



# Communication, Dissemination and Leveraging Guide

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DiBiCoo – Digital Global Biogas Cooperation  
Grant Agreement N°857804



## **Executive Summary of D7.9**

DiBiCoo is a cooperation project that prepares markets in developing and emerging countries for the import of biogas/biomethane/gasification technology from European industries. Effective communication, dissemination and leveraging is an important activity for the project and an obligation of the Grant Agreement.

The project requires extensive collaboration among stakeholders across continents. Lead by iceaddis, it is the responsibility of all partners to utilize social media, online platforms (the DiBiCoo information system & website) and print media to maximize the impact and share results of the project thereby achieving set targets.

This Communication, Dissemination and Leveraging Guide outlines the rules and procedures on such activities.

All consortium members are required to properly display the project logo and distribute flyers and posters to all stakeholders. The project website features project details and will be continuously updated with news from the consortium and project partners. Partners also provide input and coordinate stakeholders to be users of the online networking and matchmaking tool. Social media posts should be disseminated by consortium members, while relevant EU agencies and other related stakeholders will be tagged. All communication must acknowledge EU funding with the emblem and disclaimer according to the guidelines.

It is the responsibility of all partners to ensure proper communication and dissemination about project activities, results and deliverables.

Prior to dissemination and leveraging of results, all research data generated from the project must be checked for sensitivity/confidentiality, data protection legislations and individual data protection. The EU requires all partners to disseminate results by appropriate means, including open access to research data and findings. However, each partner has the right to justifiably protect its data or leveraging of results until transfer of ownership.

The guide will be updated as the need arises.



## Summary of the DiBiCoo Project

The **Digital Global Biogas Cooperation (DiBiCoo)** project is part of the EU’s Horizon 2020 Societal Challenge ‘Secure, clean and efficient energy’, under the call ‘Market Uptake Support’.

The target importing emerging and developing countries are Argentina, Ethiopia, Ghana, South Africa and Indonesia. Additionally, the project involves partners from Germany, Austria, Belgium and Latvia. The project started in October 2019 with a 33 months-timeline and a budget of 3 Million Euros. It is implemented by the consortium and coordinated by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

The overall objective of the project is to prepare markets in developing and emerging countries for the import of sustainable biogas/biomethane technologies from Europe. DiBiCoo aims to mutually benefit importing and exporting countries through facilitating dialogue between European biogas industries and biogas stakeholders or developers from emerging and developing markets. The consortium works to advance knowledge transfer and experience sharing to improve local policies that allow increased market uptake by target countries. This will be facilitated through a digital matchmaking platform and classical capacity development mechanisms for improved networking, information sharing, and technical/financial competences. Furthermore, DiBiCoo will identify five demo cases up to investment stages in the 5 importing countries. Thus, the project will help mitigate GHG emissions and increase the share of global renewable energy generation. The project also contributes to the UN Sustainable Development Goals (SDG 7) for ‘Affordable and clean energy’, among others.

Further information can be found on the DiBiCoo website: [www.dibicoo.org](http://www.dibicoo.org).



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## List of Abbreviations

CA	Consortium Agreement
D	Deliverable
EU	European Union
GA	Grant Agreement
KOM	Kick-off Meeting
ODA	Other Direct Cost
SC	Steering Committee
SM	Social Media
SCM	Steering Committee Meeting
T	Task
WP	Work Package



# 1 Communicating and disseminating in DiBiCoo

## 1.1 Background

The Digital global Biogas Cooperation (DiBiCoo) is a cooperation project between biogas/biomethane/gasification technology exporting and importing countries, with the overall objective to prepare markets in developing and emerging countries for the import of sustainable biogas/biomethane/gasification technologies from Europe.

This guide is prepared to help the DiBiCoo consortium in communicating and disseminating project activities and results, thereby maximizing the project impact. It is intended to provide a relevant summary and key communication components for the DiBiCoo project. It is a summarized compilation of various applicable EU and Horizon 2020 related communication guidelines. As such, this guide must be used together with other EU documents mentioned in this document. Recommended section notes can help the reader to get detailed information pertaining to different sections.

## 1.2 Understanding communication, dissemination and leveraging

Several EU documents and the Annotated Model Grant Agreement provide clear definitions and differentiations across these terms (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms):

**Communication:** Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

**Dissemination:** the public disclosure of the results by any appropriate means (other than resulting from protecting or leveraging the results), including by scientific publications in any medium.

**Leveraging/Exploitation:** the utilization of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardization activities. EU documents use the term 'exploitation for 'leveraging'. This guide uses the term leveraging<sup>1</sup>, although both could be used interchangeably.

**How do these terms differ: Communication and Dissemination** - below is a summary of points to differentiate among these terms, compiled from the Annotated Model Grant Agreement, the European IPR Help desk and the Social Media Guide for H2020:

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<sup>1</sup> In this guide, 'Exploitation' and 'Leveraging' are used interchangeably and will have the same meaning throughout

COMMUNICATION	DISSEMINATION
Defining characteristics: <ul style="list-style-type: none"> <li>- Aim: promote or introduce project; inform on key progress updates; communicate actions &amp; results</li> <li>- Items include: media briefings; press releases; social media posts etc</li> </ul>	Defining characteristics: <ul style="list-style-type: none"> <li>- Transfer knowledge &amp; results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.</li> <li>- Aim: Describe project results and ensure that they are available for others</li> </ul>
Covers the whole project (including activities and results)	Covers only project results
Starts at the outset of the project and continues throughout the project timeline	Happens only once (when results are available)
Multiple audiences: Beyond the project's own community, including the media and general public, stakeholders and the consortium itself. Multiplier effect.	Specialist audiences: Groups that have an interest in the use of the results in their own work, including the scientific community, peer groups, industry partners, organisations, and policymakers
Informing and engaging with society, to show how it can benefit from research	Enabling the take-up and use of results
Reference Grant Agreement: Article 38	Reference Grant Agreement: Article 29

### 1.3 Why should we communicate or disseminate?

Why is communication and dissemination important for all Horizon 2020 projects and thus also for DiBiCoo?

