

D7.1. Communication, Dissemination, Exploitation, Replication & Networking Plan CDER&N – initial version

7.1.

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Technical References

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¹ PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

Document history

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MarginUp! in a nutshell

The MarginUp! project proposes solutions to secure use and return profitability on marginal lands while enhancing biodiversity by cultivating climate-resilient and biodiversity-friendly non-food crops for sustainable industrial feedstock on marginal lands.

Working closely with land managers, farmers, and stakeholders from the growing bioeconomy industry, MarginUp! will create sustainable and circular value chains and increase the resilience of rural farming systems. To further improve biodiversity and environmental benefits, MarginUp! will focus on understanding which marginal lands are suitable with the lowest impact for low indirect land-use change (ILUC) biomass production.

MarginUp! will provide viable outcomes to ecosystems which are water-stressed as a result of climate change, including desertified areas of Mediterranean and Central European member states, as well as contributing to restoring and stimulating ecosystems in abandoned mine lands, and boosting land yield and health in low productivity marginal lands.

MarginUp! is building on learning from seven use-cases: Five implementations across Europe – in Spain, Greece, Sweden, Germany, and Hungary – as well as use-cases in Argentina and South Africa, together increasing the replication potential of the project's results. MarginUp! will identify the best practices for sustainable biomass production and biobased products that safeguard biodiversity and local ecosystems. Each use-case considers the current use and properties of the area and proposes crops and crop rotation strategies that enhance biodiversity and increase soil productivity according to local requirements from Mediterranean soils in Spain to mining lands in Greece, boreal soils in Sweden, wetlands in Germany, desert lands in Hungary, degraded pastures in Argentina, and areas with bush encroachment in South Africa. The proposed crops create a sustainable supply of resources to foster the development of the bioeconomy businesses at local and regional levels while providing ecosystem benefits and building resilience to climate change.

On that basis, the MarginUp! project will enhance European industrial sustainability, competitiveness, and resource independence, by reducing the environmental footprint, including on biodiversity, enabling climate neutrality and increasing resource efficiency (particularly through upcycling and cascading use of biomass) along 5 value chains, and developing innovative bio-based products and enhanced technologies that will lessen EU reliance on fossil-based products.

To stay up to date with MarginUp! project events and reports, follow us on Twitter ([@MarginUp_EU](https://twitter.com/MarginUp_EU)), LinkedIn ([MarginUp! EU](https://www.linkedin.com/company/marginup-eu)) or visit www.margin-up.eu.

Summary

The Communication, Dissemination Exploitation, Replication & Networking Plan (CDER&N) serves as the main guide for actions associated with WP7. This document will:

- Identify **WHO** the target audiences are;
- Plan **WHAT** key messages the target audiences will receive;
- Plan **HOW** the messages will be communicated to each group;
- Plan **WHEN** communication, dissemination, replication, networking and exploitation activities will be implemented;
- **RECORD** and **EVALUATE** ongoing activities;
- Make sure all the partners know the communication **PROCEDURES** as well as **OBLIGATIONS**.

The CDER&N Plan is a living document and has been developed by Greenovate! Europe in collaboration with REVOLVE and ATLANTIS. A formal review of this document will take place in month 42 (D7.4) as project partners implements their tasks, define their exploitable results, get outputs and develop dissemination activities of the outputs and knowledge they generate. The CDER&N Plan will be updated too as stakeholder interest, attitudes and influence may change during the course of the project, or additional stakeholders identified. All project partners are responsible for providing input for this document and abiding by the guidelines provided in it.

This document does not include the report of the communication activities developed withing the first 6 months of the project. These activities are explained in **Deliverable 7.3 First Report on Communication, Dissemination & Replication Activities (M6)**.

This document includes a summary of the exploitation. The full exploitation strategy is available in **Deliverable 6.4 (M6)**.

Spelling Guidelines

Standardised British Spelling (NOT Oxford Spelling!) should be used in all documents. Generic terms are spelled in lower case, specific terms and proper names are spelled with initial capitals. For metric tonnes use the term “tonnes” and NOT tons.

Disclaimer

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List of Acronyms

CA	Consortium Agreement
GA	Grant Agreement
IPR	Intellectual Property Rights
KPIS	Key Performance Indicators
PTC	Project Technical Committee

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Keywords list

- Marginal lands
- Marginal soils
- Biodiversity
- Communication
- Dissemination
- Exploitation

1. Introduction

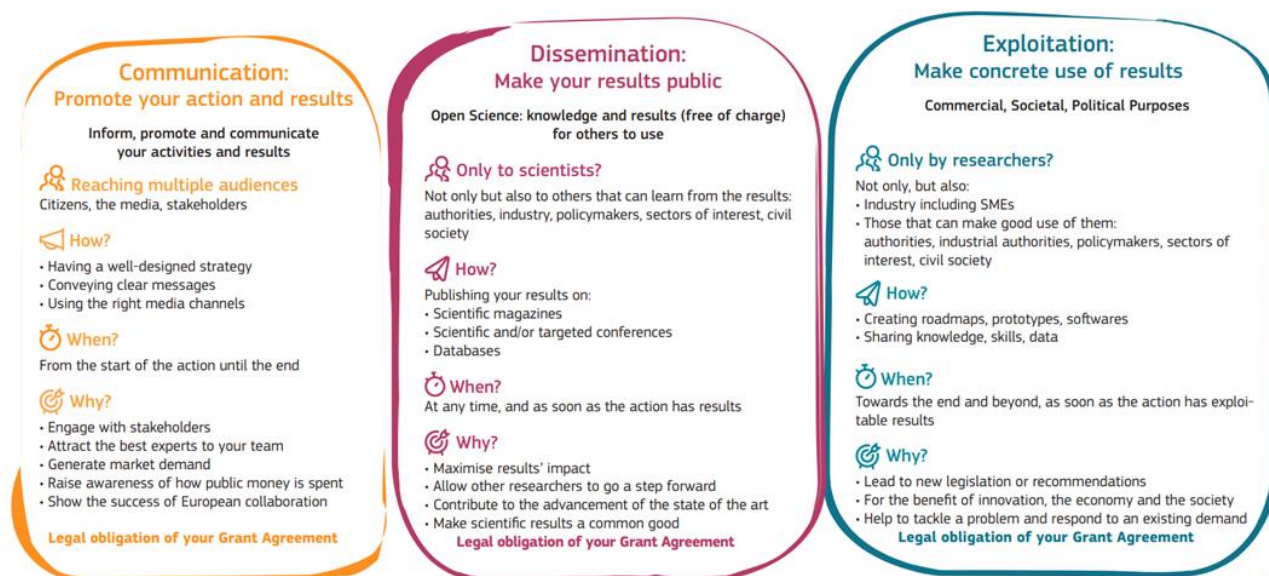
1.1. Objective

This deliverable aims to explain the MarginUp! communication, dissemination, replication, networking and exploitation strategy. The deliverable starts with an elaboration on the **obligations and protocols** to be followed by the project partners. This is followed by an overview of the **target audiences**. Subsequently, the main communication, dissemination, replication, and networking activities are presented, as well as the Key Performance Indicators (KPIs). Finally, this deliverable concludes with an elaboration on the exploitation strategy.

