



Solar Heat for Industrial Process towards Food and Agro Industries commitment in Renewables

Draft Dissemination & Communication Plan including project identity set, website, dissemination package

Deliverable 9.1

WP9. Dissemination Training and Showcases

Grant agreement: 792276

From April 2018 to March 2022


Prepared by: EUREC

Date: 30/09/2018

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 792276.

Disclaimer: The sole responsibility for any error or omissions lies with the editor. The content does not necessarily reflect the opinion of the European Commission. The European Commission is also not responsible for any use that may be made of the information contained herein



	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18


DELIVERABLE FACTSHEET

Deliverable no.	Deliverable 9.1. Draft Dissemination and Communication Plan, including project identity set, website, dissemination package
Responsible Partner	EUREC
WP no. and title	WP9. Dissemination Training and Showcases
Task no. and title	9.1. Dissemination and Communication Actions
Version	3
Version Date	30/09/2018

Dissemination level	
X	PU = Public
	PP = Restricted to other programme participants (including the EC)
	RE = Restricted to a group specified by the consortium (including the EC)
	CO = Confidential, only for members of the consortium (including the EC)

Document History

Version	Date	Organisation	Change History
1	June 2018	EUREC	Initial version
2	August 2018	EUREC	Updated version including inputs from the Consortium
3	September 2018	EUREC	Updated version including several revisions by the members of the Consortium

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

Approvals

	Company
Author/s	EUREC
Task Leader	EUREC
WP Leader	EUREC


DISCLAIMER OF WARRANTIES

“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No 792276”.

This document has been prepared by SHIP2FAIR project partners as an account of work carried out within the framework of the EC-GA contract no 792276.

Neither Project Coordinator, nor any signatory party of SHIP2FAIR Project Consortium Agreement, nor any person acting on behalf of any of them:

- (a) makes any warranty or representation whatsoever, expressed or implied,
 - (i). with respect to the use of any information, apparatus, method, process, or similar item disclosed in this document, including merchantability and fitness for a particular purpose, or
 - (ii). that such use does not infringe on or interfere with privately owned rights, including any party's intellectual property, or
 - (iii). that this document is suitable to any particular user's circumstance; or
- (b) assumes responsibility for any damages or other liability whatsoever (including any consequential damages, even if the Project Coordinator or any representative of a signatory party of the SHIP2FAIR Project Consortium Agreement has been informed of the possibility of such damages) resulting from your selection or use of this document or any information, apparatus, method, process, or similar item disclosed in this document.


	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

ABBREVIATIONS

DCP: Dissemination and Communication Plan
DS: Demo-sites
FAQ: Frequent Asked Questions
OEM: Original Equipment Manufacturer
PR: Press Release
RTO's: Research and Technology Organisations
SHIP: Solar Heat Industrial Processes

PARTNERS SHORT NAMES

CIRCE: FUNDACIÓN CIRCE CENTRO DE INVESTIGACIÓN DE RECURSOS Y CONSUMOS ENERGÉTICOS
RINA-C: RINA Consulting S.p.A.
CEA: Commissariat à l'énergie atomique et aux énergies alternatives
ISMB: Istituto Superiore Mario Boella sulle tecnologie dell'informazione e delle telecomunicazioni
SOLID: S.O.L.I.D. Gesellschaft für Solarinstallation und Design mbh
TVP: TVP Solar
ISG: Industrial Solar GmbH
BE2020: Bioenergy 2020+ GmbH
M&R: Martini & Rossi S.p.A.
RODA: Bodegas Roda S.A.
RAR: RAR – Refinarias de Açúcar Reunidas S.A.
ABC: ABC Industrie SAS
EDF: Electricité de France
EUREC: EUREC EESV
SPANISH CO-OPS: Cooperativas Agro-alimentarias de España, U. de Coop.

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

PUBLISHABLE SUMMARY

The Dissemination and Communication Plan explains how the project will communicate its developments and outcomes, and how the consortium will ensure visibility of the project and dissemination of its results throughout its duration.