- As Horizon 2020 is financed by EU citizens, it should benefit the whole society and the results of the research should be accessible to all.
- It is also not only our obligation as beneficiaries but also the consortium's interest to promote the project, its impacts and its result as much as possible, with a comprehensive communication plan

### 1.4 Communication, dissemination and leveraging in the DiBiCoo project

Communication and dissemination are important parts of our project in maximizing the impact of our project, forging industry partnerships and facilitating the access to technology and information both for stakeholders from importing and exporting countries.





As such, the Grant Agreement emphasizes that the aim of this communication, dissemination and leveraging guideline is to ensure that the:

1. Project outputs can be fully leveraged and deliver the maximum impact, according to provided guidelines of the GA and this guide
2. Knowledge gained through the project, and more generally the information and data generated by the project, can be made available to all interested organizations, and
3. Elements of excellence of the project can be replicated in other projects

### **Key Reasons why Communication, Dissemination and Leveraging is important for DiBiCoo**

Beyond our obligations to the funding agency and our Grant Agreement, communication and dissemination are important due to the extensive cooperation or networking required by the project and the project’s overall objective of bringing various actors together through the use of online or offline communication tools. Here are key reasons why this document is important:

- I. DiBiCoo aims to bring stakeholders together across continents and forge sustainable partnerships. This requires communication and dissemination of information to a large base of persons working in the biogas/biomethane/gasification sector

DiBiCoo’s objective is to facilitate collaboration between European biogas/biomethane/gasification industries & stakeholders from emerging and developing markets through the development and application of innovative digital and non-digital support tools, knowledge transfer and capacity building.

- II. Most of the project’s deliverables and activities are aimed at bringing stakeholders together

Among others, key project aims include

- Developing digital support tools for capacity building, **networking and an online information system to facilitate technology exports** and act as a database for interested stakeholders.
- **Sharing information** on available European technologies as well as on the framework conditions, market opportunities, research needs, financing opportunities and project ideas in the potential importing countries

**How the DiBiCoo consortium will communicate from the beginning of the projects onwards:** Communication activities have already started in the DiBiCoo project and consider what is confidential or not. The key objectives of DiBiCoo in communicating is to ensure as many biogas/biomethane/gasification stakeholders as possible are aware of the project and utilize the project tools. Key communication activities and how they relate to each work package are drafted below.



**How the DiBiCoo consortium will disseminate and leverage their results:** some of the tasks in DiBiCoo require dissemination of knowledge or results to a third party, as well as the use of these results to build economical ventures. Market researches, policy documents, scientific documents on biogas/biomethane/gasification will be made available for a wide stakeholder group, while business models and policy recommendations will be leveraged by investors and policy makers respectively. The consortium should be mindful of what is protected when sharing such information. Details are discussed further in later sections.

## 1.5 Targets and management

**Targets, objectives and reach:** The Grant Agreement has set measurable targets, identified key objectives and audiences to be reached throughout the timeline of this project and beyond.

### Measures of success of communication activities:

- An average of **400 monthly visits** on project website and/or social media accounts
- A target number of 800 members to the project **community** (social media managed by the project and web registered users including online tool)
- Average of **one post per week** on the project social media
- **15 articles** published on the web portal, distributed to other web media channels
- **10 press releases** produced and distributed

Below is a summary of the objectives and audience targeted to be reached in this project:

Specific Objectives of Communication and Dissemination	Target Audiences
<ul style="list-style-type: none"> <li>• Establish cooperation with the target groups/stakeholders</li> <li>• Effectively share information among interested parties</li> <li>• Ensure high level outreach within the community and maintain strong collaborative arrangements among the project key stakeholders</li> <li>• Ensure that the DiBiCoo vision, objectives, activities and results become as widely known and understood as possible</li> <li>• Encourage innovative take-up of results by citizens and communities &amp; by project implementers</li> </ul>	<ul style="list-style-type: none"> <li>• European biogas/biomethane/gasification technology providers, manufacturers and industry</li> <li>• European trade chambers</li> <li>• European biogas/biomethane/gasification (and renewable energy) associations</li> <li>• African, Asian and Latin American bio-waste producing industries (food, feed, biofuel processing industries etc.)</li> <li>• Source separated biowaste from households, waste water etc.</li> <li>• African, Asian and Latin American project developers, biogas companies and planners</li> <li>• African, Asian and Latin American authorities and policy makers</li> <li>• Policy makers in Europe</li> </ul>



	<ul style="list-style-type: none"> <li>Financial organizations (including banks) in the target countries, but also in Europe and on an international level.</li> </ul>
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### **Management: Who is communicating & disseminating:**

While Iceaddis leads this work package together with GIZ, content will come from all consortium members. Depending on the kind of tool and nature all consortium members will also be involved in the communication and dissemination tasks. For example, consortium members will push posts on their own Social Media accounts or request to push local content on DiBiCoo accounts. Each partner will also be responsible of the translation and adaptation of messages into the local needs, in order to assure the message reaches all stakeholders in the country. For each type of tool used, the guide recommends how everyone can participate in this process.

Every consortium member is a communication & dissemination agent and is obliged to promote DiBiCoo locally and internationally.

### **1.6 Key communication channels**

The project will utilize various channels to communicate and disseminate results, as shown below. Each of these channels will be discussed in further detail in later sections. It is important to note that our channels and strategies will evolve or might include other mechanisms as the need arises. The guideline will then be revised as deemed necessary.

1. Social Media: Twitter; Facebook; LinkedIn; YouTube
2. Digital Platforms: Website (www.dibicoo.org), DiBiCoo Digital Online Tool, Animation Video
3. DiBiCoo events, such as local and international workshops, matchmaking events, presentations at international and national conferences organized by the project
4. Print and other media: press releases, print promotional materials (DiBiCoo flyer, DiBiCoo rollup banner); interview in the local media (e.g. radio, newspaper article etc.)