1.2. Definitions

It is important that all MarginUp! partners understand the key terminology used in this Plan to be able to participate in the described activities, and to avoid confusion or misunderstanding during its implementation. Within the project the following definitions will be used:

- **Communication** 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. The aim is to reach out to society and show the activities performed as well as the use and the benefits the project will have for citizens.
- **Dissemination** refers to the public disclosure of the results by appropriate means, other than resulting from protecting or exploiting the results, including by scientific publications in any medium.
- **Exploitation** refers to the use of results in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.
- **Results** are any tangible or intangible effect of the action, such as data, know-how or information, whatever its form or nature, whether or not it can be protected, as well as any rights attached to it, including intellectual property rights.



Source: European Commission, Quick guide and tools for Communication, Dissemination and Exploitation¹

Figure 1. Communication, dissemination, and exploitation definitions

¹ https://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide_diss-expl_en.pdf

2. Obligations and protocols

2.1. Obligations

The Horizon Europe Rules of Participation, the Grant Agreement (GA), and the Consortium Agreement (CA), place legal obligations upon Consortium partners in relation to Communication, Dissemination and Exploitation. By signing the GA and CA, the partners have agreed to:

- **Promote the action and its results** by providing targeted information to multiple audiences (including the media and the public) in a strategic, coherent, and effective manner (Article 17.1 of the Grant Agreement).
- **Disseminate results** as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests (Art. 17.4 and the specific rules set out in Annex 5 of the Grant Agreement).
- **Follow an open science approach** (Art. 17 and the specific rules set out in Annex 5 of the Grant Agreement). This includes:
 - Ensuring open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to the project results
 - Managing the digital research data responsibly, in line with the FAIR principles ('findability', 'accessibility', 'interoperability' and 'reusability').

Full details on requirements for Open Science are provided in Annex 5 of the GA and in deliverable D8.1 Data Management Plan.

- **Use their best efforts to exploit their results directly or to have them exploited indirectly by another entity**, through transfer or licensing -up to four years after the end of the action-. If, despite a beneficiary's best efforts, the results are not exploited within one year after the end of the action, the beneficiaries must (unless otherwise agreed in writing with the granting authority) use the **Horizon Results Platform**² to find interested parties to exploit the results (Art. 16 and the specific rules set out in Annex 5 of the Grant Agreement).

These activities will be directed and managed by the Communication and Dissemination Manager (Greenovate! Europe / REVOLVE) and the Exploitation Manager (ATLANTIS). However, every partner is expected to actively contribute.

²<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform>

2.2. Funding acknowledgement

According to Article 17.2 of the Grant Agreement, any communication and dissemination activities related to MarginUp! must acknowledge the EU support and display the following European flag (emblem) and funding statement (translated into local languages, where appropriate):



Figure 2. EU emblem and funding statement

Alternative versions of this emblem and further instructions on how to use it can be found on the website of the European Research Executive Agency³. When displayed in association with other logos (e.g., the MarginUp! logo), the EU emblem must be displayed at least as prominently and visibly as the other logos.

In addition, according to Article 17.3 of the Grant Agreement, any communication or dissemination activity related to the project must indicate the following **disclaimer**:

- “MarginUp! project is funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them”.

Only in the case of **scientific publications**, the partners must the following **disclaimer**:

- This publication is supported by MarginUp! project funded by the European Union’s Horizon Europe research and innovation programme under Grant Agreement No. 101082089. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.

³ https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en

2.3. Procedure for communication activities

All partners must communicate about the project in a manner that does not reveal research results and respects the visual identity and the EU funding acknowledgement outlined in this document.

Greenovate! Europe / REVOLVE are responsible for central communications. When necessary, draft materials will be shared with the full consortium or relevant partners (e.g., the project coordinators) for review. When input is needed from partners, this will be communicated in ample time.

Any printed materials should first be reviewed by **Greenovate! Europe/REVOLVE** to ensure consistency of presentation. Social media engagement and posts on partners' own websites will not be checked in advance.

All partners must report their communication and dissemination activities in the reporting sheet saved on the MarginUp! NextCloud (in the folder "WP7 Dissemination & Communications >> Monitoring).

2.4. Procedure for dissemination activities

According to the MarginUp! Consortium Agreement, Art. 7.4.2.1, a partner that intends to disseminate its own results that are not yet public must give at least **30 calendar days** advance notice to the other beneficiaries, together with sufficient information on the results it will disseminate.

Any other beneficiary may **object within 15 days of receiving notification**. An objection is justified if:

- the protection of the objecting Party's Results or Background would be adversely affected, or;
- the objecting Party's legitimate interests in relation to its Results or Background would be significantly harmed, or;
- the proposed publication includes Confidential Information of the objecting Party.

In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests.

To disseminate, instead, results that are owned by another party, the partner must obtain the **explicit written approval** from the partner(s) that own the result.

More detailed instructions on dissemination are available in section 7.4 of the MarginUp! Consortium Agreement.