It provides a context analysis on EU commitment, an action plan and targets to attain the integration of solar heat in industries, as well as general and specific objectives of SHIP2FAIR dissemination and training activities. It identifies key stakeholder groups and establishes relevant messages for each target audience. It defines the branding and promotion tools, and the channels to be used, describing the methodology to be followed for carrying out and tracking each activity and their related timing while assigning roles and responsibilities.

The aim is to put in place all necessary measures to achieve the desired outcomes, guiding partners in the implementation of dissemination and training tasks through a coherent, structured and effective approach, and to constantly monitor activities to easily adapt their implementation if necessary.



	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

TABLE OF CONTENTS

INTRODUCTION	7
MAIN CONTENT	8
1 Mission Statement	8
Main Goal	8
Project’s Objectives	9
Timeline of results	10
2 Goals and objectives of the DCP.....	10
Phase 1 / PRE DEMO: 2018-2019	11
Phase 2 / DEMO: 2020-2021	12
Phase 3 / END OF PROJECT: 2022.....	13
3 Target Audiences	14
Potential end users/ adopters.....	14
Research and educational institutions	15
Potential industrial sectors.....	15
Public authorities.....	16
Mass media	16
The civil society and public at large.....	16
4 Key messages.....	17
5 Communication tools and channels	19
6 Timing & performed activities.....	31
7 ANNEXES.....	33
ANNEX 1 / SHIP2FAIR VISUAL IDENTITY	33
ANNEX 2 / SHIP2FAIR WRITTEN IDENTITY	35
ANNEX 3 / SHIP2FAIR EVENTS CALENDAR & DISSEMINATION REPORTING.....	38
ANNEX 4 / SHIP2FAIR FREQUENTLY ASKED QUESTIONS.....	43
ANNEX 5 / SHIP2FAIR LIST OF MAGAZINES AND SCIENTIFIC JOURNALS.....	48

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

INTRODUCTION

This Dissemination and Communication Plan (DCP) describes the activities to be undertaken to promote SHIP2FAIR both at European and global levels.

Deliverable 9.1 is under the activities of the following tasks within the Document of Action of SHIP2FAIR:

- Task 9.1 Dissemination and Communication Actions
- Task 9.2 Web-site, stakeholders' engagement and showcases
- Task 9.3 Training activities for the agro-food sector
- Task 9.4 Interaction and exploitation of synergies with other H2020 funded projects


The intended audience of this deliverable is each individual participant of the project consortium. This document aims to help the partners to perform a unified and effective dissemination of the project' results.

In order to present the most appropriate dissemination efforts to promote SHIP2FAIR and its advantages, this document specifies the project mission, goals, key messages and prioritised target audiences, outlining the communication strategy during the project's initial stage. The DCP fixes the Roles and Responsibilities of partners and the conditions to ensure proper dissemination of the generated knowledge, related to confidentiality, publication and use of the knowledge.

The impact and scope of the dissemination of the project, and consequently of this deliverable, relies on the results achieved within the different technical WPs since they will provide the content to be disseminated by the consortium.

This document, drafted in June 2018, has been developed by EUREC (Lourdes Laín Caviedes), with the inputs received by the other project partners both via email, during July and August 2018 and to be delivered in September 2018, in order to follow it throughout the contract lifetime.

An updated DCP, will be made available in September 2019 (M18). The final version, will include a report on those activities already implemented and an overview of the dissemination activities to be done.

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

MAIN CONTENT

1 Mission Statement

Main Goal

The main goal of SHIP2FAIR is to foster the integration of solar heat in industrial processes from the agro-food sector, which is the largest manufacturing sector and the leading employer in the EU. Besides, the industrial conditions of this sector are ideal to maximize the use of competitive solar heat technologies and minimise the use of fossil fuel.

With this purpose SHIP2FAIR will develop and demonstrate at four real industries sites (Demo-Sites), a set of tools and methods for the development of industrial solar heat projects during their whole life-cycle.