### **1.7 Useful references**

To know more about EU's communication and dissemination obligations, please refer to the following documents available

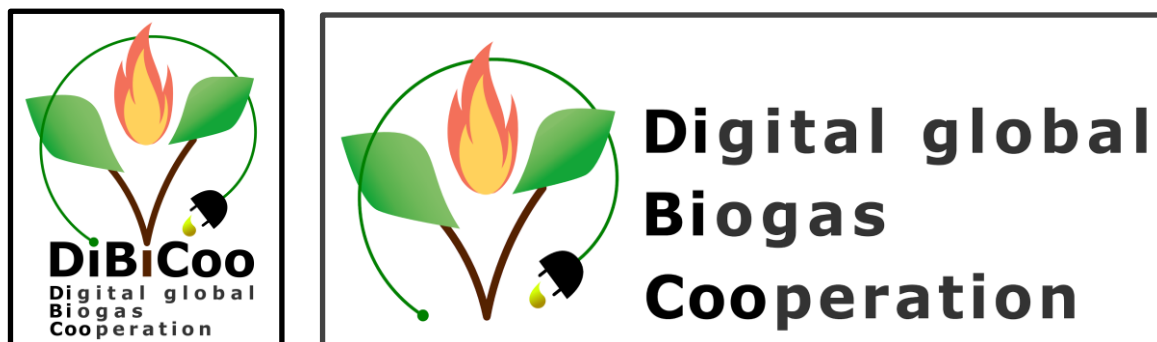
1. Annotated Model Grant Agreement ([https://ec.europa.eu/research/participants/data/ref/h2020/mga/gga/h2020-mga-gga-multi\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/mga/gga/h2020-mga-gga-multi_en.pdf))
2. Communicating EU research and innovation guidance for project participants ([https://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/amqa/h2020-amqa\\_en.pdf#page=277](https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amqa/h2020-amqa_en.pdf#page=277); Article 29)
3. Making the Most of Your H2020 Project ([https://www.iprhelppdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E\\_0.pdf](https://www.iprhelppdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E_0.pdf))



## 2 Project identity and tools for communication

### 2.1 DiBiCoo logo and print promotion

- I. **DiBiCoo Logo:** DiBiCoo logo is currently available in two formats: portrait and landscape



<b>Usage</b>	the DiBiCoo logo must be used on all promotional materials; presentations; reports; website; social media etc.
<b>Role of consortium members</b>	<ul style="list-style-type: none"> <li>- Ensure exact representation of colour and design</li> <li>- Use logo on official or promotional documentation</li> <li>- Create visual identity</li> </ul>

- II. **Flyers, posters and templates:** Short project descriptions, visual materials such as DiBiCoo flyer and DiBiCoo rollup banners, as well as DiBiCoo themed presentation templates and report templates are to be used when external stakeholders are involved, e.g. during workshops (local & international).
  - DiBiCoo has already developed a project flyer, poster, roll up banners, deliverable reporting and presentation templates. All consortium members must use these materials for communication and dissemination to increase awareness of the project. Translation and adaptation of these materials to local needs is the responsibility of the partners.
  - Regarding the flyer, poster and rollup banners all consortium members must distribute them (in print or digital format) to relevant stakeholders and provide posters and flyers in their offices for a representation of DiBiCoo. Rollup banners can be printed and used in exhibitions, conferences etc.
  - The presentation templates contain background information on the project. Additional information can be included in subsequent slides and used in conferences, workshops, or any platforms.
  - Word processing and spreadsheet templates must also be used both for internal and external purposes.

TIP: Additional print materials and templates will be developed and edited, if necessary. Forward your comments on materials to Iceaddis and GIZ.

<b>Usage</b>	Flyers and posters need to be distributed in digital or print form to stakeholders during events or meetings. Rollup banners are used during DiBiCoo activities / events, such as during the local stakeholder workshops. Uniform templates e.g. for PowerPoint are used by all consortium members for consistency.
<b>Remarks</b>	<ul style="list-style-type: none"> <li>- All templates are provided by iceaddis for the whole consortium. In exceptional cases, partners can develop items but must consult Iceaddis and GIZ and adhere to the DiBiCoo layout.</li> <li>- Editable versions are provided for local customization. DiBiCoo consortium members are responsible for localization purposes (e.g. translation to local language). Any localization effort should not fundamentally alter the basic template</li> <li>- More promotional materials will be designed, or revisions will be provided as the need arises</li> </ul>
<b>Role of consortium members</b>	<ul style="list-style-type: none"> <li>- All consortium members have the obligation to conduct their own communication campaign in their respective country for local stakeholders. This includes a targeted distribution of DiBiCoo poster/flyer/press releases at institutional notice boards and desks, via mailing lists, in company magazines, on the partner’s website etc.</li> <li>- Consortium partners can request a new item development or revision of an item. Iceaddis and GIZ will provide feedback</li> </ul>

## 2.2 DiBiCoo online promotional tools and social media

- I. **Website, DiBiCoo Online Information System and Animation Video:** A dynamic website, with continuously updated and integrated content. Animated short video that tries to capture the project in a more fun way will be used on the website; SM and YouTube. The DiBiCoo Online Information System serves as a marketplace for businesses and as a networking and matchmaking tool. Each partner can also develop and provide technical videos covering different biogas aspects, visits, knowledge seminars etc.

Although the DiBiCoo Website and Online Information Tool complement each other and are linked to each other, it is important to note the following differences below:



Project Website	DiBiCoo Online Information System
<ul style="list-style-type: none"> <li>- Project information and point of contact</li> <li>- Contains project background, objectives, project teams, news and event information</li> <li>- Access for everyone</li> <li>- Knowledge sharing and deliverable status platform</li> </ul>	<ul style="list-style-type: none"> <li>- Networking and matchmaking tool</li> <li>- Features a database of industry stakeholders and proprietary information</li> <li>- Features interactive and semi-automated tools</li> <li>- Access for registered stakeholders or limited access to all</li> </ul>

The DiBiCoo website has been launched as planned in M4 ([www.dibicoo.org](http://www.dibicoo.org)) while the Online information tool is under progress and the first version will be ready for publication until M11. The short animation video is currently being developed by Iceaddis, with support from Greencape. People respond better to visual arts and this clip is assumed to capture audience attention during public presentations or could replace detailed briefings when time is critical.

