas) or landfilled. This also generates a high environmental impact and negatively affects human health quality and biodiversity on earth. Therefore, **the deployment of innovative sustainable biorefineries in this specific sector is needed, and biotechnological solutions based on an effective prospecting and greater use of biological diversity, are the cornerstone to achieve this goal.**



Mahou San Miguel | Project Coordinator (ES)

CHEERS Project coordinator & exploitation leader. Mahou San Miguel is a family beverage company, 100% Spanish and leader in the beer sector in our country. It has 10 brewing centers –eight in Spain and two in the US–, four water springs and a team of nearly 4,000 professionals. It produces more than 70% of the Spanish beer that is consumed outside of Spain and is present in more than 70 countries.



Project Coordinator

The **Mahou San Miguel** brewing company is coordinator and operational leader of the European CHEERS project.

Mahou San Miguel is a family beverage company, 100% Spanish and leader in the beer sector in our country. It has 10 brewing centers –eight in Spain and two in the US–, four water springs and a team of nearly 4,000 professionals. It produces more than 70% of the Spanish beer that is consumed outside of Spain and is present in more than 70 countries.



Categories

> [Press releases](#)



Kick-off of CHEERS, EU project led by Mahou San Miguel that proposes a new biorefinery model for the brewing industry.

By Admin | October 6th, 2022 | Categories: [Press releases](#)



Contact CHEERS

Tell us about your ideas to connect, possible synergies between projects or just say hello.

EMAIL US AT:

info@cheers-project.eu

Tweets from [@cheers_eu](#)

6.1.2 Social media

The CHEERS project will open 2 Social Media Accounts for communication purposes: a Twitter and a LinkedIn account.

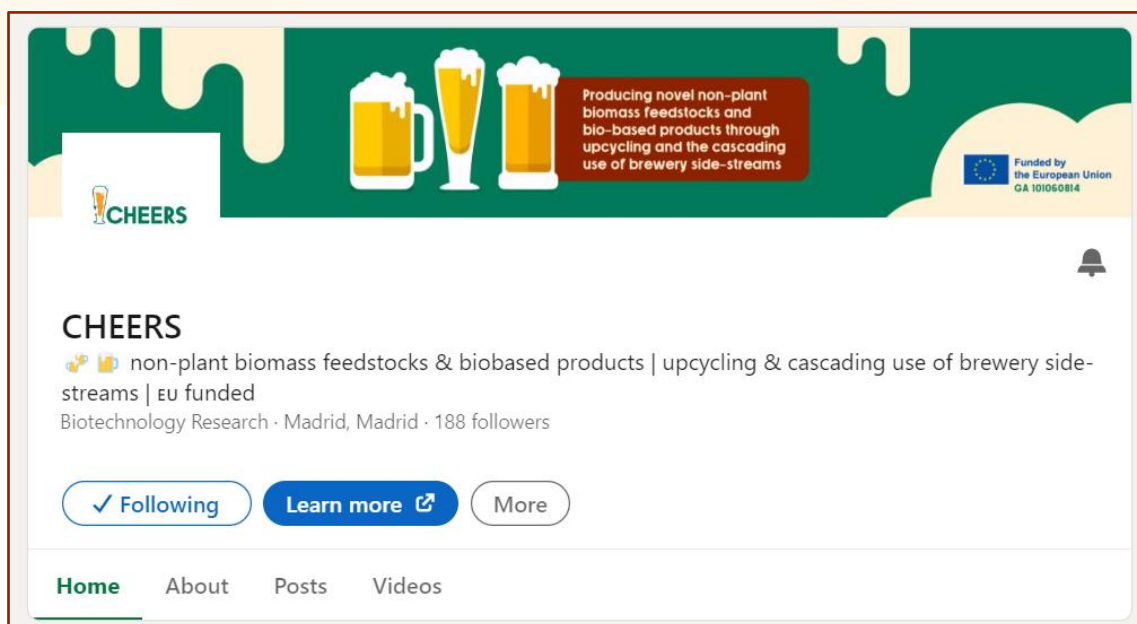
6.1.2.1 LinkedIn @CHEERS-EU-PROJECT

LinkedIn counted with 660 million members in 2019, 206 million (31%) of them in Europe.¹ It is one the platforms with the highest number of EU Funded project accounts and EU Institutions accounts.

LinkedIn is a social platform fully oriented towards professional purposes. It allows the user to create longer posts (around 600 characters per post), to publish articles, photos, and videos. It is also possible to send a request to broadcast live videos to a specific audience. It is especially used for B2B communication purposes with 52% of users between ages 18-49. Besides, more than 70% of users count with higher university studies. Thus, **it will be a strong online tool to connect especially with industry audiences (brewery industries/associations and biorefineries), academic audiences and policy makers.**

CHEERS is published as a “Showcase Page” linked to the INNOVARUM’s LinkedIn Page. The CHEERS logo and identity colours are included in this LinkedIn page, together with the EU logo and the acknowledgement to the EU Funding in the page’s banner.