3. Target audiences

The MarginUp! project has wide-ranging objectives and activities that may appeal to different target audiences and create value for numerous stakeholder groups. The main 'target groups' for the project communication, dissemination and exploitation activities are listed in the table below:

TARGET GROUP	DESCRIPTION
Bio-based industry	<p>All the private companies of the bio-based industry that will benefit from the MarginUp! results.</p> <p>Wood industry, construction companies, manufacturing companies, biogas & biofuels producers, bio-refineries, fertilizer companies, natural cosmetics industry, agri-food industry, pellet industry (end-users).</p> <p>Also, feedstock producers, biomass suppliers and logistics.</p>
Farming community	Farmers, farming associations & cooperatives, rural entrepreneurs and landowners.
Investors	Investors, venture capital firms, funding organisations that can potentially invest in sustainable innovations.
Environmental associations	Environmental consultants, NGOs and other associations.
Government and authorities	Decision makers, governmental bodies and regulators at local, national and European level who are involved in policy making in relevant fields such as environment, agriculture, economy, energy, industry, etc.
Research and development	Researchers, research & technology centre, other EU research projects. Tech providers.

	While the project is more applicative, we will also disseminate the results to the academia and research institutions to open new paths for scientific research on potential models and frameworks to advance the knowledge on the transition to circular economy and bioeconomy.
General public & media	<p>European public (and beyond) will be informed on the project's results and activities, raising awareness of the actions being taken by MarginUp!</p> <p>Local, national and international media will be also informed of the project outcomes and results.</p>

Table 1. Identification of target audiences

3.1. Key messages

Key messages have been elaborated for each of the target audiences listed above. These messages will be the basis of the project communication strategy and will guide how the project aims to communicate towards the different stakeholder groups.

TARGET GROUP	KEY MESSAGE(S)
Bio-based industry	<ul style="list-style-type: none"> <i>Industrial crops grown on marginal lands could be an abundant source of renewable biomass feedstocks.</i> <i>The bio-based feedstocks cultivated on marginal lands could provide low-carbon domestic supplies of bioenergy, organic fertilisers, construction materials, cosmetics, and more.</i> <i>MarginUp! will increase capital leverage in the bio-based industry and open opportunities to the exploitation of new types of biomasses.</i>
Farming community	<ul style="list-style-type: none"> <i>MarginUp! is developing economically sound innovative value chains to produce bioproducts and biofuels from natural raw materials grown on marginal lands.</i>

	<ul style="list-style-type: none"> • <i>By introducing climate resilient and biodiversity-friendly non-food crops on marginal and low-productivity lands, MarginUp! will increase farming system resilience.</i>
Investors	<ul style="list-style-type: none"> • <i>The bioeconomy offers a major opportunity for the financial sector to deliver on climate commitments, while tapping into new growth and investment opportunities.</i> • <i>MarginUp! will examine opportunities to make profit out of contaminated land.</i>
Environmental associations	<ul style="list-style-type: none"> • <i>Europe needs to come up with an alternative to fossil fuels and fossil based synthetic materials to limit climate change. Cultivating plants for bio-based feedstock offers substitutes that are potentially sustainable and circular.</i> • <i>MarginUp! will identify the available marginal land and establish specific biodiversity indicators to monitor ecosystem health while improving productivity.</i>
Government and authorities	<ul style="list-style-type: none"> • <i>Identifying practices that secure land use and return profitability on marginal lands is critical for combating, rural depopulation, soil scarcity and degradation, and contributing to European policies.</i> • <i>The project will develop a Replication Hub with materials and policy recommendations to support the successful implementation, adaption and replication of technologies, value chains and business models in other regions.</i>
Research and development	<ul style="list-style-type: none"> • <i>MarginUp! is demonstrating the sustainable diversification strategies for optimising biomass production on marginal lands and improve the state of the art of marginal lands considering ecological, societal and economic factors.</i> • <i>With its five use cases in Europe and two international partner countries, MarginUp! will deliver practical insights from a variety of different biophysical and socio-economic settings.</i> • <i>We acknowledge that the production of low-ILUC biobased products on marginal lands faces challenging barriers. We consciously map and analyse them, as well as the existing opportunities.</i>
General public & media	<ul style="list-style-type: none"> • <i>MarginUp! will introduce new cropping systems for biomass production on marginal lands. This alternative use of lands will create new economic opportunities for marginal lands, generating new regional business models. At the</i>

same time, it will enhance biodiversity, improve soil quality and productivity, and optimise water production.

- *MarginUp! project will enhance European industrial sustainability, competitiveness, and resource independence.*

Table 2. Key messages by target group

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4. Communication

4.1. Objective

The key purpose of communication activities are to communicate about the project scope, objectives, results and impacts effectively to the target audiences outlined in [Chapter 3](#) and the general public with the goal of raising awareness about project results to foster their uptake and replication by various stakeholder groups. REVOLVE is the project partner responsible for communication tasks.

4.2. Project logo and visual identity guidelines

Visual identity guidelines have been developed to ensure the consistent and coherent communication of the project by all project partners and are available on the project NextCloud. These guidelines include an explanation of the logo, guidelines for its usage, alternative versions, details of the full colour palette, font type, among other necessary information for the correct visual presentation of the project.

The MarginUp! visual identity plays an essential role in promoting the project. It was developed at the beginning of the project to differentiate MarginUp! in the market while making it memorable. The logo is the visual messenger of the project and is reflected in all the communication materials. **The following guidelines provide a framework for using the brand identity in a consistent manner.** Consistency communicates reliability and provides the foundation for working together in an efficient way. While maintaining the highest quality standard, our choice of words and images are opportunities to show that we understand and engage with our audiences.

4.2.1. The logo

The MarginUp! project centers around the development sustainable and circular value chains to produce bioproducts and biofuels from natural raw materials grown on marginal lands.

The logo aims to reflect this goal via the use of natural and earthy tones. A large and brighter leaf shape is circling the "Up!" part of the wordmark and an upwards arrow is integrated into the exclamation mark, these elements are meant to highlight the increase of both biodiversity and profitability.

The ‘exclusion zone’ refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As pictured in Figure 2, the ‘exclusion zone’ is equal to that of the height and width of the “M” in MarginUp!’s word mark. The same exclusion zone principle applies with all versions of the logo.



Figure 3. MarginUp! Logo.

4.2.1.1. Logo variations

When the use of the main forms of the logo is not possible, one of the logo variations should be used instead. These logo variations allow to hold enough contrast between the logotype and its surroundings to maintain legibility.

- **Negative**

This version of the logo is only to be used on darker coloured backgrounds and photographs. The green leaf must stand out against the background. It allows the logo to keep the brand colours while maintaining high legibility of the wordmark.



Figure 4. Logotype logo variations – Negative.

- **Greyscale**

This version of the logo is to be used on black and white layouts or documents, on light backgrounds.