<b>Usage</b>	<p><b>Project Website</b> (<a href="http://www.dibicoo.org">www.dibicoo.org</a>) is the core information centre for continuously updated information on DiBiCoo all the time and should be promoted as a key project information source.</p> <p><b>The Animation video</b> (T7.2) is used before or after a presentation, on Social Media and the Website to reach a wider audience and promote DiBiCoo.</p> <p><b>DiBiCoo Online Information System</b> is an important tool that defines what the project is trying to achieve, bringing industry stakeholders together to forge lasting business partnerships. How it can be used will be explained with a manual once the system is running.</p>
<b>Remarks</b>	<ul style="list-style-type: none"> <li>- ICEADDIS will run the website and GIZ will provide continuous updates of the web content, based mainly upon input collected from the consortium partners. Furthermore, the public deliverables will be made accessible for download on the website.</li> <li>- Continuously updated with current news; events by all consortium partners and linked with SM accounts</li> <li>- The Online Information System is under development by Latvia University of Life Sciences and Technologies (LLU) and will include a manual and user training.</li> </ul>
<b>Role of consortium members</b>	<ul style="list-style-type: none"> <li>- Each consortium partner is obliged to inform the team of news or events that can be promoted on the website and Social Media accounts. This include all forms of DiBiCoo news coverage, interviews, magazine articles, research papers, press release etc</li> <li>- Each consortium partner must provide a link to the DiBiCoo website on their own web platforms</li> </ul>



- All consortium members must provide input for the DiBiCoo Online Information System, e.g. provide local information and brief stakeholders in time

- II. **Social Media:** Facebook, Twitter, LinkedIn and YouTube are currently popular and important channels used by many people. These are critical to communicate and disseminate the project activities and results to the broader public.

#### Relevant Social Media Accounts

DiBiCoo accounts created so far and used include the ones below:



@dibicoo\_eu;



facebook.com/dibicoo



<https://www.linkedin.com/company/digital-global-bio-gas-cooperation-dibicoo/>



TBC

#### Hashtags (#)

Added in front of any word or phrase in a post, this makes it easier for users to locate specific content or themes (SM guide for H2020 projects). Hashtags help to increase outreach by enabling you to join topic specific conversations and making you easily visible by others. For DiBiCoo purposes, hashtags in use include but are not limited to: #Biogas #BiogasIsTheFuture. Other Hashtags that can be used while posting content online and on social media include the following:

#dibicoo, #biogas #biomethane #gasification #H2020 #EU #Digital #innovation #RenewableEnergy #SDG7 #CleanEnergy #ICT4D #KnowledgeTransfer #matchmaking #networking #Ethiopia #Ghana #SouthAfrica #Argentina #Indonesia

#### Handle (@)

A handle is a ‘unique username mainly used to identify a person or a project’s account. Handles are used to send a direct message to someone or bring someone’s attention to your posts. A compiled list of consortium social media accounts is attached in the appendix for reference.





## Representing the EU in your social media posts

Please make sure to use the below hashtag and handle, in addition to other consortium accounts. Using the social media platforms of the Commission and its agencies can help you in expanding your audience by sharing your posts. Try the following:

- Add #H2020 to your tweets. Be part of the online conversation about Horizon 2020 and your tweets become searchable.
- Tag @EU\_H2020, @INEA\_EU, @GIZ.de in your tweets. Relevant posts are sometimes shared on EU social media accounts.

## Acknowledging EU Funding

Always remember to acknowledge the EU. The content below is taken from the Horizon 2020 social media guide.

All communication related to the project (including electronic communication, using social media, etc.) and all infrastructure, equipment or major results funded under the grant must:

(a) display the EU emblem



and

(b) include the following text:

*“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 857804. The sole responsibility for the content lies with the authors and does not necessarily reflect the opinion of the EU.”*

### Exceptions

In case the above described method to acknowledge EU funding is not possible (e.g. when posting on Social Media), every partner must find alternative ways to mention the EU funding.

For instance, as Twitter has a 160-character limit for profile information, partners are advised to use the following sentence as their bio or alternatively pinned tweet/post:

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

## 2.3 Social media communication management

All consortium partners are welcome to contribute to the project’s social media activities, but for alignment purposes we need to centrally coordinate all posts as below



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1. **Posting Content on DiBiCoo SM channels:** three members of the consortium are responsible to review and post content on SM - iceaddis; GIZ and WIP. These members have log-in credentials for all SM accounts of DiBiCoo. Each consortium partner is obliged to provide content / information worth posting and to forward the content to the three consortium members.
2. **Re-posting/sharing/reacting to posts:** ALL consortium members have the obligation of forwarding posts to reach a larger circle of stakeholders on the DiBiCoo project. In addition, DiBiCoo will repost consortium contents. Consortium members can request for a post to be shared on DiBiCoo platforms.

Each consortium member, will assign one focal person from their organisation who will track and notify about certain developments in the project (e.g. local workshops conducted and messages; pictures taken during DiBiCoo events; reports, articles and press releases about ongoing development of works; or any piece of activity worth mentioning)

## 2.4 Useful references

1. **Full list of EU social Media Accounts are found at:** [https://europa.eu/european-union/contact/social-networks\\_en](https://europa.eu/european-union/contact/social-networks_en)
2. **H2020 Programme Guidance Social media guide for EU funded R&I projects:** [https://ec.europa.eu/research/participants/data/ref/h2020/other/grants\\_manual/amga/soc-med-guide\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf)



### **3 Dissemination and leveraging of research results**

#### **3.1 Management of generated research data**

As highlighted in the GA DiBiCoo is largely engaged in coordination and support action and as such does not produce large amounts of data from research activities. However, some company data and information from the European biogas/biomethane/gasification industry as well as from local stakeholders in the importing countries is collected and thus specific data management is required. Deliverable D1.4 Data Management Plan outlines the handling and use of research data that was generated throughout the project’s lifetime more in-depth and thus complements this document.

- **Confidentiality** issues and the level of publication will be discussed and agreed with the involved actors in the relevant tasks. In case that some data are confidential and shall not be published, a detailed explanation of this case will be given in D1.4 and dedicated summary reports will be elaborated for publication instead.
- **Data collection, storage and access** will in all instances comply with applicable data protection legislation. Published reports will, in their full versions, include underlying data in appendices.
- **Handling of personal data** that is collected during the DiBiCoo project is explained more in detail in the deliverable D8.2 POPD Requirement No.2 (Protection of personal data). This document further specifies how DiBiCoo complies with legislations regarding the protection of personal data for example when communicating and disseminating about the project and its results. Informed consent from data subjects will be obtained in any case before using these data (e.g. pictures taken during a DiBiCoo event).

