

Fuel^{Up}

D12.2 Dissemination & Communication Toolkit




Project: FUEL-UP

Production of advanced biofuels via pyrolysis and upgrading of 100% biogenic residues for aviation and marine sector, including full valorisation of side streams.

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Project Partners

Role	Legal Name	
CO	SINTEF AS	
BEN	SINTEF OCEAN AS	
BEN	B.T.G. BIOMASS TECHNOLOGY GROUP BV	
BEN	B.T.G. ADVANCED BIOFUEL COMPANY B.V	
BEN	Turkiye Petrol Rafinerileri Anonim Sirketi	
BEN	RANIDO, SRO	
BEN	AVECOM	
BEN	DEUTSCHES ZENTRUM FÜR LUFT- UND RAUMFAHRT EV	
BEN	ARISTENG SARL	
BEN	ETA- ENERGIA, TRASPORTI, AGRICOLTURA SRL	
BEN	LUXEMBOURG INSTITUTE OF SCIENCE AND TECH- NOLOGY	
AssoPart	KETJEN NETHERLANDS BV	

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Executive Summary

This document introduces a kit of basic graphic tools which will be used by all project's partners to communicate and disseminate the project's activities and results at their best. The document gives an overview on the visual identity of FUEL-UP by describing the project's graphic concept (distinctive project logo and visual identity) and by unveiling the first related graphic tools (a set of templates for reports, presentations and posters, canvas for social media sharing, a roll-up and an informative leaflet) which will be updated at a later time during the project.

Some pieces of information included in this deliverable will be pointed out in D12.1 – First Release of the Dissemination and Communication Plan (DCP), due by month 4.

Introduction

FUEL-UP is a 4-year Horizon Europe Innovation Action project, launched in January 2024, aimed at transforming biogenic waste into advanced biofuels to enable the green transition and the defossilization of the aviation and the marine transport sectors.

The project will, therefore, validate, at demo scale, a route to produce sustainable liquid biofuels from lignocellulosic streams with 45-50% aviation fuel, 30-35% in the marine diesel range and 20% heavy naphtha at technology readiness level-7 (TRL-7).

Key objectives of the project include:

- Demonstrating the full value chain of production of advanced biofuels
- Accelerating the cost-effective conversion of biomass into SAF and marine biofuels
- Boosting economic productivity and competitiveness
- Mitigating climate change by achieving up to 80% reduction in GHG emissions compared to fossil fuels
- Paving the way to marine and aviation fuel certification of products and processes.

In order to ensure a strategically planned and a continuous transfer of the results and of the outputs of the project to its target audience, a detailed first dissemination and communication plan (D12.3) will include all measures to pursue the following objectives:

- **Raising awareness** on FUEL-UP project and increasing knowledge and understanding of the role of biofuels for the decarbonization of aviation and marine transportation and for energy security in Europe with the use of sustainable biomass resources as well as on the contribution of the project to enable the green transition and the greening existing fuel industrial facilities and infrastructure
- **Disseminating the knowledge** generated by the project by transferring the project's results to key stakeholders and engaging with them
- **Communicating to a wider audience** the benefits of the project and its contribution to both solve societal challenges and to reach the goals of the Green Deal
- **Creating the conditions for the uptake** of the project's key exploitable results both by partners and third parties.

This document introduces the series of graphic tools that will be complementary to the strategy for the project's dissemination and communication activities which will be explained in detail in D12.1.

With reference to this document and the related activities, the following definitions for dissemination, communication, and exploitation apply¹:

- **Dissemination** is the public, free-of charge transfer of knowledge about the project's results (by publishing results in scientific magazines and by participating in scientific

¹ <https://op.europa.eu/en/publication-detail/-/publication/58ad3394-0a63-11ee-b12e-01aa75ed71a1/language-en/format-PDF/source-287940279>

conferences) to those who can learn and benefit from them, such as: scientists, industry, public authorities, policymakers, civil society. The aim is to maximize the impact of the project, to allow other researchers to go a step forward, to contribute to the advancement of world class knowledge as well as to make scientific results a common good.