Figure 5. Logotype logo variations – Greyscale.

- **Negative white**

This version of the logo is only to be used on darker coloured backgrounds and photographs, when the colour negative does not stand out enough against the background.



Figure 6. Logotype logo variations – Negative white.

The integrity of MarginUp! logo should be always respected. It should not be stretched, condensed, augmented, or distorted. Changing any graphic element of the logo will weaken its impact and detract from the consistent image we seek to project. The minimum size is indicated by the length of the logo. The logo should never be smaller than the minimum indicated sizes to avoid compromising its visibility. The width of the logo should never be smaller than 30 mm in printing and 85px in digital media.

4.2.2. Colours

The project has an extended colour palette to meet all communication needs. The main colours of MarginUp! as well as the secondary colours are shown in the figure below.

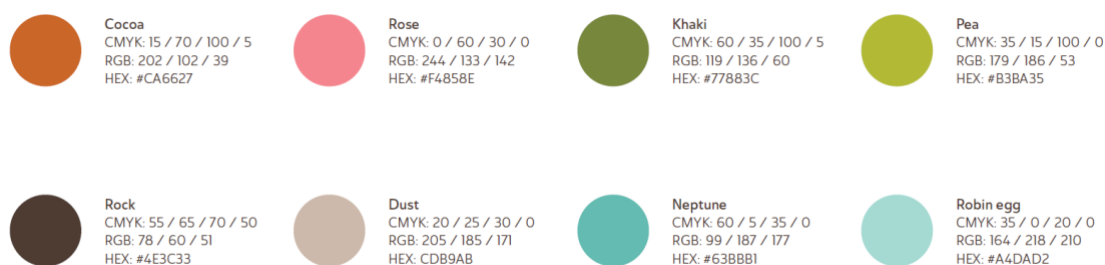


Figure 7. Main and secondary colours.

4.2.3. Project main messaging

To ensure a consistent communication effort, a project description, a “Golden Paragraph” has been developed to be used to describe the project:

MarginUp! is developing sustainable and circular value chains to produce bioproducts and biofuels from natural raw materials grown on marginal lands. By introducing climate resilient and biodiversity-friendly non-food crops on marginal and low-productivity lands, MarginUp! will increase farming system resilience, enhance biodiversity, and promote stakeholder participation.

The project slogan or tagline is the lead message and should convey the essence of the mood being advanced by the project communication.

Biodiversity. Bioeconomy. Society.

Sub-messaging for specific target audiences and communication materials will be developed on an ongoing basis, following the key messages outlined in [Chapter 3](#).

4.2.4. Typography

The primary typeface is Ainslie Sans. This typeface was inspired by the city of Canberra’s distinct, geometric design and style, blended with the organic, flowing effect of aboriginal art. The result is a geometric font with soft corners, and smooth sleek curves.

When use of the recommended typeface is not possible, like in emails or Microsoft Office documents, MarginUp! communications are to use the system font Calibri. The font size can be adapted depending on the needs of the respective document, but in general the following sizes should apply:

- *Heading 1: 20*
- *Heading 2: 18*
- *Heading 3: 16*
- *Subheadings: 14*
- *Body text: 11 or 12*
- *Figure caption: 10*

In terms of spacing 1.5 should apply.

MarginUp!

Building resilient communities

MarginUp! is developing sustainable and circular value chains to produce bioproducts and biofuels from natural raw materials grown on marginal lands. By introducing climate resilient and biodiversity-friendly non-food crops on marginal and low-productivity lands, MarginUp! will increase farming system resilience, enhance biodiversity, and promote stakeholder participation.

MarginUp! is developing sustainable and circular value chains to produce bioproducts and biofuels from natural raw materials grown on marginal lands. By introducing climate resilient and biodiversity-friendly non-food crops on marginal and low-productivity lands, MarginUp! will increase farming system resilience, enhance biodiversity, and promote stakeholder participation.

Ainslie Sans Norm Bold

Ainslie Sans Norm Demi

Ainslie Sans Norm Medium
Minimum font size for body text: 9pt

Ainslie Sans Norm Regular
Minimum font size for body text: 9pt

Figure 8. Typography – Sofia Pro and Sofia Pro Soft.

4.2.5. Templates

Within MarginUp! the following templates have been designed and will be available for partners’ use:

- Deliverable template
- PowerPoint presentation template
- Press Release template
- Newsletter template

All templates must be respected by the MarginUp! consortium and have been designed featuring the project's visual identity and respecting the funding and content disclaimer requirements as per [Chapter 2](#).

More information on the visual identity with screenshots is available in D7.3.

4.3. Website strategy

The MarginUp! website is designed to be the main channel for communication about the project and its activities and will serve as a repository for project outputs and materials including deliverables, open-access scientific publications, informative articles, as well as relevant news and events from the project and related projects.

The website provides visitors with an overview of the project including a description of the project and the challenge it seeks to address as well as the project's objectives, partners and use cases. The website also aims to channel users to sign up for the project's Replication hub and associated newsletter, The Up!Date.

The website aims to share content about the project in an approachable manner in order to allow a wide audience to understand and engage with the project. The project website will be home to maps of marginal land availability created under WP1 – Low ILUC and innovative and sustainable bio-based products from marginal lands – and host the project's Replication Hub (for more details see [Chapter 6](#) on Replication).

The project website will be online for a total of ten years, including six years after the project ends. In the final months of the project, the website will be updated to place an emphasis on final results to ensure a user-friendly access to project outcomes for visitors to the website after the project's lifetime.

4.4. Social media strategy

Twitter and LinkedIn profiles have been chosen to promote project-related contents to different audiences and take advantage of existing partner networks, thus building on their audience to communicate about the project and disseminate its results. A

presence on relevant social media channels allows partners to contribute to the dissemination of results and events by tagging the project and highlighting their work, thus providing visibility to the project through their respective networks. The social media channels are key in building a community around the project and engaging with interested stakeholders. The selected platforms both offer a certain amount of analytics which will be consulted as part of the impact reporting process.

Twitter ([@MarginUp_EU](#)) has been selected to target policy, media, and the general public, and LinkedIn ([MarginUp! EU](#)) allows MarginUp! target industry, research, and media.