CHEERS LinkedIn Account: <https://www.linkedin.com/showcase/cheers-eu-project/>



¹ LinkedIn Statistics: <https://news.linkedin.com/about-us#statistics>

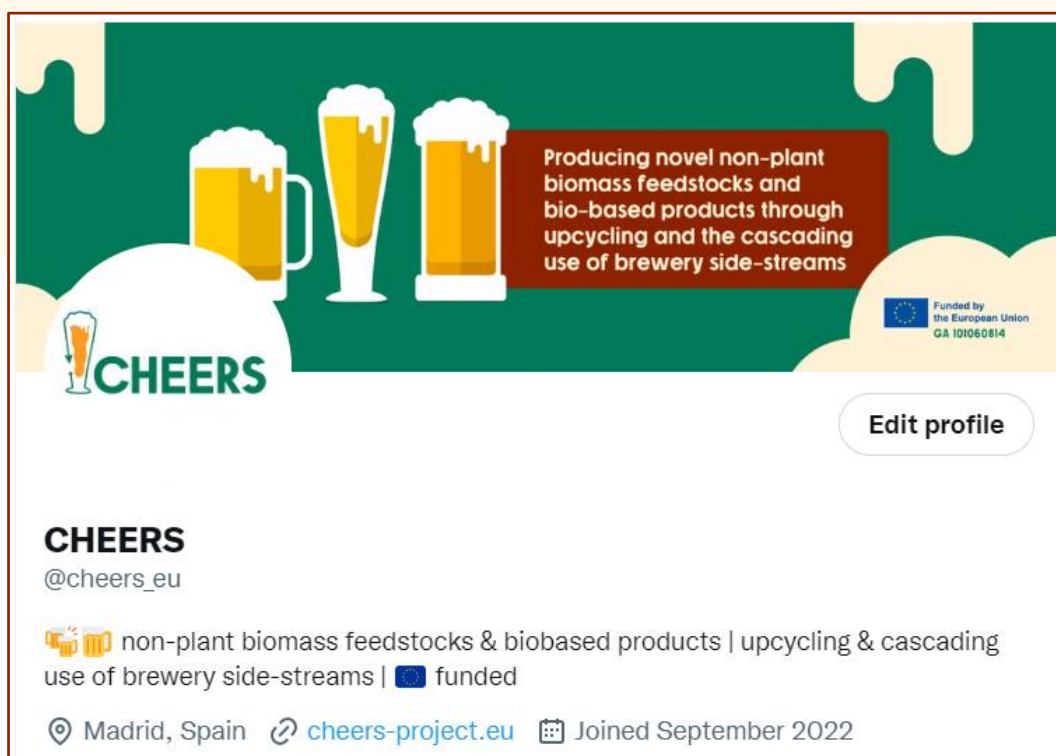
6.1.2.2 Twitter @CHEERS_EU

Twitter is also one of the social platforms with the highest number of EU Funded project accounts and EU Institutions accounts. It has a professional focus and B2B communication structure, but it also counts with a wide variety of non-professional profiles. Besides, Twitter allows shorter posts with a maximum of 280 characters and the publication of videos and pictures. This structure makes Twitter one of the main sources of last-minute news and quick updates for the professional and non-professional public. Twitter also allows to broadcast live videos to a specific audience.

63% of Twitter users are between ages 25 and 65 and 57% count with university level studies.² For the reasons above, Twitter will not only be an **efficient tool to reach professional audiences (industry, academia, policy makers...), but also general audiences with no scientific/technical background.**

CHEERS will have an independent Twitter account handled by INNOVARUM. The CHEERS logo and identity colours are included in the Twitter profile page, together with the EU logo and the acknowledgement to the EU Funding showcased in the profile's banner.

CHEERS Twitter Account: https://twitter.com/cheers_eu



² <https://sproutsocial.com/insights/new-social-media-demographics/#Twitter>

6.1.2.3 First steps to build the content strategy

The first completed action by the consortium was to include a **mention to the CHEERS project in their organisations' respective website**. In the following table, there are links to the partners' sites who already published the news:

Table 18: Links to partners' mention to the CHEERS project in their websites

Organisations	Contact info
1. MAHOU SAN MIGUEL	https://www.mahou-sanmiguel.com/es-es/nosotros
2.AQUALIA	<i>In progress</i>
3.UVA	http://www.isp.uva.es/get-to-know-what-the-isp-is-doing-in-the-eu-project-cheers/
4.PROTEINSECTA	https://proteinsecta.es/proyectos-idi/
5.INNOVARUM	https://innovarum.es/en/project-portfolio/cheers-en/?portfolioCats=30%2C29%2C31%2C32
6.SYMRISE	<i>In progress</i>
7.GENIA	https://geniabienergy.com/prensa/
8.SYSPRO	https://sysproautomation.com/en/cheers-2/
9.AINIA	https://www.ainia.es/proyectos-publicos/cheers/
10.THUNDER FOODS	<i>In progress</i>
11.ZHAW	<i>In progress</i>
12.EARTHWATCH	https://earthwatch.org.uk/our-science/research-projects.

The following steps to build the content strategy of the project include:

1. **Content development for a series of 10 to 15 monthly posts** (adapted for the structure and purposes of each social media channel) with visual content (related images to the text of the post) with different basic messages of the project. These messages will be scheduled separated in time and used as a basic resource of content about the project goals (independent to project news).
2. These messages can be used to start building a **brand awareness & digital presence** on the goals of CHEERS and on the problems/challenges, it aims to address.
3. Once awareness is built, it is possible to **start communicating the activity of the project**. The targeted audience (depending on the social media channel) will be more receptive and understand better the materials CHEERS is providing and talking about.
4. The **“Basic Messages” posts can be reused throughout the project**. To not be repetitive, it is recommended to pay attention to the programming (making sure that the same message was not posted too soon before) and to make small updates in the messages or the images occasionally.
5. The **Basic Messages, together with posts related to the activity of the project partners and the dissemination of the results of the project**, will build a solid content strategy.

The project's social media accounts will highly benefit from the support of its project partners: bigger institutions with existing online connections and a stronger follower base. INNOVARUM will support all partners' participation through social media, encouraging them to actively post and mention their respective project actions.

INNOVARUM organised by email all partners to publish about the project's activity in social media. Each partner will provide a small publication of **280 characters** max. regarding their activity in the. One partner per week will be contributing to this action. **INNOVARUM launched this action on January 2023 (M5).**

6.1.3 Networking activities

The project will work to become part of online networks and newsletters to communicate and disseminate information. Networking will allow to present the project and later to promote its results, while establishing scientific, commercial, or technical contacts with industry stakeholders, policy makers and academia.