- **Communication** means having a well-designed strategy, conveying clear messages as well as using the right channels in order to inform, promote and communicate the project's activities and results to a wider audience, including citizens, stakeholders and the media during the project and after its end. The aim is to engage with stakeholders, to attract the best experts, to raise awareness of how public money is spent as well as to show the success of European collaboration
- **Exploitation** means making concrete use of the project's results for commercial, societal and political purposes by those who can take the results forward or invest in them, such as: researchers, stakeholders, industry (also SMEs), public authorities, policymakers, civil society. The aim is to lead to new legislation or recommendations, to help to tackle a problem and to respond to an existing demand by making results available under open licences, as well as by implementing innovation management measures such as copyrights, patents, establishment of spin-off or start-up companies, licence practices and use of the results for academic/research purposes.

1. FUEL-UP Graphic Concept

1.1 Logo

FUEL-UP graphic concept has been developed following an accurate study of the project objectives and expected results and impacts.

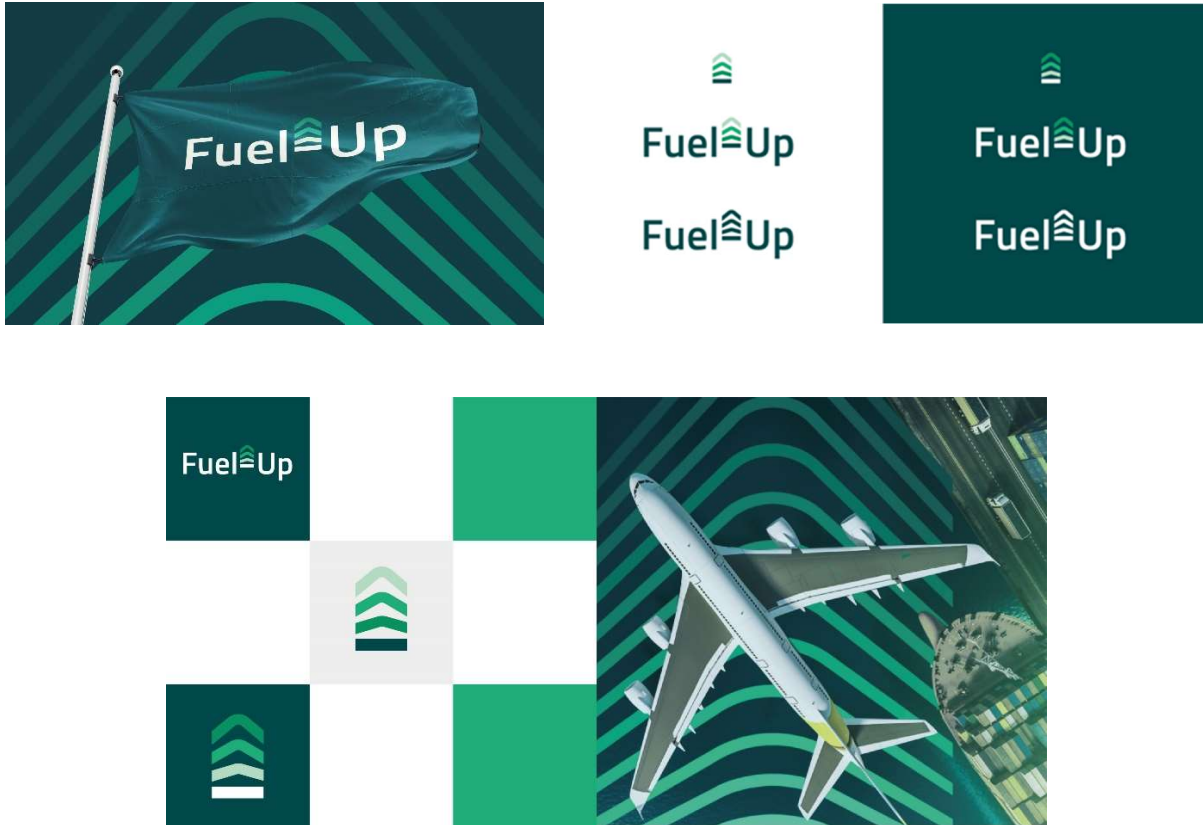
During the graphic concept preparation stage, ETA-Florence took into consideration all the aspects that have been described in the introduction (such as the project's goals and results, the target audience and the preferred communication channels) and finalised three graphic concept proposals that were presented during the kick-off meeting.