Social media channels will feature content to educate the general public about marginal lands and their potential to increase the supply of feedstocks for the bioeconomy without threatening food security of causing other negative impacts stepping from land use change. As the project progresses, social media channels will be important in sharing project results and outputs, including maps, guidelines, best practices, and policy recommendations, with a wide audience.

REVOLVE has identified the social media profiles of the project partners to tag them in relevant post and amplify the impact.

Partner	Twitter	LinkedIn
ATB	@leibnizatb	Leibniz Institute for Agricultural Engineering and Bioeconomy (ATB)
RISE	@riseweden	RISE Research Institutes of Sweden
ZALF	@zalf_leibniz	-
CluBE	@cluster_clube	CluBE-Cluster of Bioeconomy and Environment of Western Macedonia
ATLANTIS	-	Ατλαντίς Συμβουλευτική Α.Ε. Atlantis Consulting SA
Inter 3	@inter_3_berlin	inter_3 Institute for Resource Management
Greenovate! Europe	@greenovateeu	Greenovate! Europe

CICYTEX	@cicytex	-
Stellenbosch	@stellenboschuni	Stellenbosch University
UoBA	@ubaglobal	University of Buenos Aires
UNSAM	@unsamoficial	Universidad Nacional de San Martín
Zabala	@zabala_eu	Zabala Innovation Europe
MODULAR SYSTEM	@modularhomeesp	Modular Home
AMBIENTA	@ambientaing	-
CTAEX	@ctaex_cit	CTAEX Technological Centre
DIADYMA	-	DIADYMA SA
ALFA WOOD	-	Alfa Wood Group
Hushallnings	@hskalmar	Hushållningssällskapet
Secalflor	-	Secalflor GmbH Deutschland
Innomine	@innominegroup	innomine
Bay Zoltán Kutatóintézet	-	Bay Zoltán Kutatóintézet

Table 3. Table: list of partners social media accounts

4.5. Other communication activities

ACTIVITY	KPI	DESCRIPTION	TARGET AUDIENCE	OBJECTIVE
Press releases	5 press releases 40 media pick-ups	<p>Press releases will be developed by REVOLVE and shared partners before publication. Partners will be requested to use their extensive networks to share widely and increase attendance to the final event and the dissemination of the projects final results and outputs. For that purpose, the press releases will be translated into different languages and adapted to every country (if necessary) by the use case leaders.</p> <p>Press releases will be shared with media contacts and publicised through the project and partner website and social media, taking full advantage of the existing networks partners have already.</p> <p>A proposed timeline for the project's press releases can be seen below:</p> <ul style="list-style-type: none"> • Press Release #1: Kick-off. Published in January 2023 (M2) • Press Release #2: Policy recommendation for low ILUC biomass (linked with D1.3, due M24) • Press Release #3: Launch of the Replication Hub (Linked with D7.2, due M36) 	General public and media (focus on agriculture, innovation, bio-based industry, environmental media contacts)	Raise awareness and generate interest in the project by obtaining media coverage about the project activities and outputs.

		<ul style="list-style-type: none"> • Press Release #4: Media field trip (date yet to be defined) • Press Release #5: Final event (M48) 		
Media trip	10-15 journalists	To further the reach of the MarginUp! project's activities and results, a media trip will be organised with five to ten journalists. The trip will allow the media to learn more about the how the project's proposed alternatives look in real life and gain knowledge on the potential benefits for the environment as well as local economies and communities. The trip will bring journalists in the field and provide the opportunity to interview experts about the ongoing work and expected results and impact.	General public and media (focus on agriculture, innovation, bio-based industry, environmental media contacts)	Raise awareness and generate interest in the project by obtaining media coverage about the proposed alternatives in a specific use case site.
Videos	5 videos 500 views on average	<p>At least five videos will be produced during the lifetime of the project covering each of the use case sites. These use case videos will explain the aims and results of each case and will include interviews with key actors and will be essential tools in the dissemination and replication of project results. These use case videos will be features on a dedicated YouTube playlist hosted by REVOLVE and on the project's replication hub.</p> <p>Additional videos will be made, when possible, to support communication activities and increase project visibility with the wider public.</p>	General public and media	Share information about the project and each of the five use case with the general public using an engaging, visual, and easily shareable format.

Communication materials	<p>5 info sheets (1 per use case)</p> <p>1 leaflet</p> <p>1 roll-up</p> <p>1 PPT for events</p>	<p>To support partners in their activities, communication materials in line with the project visual identity are important to ensure the project is well represented at activities and events. Materials will be created and updated as the project progresses to feature key results, with a number of materials contemplated: Flyers, posters, rollups, and info sheets. Materials will be available for partners to use on NextCloud and can be optimised for specific printing requirements as needed, providing REVOLVE with at least 2 weeks' notice ahead of printing deadlines.</p>	<p>General public and media;</p> <p>Farming community;</p> <p>Investors;</p> <p>Environmental associations;</p> <p>Government authorities;</p> <p>Research and development</p>	<p>Ensure a coherent and cohesive project branding and messaging to create a professional presence at external and internal events.</p>
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REVOLVE has made an initial identification of relevant media outlet at EU level in the table below.

MEDIA OUTLET	WEBSITE
Agence Europe	https://agenceurope.eu/
ANSA	https://www.ansa.it/
Austrian Federation of Agricultural Journalists and Publicists	https://enaj.eu/enaj-members/members-austria/
Belgian Guild of Agricultural Journalists (BVLJ-ABJA)	http://www.bvlj-abja.be/
CIRAD	https://www.cirad.fr/en

Copa-Cogeca	https://copa-cogeca.eu/
envi.info	https://www.envi.info/
Euractiv	https://www.euractiv.com/
Eurochambres	https://www.eurochambres.eu/
Euronews	https://www.euronews.com/
European Network of Agricultural Journalists	https://enaj.eu/
Fertilizers Europe	https://www.fertilizerseurope.com/
German Federation of Agricultural Journalists	https://enaj.eu/enaj-members/members-germany/
Greek Agrifood Journalists Association	https://enaj.eu/enaj-members/members-greece/
Hungary Guild of Agricultural Journalists	https://enaj.eu/enaj-members/members-hungary/
IUFRO	https://www.iufro.org/
New Statesman	https://www.newstatesman.com/
POLITICO Europe	https://www.politico.eu/

Spanish Agrifood Journalist Association (APAE)	https://enaj.eu/enaj-members/members-spain/
Swedish Federation for Journalists in Forestry and Agriculture	https://enaj.eu/enaj-members/members-sweden/
The Guardian	https://www.theguardian.com/
The New York Times BXL	https://www.nytimes.com/

Table 4. List of identified media

5. Dissemination

5.1. Objective

The main objectives of the project's dissemination activities are:

- Raising awareness, interest and informing the target stakeholders on the project results and proposed use of marginal lands for biomass, as well as the creation of new bio-based value chains without compromising climate change mitigation and biodiversity.
- Fostering the acceptance of the results and their potential impact to increase farming system resilience by expanding the biodiversity and ecosystem services knowledge base.