#### **3.2 Strategy for knowledge management and protection**

The DESCA model 37 for Horizon 2020 is summarized in the Grant Agreement and is indicated below.

- **Confidentiality:** Each partner will treat information from other partners as confidential unless otherwise stated and not disclose it to third parties unless it is obvious that the information is already publicly available.
- **Ownership of Knowledge:** Knowledge is owned by the partners who carried out the work generating the knowledge, or on whose behalf such work was carried out. If a partner wishes to assign any knowledge to a third party, the partner should inform the other partners and request their consent, which should not unreasonably be withheld.
- **Patents:** Partners who own knowledge suitable for patent may (and are encouraged to) at their own expense make applications for patent or similar form of protection and shall supply details of each such application to the other partners.
- **Access Rights:** Partners grant to each of the other partners royalty-free access rights to knowledge generated in the project and to the background knowledge they bring to the project to the extent needed to successfully perform the project. There will be open access to any possible publications in reviewed journals that come as a result of the project activities.

### 3.3 Disseminating results

Dissemination is “the public disclosure of the results by any appropriate means (other than resulting from protecting or leveraging the results), including by scientific publications in any medium.” (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms).

Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or leveraging the results), including in scientific publications (in any medium).

Source: EU Grants: H2020 AMGA — Annotated Model Grant Agreement: V5.2 – 26.06.2019

### 3.4 Open access to scientific publications and research data

Each beneficiary must ensure open access to published or peer reviewed documents for free together with data for validation and bibliography metadata, in a repository for scientific publications. The data should be stored in repositories in electronic or publication formats as soon as possible. Repositories are online archives for research data for access by end users to be accessed and potentially leveraged. Exceptions are when protection is required or sharing has justifiable reasons or unwanted risks. Here, we strongly recommend consortium members refer to the AMGA in detail (Article 29).

What does this mean for DiBiCoo?

- Who Can Publish: any consortium member
- What can be published: a research publication must at least be peer-reviewed, validated by others on a repository or a published paper
- Procedures: with DiBiCoo, any consortium member willing to publish an article must first communicate with the Project Manager (GIZ) and relevant consortium members

### 3.5 Obligation and right to use the EU emblem

Information on EU funding — Obligation and right to use the EU emblem

Unless the [Commission][Agency] requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

(a) display the EU emblem and



(b) include the following text:

*“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 857804.”*

- When displayed together with another logo, the EU emblem must have appropriate prominence.



- For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem without first obtaining approval from the [Commission][Agency]. This does not however give them the right to exclusive use.
- Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

### 3.6 Protection of results and leveraging

Here is an excerpt from the AGA on protecting your results and leveraging issues.

**Protection of Results:** each beneficiary must examine the possibility of protecting its results and must adequately protect them for an appropriate period and with appropriate territorial coverage — if:

- the results can reasonably be expected to be commercially or industrially leveraged and
- protecting them is possible, reasonable and justified (given the circumstances).

When deciding on protection, the beneficiary must consider its own legitimate interests and the legitimate interests (especially commercial) of the other beneficiaries.

**Leveraging of Results:** each beneficiary must — up to four years after the period set out in the transfer of ownership; take measures aiming to ensure ‘leveraging’ of its results (either directly or indirectly, through transfer or licensing; see Article 30) by:

- using them in further research activities (outside the action);
- developing, creating or marketing a product or process;
- creating and providing a service, or
- using them in standardisation activities

### 3.7 Useful references

- For detailed explanation on dissemination activities refer to the H2020 AMGA – Annotated Model Grant Agreement: [https://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/amga/h2020-amga\\_en.pdf#page=277](https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf#page=277)



## 4 Communication policy and measuring impact

### 4.1 Roles of consortium members and work packages

As seen in the chapters above, DiBiCoo requires extensive communication, dissemination and leveraging work. Communication items are embedded in each work package and these items come from each partner. As such, it is important to note that all consortium members together are responsible for communicating, disseminating and leveraging results.

DiBiCoo contains various work packages, deliverables, and tasks that require to be communicated, disseminated and leveraged. The table below tries to map the tasks in each work package that relate directly to communication activities.

Work Packages	Key Tools/Formats
WP1: Project Management	
Communicating with EU on Project Management/deliverables and share updates with consortium	Press Release, Reports, Meeting Minutes, Interviews, Social Media Posts etc
Disseminate (Co-disseminate) research or publications to the right audience	
Communicate project progress or disseminate results to wider public (e.g. Press Conference)	
Communication on Project updates and progress to industry, outreach (e.g. re-posting)	
Co-communicate on Social Media, Website etc	
WP2: Exporting Markets	
Dissemination of European Stakeholders and technology fact-sheets (Feed WP4)	Factsheets, Reports, Analysis
Dissemination of European lessons for policy improvement in exporting markets	
Communication on DiBiCoo updates and progress to European biogas/biomethane/gasification industry (outreach, re-posting SM posts, Webinars, Interviews etc); and propose communications from Consortium side	
WP3: Importing Markets	
Dissemination of importing country stakeholders and disseminate/leverage market analysis information	Reports, Minutes, Templates, Forms, etc.



Communication on demo projects and local workshops with importing countries	
Communication on DiBiCoo updates and progress to importing country industry and stakeholders (outreach, re-posting SM posts, Webinars etc); and propose communications from Consortium side	
Communicate or liaise with local stakeholders	
<b>WP4: Digital Information, Networking and Matchmaking Tool</b>	
Communicate about DiBiCoo Online Information System to inform all stakeholders	Database of industrial actors (companies), information on available technologies, advisory and networking services, and semi-automated guidance solution, Training Manuals, Reports
Disseminate about DiBiCoo Online Information System stakeholder and industry reports, research	
Communicate and promote the tool to stakeholders	
Communication on DiBiCoo updates and progress to European biogas Industry (outreach, re-posting SM posts, Webinars etc); and propose communications from Consortium side	
<b>WP5: Market development and capacity building</b>	
Engage European biogas/biomethane/gasification industry stakeholders, associations and larger European biogas stakeholders	Minutes, Reports, Matchmaking progress updates, Training Resources, Technology guidelines
Dissemination of biogas/biomethane/gasification technology studies, training materials, other resources	
Joint-communication on Webinars	
Communication and outreach activities to other high biogas/biomethane/gasification potential countries on biogas/biomethane/gasification technologies and capacity building	
Communication on DiBiCoo updates and progress to European biogas/biomethane/gasification Industry (outreach, re-posting SM posts, Webinars etc); and propose communications from Consortium side	
<b>WP6: DiBiCoo Market Uptake Program</b>	
Communication of guidelines for demo cases and technical concepts for importing countries	Technical Reports, Assessment Reports,