Examples of organisations that INNOVARUM, as networking and communication partner will gather in a shortlist and that AINIA, as D&C leader, will contact include:

Table 19: Examples of relevant networks

Organisations	Location	Link	Contact info
EU Biogas As.	Belgium	https://www.europeanbiogas.eu/	info@europeanbiogas.eu
BCE	Belgium	https://www.biorefine.eu/	info@biorefine.eu
EUBIONET	Belgium	https://eubionet.eu/	info@eubionet.eu
CE Stakeholder EU	Belgium	https://circulareconomy.europa.eu/platform/en	Fill in the form here
EIP-Agri	Belgium	https://ec.europa.eu/eip/agriculture/en/share-us	EC-CENTRAL-HELPDESK@ec.europa.eu
Renewable Carbon	Germany	https://renewable-carbon.eu/	contact@nova-institut.de
BIOGA	Spain	https://www.bioga.org/	https://www.bioga.org/contacto/
BIOVAL	Spain	https://bioval.org/	info@bioval.org
BIOPLAT	Spain	https://bioplat.org/	secretaria@bioplat.org
BIC	Belgium	https://biconsortium.eu/bio-based-industries-consortium	https://biconsortium.eu/contact
ASEBIO	Spain	https://asebio.com/	https://www.asebio.com/contacto
Brewers of EU	Belgium	https://brewing4.eu/	info@brewersofeurope.org

Table 20: Examples of EU-funded projects related to CHEERS objectives

Project	Location	Website link
LIFE Brewery	Spain (coord.)	https://lifebrewery.azti.es/
VALUABLE	Germany (Coord.)	-
URBIOFIN	Spain (coord.)	https://www.urbiofin.eu/
NOAW	France (Coord.)	https://noaw2020.eu/
BioSupPack	Spain (Coord.)	https://biosuppack.eu/
DEEP PURPLE	Spain (Coord.)	https://deep-purple.eu/
CIRCULAR BIOCARBON	Spain (Coord.)	https://circularbiocarbon.eu/
LIFE ANSWER	Spain (Coord.)	https://life-answer.eu/en/
NEOSUCCESS	Spain (Coord.)	https://neosuccess-project.eu/es/
PLENITUDE	UK (Coord.)	https://www.plenitude-bbi.com/
PHENOLEXA	Estonia (Coord.)	http://phenolexa.eu/
ALEHOOP	Spain (Coord.)	https://alehoop.eu/
UP4HEALTH	Spain (Coord.)	https://up4health.eu/
REDWine	Portugal (Coord.)	https://redwineproject.eu/
AgRefine	Ireland (Coord.)	https://agrefine.eu/

Additionally, this action will also have into account the recommendations and the list of policy figures included in the audience section [4.4 Policy Makers](#). Thus, **all partners are expected to make use of their network of contacts active in policy making to inform them through meetings/events or through other activities about the project.** For that purpose, all project consortia will be able to make use of the **Communication Materials Kit**, which will help project partners present the project and establish connections.

6.1.4 General media publications

As stated in the Grant Agreement, it is all partner's duty to promote the project in general media channels (e.g., TV, newspapers, radio) whenever possible.

CHEERS partners will need to send the article/content to INNOVARUM (Communication partner) and AINIA (WP7 leader and Dissemination partner) before publication for approval – depending on the purpose of the article (to inform about the project or to promote results) the publication will be shared with either INNOVARUM or AINIA accordingly. However, AINIA, as dissemination leader, will help partners in the identification of the main impact and advantages of the obtained results to be distributed.

Lastly, partners should also send the published article/link/ content to **INNOVARUM** for proper communication through the project social media channels as well as for documentation for future reporting.

Table 21: Main CHEERS project results to be consider in general media publications.

Result	Result description	Contributors
R1	Insect farming using bagasse in the diet, transformation of the insects in protein	PROTE, THUNDER, AINIA
R2	BES technology and optimal operating parameters (Cl2 disinfectant)	AQUA
R3	CO2 elongation and optimal operating parameters for caproic acid production	GENIA, AINIA
R4	Biofermentor design for improved gas-liquid transfer (for SCP from CH4) and optimal process parameters	SYS, AINIA
R5	Taylor flow biofermentor design for CH4 fermentation to produce ectoine	UVA, SYS, AQUA
R6	Process parameters for ectoine production	UVA
R7	DSP technology and process parameters	UVA, AINIA, GENIA
R8	Brewery side-streams best management and pre-treatment for biorefinery model	MAHOU SAN MIGUEL

6.1.4.1 Project references in EU free websites/resources

INNOVARUM, together with MAHOU SAN MIGUEL (Project Coordinator), AINIA (WP7 leader) and EARTHWATCH (Task 7.3 and 7.6 leader), will also make sure that the project is appropriately described and represented in as many EU public platforms and resources as possible. For example, this includes **CORDIS, EIP-AGRI, OpenAIRE**.

6.2 Mixed channels

Most of the actions will use and benefit from both online and offline channels. That includes audio-visual materials, press releases, scientific publications, industry and scientific events, and some networking activities.

Table 22: Mixed channel actions, summary of KPIs

Action	Purpose	*Type	Audience	Coord.	Timing	CH	KPI
Audiovisual materials	Informative: visual engaging content	C	All audiences	INNOVARUM	M4-M48	Online Offline	10 materials
Industry events (trade shows & workshops)	Promote project results	D	Industry 1 & 2	AINIA	M13-M48	Online Offline	5 participations
Congresses & conferences	Promote/present project results	D	Academia, policy makers	AINIA	M13-M48	Online Offline	10 participations
Networking activities: meetings to inform on the project	Inform and present the project	C	Industry 1&2, academia, policy makers	INNOVARUM	M4-M48	Online Offline	5 meetings
Networking activities: meetings to present results	Presentation of results and market potential	D	Industry 1 & 2, policy makers	AINIA	M13-M48	Online Offline	5 meetings
Press releases	Informative content on the project status	C	All audiences	INNOVARUM	M4-M48	Online Offline	2 (kick-off & half)
Press release on project results	Promotion of results: milestones	D	All audiences	AINIA	M13-M48	Online Offline	1 press release
Sectorial publications (technical publications & papers)	Production of scientific publications (all project partners) to promote results in academia	D	Academia	AINIA	M13-M48	Online Offline	5 publications
Workshops	Presentation of results and promotion of the CHEERS biorefinery solution	D	Academia, Industry 1 & 2	EARTHWATCH, AINIA, MAHOU SAN MIGUEL	M13-M48	Online Offline	5 workshops