5.2. Activities

Greenovate! Europe will oversee the implementation of the following activities, in cooperation with all project partners. Key Performance Indicators for these activities are further elaborated in Section 9.

ACTIVITY	KPI	DESCRIPTION	TARGET AUDIENCE	OBJECTIVE
Webinars	100-300 attendees 5-6 webinars	Webinars will cover replication-related topics such as assessment of use cases and value chains; marginal land conservation, industrial crops, and farming practices; business models, biodiversity guidelines and policy frameworks and will draw	Farming community; Bio-based industry; Government and authorities; Research and development	Share the project concept, results, and outcomes openly with a wider audience.

		lessons from the use cases and other work packages.		
External events	6 presentations	External conferences and sector events are a good opportunity for networking and to raise awareness about the project. All the MarginUp! partners are encouraged to participate in sector fairs and conferences on project related topics .	Bio-based industry; Investors; Environmental associations; Government and authorities; Research and development	Raise awareness about the project and share the main results with professionals in the field of bioeconomy.
Final conference	80 attendees	It will be organised in Brussels by GIE.	Government and authorities; Research and development; Bio-based industry	Inspiring other regions to replicate the project's results. Sharing achievements and lessons learnt. Presenting policy recommendations on how to improve regulatory frameworks to EU decision makers.
Scientific publications	6 papers	MarginUp! has potential to generate peer-reviewed papers, submitted to open-access scientific journals and technical publications, as well as poster presentations submitted to highly respected conferences in the relevant fields.	Academia and research sector	Share relevant results with the research community to increase the knowledge base on marginal lands.

Policy publications	4 publications	<p>Consortium partners with the collaboration of other related project and policy makers will develop different reports with several analysis done during the project. Such as:</p> <ul style="list-style-type: none"> • Policy recommendation for low ILUC biomass (D1.3) • A strategic plan for raising bio-based industrial feedstocks in marginal lands (D5.3) • Socioeconomic Impact Assessment (including choice experiments) (D4.3) • MarginUp! Policy Brief (D8.3) 	Government and authorities
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Table 5. Dissemination activities

A list of potential conferences has been identified. The list will be updated on a regular basis throughout the duration of the project and events attended by the project consortium will be scheduled on the MarginUp! webpage events section.

EVENT TITLE	VENUE	DATE
EU Green Week 2023	Brussels, Belgium	6-7 June 2023

<u>Sustainable Places 2023</u>	Madrid, Spain	14-16 June 2023
<u>EU Sustainable Energy Week</u>	Brussels, Belgium	20-22 June 2023
<u>Industrial Biotech Days</u>	Berlin, Germany	21-22 September 2023
<u>4th International Conference on Biofuels and Bioenergy</u>	London, UK	12 October 2023
<u>Ecomondo: the event for the ecological transition</u>	Rimini, Italy	7-10 November 2023
<u>International Symposium Fens for Agriculture and Climate Protection</u>	Criewen, Schwedt (Germany)	9-10 November 2023

Table 6. Key conferences and events

6. Replication

6.1. Objective

All the use cases of MarginUp! project have a huge replication potential as there are many European and international regions which share similar marginality attributes and climate conditions. The main objective of the replication campaign is to share and promote the results and outcomes beyond the project in order to replicate them in other regions.

6.2. Activities

Table 7. Replication activities

ACTIVITY	KPI	DESCRIPTION	TARGET AUDIENCE	OBJECTIVE
Replication hub	1 replication hub	A replication hub will be integrated into the project website. The replication hub will contain one page for each use case, presenting information about the case.	Bio-based industry; Farming community; Government and development	Create a repository with information from each use case to create awareness about the benefits of replicating them in other EU regions.
Replication network	1 replication network	MarginUp! will create a Replication Network comprised of all the target audiences. Using social media, multiplier networks and direct contacts with actors engaged in WP5, individuals will be encouraged to sign-up to the network. They will receive advance notice of activities	All stakeholders will be invited to be part of the Replication Network	Involve stakeholders and promote the results and outcomes beyond the project in order to replicate them in other regions.

		and be invited to submit questions through the website.		
Package of replication materials	1 package of replication materials	<p>MarginUp! will produce a package of replication materials about each use case: stakeholders involved, videos, photos, factsheets, key lessons learned and links to the full deliverables and reports for further information.</p> <p>A GIS Map will also be integrated.</p> <p>The package will also include the recordings of past events.</p> <p>All the materials will be available in the replication hub.</p>	<p>Bio-based industry;</p> <p>Farming community;</p> <p>Government and development</p>	Share and promote the results and outcomes beyond the project in order to replicate them in other regions.
Newsletter “The Up!Date”	8 issues	The newsletter will be sent every 6 months.	Replication Network	Keep the Replication Network informed about the project results and its activities.
Local workshops	<p>5 local workshops</p> <p>20 participants per local workshop</p>	Use-case leaders will organise local workshops.	<p>Bio-based industry;</p> <p>Farming community;</p> <p>Local Government and authorities</p>	Promote replication activities in neighbouring regions.
Replication workshops	<p>2 replication workshops</p> <p>100 participants</p>	Two workshops will be organised for the replication network and local stakeholders in the two demonstration sites with the highest replication potential, as well as ease	<p>Bio-based industry;</p> <p>Farming community;</p>	Present the demo-sites and discuss about the project

per replication workshop	of transport (to be assessed within the project).	Local Government and authorities	results with stakeholders.
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Not yet approved by the European Commission

7. Networking & Clustering

7.1. Objective

The main objectives of the project's networking activities are:

- Create synergies with related projects to maximise the impact of project activities and EU funding.
- Organise joint communication and dissemination activities with related projects and networks to reach a larger audience.
- Promote knowledge transfer on specific technologies, methodologies and tools with potential collaborators.