Dissemination & leveraging of business models for demo cases to be used by importing country investors	Guidelines, Business Models, Impact reports
Communications between importers and exporters on follower projects,	
Communication on DiBiCoo updates and progress to European biogas/biomethane/gasification Industry (outreach, re-posting SM posts, Webinars etc); and propose communications from Consortium side	
<b>WP7: Communication and Dissemination</b>	
Communicate and Disseminate DiBiCoo progress, compile reports on Website	Website, Animation Video, Templates, Flyers, Posters, SM Posts, Publication Clippings, Project reports etc
Communicate and Disseminate DiBiCoo progress on Social Media	
Jointly disseminate and communicate DiBiCoo through presentations, reports on national and international conferences	
Co-disseminate DiBiCoo results on Final Conferences	
Communication on DiBiCoo updates and progress to European biogas/biomethane/gasification industry (outreach, re-posting SM posts, Webinars etc); and communications from Consortium side	
Communication and Dissemination to local stakeholders (All importing countries)	

## 4.2 Obligations of all partners

In summary, below are important obligations every partner must mind:

- **Iceaddis as WP 7 leader provides tools / material for communication, dissemination:** including website, Social Media Accounts, flyer, roll-up banners, PPT template, this communication & dissemination guideline; and the animation video
- All consortium members are obliged to conduct their own communication campaign in their respective country and adapt and translate materials if necessary, in order to be used locally This adaptation needs to be in accordance to this Communication and Dissemination Plan which provides guidance on coordinating these campaigns. In general, the language for communication, dissemination and leveraging activities is English. Nevertheless, the diverse contexts in all exporting and importing countries will be addressed and materials might be translated to maximise the outreach.
- **All consortium members are responsible to generate and distribute materials to their localities/stakeholders:** all distribute the material (e.g. flyers, posters); provide content for social media/ website, post content online themselves, link each other, give





presentations at conferences, get in contact with local media and publish e.g. press releases in local newspapers etc.

- **All consortium members are furthermore obliged to internally communicate / disseminate:** examples include GIZ published the press release internally to several company networks etc.
- **Need for DiBiCoo logo to be displayed:** all partners must promote project identity and display the DiBiCoo logo on all forms of communication, commit to the use of other templates to maintain uniform presentation
- **Obligation to make results open for access:** unless results are justifiably protected or should not be leveraged, results of any research from the project must be made accessible for user validation
- **Acknowledging EU Funding:** all communication must appropriately acknowledge the EU (Emblem and Disclaimer) based on guidelines on this plan and according to important EU documents referenced
- **Representation of DiBiCoo on national or international conferences:** all partners are ambassadors of DiBiCoo and must communicate on the project and its results and represent DiBiCoo during national and international conference and events.
- When in doubt, reach out to consult with iceaddis, GIZ and WIP

#### 4.3 Miscellaneous issues

- I. **Data Protection:** The EU takes data protection of individuals or organizations very seriously and so should all partners. Personal data is any information that relates to an identified or identifiable living individual. Different pieces of information, which collected together can lead to the identification of a particular person, also constitute personal data.
  - A. Most relevant data from individuals or institutions mainly include Name, Contact Details, Pictures, footage/videos. It could also include an identification card number; location data (for example the location data function on a mobile phone); an Internet Protocol (IP) address; a cookie ID; the advertising identifier of your phone; data held by a hospital or doctor, which could be a symbol that uniquely identifies a person (Source: EU Data Protection)
  - B. As such, data protection statement according to the GDPR must be signed by all individuals to get consent to store their data, who will be responsible for their data, how long it will be used and get an ok on how one uses their information

DiBiCoo collects individual information for example from workshops and other events). **It is important for all partners to receive signed data protection statements prior to any event or use.** This also makes part of the audit when deemed necessary.

- II. **Internal Communications:** among consortium members there are various tools we can use to collaborate. Below are brief descriptions on how to use each and pertaining norms





Means of Communication	Description	Expected Norms
<b>Email</b>	<ul style="list-style-type: none"> <li>- Use your organizational email to communicate among consortium members</li> <li>- Currently, there is no plan to create DiBiCoo emails to partners, so use your institutional email to communicate to people external to the consortium</li> </ul>	<ul style="list-style-type: none"> <li>- Send emails to relevant partners and include project management team</li> <li>- For communication on a deliverable, include the respective ‘Task leader’ and other involved ‘Partners’ in this task</li> </ul>
<b>MS Teams</b>	<ul style="list-style-type: none"> <li>- As this is proprietary software (courtesy of GIZ), use this platform to chat and to upload files (especially finalized documents)</li> <li>- Relevant documents (e.g. templates are all stored here and can be downloaded by each partner for further use)</li> </ul>	<ul style="list-style-type: none"> <li>- Keep password protected</li> <li>- Keep open or enable notifications to keep up</li> <li>- Upload relevant documents</li> </ul>
<b>EU Portal</b>	<ul style="list-style-type: none"> <li>- The EU portal is an extensive project tracking tool and database to resources to use for the Grant Agreement</li> <li>- Sends automated reminders on deliverable deadlines and status</li> </ul>	<ul style="list-style-type: none"> <li>- It is wise to frequent this portal to monitor your tasks and refer to EU guidelines (e.g. funding management, what to do or not to do)</li> </ul>
<b>Online Teleconferencing</b>	<ul style="list-style-type: none"> <li>- These include video or voice calls on various platforms (Skype, GoMeeting, Webex, MS Teams etc)</li> </ul>	<ul style="list-style-type: none"> <li>- Use more safer apps or paid for usage apps</li> <li>- Check your organization’s policies if you have an issue</li> </ul>

Additionally, partners could use other tools like google forms or WhatsApp groups. Creators of these platforms must avoid sharing sensitive information and practice safe communication.