After a thorough evaluation by all project's partners, the consortium agreed on the following project logo:



Figure 1: FUEL-UP logo

The logo is composed of a pictogram in which the upward movement is simulated to recall the name of the project. As the dash moves upwards, it turns into an arrow. The green color is used to recall the world of biofuels. The change of colours in the arrows is aimed at representing the transformation. The keywords that the logo aims at recalling are: transformation, green, dynamism, environment, science, renewables.



Figures 2-3: FUEL-UP logo graphic elements

Fonts

Titillium Web

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 012345678
(.,:;-+*~#|\!@#\$%^&/?^@)!*=><±µ%‰×†•€

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 012345678
(.,:;-+*~#|\!@#\$%^&/?^@)!*=><±µ%‰×†•€

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 012345678
(.,:;-+*~#|\!@#\$%^&/?^@)!*=><±µ%‰×†•€

Colors




	R: 0 G: 72 B: 73 #4EA87E	C: 90 M: 0 Y: 40 K: 70		R: 60 G: 142 B: 100 #3C8E64	C: 80 M: 0 Y: 70 K: 20
	R: 78 G: 168 B: 126 #4EA87E	C: 77 M: 0 Y: 65 K: 0		R: 187 G: 217 B: 197 #BBD9C5	C: 35 M: 0 Y: 30 K: 0

Figure 4: FUEL-UP graphic identity fonts and colors

The logo and its related graphic elements are used in all communication and dissemination tools: website, social media channels, cards for social media sharing, poster templates, roll-ups, flyers, report templates and slides templates as well as in infographics and videos.

A full logo set has been created in order for it to be used in different formats (digital and print versions) and for different project communication and dissemination materials (on paper and digital tools, on a white, transparent or black background).

Here below some examples of logo declinations are provided:

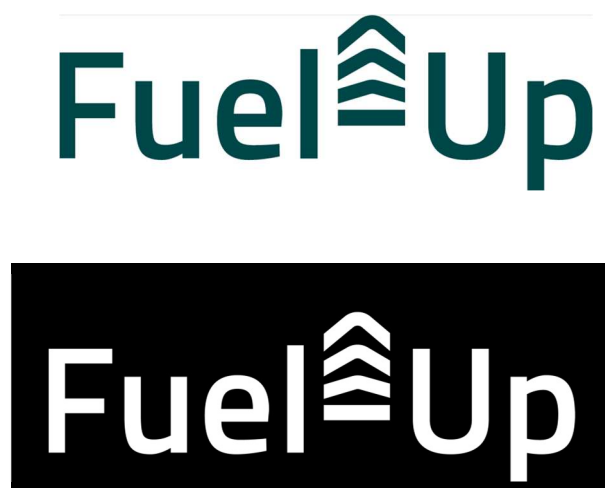


Figure 5-6: FUEL-UP logo with white and black background

All FUEL-UP project dissemination and communication tools will showcase:

- the FUEL-UP logo: this identifies the “label” of the project, contributing to the project brand awareness
- the EU emblem: as foreseen by the European Commission, this is needed in order to attest the origin of the co-funding
- the official EC statement that the project has received funding from the Horizon Europe research and innovation programme, through the following text:

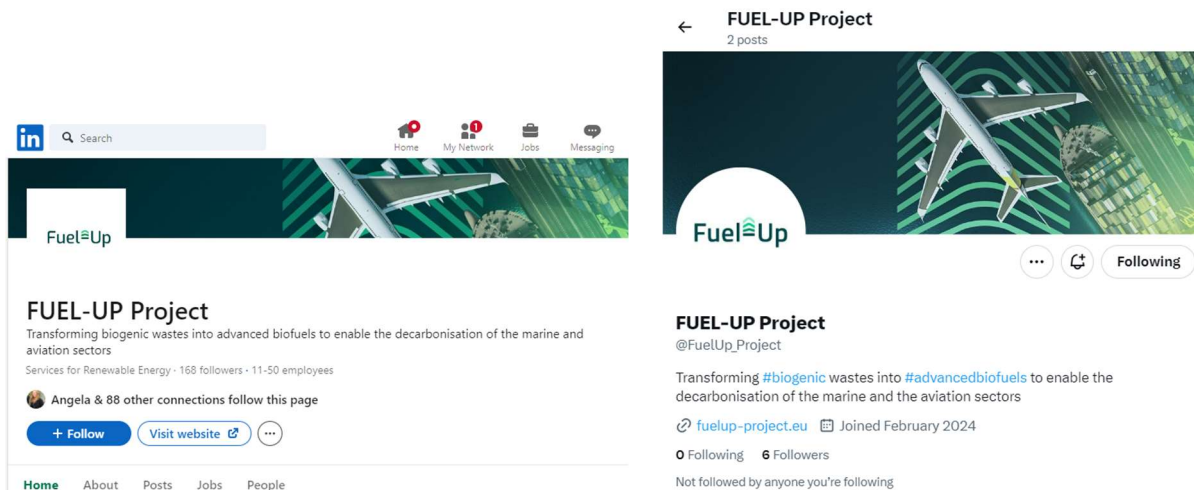


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Building on this visual identity, the following dissemination and communication tools have been developed, as part of the initial tasks of WP12.

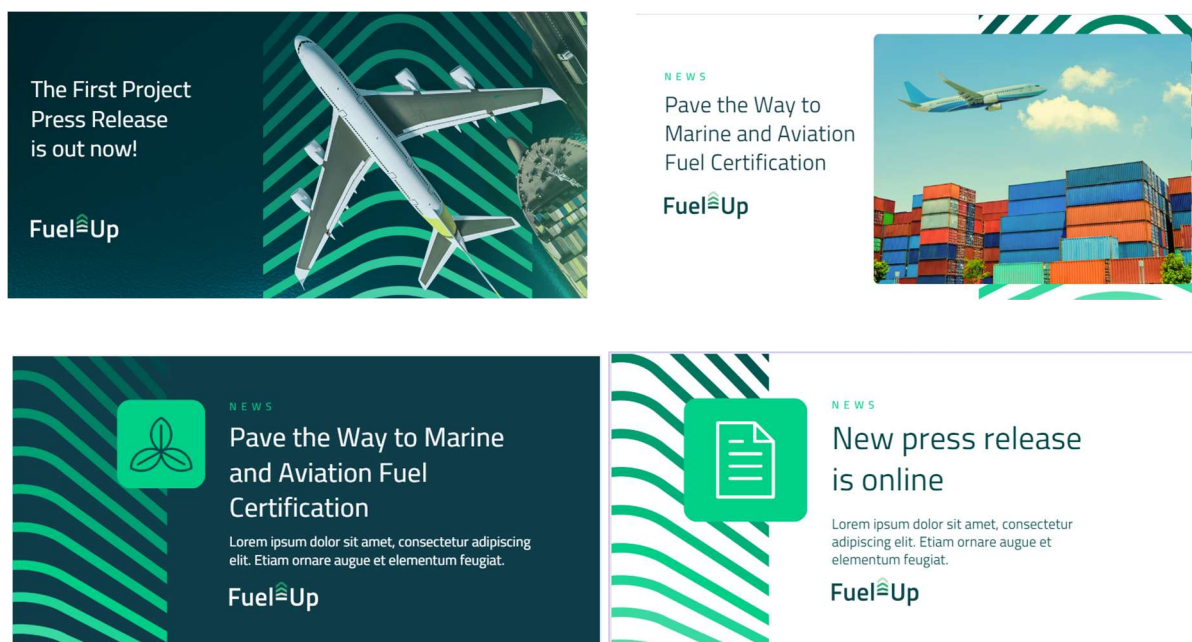
1.2 Social Media Cards and Background Images

The project social media channels consist of a LinkedIn page² and a Twitter³ account.



Figures 7-8: FUEL-UP LinkedIn page (7), FUEL-UP Twitter account (8)

A series of Canva cards has been prepared in different sizes to be used in infographics and posts to be shared on the project's social media channels. These are used as templates to produce visually engaging content for each social post.



² <https://www.linkedin.com/company/fuel-up-project>

³ https://twitter.com/FuelUp_Project



Figures 9-14: FUEL-UP social media cards templates

1.3 Poster Template in AO Power Point Format

A template for poster presentations in AO Power Point format has been made available for all partners for digital and printing purposes.