The set of tools and methods to be demonstrated are as follows:


- Replication Tool: A software to support the concept design of SHIP projects
- Control Tool: A Decision Support System to optimize the operation of SHIP projects
- Overall SHIP guide: A complete guide for the development of SHIP projects
- Capacity building program: training campaign addressing professionals and students

The four real industrial sites in which the set of tools and methods will be validated and fine-tuned:

- Martini & Rossi S.p.A. (M&R), located in Italy and dedicated to the spirits sector
- Loste Tradifrance - ABC Industrie SAS (ABC), in France and dedicated to the charcuterie sector
- Refinarias de Açúcar Reunidas S.A. (RAR), in Portugal and dedicated to the sugary sector
- Bodegas Roda S.A. (RODA), in Spain and dedicated to the winery sector

These industrial sites were selected according to their techno-economic replicability and their visibility. Although limited, they reproduce a number of processes which are also present in other sectors, and with a temperature range below 250 °C: this will help implementing the most cost-efficient solar technologies and will help applying best practices to those sectors with processes in common.

The demo-sites (DS) are a key result of the project, representing worldwide lighthouse projects of solar heat industrial processes (SHIP). The relations between the four methods & tools and the four DS are represented below (see Figure 1):

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

DEMO-SITES & TOOLS

WORLDWIDE LIGHTHOUSE PROJECTS OF SHIP

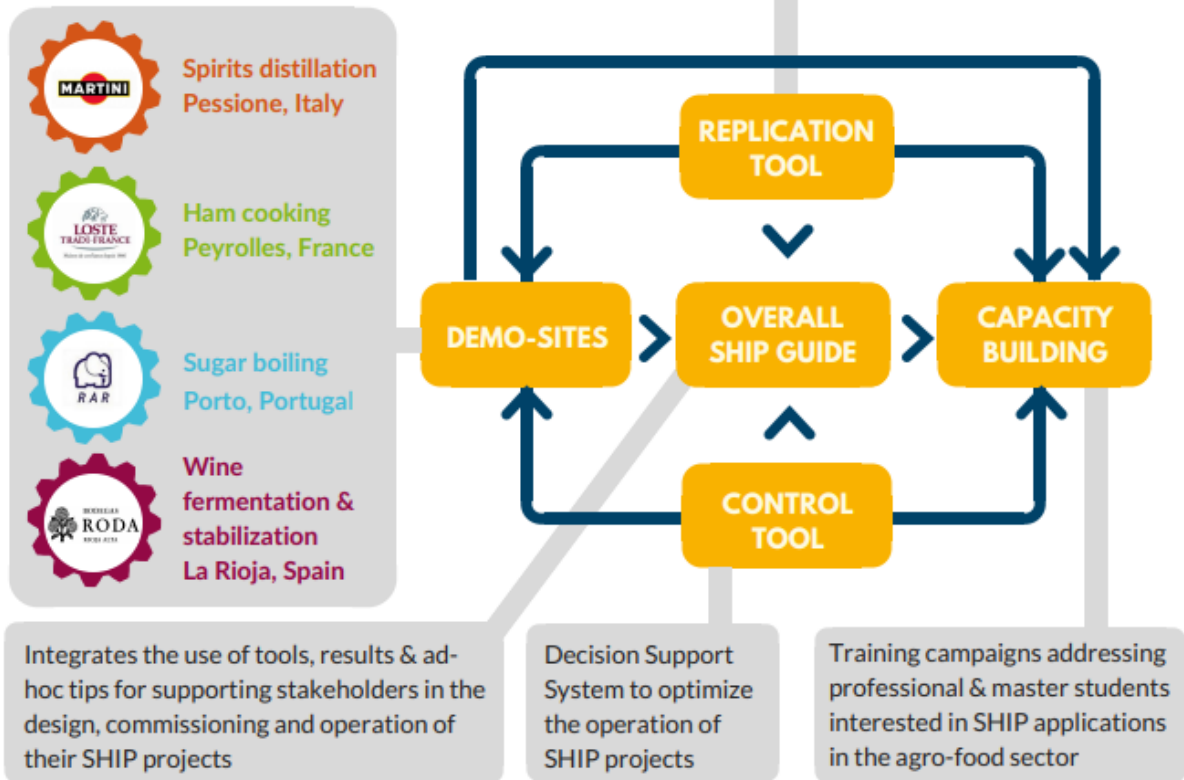



Figure 1 Relations between the methods & tools and the DS

Project's Objectives

- Cover up to 40% of the heat demand from processes of the agro-food industry by solar power.
- Design simple solutions, easy to install and operate by SMEs thanks to ad-hoc financial schemes, business models & training.
- Ensure the cost-effectiveness of investment on Solar Heat Industrial Process (SHIP) thanks to:
 - Competitive solar technologies
 - Optimal heat integration
 - Tailored control strategies
- Achieve the proper maturity of the tools & methods (TLR7)