*C=communication, D=dissemination

6.2.1 Audio-visual materials

INNOVARUM will provide all partners with a **Communication Materials Kit** that includes a series of general and informative audiovisual materials for all partners to use in events and in other relevant communication actions. The complete **Communication Materials Kit will be provided no later than Month 12** (August 2023) of the project and will include:

- 1 general project presentation.
- 1 roll up.
- 1 flyer design.
- 2 technical infographics.

The content of the flyer and, roll-up will be general, informative and will respect the basic colours and visual identity of the project. Fundamental features will be:

- Name, title, and logo of the project.
- Project duration (start and end date)
- GA Number
- EU Funding acknowledgment and EU logo. (KEY)
- Name and location of the project coordinator and of the project partners.
- Contact information: project's main contact email address.
- Project main goals.

Technical infographics will have a more in detail content about the processes that the project will develop. Thus, INNOVARUM will thoroughly review them together with the WP7 D&C leader (AINIA) and Project Coordinator (MAHOU SAN MIGUEL), who will offer technical support together with the rest of technical partners.

Later, starting on **M24 onwards (half of the project) and as the project starts producing more thorough results, INNOVARUM will produce the remaining 5 materials to showcase project results** (5 new materials apart from the initial communications kit). Besides, INNOVARUM will continuously review opportunities, relevant content and messages that need to be communicated to create new materials.

6.2.1.1 Ensuring Open Access

All promo materials will be freely available at the project webpage. Besides, the Data Management Plan prepared by MAHOU SAN MIGUEL, which is due in M6 (February 2023) will specify the type of data created by the project, the public or private access to it and the platforms used, ensuring Open Access to all non-confidential data created through the project.

6.2.2 Other networking actions

The Consortium will establish independent meetings or take advantage of specialised events to carry out networking actions in order to inform on the project and the initiative (communication) and to promote preliminary and advanced project results (dissemination) – refer back to section [6.1.3](#) for examples on networks and related EU projects to foster synergies with.

6.2.3 Workshops

The main objective of CHEERS workshops will be to show and demonstrate how the new developed biorefinery provide a more profitable residues management. These events will be addressed on the one hand to those organizations that generally manage and upgrade residues (biorefinery and wastewater) as well as brewery companies that generate the particular residues considered in CHEER project (beer companies); On the other hand, some events will be addressed to industry companies (food & beverages, feed & petfood, cosmetics, chemical and livestock) that could add the obtained ingredients into more sustainable and economical formulas.

Workshops will be carried out at the end of the project when main results (technologies, processes, and products) will be achieved.

- ✓ **3 workshops will be organized online** to facilitate the access to potentially interested companies far from the demo site (located in Alovera, Spain). In these workshops, processes and main products will be shown.
- ✓ **2 workshops will be hosted in person at the demo site**, at MAHOU SAN MIGUEL's facilities in Alovera. Beer companies will be the first one to be addressed due to the similarities to CHEERS raw materials. Secondly biorefinery and wastewater organizations, when demonstrations on site will be focused on the processes and the ways to better manage residues. Lastly, a workshop addressed to consumer goods companies (food & beverages, feed & petfood, cosmetics, chemical and livestock), when the focus will be on the ingredients obtained and the main benefits in comparison to the conventional ones.

Table 23: Organisation and estimated timings for the project's workshops

Workshop target audiences	Estimated date
Potential end-users	2025
Potential end-users	2025
Brewing companies	2026
Wastewater organisations	2026
Consumer goods companies (food & beverages, feed & petfood, cosmetics, chemical and livestock)	2026

6.2.4 Broad events

The CHEERS Project will boost its visibility through an active presence in relevant sectorial events. Broad events include industry events (industry target) and scientific conferences & congresses (academic target). The participation in these events can be hybrid (either offline or online).

Industry Events - Participation in specialised industry events will enable the project to target stakeholders within the brewery industry, other biorefineries, the wastewater treatment sectors (bio-based industries that generate unused similar side-streams, bagasse, CO₂, CH₄), potential end-users/clients of the novel products generated by CHEERS biorefinery.

Table 24: Industry events examples

Event	Country	Estimated date	Link
World Biogas Summit	UK	2024	https://world-biogas-summit.com/
Bio 360 Expo	France	2025	https://www.bio360expo.com/lang/en
World Biogas Expo	UK	2025	https://www.biogastradeshows.com/
Chemspec Europe	Switzerland	2026	https://www.chemspeceurope.com/
World Circular Economy Forum	Finland	TBD	https://www.sitra.fi/en/projects/wcef/
IFIB - International Forum on Industrial Biotechnology and Bioeconomy	Italy	TBD	https://ifibwebsite.com/

Scientific Conferences - Participation in scientific conferences will allow the project to deliver presentations of technical results relevant for the scientific environment (researchers).

Table 25: Scientific conferences examples

Event	Country	Link
EUBCE: European Biomass Conference & Exhibition	Italy	https://www.eubce.com/

International Conference on Food Science Research, Technology, and Innovation	Spain	https://waset.org/food-science-research-technology-and-innovation-conference-in-march-2023-in-barcelona
Congrés Bit	Spain	https://www.congresbit.cat/en/
EFIB 2023	Netherlands	https://efibforum.com/
EUROBIOTECH 2023	Poland	https://www.eventalways.com/eurobiotech
EAAE Congress	France	https://eaae.org/Default.aspx
33rd Annual Conference of the European Society for Biomaterials	Switzerland	https://esb2023.org/

AINIA, as WP7 leader and Dissemination partner, will track relevant events and coordinate partners to assure the achievement of KPIs as well the impact of the project. In this context, the D&C Plan of the CHEERS project encourages all partners -as experts in their field with local/regional understanding and connections- to bring up and select the events they wish to participate in with the CHEERS project.