Figure 15: FUEL UP poster template

1.4 Power Point Presentation Templates

Two templates for Power Point presentations have been designed, one in 16_9 format and one in 4_3 format to be used by all partners for conference presentations, meetings presentations, internal presentations, etc.

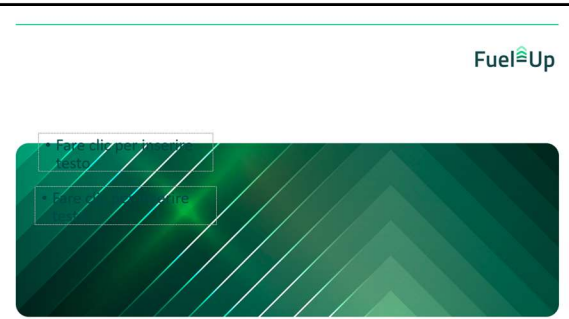
Lorem ipsum dolor sit amet, consectetur

Prepared by:
Name Surname
Date:
DD/MM/YYYY

Insert your logo here



This project has received co-funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement N° 101136123



Figures 16-19: FUEL-UP Power Point presentation template in 16_9 format

Lorem ipsum
dolor sit amet,
consectetur

FuelUp

Prepared by:
Name Surname

Date:
DD/MM/YYYY

Insert your logo here

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the European Union
This project has received co-
funding from the European
Union's Horizon Europe
Research and Innovation
Programme under Grant
Agreement N° 101136123



Figures 20-24: FUEL-UP Power Point presentation template in 16_9 format

1.5 Word Template

A Word template for project deliverables and reports has been also prepared to be used by all project’s partners. The template can be used as a basis for other documents as well such as project meetings minutes and agendas, etc.).