7.2. Activities

ACTIVITY	KPI	DESCRIPTION	TARGET AUDIENCE	OBJECTIVE
Meeting	10 meetings	The project partners will maintain at least 10 meetings with potential collaborators such as other EU projects, as well as EU and national networks.	Research and development; Environmental associations; Government and authorities	Promote collaboration opportunities and joint activities.

7.3. Key collaborators

As a starting point, the consortium has identified related projects that had previously been funded, as well as sister projects under the same call topic. Projects and initiatives will be invited to participate in activities, such as join presentations at events, make contributions to the replication hub and webinars.

ACRONYM	FULL NAME	START-END DATE	WEBSITE
MIDAS	Utilisation of marginal lands for growing sustainable industrial crops and developing innovative bio-based product	2022-2026	https://www.midas-bioeconomy.eu
Magic	Marginal Lands for growing industrial crops: turning a burden into an opportunity	July 2017-Dec 2021	https://magic-h2020.eu/
Grace	Growing advanced industrial Crops on marginal lands for biorefineries	June 2017-Dec 2022	https://www.grace-bbi.eu/project/
LIBBIO	Lupinus mutabilis for Increased Biomass from marginal lands and value for BIOrefineries	Oct 2016-March 2021	https://libbio.net/
MAIL	Identifying marginal lands in Europe and strengthening their contribution potentialities in a CO2 sequestration	Jan 2019- Jan 2022	https://marginallands.eu/
SEEMLA	Sustainable exploitation of biomass for bioenergy from marginal lands	Jan 2016-Jan 2018	https://www.seemla.eu/home/
GOLD	Bridging the gap between phytoremediation solutions on growing energy crops on	2021-2025	https://www.gold-h2020.eu/

	contaminated lands and clean biofuel production		
CERESiS	Contaminated land remediation through energy crops for soil improvement to liquid biofuel strategies	2020-2024	https://ceresis.eu/
Phy2Climate	A global approach for recovery of arable land through improved phytoremediation coupled with advanced liquid biofuel production and climate friendly copper smelting process	2021-2025	https://www.phy2climate.eu/the-project/
FORTE	Supply and application of fiber crops for sustainable soil remediation and bio-based raw material production for industrial uses	2019-2022	https://www.forte-project.gr/#pll_switcher
Go-Grass	Grass-based circular business models for rural agri-food value chains	Oct 2019-Sept 2023	https://www.go-grass.eu

Table 8. EU related projects

Additionally, the partners participate in related bioeconomy clusters, networks, and projects that have potential to collaborate with them.

PARNER	CLUSTER / NETWORK / PROJECT
BZN	Hungarian Bioeconomy Cluster
BZN	Engage4BIO project

CluBE	<u>European Circular Economy Stakeholder Platform</u>
CluBE	<u>ENRD Mainstreaming the Bioeconomy Thematic Group</u>
CluBE	<u>World Bioeconomy Forum</u>
CluBE	<u>BIOMODEL4REGIONS project</u>
CluBE & GIE	<u>CEE2ACT project</u>
IFAU	<u>FRACTION project</u>
Inter3	<u>BioeconomyREVIER Rhineland</u>
KUJANI	Chamber of Plant Protection
PILZE-NAGY	Working group of Chamber of Agriculture in Hungary
RISE	<u>Forest Business accelerator</u>
RISE	<u>Partnerskap Alnarp</u>
RISE	<u>Food and Biocluster Denmark</u>
RISE	<u>European Technology and Innovation Platform on Bioenergy</u>
USAM	<u>FONTAGRO</u>

ATB / REVOLVE /	Greenovate! Europe (the project will be presented to all
GIE / RISE /	the members in the General Assembly in Brussels)
ATLANTIS / IFAU /	
CluBE	

Table 9. Bioeconomy clusters, networks, and projects

7.4. Stakeholder Database

The MarginUp! consortium is developing a database on stakeholders, potential end-users, multipliers, and replicators, to be targeted through all the communication and dissemination actions. The leaders of WP1, WP5 and WP7 are working together in the identification and analysis of stakeholders:

- *WP1 Low ILUC and innovative and sustainable bio-based products from marginal lands, coordinated by RISE.*
- *WP5 Multi-actor engagement and innovation strategies, coordinated by INTER 3*
- *WP7 Communication, Replication, Dissemination & Networking, coordinated by GIE*

We have identified 3 groups of stakeholders according to the location and relevance for the project:

- **Local key stakeholders by use case**

The WP5 is identifying a preliminary list of local key stakeholders along the entire value chain by use case region (Spain, Greece, Germany, Hungary and Sweden). INTER3 has designed a template to collect required data and information about the characteristics and attributes of the stakeholders and their relationship with the value chain within each use case. In case of the key stakeholders, this data will be checked and enhanced through semi-structured interviews with each of them. The outcome of the information in the template, together with a stakeholder mapping and analysis (Deliverable 5.1 – M9) will help to prepare a multi-actors' engagement plan and select right actors for establishing a Board of Actors for each use case, and an Actors Advisory Group (AAG) for the whole project.

- **National and regional stakeholders by use case**

The WP6 is identifying the national and regional stakeholders in each use case region (Spain, Greece, Germany, Hungary and Sweden). This identification of stakeholders will allow to explore the needs and requirements of low ILUC biomass farming systems on marginal lands as well as identifying indicators for acceptance, social readiness, importance to stakeholders, impact on the businesses, among the different stakeholders of a biobased value chains.

In WP1 both the local and regional / national stakeholders will be visualized by use case region in an **online map** to be published on the project's website in M12.

- ***International stakeholders***

The WP7 has done an initial identification of stakeholders at international and European level related to the bioeconomy.

The identified stakeholders will be contacted to be part of the replication network and receive the project's newsletter (Up!Date) with the activities and reports. All the stakeholders will be put together in the same list by INTER 3.

Not yet approved by the European Commission

8. Exploitation

8.1. Objective

The MarginUp! Exploitation Plan aims to provide a strategy and action plan that will maximise the exploitation potential of the project results and guide the implementation of exploitation actions and investments after the end of the project. An ongoing forum process is implemented between the partners through which the Exploitation Plan prepared during the proposal stage of the project is used as a basis to gradually develop the MarginUp! Exploitation Plan. The exploitation manager (ATLANTIS) and the communication manager (Greenovate! Europe / REVOLVE) are working collaboratively to identify the target audiences and make sure the Key Exploitable Results are disseminated.