6.2.5 Sectorial publications, technical papers

CHEERS will engage with publications targeted to the academic public, disseminating the knowledge created, allowing academic target groups a deeper understanding of the processes and technology development carried out by the project. As a rule, **all peer reviewed publications of the CHEERS project will be open access following the requirements of the European funding program of Horizon Europe.**

As mentioned in **Error! Reference source not found. Error! Reference source not found.**, AINIA will track milestones and relevant achievements and contact involved partners to discuss the production of publications - specially peer reviewed- in a timeline manner. In this regard, the D&C Plan of the CHEERS project encourages all partners to start considering (from M6 onwards) and select the publications they find most suitable for the project: that is, **CHEERS will count on the academic partners' expertise and experience to write and publish to complete this action.**

As a starting point, this D&C Plan includes a list of relevant peer reviewed journals in which CHEERS will work to publish on:

Table 26: Some of examples of peer-reviewed journals for CHEERS

Journal	Link
Journal of Agricultural and Food Chemistry	https://pubs.acs.org/journal/jafcau
JEMA (Journal of Environmental Management)	https://www.sciencedirect.com/journal/journal-of-environmental-management
Bioresource Technology	https://www.sciencedirect.com/journal/bioresource-technology
Sustainability	https://www.mdpi.com/journal/sustainability
EFB Bioeconomy Journal	https://www.sciencedirect.com/journal/efb-bioeconomy-journal

6.2.6 Press releases

Press releases are official statements issued to newspapers/magazines or to other media giving information on a matter, in this, on the CHEERS project. In total, the project aims to deliver 3 press releases throughout the project implementation: the first one after project launch with informative purposes (M1), a second one around the half of the project (M20-M24) and final one after the Final Event of the project (M46-M48). **The responsible partners for this action are INNOVARUM and AINIA, who will produce and deliver all main project press releases.**

Additionally, all partners are welcome and highly encouraged to do their own *CHEERS project press releases* if they have the approval of the D&C Leader and the Project Coordinator and include:

- ✓ The mention of the EU-funding.
- ✓ A brief project description and objectives.
- ✓ The consortium composition.

Partners must send a draft of the publication to the D&C Leader (AINIA), Communication task leader (INNOVARUM) and the Project Coordinator (MAHOU SAN MIGUEL) 7 days before expected publication. They will check if the information and attached pictures (if any) can be published. **Partners are not in any case allowed to publish their own project press releases (in representation to the CHEERS project) without the authorisation of the Project Coordinator and the D&C partners.**

6.2.7 Online workshop

INNOVARUM and UVA, with the support of relevant academic partners and the WP7 leader (AINIA), will organise **1 online workshop** to present preliminary results to academic audiences. More information on the specific content and timing of the workshop will come as the project activity progresses.

6.3 Offline channels

Offline actions take place exclusively in a face-to-face environment and always require direct contact with the audience/public.

Table 27: Offline actions summary and KPIs

Action	Purpose	*Type	Audience	Coord.	Timing	Channel	KPI
Final event	Present final outcomes	D	All audiences	AINIA	M42-M48	Offline	50 attendees

* D=Dissemination

6.3.1 Final Event

The final event will be organised by the project coordinator (MAHOU SAN MIGUEL) along with the D&C and WP7 leader (AINIA) in Spain, summarising the outcomes of the project. Key stakeholders from all audience groups will be invited to the event.

7 Monitoring of actions

Monitoring of the actions established in this KPI will be carried out through the follow up -by AINIA & INNOVARUM- of the implementation of each action every 3 months. This section covers some of the reference necessary tools and tables to do this action, which further extend in a live excel file closely connected to this document.

7.1 Summary of actions and KPIs

Table 28: Summary of actions and KPIs summarises all project communication actions and KPIs and links the audience groups and actions developed in the Impact section (2.2) of the Grant Agreement and in this D&C Plan, with the impact indicators to measure progress for project reporting.

Table 28: Summary of actions and KPIs

Action	Purpose	*Type	Audience	Coord.	Timing	Channel	KPI
Networking: meetings to inform on the project	Inform and present the project	C	Industry 1 & 2, academia, policy makers	INNOVARUM	M4-M48	Online Offline	5 meetings
Networking: become part of networks	Apply to networks to present the project	C	Industry 1 & 2, academia, policy makers	INNOVARUM	M4-M48	Online	5 networks
Webpage	Inform updates on the project	C	All audiences	INNOVARUM	M4-M48	Online	500 views/month 30 blog posts
Social media (Twitter & LinkedIn)	Inform last news and updates	C	All audiences	INNOVARUM	M4-M48	Online	Twitter: 400 followers LinkedIn: 300 followers
Project reference (EU)	Inform & connection with the authorities	C	All audiences	INNOVARUM	M4-M48	Online	-
Audiovisual materials	Informative: visual engaging content	C	All audiences	INNOVARUM	M4-M48	Online Offline	10 materials
Press releases	Inform on milestones achieved	C	All audiences	INNOVARUM	M4-M48	Online Offline	2 press releases
General media publications: informative content	Promote the project and increase its general impact	C	All audiences	INNOVARUM	M4-M48	Online	15 publications
Networking: meetings to present results	Presentation of results and market potential	D	Industry 1 & 2, policy makers	AINIA	M13-M48	Online Offline	5 meetings
Networking: networks to promote results	Promotion of results in newsletters, internal communications, etc.	D	Industry 1 & 2, academia, policy makers	AINIA	M13-M48	Online	5 promotional actions
Online workshop	Presentation of results and promotion of the CHEERS biorefinery solution.	D	Academia	INNOVARUM, UVA	M13-M48	Online	1 workshop