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

Timeline of results

2018	2020	2022	2023	2025	2027
<ul style="list-style-type: none"> • 1SHIP2FAIR's kick off • Replication & Control Tools development 	<ul style="list-style-type: none"> • Demonstration campaign at Demo-Sites • Tools ready • Capacity building with the SHIP guide 	<p>SHIP2FAIR's end</p> <ul style="list-style-type: none"> • Scale-up & replication in Demo-sites • Identification of barriers & measures • TLR 7 achieved in all the tools • Feasibility studies in 10 additional sites 	<ul style="list-style-type: none"> • SHIP2FAIR results ready to market • Promotion of the SHIP2FAIR results in the identified EU markets • Application of business strategy & SHIP2FAIR tools to other industries • Beyond SHIP2FAIR: Ground ready for implementing 100 SHIP projects 		


2 Goals and objectives of the DCP

Awareness, communication and dissemination actions targeting specific audiences with tailored messages are key to the success of this project. Based on a preparatory resource mapping exercise in which all SHIP2FAIR partners took part, this strategy describes the communication objectives, target groups, key messages, approach, channels and products, as well as the validation, monitoring, tracking and evaluation, and reporting procedures which will be put in place. Tasks within WP9 will run from month 1 until beyond the end of the project under the leadership and coordination of EUREC and the support and monitoring of the consortium.

WP9 actions will be conceived and implemented with the purpose of meeting the following general objective: Widely spread SHIP2FAIR results among the main target audiences identified, raising awareness about the project's technical, environmental, social and economic benefits.

The overall goal of the "Dissemination and communication plan" (DCP) is to define actions and initiatives to make SHIP2FAIR known and accessible to all the stakeholders at a European and international level, and consequently, to speed up solar heating adoption and take-up in industrial processes.

In order to reach this overall goal, the awareness and dissemination activities will have three main purposes:

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

- Promoting the project unique characteristics and evolution and providing up-to-date information.
- Raising awareness about the benefits provided by the innovative technology proposed and diffusing it to the general public.
- Disseminate the exploitation of the project's main results, SHIP projects, and translating the technical results into messages for the public outreach.

According to this, the DCP will describe the communication strategy to reach each stakeholder profile: the key messages, communication tools & channels, implementation and timing for each action.

Any dissemination of results will duly display the EU emblem and include information on the EU funding:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 792276.

Disclaimer: The sole responsibility for any error or omissions lies with the editor. The content does not necessarily reflect the opinion of the European Commission. The European Commission is also not responsible for any use that may be made of the information contained herein

EUREC will keep track of the dissemination activities via this document on Dissemination monitoring: <https://drive.google.com/file/d/1vUaKAcePqlddACVX9S-NZz-RmUiXgtTD/view?usp=sharing>


The dissemination strategy consists of three main phases:

Phase 1 / PRE DEMO: 2018-2019

The aim of this phase is to raise interest about the project and its expected outcomes among the stakeholders. This is the period during which the replication and control tools' development will start and this will be the focus point of the dissemination activities together with the communication package dedicated to the project:

- Creation of the project **visual identity** and public image: logo & colour chart definition, **templates, website** and a first leaflet and a quarterly newsletter (as from September 2018).
- **Leaflet 1:** this brochure, tri-fold format, will be the first of three promotional leaflets for the large non-specialist community as well as the community of relevant stakeholders. It is oriented to raise awareness and provide visibility to the project. It includes SHIP2FAIR's: objectives, results, key innovations and timeline of results.
- **Banner / roll-up:** a general roll-up will be produced by the end of 2018 to promote the project during the events.
- **Newsletter 1:** by the end of 2018 and biannual
- **Video-interviews:** a series of interviews to the members of the consortium will be produced to showcase the project objectives.
- **Press releases:**