III. **Link to related biogas/biomethane/gasification projects:** there are several biogas/biomethane/gasification, RE or related projects to collaborate with which could help



us to reach a larger audience for DiBiCoo. Some of these are already included on our website. As such, DiBiCoo will:

- A. Seek synergies and areas to collaborate with national or international projects
- B. Promote each other's projects on their websites and share SM posts
- C. If consortium members initiate or receive further collaborations, they must first consult with the Project Manager (GIZ)

#### 4.4 Measurement of communication activities

Target	Responsible to track & report	Units	Remarks
400 visits on Website/SM	Iceaddis	N° of Visits	Monthly web analytics data to be compiled and shared to PM (GIZ)
800 Community Members	Iceaddis	N° of members	Monthly web analytics data to be compiled and shared to PM (GIZ)
1 SM Post Average per week	Iceaddis	N° of Posts	Monthly data to be compiled and shared to PM (GIZ)
15 Articles Published	Iceaddis & GIZ	N° of Articles	All consortium members to target 2 Articles for publishing
10 Press Releases	GIZ	N° of Press Release	GIZ to report

Communication activities will be monitored in a so-called ‘Communication, Dissemination and Leveraging Tracker’. This excel sheet will be regularly updated by all partners with activities carried out by each partner regarding communication, dissemination and/ or leveraging (e.g. press releases that have been published, presentations on DiBiCoo by partners during conferences etc.).

## Appendix

### A. Social media accounts of all consortium members

Organization	Facebook Site	Twitter Handle	LinkedIn	YouTube Channel
<b>European Biogas Association (EBA)</b>	<a href="https://www.facebook.com/european.biogas">https://www.facebook.com/european.biogas</a>	@European_Biogas	<a href="https://www.linkedin.com/company/european-biogas-association">https://www.linkedin.com/company/european-biogas-association</a>	N/A
<b>Resilience Development Initiative</b>	N/A	@RDI_Global	<a href="https://www.linkedin.com/mwlite/company/resilience-development-initiative">https://www.linkedin.com/mwlite/company/resilience-development-initiative</a>	<a href="https://m.youtube.com/channel/UCxcngHwoqlHahiv0-hWPSgg">https://m.youtube.com/channel/UCxcngHwoqlHahiv0-hWPSgg</a>
<b>Kompost &amp; Biogas Verband</b>	<a href="https://www.facebook.com/Kompost-Biogas-Verband-Österreich-187736007916129">https://www.facebook.com/Kompost-Biogas-Verband-Österreich-187736007916129</a>	N/A	N/A	<a href="https://www.youtube.com/channel/UCY7-8qmUGjbFwpYbiac43MA/videos">https://www.youtube.com/channel/UCY7-8qmUGjbFwpYbiac43MA/videos</a>
<b>WIP Renewable Energies</b>	<a href="https://www.facebook.com/WIP-Renewable-Energies-1293783343976009">https://www.facebook.com/WIP-Renewable-Energies-1293783343976009</a>	@WIPRenewables	<a href="https://www.linkedin.com/company/10877899">https://www.linkedin.com/company/10877899</a>	<a href="https://www.youtube.com/channel/UCAh-SfI9nXJmU8fhMYUGIbA">https://www.youtube.com/channel/UCAh-SfI9nXJmU8fhMYUGIbA</a>
<b>Selectra</b>	N/A	@SelectraSA	<a href="https://www.linkedin.com/company/selectra-watertech">https://www.linkedin.com/company/selectra-watertech</a>	N/A
<b>GreenCape</b>	N/A	@thegreencape	<a href="https://www.linkedin.com/company/green-cape/">https://www.linkedin.com/company/green-cape/</a>	<a href="https://www.youtube.com/channel/UCqvpXi82hfGYaS5EKw85zXw">https://www.youtube.com/channel/UCqvpXi82hfGYaS5EKw85zXw</a>
<b>Fachverband Biogas e.V., German Biogas Association</b>	<a href="https://www.facebook.com/FVBiogas">https://www.facebook.com/FVBiogas</a>	@FVBiogas	N/A	<a href="https://www.youtube.com/channel/UCdBjuuCD7YMHU2LD0cUT_aw">https://www.youtube.com/channel/UCdBjuuCD7YMHU2LD0cUT_aw</a>
<b>Deutsche Gesellschaft für Internationale</b>	<a href="https://www.facebook.com/gizprofile">https://www.facebook.com/gizprofile</a>	@giz_gmbh AND @GIZIndonesia AND	<a href="https://www.linkedin.com/company/gizgmbh">https://www.linkedin.com/company/gizgmbh</a>	<a href="https://www.youtube.com/user/GI-ZonlineTV">https://www.youtube.com/user/GI-ZonlineTV</a>

<b>Zusammenarbeit (GIZ) GmbH</b>		@giz_ghana		
<b>Institute for Sustainable Energy and Environmental Solutions</b>	<a href="https://web.facebook.com/isees.org">https://web.facebook.com/isees.org</a>	@iseesGhana	<a href="https://www.linkedin.com/in/iseesghana/">https://www.linkedin.com/in/iseesghana/</a>	<a href="https://www.youtube.com/channel/UCoJCmLjj93yczvRSGJqS1Kw">https://www.youtube.com/channel/UCoJCmLjj93yczvRSGJqS1Kw</a>
<b>Instituto Nacional de Tecnología Agropecuaria</b>	<a href="https://www.facebook.com/INTAArgentina">https://www.facebook.com/INTAArgentina</a>	@INTABioenergia	N/A	<a href="https://www.youtube.com/user/webinta">https://www.youtube.com/user/webinta</a>
<b>LLU</b>	<a href="https://www.facebook.com/latvijaslauksaimniecibasuniversitate">https://www.facebook.com/latvijaslauksaimniecibasuniversitate</a>	@LLU_lv	<a href="https://www.linkedin.com/school/latvia-university-of-life-sciences-and-technologies/">https://www.linkedin.com/school/latvia-university-of-life-sciences-and-technologies/</a>	<a href="https://www.youtube.com/user/llu-video">https://www.youtube.com/user/llu-video</a>



## B. Some promotional materials for DiBiCoo

### 1. Flyer



**Selection of Importing Countries:** The target countries (importing countries) selected for the DiBiCoo proposal are Argentina, Ethiopia, Ghana, Indonesia and South Africa. These countries have been selected because of the high market potential for biogas projects in the country, along with favourable regulatory environment and support schemes in each of these countries.