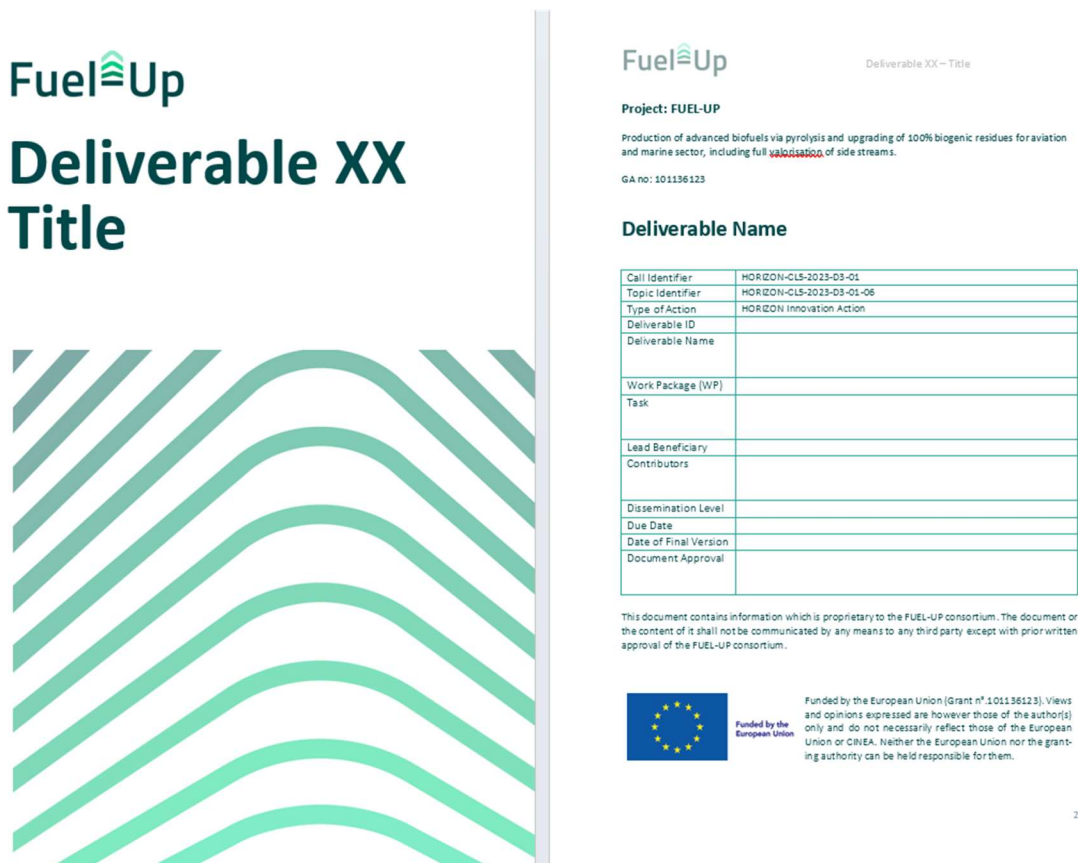


Figure 25: FUEL-UP Word template

1.6 Printable Digital Leaflet

A printable digital leaflet including preliminary information about the project’s activities, expected results, partners and useful contact information has been designed and made available to all partners to be used as an informative and promotional tool at events, conferences and meetings and as digital leaflet to be published on the website and shared through social media and other digital channels. The leaflet will be updated at a later time during the project as soon as the first work packages are completed and more detailed information on the project’s outcomes is available.

The Project

FUEL-UP – Production of advanced biofuels via pyrolysis and upgrading of 100% biogenic residues for aviation and marine sector, including full valorisation of side streams – is a 4-year Horizon Europe Innovation Action project aimed at transforming biogenic waste into advanced biofuels to enable the green transition and the defossilization of the aviation and marine transport sectors.

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Project Partners

Project Coordinator

FuelUp

Powering a Greener Future for Aviation and Marine Transport

www.fuelup-project.eu

info@fuelup-project.eu

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

[@FuelUp_Project](https://twitter.com/FuelUp_Project)

Objectives

- Demonstrating the simultaneous production of renewable SAF and marine fuels from **100% biogenic waste**.
- Achieving up to **80% reduction in GHG emissions** compared to fossil fuels and 47% compared to the state-of-the-art advanced biofuels.
- Ensuring that **new value chains** arise by 2030 and replicate by 2035 to then deploy by 2040 in 25 sites among the 12 potential EU countries.
- Paving the way to **EU certification** to ensure that production is compatible with practical usage and it is socially accepted.

FUEL-UP Production Process

FUEL-UP focuses on the production of **stabilized deoxygenated pyrolysis oils (SDPO)** from pyrolysis oils (PO) derived from wood residues that can be subsequently processed towards a fully hydrotreated oil (HPO) in a refinery to ensure transformation of all streams to the key **aviation and marine fuels** sectors.

Technology Implementation

Flexible and efficient processing allowing

- **Valorisation** of forest residues and **diversification** of feedstock
- **Different fuel qualities** for two main applications: marine & aviation
- **Blending of biofuels** with fossil fuels and synthetic renewable fuels

Maximising process side streams valorisation

- **Aqueous phase** treatment to produce **biogas** and extract of **alcohols, ketones and carboxylic acids**
- **Aromatisation** of heavy naphta fraction to produce solvents
 - Blending of light naphta fraction to **biomethanol** to produce **marine fuel**

FUEL-UP

Environmentally friendly process

- Close to **carbon neutral** process with **green H₂**,
- **-42% biogenic carbon** emissions with carbon cycle
- **Circular models** to estimate H₂ production from aqueous phase

Ensuring market needs

- Derisking of technologies at **TRL7** with **high scalability** potential to commercial scale
- Capacity of 90 kt/HPO by 2030 at commercial scale