Building on this Plan, and through consultations with the project partners, the first version of the Exploitation Plan has been prepared in Month 6 of the project. It constitutes the first version of Deliverable 6.4 and has been prepared as a separate standalone document.

A brief summary of the report is provided below.

8.2. EXPLOITATION PLAN SUMMARY

The Exploitation Plan is based on identifying the Key Exploitable Results that are expected to be achieved by the Project and to develop a suitable exploitation strategy and action plan for each result. The first version of the Exploitation Plan lists the identified KERs and outlines potential exploitation routes for each result.

The following potentially commercially exploitable KERs have been identified.

- Fibre extraction from Kenaf and / Treatment of fibers/ process to include fibers in construction panels
- MDF manufacturing technology
- Seed drying, oil pressing and oil yield.
- New cropping systems for new industrial feedstocks
- Cropping and harvesting technology
- Biodiesel production unit
- Adapted machineries will be used for the harvest process and feedstock for biomass
- Processing of crops and vegetation from fenlands
- Guidelines on how to better quantify the “low ILUC biomass” status.

For these results, exploitation potential, IPR management, commercialisation and scaling strategies and routes to exploitation will be examined in the next stages of the project.

In addition, the following results are foreseen which will be used for promoting the project and its results, awareness raising and policy development, for supporting exploitation actions as well as for informing the exploitation strategy.

- New regional business models
- Best practices for policy development and implementation
- Creating a map with the available marginal lands and policy recommendations for low ILUC biomass
- Stakeholders map
- Biodiversity Monitoring protocol
- Recommendations for further optimization of cropping systems for industrial crops on marginal land
- Report of best practices and technologies for the optimisation of biomass products
- LCA report
- Environmental Impact Assessment Report
- Socioeconomic Impact Assessment Report
- Stakeholder analysis and map for all demo cases
- A multi-actor engagement plan for sustainable industrial feedstocks and related value chains in marginal lands
- Package of replication and training materials
- A strategic plan for raising bio-based industrial feedstocks in marginal lands
- Innovative bio-based products and biodiversity attributes
- Business cases, Roadmap Strategies for scaling up feedstock production
- Dissemination and communication material and tools

Three exploitation routes will be explored, namely Continuation, Replication by partners and Replication by third parties. Continuation, concerns the undertaking of further research and development activities by the partners in order to further develop the MarginUp! Results and methodologies by building on the results, knowhow and Lessons Learnt during the project. Replication by partners refers to the exploitation of project technologies and results by the partners through own production and commercialisation of products, or by offering consultancy to third parties. Replication by Third Parties concerns the use of the MarginUp! results by other organisations. Appropriate routes to exploitation and business models will be defined considering the capacities and interests of the project partners.

It is noted that in order to maximise the Replication potential of the results, the Exploitation Plan will place emphasis on promoting the project's technological achievements as well as their socio-economic and environmental benefits. For this purpose, a value proposition for the MarginUp! results will be elaborated.

8.3. IPR Management

The rules and principles for IPR management for the project are laid out in the Consortium Agreement (CA). At the present stage of the report, the general principles for IPR ownership and management are presented in the report. IPR management will be defined and agreed upon by the partners during the project.

Not yet approved by the European Commission

9. Monitoring & KPIS

To guarantee the success of a project, continuous monitoring is of utmost importance. Therefore, the performance of the MarginUp! communication and dissemination activities will be assessed quantitatively and qualitatively at regular intervals. The communication and dissemination strategy will be constantly adjusted accordingly. Online communication & dissemination (i.e., social media channels) will also be monitored. In case one or more of the KPIs are not being attained, remedial actions will be identified together with the project coordinators.

All partners must report their communication and dissemination activities in the reporting sheet saved on the MarginUp! NextCloud (in the folder “WP7 Dissemination & Communications >> Monitoring”). Greenovate! Europe / REVOLVE will be responsible for monitoring the KPIs and updating the continuous reporting in the participant portal. In case one or more of the KPIs are not being attained, remedial actions will be identified together with the project coordinators and the project partners will be informed in the PTC meetings.

	ACTIVITY	KPI	Monitoring tool	TARGET
Communication	Project website	Number of visitors	Matomo (It collects data from users only when they accept the disclaimer)	25,000
	Social media	Followers	LinkedIn & Twitter Analytics	+500
		Interactions	LinkedIn & Twitter Analytics	>2,000
	Press releases	Number of press releases	Press clipping	5
		Media pick-ups	Press clipping	40
	Media trip	Number of journalists	Excel Sheet	10-15
	Videos	Number of videos	Reporting sheet	5

		Views	Youtube Analytics	500
	Communication materials	Number of info sheets	Reporting sheet	5
		Number of leaflets	Reporting sheet	1
		Number of roll-ups	Reporting sheet	1
Dissemination	Webinars	Number of webinars	Reporting sheet	5-6
		Number of attendees	Event analytics (Teams / Zoom)	100-300
	Presentations in external events	Number of presentations	Reporting sheet	6
	Final conference	Number of attendees	Excel sheet	80
	Scientific publications	Number of papers	Reporting sheet	6
	Policy & technical publications	Number of publications	Reporting sheet	4
Replication	Newsletter	Number of issues	Mailchimp analytics	8
	Local workshops	Number of workshops	Reporting sheet	5
		Participants	Excel sheet	20 (per workshop)
	Replication workshops	Number of workshops	Reporting sheet	2

		Participants	Excel Sheet	100 (per workshop)
Networking	Meetings	Number of meetings with potential collaborators	Reporting sheet	10

Table 10. Monitoring Table

ACTIVITY	1 st YEAR				2 nd YEAR				3 rd YEAR				4 th YEAR			
	1 st Q	2 nd Q	3 rd Q	4 th Q	1 st Q	2 nd Q	3 rd Q	4 th Q	1 st Q	2 nd Q	3 rd Q	4 th Q	1 st Q	2 nd Q	3 rd Q	4 th Q
Visual identity																
Website																
Social media																
Press releases																
Media Trip																
Videos																
Communication materials																
Webinars																
External events																
Scientific publications																

Policy & technical publications	
Newsletter “Up!Date”	
Local workshops	
Replication workshops	
Networking meetings	

Table 11. Timeline of the communication and dissemination activities