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REWOFUEL

REsidual soft WOod conversion
to high characteristics drop-in bioFUELs

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Innovation Action Project

Deliverable D05.02 Mid-term report on the dissemination and communication activities

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Project Coordinator: Jean-Baptiste Barbaroux – Global Bioenergies (P1 - GBE)

Contact: Jean-Baptiste.Barbaroux@global-bioenergies.com

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Authors	Monica Normark,- P3 SEK
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Partner	Approval (Signature or e-mail reference)
P1_GBE	Nicolas Barraud
P2_GIV	Karl Peebo
P3_SEK	Monica Normark
P4_NES	Mauri Suuronen
P5_JKU	Karen Fazeni
P6_IPS	Pierre Léraud
P7_TEC	Christian Roche
P8_AJI	Ilaria Minussi
P9_SNR	Misha Valk
P10_PEA	Mats Wendel
P11_REP	Ernesto Diestre

Document Abstract

The Rewofuel project's scope is to demonstrate process routes from softwood residuals converted into drop-in fuel to replace fossil-based gasoline and jet fuel is ongoing communicated to the public through different activities. This report summarises the communication and dissemination activities of the project during the first 8 months.

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1. Background and overall aim

The main objective of the Rewofuel project is to industrial demonstrate the conversion of softwood residues into high performance gasoline and jet fuel to decrease the impact of fossil based resources.
EU approximately produces 145 million tons of forestry residues per year, and
100 million tons of non-exploited wood which accumulates in our forests each year.
The Rewofuel value chain would therefore enable the supply of several hundreds of plants in Europe. According to our estimation, 100 plants would cover 3% of European gasoline and Jet fuel needs (160 million tons total per year). The Rewofuel value chain would also contribute to create 6 000 direct jobs and 30 000 indirect jobs within the green transition.
Under the three years project duration the 11 partners are combining their core competence in optimizing the complete process chain that also comprises the valorisation of side streams to other valuable products that can contribute to the market as an alternative in replacing fossil-based materials. The objectives of work package (WP) 5 is to make the solution going from lab and demo scale into industrial scale known to a large to a large number of potential customers and collaboration partners. The technology should also be known to a wide audience and its end-users including the general public. A successful market replication and commercialisation of the product (s) will be ensured during the project. The projects progress in WP5 from M1 to M8 regarding communication and dissemination activities is presented under section 2.

2. Results - Communication and dissemination activities

The official start of the project was the 1th of June 2018. A press release about the project was coordinated by the coordinator Global Bioenergies and was well spread and several partners also published a press release describing the project and their role and the expected impact of the project. The kick-off of the project was arranged in Örnsköldsvik, Sweden, hosted by SEKAB E-Technology the 26th of June 2018. In connection to the kick-off, several communication activities were arranged both prior the meeting and after the meeting. A press release was sent prior the kick-off meeting and also after the meeting to communicate the expected impact of the project and the main processes. During the meeting both Swedish local radio, TV and press showed up and reported later about the kick-off. In connection to the kick-off, a film about the project was produced. The film can be found on the project website that was established during August.

Newspaper and digital paper released in connection to the kick-off meeting in Sweden.

https://bioenergyinternational.com/research-development/sekab-hosts-kick-off-meeting-for-rewofuel-biofuels-project

https://www.biofuelsdigest.com/bdigest/2018/07/01/thank-heaven-for-these-11-eu-biofuels-effort-kicks-off-in-sweden/

https://www.renewableenergymagazine.com/biofuels/rewofuel-biofuel-project-kicks-off-in-sweden-20180629

Media coverage by blogg/TV/Radio in connection with the kick-off in Sweden

- Swedish public radio - P4 Västernorrland

- Swedish public TV, SVT Västernorrlandsnytt https://www.svt.se/nyheter/lokalt/vasternorrland/sekab-deltar-i-eu-satsning-pa-bioflygbransle

2.1 Communication activities by each partner

P01 - GLOBAL BIOENERGIES (GBE), coordinator

- Press release on 18/5/2018 reaching 13,000 people
- Youtube video on 18/10/2018 with >390,000 views https://www.youtube.com/watch?v=j-KSNuBadBE

P02 – Graanulinvest (GIV)

Initial press release was spread local and international media. Currently no conference presentations nor scientific publications have been made.