Figures 26-27: FUEL-UP project leaflet

1.7 Roll-Up

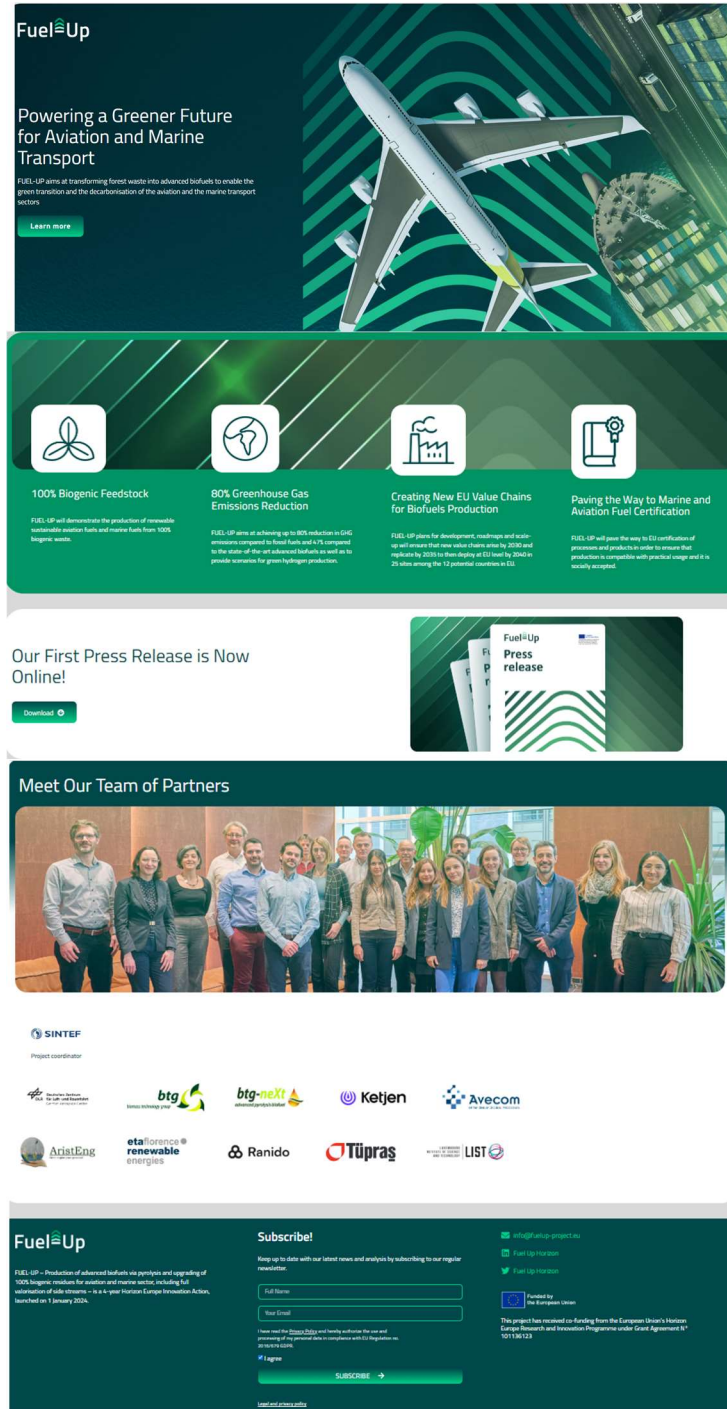
A preliminary project layout has been made available for all partners to be displayed during events organised or co-organised by the FUEL-UP partners.



Figures 28: FUEL-UP roll-up

1.8 FUEL-UP Website Landing Page

At the end of February 2024 (M2), a landing webpage with basic initial information on the project was released and published. The landing page includes information on the main objectives of the project, on the project partners, and on the main contacts and social media. It also presents the first press release which has been distributed at the beginning of March 2024.



Figures 29: FUEL-UP landing page

Conclusions and Outlook

All FUEL-UP partners have been informed on the availability of all the above explained materials on the project coordination Microsoft Teams and have also been invited to use them for all their dissemination and communication activities as well as for their deliverable's reports. As for the roll-up and the leaflet, all partners have been informed to use them and to distribute them at external workshops, conferences and other initiatives organised in order to raise awareness on the project.

At month 3, all project activities regarding WP12– Plans and First Communication Activities, public awareness and engagement are in line with the activities foreseen in the Description of Action (DoA).

On the basis of this dissemination and communication toolkit, in the next months, ETA will design a series of additional graphic templates, specifically conceived for the following dissemination and communication tools (either print or digital ones):

- complete project website: <https://www.fuelup-project.eu/>
- specific layouts for the project newsletters and press releases
- promotional leaflets, social media cards and informative materials for online webinars and workshops
- video interviews and videos on the project's technology, objectives and results
- factsheets, infographics and maps, conveying the knowledge and results obtained by the project partners in a catchy and engaging way for the project target audience.

While preparing this report, no other deliverables have been taken into consideration.