**Implementation:** The project is implemented by a consortium of 13 members from all the target countries and Europe, comprising of several biogas associations and think tanks on renewable energy. The structure of the DiBiCoo project includes eight work packages with specific deliverables and milestones.

**Coordination and Funding:** The 33 month project is coordinated by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, as a lead partner with a budget of 2.99 Mio EUR. DiBiCoo received funding from the European Union's Horizon 2020 Research and Innovation Programme.

**KEY IMPACTS**

- Facilitate the introduction of biogas technologies and increase the share of renewable energy in final energy consumption;
- Lead to substantial and measurable optimisation of project developments, whilst still fully address the need for environmental impact assessments and public engagement;
- Develop evidence based policy, market support and financial frameworks, notably at national, regional and local level, leading to more cost-effective support schemes and lower financing costs for RES facilities.

**CONSORTIUM MEMBERS**

- giz
- INTA
- WIP RENEWABLE ENERGIES
- iceaddis
- Fachverband BIOGAS
- GreenCape
- AUSTRIAN ENERGY AGENCY
- kompost & biogas verband
- SELECTRA
- rdi Resilience Development Initiative
- Latvia University of Life Sciences and Technologies
- SEES
- EBA

**DiBiCoo**  
Digital global  
Biogas  
Cooperation

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Status: February 2020

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## 2. Poster



**Digital global Biogas Cooperation**

**BACKGROUND**  
The Digital Global Biogas Cooperation (DiBiCoo) project is an effort to link European technology providers with emerging and developing markets for new investment opportunities and knowledge transfer.

**OBJECTIVE**  
DiBiCoo is a cooperation project between biogas technology exporting and importing countries, with the overall objective to support the European biogas/biomethane industry by preparing markets for the export of sustainable biogas/biomethane technologies from Europe to developing and emerging countries.

**AIM**

- Facilitate cooperation among relevant stakeholders in the biogas industry from Europe, with stakeholders from developing and emerging countries.
- Share information on available European technologies as well as on the framework conditions, market opportunities, research needs, financing opportunities and project ideas in the potential importing countries.
- Develop digital support tools for capacity building, networking and dissemination of online information to facilitate technology exports and act as a database for interested stakeholders.
- Support the development of at least five biogas projects in target countries as “demo cases” up to, or close to the investment stage.
- Promote and improve national, regional and local policies, supporting further market uptake in the target countries by developing and disseminating best practices.

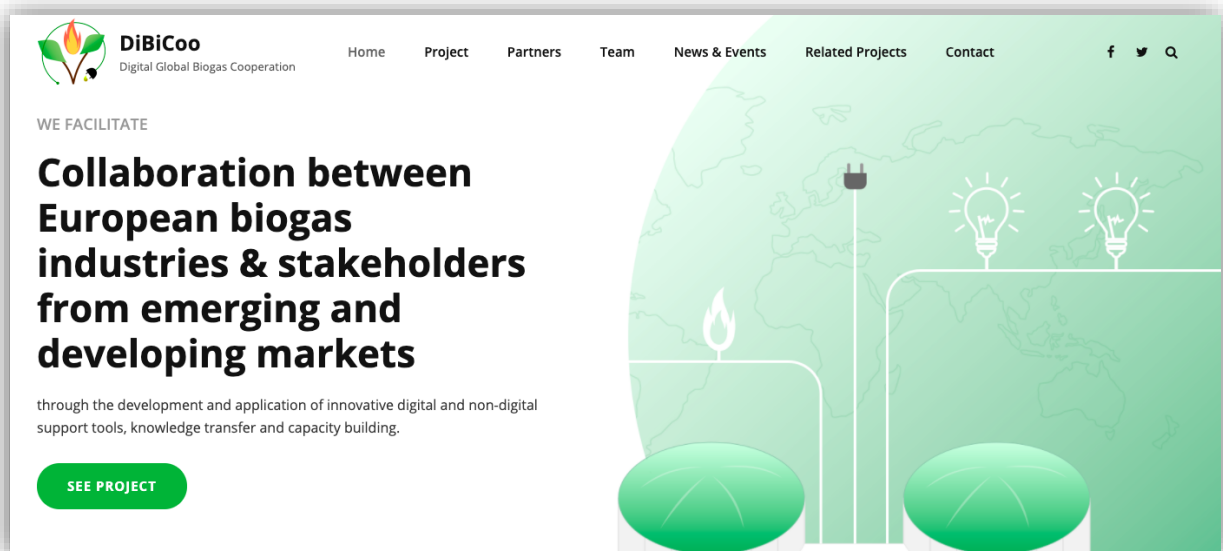
**KEY IMPACTS**

- Facilitate the introduction of biogas technologies and increase the share of renewable energy in final energy consumption;
- Develop more informed policy, market support and financial frameworks, notably at national, regional and local level, leading to more cost-effective support schemes and lower financing costs for RE S facilities.
- Lead to substantial and measurable reductions for project developments, whilst still fully addressing the needs for environmental impact assessments and public engagement.

contact@dibicoo.org @dibicoo www.dibicoo.org dibicoo

giz GreenCapa icoaddis ENA WIP

## 3. Website



**DiBiCoo**  
Digital Global Biogas Cooperation

Home Project Partners Team News & Events Related Projects Contact

WE FACILITATE

# Collaboration between European biogas industries & stakeholders from emerging and developing markets

through the development and application of innovative digital and non-digital support tools, knowledge transfer and capacity building.

[SEE PROJECT](#)



## 4. Rollup Banners





## The DiBiCoo Consortium

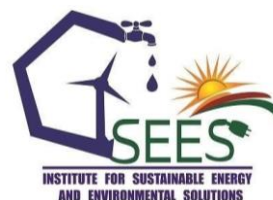
### COORDINATOR



### PARTNERS FROM EXPORTING COUNTRIES



### PARTNERS FROM IMPORTING COUNTRIES







# Digital global Biogas Cooperation

Project website: [www.dibicoo.org](http://www.dibicoo.org)

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Addis Ababa, 2020



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