P03 – SEKAB E-Technology (SEK)

Oral communication:

Title: Sustainable green chemistry solutions - SEKAB E-Technology
Speaker: Monica Normark
Event: Umeå University
Date: 25th of September 2018
Location: Umeå, Sweden
Participation: 20 participants (students) at engineering programs (Chemistry and Environmental chemistry)
Type of activity: Lecture

Title: Sustainable green chemistry solutions - SEKAB E-Technology
Speaker: Monica Normark
Event: Luleå Technical University
Date: 10th of October 2018
Location: Luleå, Sweden
Participation: 30 participants (students) at engineering programs
Type of activity: Lecture

Title: Sustainable green chemistry solutions - SEKAB
Speaker: Monica Normark
Event: Lecture at Swedish University of Agricultural Sciences for the Master program "Forest sciences".
Date: 18th of October 2018
Location: Umeå, Sweden
Participation: 30 participants (students)
Type of activity: Lecture

Title: Sustainable green chemistry solutions and the CelluAPP platform- SEKAB
Speaker: Thore Lindgren & Monica Normark
Event: Lecture, PhD course with studen's from Norway, Finland and Sweden (arranged by Umeå University) visiting the Domsjö Biorefinery site, Sweden
Date: 11th of November 2018
Location: Örnsköldsvik, Sweden
Participation: 30 participants, PhD -students
Type of activity: Oral presentation

Newspaper printed and digital
https://affarsliv24.vk.se/2357944/far-miljoner-for-att-utveckla-biobransle-for-flyg
http://www.energipress.se/bioenergi/eu-satsning-pa-biobra-nsle-drar-iga-ng-i-a-rnska-ldsvik
https://www.nyteknik.se/premium/sekab-i-stort-eu-projekt-for-tillverkning-av-bioflygbransle-6914569
https://bioenergitidningen.se/biodrivmedel-transport/sekabs-teknik-fokus-nar-eu-mangmiljonsatsar-pa-bioflygbransle-och-biobensin

Media coverage by blogg/TV/Radio
http://www.sekab.com/sv/blogg/omrade/biodrivmedel/skogsrester-basta-chansen-for-flyget-att-bli-hallbart/
http://www.sekab.com/sv/blogg/omrade/biodrivmedel/startskott-for-storskalig-produktion-av-bioflygbransle/

P04 - Neste Engineering Solutions Oy (NES)
No communication nor dissemination activity has been done on the project yet.

P05 - Energieinstitut an der Johannes Kepler Universität (JKU)

Event: Stakeholderworkshop of biobased industry at the Austrian Federal Ministry of Transport, Innovation and Technology
Date: 07th of December 2018
Location: Vienna, Austria
Participation: 150 participants, participants were policy makers, industry and scientists
Type of activity: Oral presentation

P06 – IPSB (IPS)
No communication nor dissemination activity has been done on the project out of the firm yet

P07 – TechnipFMC (TEC)
No communication nor dissemination activity has been done on the REWOFUEL project yet.

P08 - Ajinomoto ANIMAL NUTRITION EUROPE (AJI)
No communication nor dissemination activity has been done yet.

P09 – SkyNRG (SNR)
SkyNRG has not undertaken any communication or dissemination activities at this stage.

P10 – PEAB (PEA)

Press release was published in national media.
https://www.vk.se/2410910/restprodukt-fran-flygbransle-kan-bli-asfalt
https://www.nyteknik.se/miljo/sa-ska-framtidens-asfalt-bli-mer-klimatsmart-6921845

P11 – Repsol (REP)
No communication nor dissemination activity has been done on the project yet.

3. Conclusion

The communication and dissemination activities are ongoing and will be intensified even more since the project progresses and results will be displayed and communicated through several channels. The announcement of the project and the kick-off was communicated media in a very positive way. The project has been communicated to engineering students and the interest have been very high and several requests has come from master students asking to do their master thesis within the project.

4. Future communication plans and conferences

The consortium will continuously communicate the outcome of the project and several workshops with stakeholders representing different market implementers will be planned to start from M12. A exploitation plan for market replication of the new process solution and wood-based sugars, Bio-IBN and coproducts will be developed and a IP plan of the consortium. The Rewofuel project will also be presented at the Lignofuels 2019 in Oslo 13th-14th of February.

The scientific LCA contributions will be distributed in scientific journals and conferences, at a later stage of the project (beginning with the second half of the project).

- The EIJKU is currently preparing a conference contribution at the high-level 9th International Conference on Life Cycle Management in Poznan, Poland, September 1st-4th 2019.
- The EIJKU is working (former triennium 2016-2018 and ongoing triennium 2019-2021) on the environmental assessment of biorefinery systems on behalf of the IEA-Bioenergy Task 42 Biorefining and will disseminate the REWOFUEL assessments within this high level expert network to facilitate the technological and methodological learning.