Action	Purpose	*Type	Audience	Coord.	Timing	Channel	KPI
Workshops	Presentation of results and promotion of the CHEERS biorefinery solution.	D	Academia, Industry 1 & 2	EARTHWATCH, AINIA, MAHOU SAN MIGUEL	M13-M48	Online Offline	5 workshops
Industry events: Trade shows & workshops	Promote project results	D	Industry 1 & 2	AINIA	M13-M48	Online Offline	5 participations
Congresses & conferences	Promote/present project results	D	Academia, policy makers	AINIA	M13-M48	Online Offline	10 participations
Sectorial publications, technical papers	Production of scientific publications (all project partners) to promote results in academia	D	Academia	AINIA	M13-M48	Online Offline	5 publications
Final event	Present final outcomes	D	All audiences	MAHOU SAN MIGUEL, AINIA	M42-M48	Offline	50 attendees
Own online content promoting results	Measure impact and relevance of results	D	All audiences	AINIA	M13-M48	Online	300 clicks
Press releases on project results	Promotion of results: milestones	D	All audiences	AINIA	M13-M48	Online Offline	1 press release
General media publications on project results	Present updates on results	D	All audiences	AINIA	M13-M48	Online	15 publications

*C=Communication, D=Dissemination

To evaluate and keep track of the progress, the D&C partners will keep an active communication line with all partners. Additionally, **ALL PARTNERS are required to complete, as soon as a D&C action is completed, [the shared form](#) (see Annexes for a preview) available in the project's Microsoft Teams repository.**

Every 6 months, AINIA & INNOVARUM will send a reminder to the entire consortium. However, the consortium is responsible for keeping this information up to date on a regular basis. This file will provide information on the type of actions, audience groups involved, and the number of people impacted through it.

7.2 Timeline

Table 29: Timeline for D&C actions implementation

Action	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48						
Networking: meetings to inform on the project												2						3																																				
Networking: become part of networks												5																																										
Webpage																																																						
Social media (Twitter & LinkedIn)																																																						
Project reference (EU)																																																						
Audiovisual materials												5																		5																								
Press releases	1																							1																														
General media publications: informative content												5						5						5																														
Networking: meetings to present results																													2																									
Networking: networks to promote results																								2																														
Online workshop																																																						
Workshops																																																						
Industry events: Trade shows & workshops																									2																													
Congresses & conferences																									2						2																							
Sectorial publications, technical papers																																																						
Final event																																																						
Own online content promoting results																																																						
Press release on project results																																																						
General media publications on project results																																																						

7.3 Action tracking

Table 30: progress of KPIs achievement (to be filled out as project activities develop)

Action	KPI	M3	M6	M9	M12	M15	M18	M21	M24	M27	M30	M33	M36	M39	M42	M45	M48
Networking: meetings to inform on the project	5 meetings																
Networking: become part of networks	5 networks																
Webpage	500 views/month																
	30 blog posts																
Social media (Twitter & LinkedIn)	Twitter: 400 followers																
	LinkedIn: 300 followers																
Project reference (EU)	-																
Audiovisual materials	10 materials																
Press releases	2 press releases																
General media publications: informative content	15 publications																
Networking: meetings to present results	5 meetings																
Networking: networks to promote results	5 promotional actions																
Online workshop	1 workshop																
Workshops	5 workshops																
Industry events: Trade shows & workshops	5 participations																
Congresses & conferences	10 participations																
Sectorial publications, technical papers	5 publications																
Final event	50 attendees																
Own online content promoting results	300 clicks																
Press releases on project results	1 press release																
General media publications on project results	15 publications																

8 Partners' obligations regarding D&C actions

8.1 Obligations as per Grant Agreement

The following table presents the basic obligations of the partners regarding Communication and Dissemination, included in the Grant Agreement.

Table 31: D&C obligations as per GA

ACTIVITY	GRANT AGREEMENT
Protection of the results – Visibility of Funding	Article 27
Applications for protection of results (including patent applications) filed by or on behalf a beneficiary must include: <i>“The project leading to this application has received funding from European Union’s Horizon Europe research and innovation programme under grant agreement No. 101060814”</i>	
Exploitation of results	Article 28
If results are incorporated in a standard , the beneficiary concerned must ask the standardisation body to include the following statement in information related to the standard: <i>“Results incorporated in this standard received funding from European Union’s Horizon 2020 research and innovation programme under grant agreement No. 101060814”</i>	
Dissemination of results – open access – visibility of Funding	Article 29
Each beneficiary must ensure open access (free of charge online access for any user) to all peer- reviewed scientific publications relating to its results. The bibliographic metadata must be in a standard format and must include each of the following mentions: <ul style="list-style-type: none"> - the terms “European Union (EU)” and “Horizon Europe” - the name of the action, acronym, and grant agreement number. - the publication date, length of embargo period if applicable, and - a persistent identifier (DOI). 	
Any dissemination of results (in any form, including electronic) must: <ul style="list-style-type: none"> - Display the EU emblem. When displayed together with another logo, the EU emblem must have an appropriate prominence. <i>*Please see section use of the EU emblem of the present document.</i> - Include the following text: <i>“This project has received funding from the European Union’s Horizon Europe research and innovation programme under Grant Agreement No. 101060814”.</i> - Indicate that it reflects only the author’s view, and that the EU is not responsible for any use that may be made of the information it contains. 	
Promoting the action – visibility of EU Funding	Article 38
Any communication activity related to the action (including in electronic form, via social media, etc.) or any infrastructure, equipment and major results funded must: <ul style="list-style-type: none"> - Display the EU emblem. When displayed together with another logo, the EU emblem must have appropriate prominence. - Include the following text: 	

ACTIVITY	GRANT AGREEMENT
<p><u>FOR COMMUNICATION ACTIVITIES:</u> <i>“This project has received funding from the European Union’s Horizon Europe research and innovation programme under Grant Agreement No. 101060814”.</i></p> <p><u>FOR INFRASTRUCTURE:</u> <i>“This [infrastructure][equipment] [insert type of result] is part of a project that has received funding from European Union’s Horizon Europe research and innovation programme under Grant Agreement No. 101060814”.</i></p> <ul style="list-style-type: none"> - Indicate that it reflects only the author’s view and that the European Commission is not responsible for any use that may be made of the information it contains. 	

8.2 Establishment of a Communication contact

To make the internal communication actions more effective and efficient, each partner will select a **“Communication Contact”** that will handle all Dissemination and Communication Issues within the organisation. The **“Communication Contact”** will be the person included in the **“Communications mailing list”** and will be the person that the D&C Leader will contact in case it needs something related to Communication from a partner.

Responsibilities:

1. Be responsible for communication within that entity, **acting as the contact person** between the entity and the rest of the partners.
2. Ensure that the entity’s communication obligations are **fulfilled**.
3. Inform the consortium’s communication responsible partner (INNOVARUM, Partner 5) and dissemination responsible partner (AINIA, Partner 9) of the **communication & dissemination actions carried out by the entity represented**, acting as a “speaker” for the wider dissemination of the action.
4. Compile its respective communication activities **every 6 months** through the form provided by AINIA (Partner 9).

8.3 Activity notification to D&C partners

All partners must notify the D&C Leader when:

- They plan to attend an **event**: as soon as possible, ideally no later than 15 days in advance.
- They plan to make a **press release**: minimum 7 days in advance. The Communication Partner (INNOVARUM) must check that the Press Release complies with each of the Grant Agreement obligations. Project partners must wait for approval from the D&C Leader (AINIA) or Project Coordinator (MAHOU SAN MIGUEL) before sending any press release.
- They plan to make any **Scientific Publication** (or general publication: 45 days in advance as per Grant Agreement indications. For more detail, please check **Table 31: Dissemination obligations** included in the Grant Agreement.

8.4 Visual Identity: harmonisation of D&C actions

To present a cohesive visual identity of the project, a “Visual Identity Guide” for the main dissemination and communication actions has been prepared.

The Visual Identity Guide contains information on how and when to use the visual identity, as well as the files so all partners can download, install the fonts, and make use of the colours.

Main elements of the visual identity of the project include a selection of colours, a font, and the project logo.

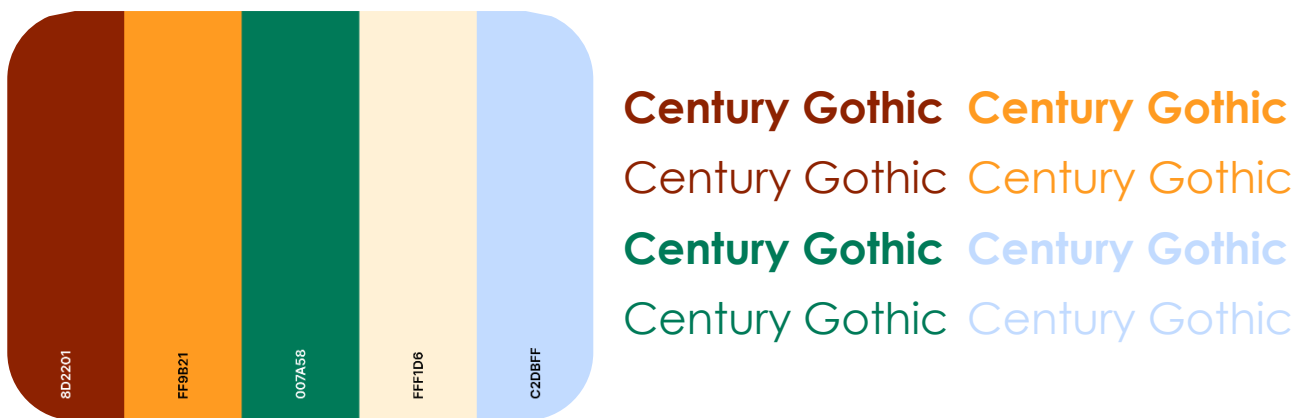


Figure 4: CHEERS colours and font



Figure 5: CHEERS logo and icon

Partners are expected to follow the indications included in the “Visual Identity Guide” provided in their dissemination and communication actions. In case any project partner has questions about it, it should contact the Communication task leader INNOVARUM.

9 Knowledge management, data protection, open access & ethics

Best practices have been defined to prevent the disclosure of results susceptible for being protected and included in the Consortium Agreement, which was signed by all the partners.

9.1 Data management policy

The Data Management policy of the CHEERS project will be reviewed in the Data Management Plan (D8.4. Data Management Plan - first version), a public document which first version will be developed by AINIA by Month 6 of the project and interim version (D8.5) will be developed by M36 of the project.

The Data Management Plan (DMP) will outline the principles and processes for data collection, organisation, management, storage, security, analysis and sharing of the project.

9.2 Open access to all findings and publications

Open Access (OA) can be defined as the practice of providing online access to scientific information that is free of charge to the user and that is re-usable. – EU Open Data Portal.

CHEERS' publication policy will be in line with the Guidelines on Open Access to Scientific Publications and Research Data in Horizon Europe.

9.2.1 Deliverables

Public deliverables will be available at the CHEERS website.

9.2.2 Other online and offline dissemination materials

These include the design of posters, brochures, roll-ups and other materials or results produced from workshops, events, or info days as well as any online material distributed through social media or other means.

These types of materials will be openly accessible in the CHEERS website.

9.2.3 Scientific publications

The *Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020*³ specifies that open access to peer-reviewed scientific publications (primarily articles) is mandatory:

“Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.”

Thus, all partners will coordinate with the project coordinator (MAHOU SAN MIGUEL) and the D&C Leader (AINIA) the proceedings to assure that the project scientific publications are open access throughout the course of the project.

³Link: https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hi-oa-pilot-guide_en.pdf

Protocol for open-access publication in the CHEERS Project (as per the Grant Agreement) - The process for open access publications is the following:

1. Notify the project coordinator and all project partners 45 days in advances of expected publication.
2. As soon as possible, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications; aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.
3. Ensure open access to the deposited publication — via the repository — at the latest:
 - a. On publication, if an electronic version is available for free via the publisher,
 - b. Within 6 months of publication in any other case.
4. Ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

9.3 Compliance of ethics requirement in D&C activities

CHEERS will comply with the EU General Data Protection Regulation (GDPR) 2016/679 enforced on 25th of May 2018. As a rule, CHEERS will not collect or process any personal data⁴in any of its D&C activities, such as public events, social media (e.g., Twitter, LinkedIn) or webpage content.

Actions in which the CHEERS project might need to collect and process data include webpage and social media analytics (views, followers, engagement...), the newsletter and networking actions with Sustainability Networks. For the cases above and whenever necessary, CHEERS will prepare and communicate the GDPR compliant privacy (and cookie policy where applicable) to the data subjects.

⁴ Link: https://ec.europa.eu/info/law/law-topic/data-protection/reform/what-personal-data_en#:~:text=Personal%20data%20is%20any%20information,person%2C%20also%20constitute%20personal%20data

Annexes

Form for tracking & reporting D&C actions

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CHEERS WP7 Dissemination & Communication activities report

CHEERS partners, please fill out and complete the following form with the dissemination or communication activities that you develop. Be as concise as possible. If you experience technical issues please contact: Andrea Leon andrea.leon@innovatum.es

Please beware that COMMUNICATION actions are INFORMATIVE/GENERAL activities to inform about the project. However, DISSEMINATION actions are activities to PROMOTE/PRESENT PROJECT RESULTS.

* Required

* This form will record your name, please fill your name.

1. Did you complete a DISSEMINATION or COMMUNICATION action? *

Dissemination

Communication

2. Responsible CHEERS partner who completed the action: *

<https://forms.office.com/Pages/DesignPageV2.aspx?origin=NeoPortalPage&subpage=design&id=N1TGPPaZRkYLAMw2K2CXuVbrf7hpZkKpMU...> 1/7

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3. Main D&C CONTACT PERSON in your organisation (name & email) *

4. NAME or TOPIC of activity: *

5. Brief DESCRIPTION OF THE ACTIVITY completed (max. 200 characters): *

<https://forms.office.com/Pages/DesignPageV2.aspx?origin=NeoPortalPage&subpage=design&id=N1TGPPaZRkYLAMw2K2CXuVbrf7hpZkKpMU...> 2/7

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6. TARGET AUDIENCE reached: *

Research communities

Industry, business partners

Innovators

Investors

International organisation

EU institutions

National authorities

Regional authorities

Local authorities

Civil society

Citizens

Specific end-user communities

Research communities

Specific user communities (if applicable)

Other

<https://forms.office.com/Pages/DesignPageV2.aspx?origin=NeoPortalPage&subpage=design&id=N1TGPPaZRkYLAMw2K2CXuVbrf7hpZkKpMU...> 3/7

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7. If you completed a COMMUNICATION action, choose the COMMUNICATION CHANNEL used: *

- Event (conference, meeting, workshop, internet debate, webinar, round table, group discussion, etc)
- Exhibition/fair
- Interview
- Media article
- Newsletter
- Press release
- Print materials (brochure, leaflet, poster, stickers, banners, etc)
- Social media
- TV/Radio campaign
- Video
- Website (blog post)
- Other

<https://forms.office.com/Pages/DesignPageV2.aspx?origin=NewPortalPage&subpage=design&id=H1TGPPz2RylLAAw2K2CXUv7b72q2RqMU...> 4/7

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8. If you completed a DISSEMINATION activity, choose the TYPE OF ACTIVITY below: *

- Scientific publication, technical paper
- Conference
- Education & training events (workshops)
- Meetings
- Clustering activities
- Collaboration with EU-funded projects
- Other scientific collaboration
- Other scientific cooperation
- Other

9. Social Media Channel (if applicable) *

- Twitter
- LinkedIn
- Other

10. # of attendees/people reached (if applicable) *

11. Date of activity: *

Please input date (M/d/yyyy)

<https://forms.office.com/Pages/DesignPageV2.aspx?origin=NewPortalPage&subpage=design&id=H1TGPPz2RylLAAw2K2CXUv7b72q2RqMU...> 5/7

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12. Please attach any relevant docs to support your activity (agendas, minutes, pictures, videos) *

File number limit: 5 Single file size limit: 10MB Allowed file types: Word, Excel, PPT, PDF, Images, Videos, Audios

13. Please attach any relevant links (extra WeTransfer files, event website, link to online publication, etc) *

14. Status of the DISSEMINATION/COMMUNICATION activity *

- Cancelled
- Delivered
- Ongoing
- Postponed

15. Any extra comments/information to share with the D&C partners?


<https://forms.office.com/Pages/DesignPageV2.aspx?origin=NewPortalPage&subpage=design&id=H1TGPPz2RylLAAw2K2CXUv7b72q2RqMU...> 6/7

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16. Information about GDPR: when I submit the webform to Innovarum, I accept that Innovarum processes and stores my information confidentially and in a secure environment. I accept that Innovarum may contact me regarding other relevant activities. Read Innovarum's privacy policy here: <https://innovarum.es/en/privacy-policy/> *

- Yes
- No

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CHEERS

**Producing novel non-plant biomass feedstocks
and bio-based products through upcycling and
the cascading use of brewery side-streams**

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