Topics	PR timing
Launch of the project	September 2018
Dissemination event	2019

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

- **Scientific publications** in journals and specialised magazines.
- The project and preliminary results will be officially launched during specific EU Energy Oriented and agro-food industry events (see Annex 3 / SHIP2FAIR Events calendar)

Phase 2 / DEMO: 2020-2021

This is the second act of the project and many actions will be subject of news for the SHIP2FAIR website, social media and newsletter:


- Development of Replication and Control tools (WP 3 & 5)
- Starting, evolution and end of demo-sites engineering and commissioning (WP 6)
- Demonstration, evaluation & fine-tuning of tools in demo-sites (WP 7)
- Promotion of the activities and training material related to the capacity building program, in close collaboration with the Training and Awareness Team of the project (CEA, CIRCE, RINA and SOLID):
 - Organisation of workshops for professionals
 - Engineering students' visits. EUREC and CIRCE in charge of the students of the European Master in Renewable Energy that EUREC coordinates.
- Promotion of the Open-Day for non-technical community visits

Activities and material of the communication package part 2:

- **Leaflet 2:** dedicated to the Replication & Control Tools. It will include a section on the engineering of the demo-sites depending on its progress. This leaflet will be ready by the end of 2020.
- **Postcards** for visitors of the demo-sites: one postcard per demo-site, available to download and printed versions for visitors.
- **Newsletters** (4-7)
- **Press releases:**

Topic	PR timing
Open Day for non-technical community visits	2020-2021
Participation to a relevant conference	2020-2021
Replication & Control Tool development (T3.4 + end of WP 5)	2021
Demo-sites engineering & commissioning ready for demonstration, evaluation and fine-tuning of Replication and Control Tools (input from WP 6 and beginning of WP 7)	2021

- **Activities related to the training program & material:** depending on the language of the workshop, local partners will prepare the online invitation to these workshops in the corresponding language, with the help of EUREC.

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

Demo-sites hosts (RODA, M&R, RAR and ABC) will especially promote these activities through their communication channels, and will use their media contacts to promote the project workshops and the dedicated final event in each demo-site.

- **National mass media presentations:** The opportunity to present the project on generalist and/or specialised media, such as local or national press, magazines, radio or TV programmes will also be sought by all partners, with the help of EUREC. How to proceed: all partners will inform EUREC and CIRCE about opportunities to disseminate the project nationally. Once agreed how, when and costs involved, EUREC will help the partner/s to prepare the communication material for the specific presentation. M&R will showcase the project on the intranet of the sites “One Bacardi” and “Yammer Bacardi”, dedicated to Italian and international colleagues.
- **Scientific publications** on 2 topics from Work Packages 5, 6 and/or 7.
- Participation in relevant **conferences** (see Annex 3 / Events calendar)

Phase 3 / END OF PROJECT: 2022

This phase will focus on disseminating the complete project results and stimulating replication of the concept and engagement of potential clients also through the Replication Tool.

- **Leaflet 3:** dedicated to the results of the project in infographics (visual and concise).
- **Newsletters 8**
- A **brochure for policy makers** will be developed by CEA and distributed in order to make them aware of the solar heat technologies opportunities in industry
- Press releases:


Topic
Dedicated final event to be held in each DS
Project’s closing ceremony in Brussels and results

Major topics for website posts and social media dissemination:

- Scale-up & replication in Demo-sites
- Identification of barriers & measures
- TLR 7 achieved in all the tools
- Feasibility studies in 10 additional sites
- The deliverables of the WP 8: Business model, Replication and Exploitation, will have an especial focus, as its promotion guarantees the multiplication of SHIP projects beyond SHIP2FAIR.

Activities after the project’s end:

- Updated of leaflet 3 if needed

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

- Updated list of annual events 2022-2023
- EUREC will maintain social media accounts until the end of 2022. Afterwards, if no partner takes the lead, the accounts will be closed.

3 Target Audiences

Key audience groups are identified to raise awareness on the project and give them access to the project dissemination actions. They are presented in order of priority, from the most interesting target group to the least effective, in terms of disseminating the project results.

The involvement of EUREC and Spanish Coops in the disseminations activities guarantees the attraction of the attention of a large number of potential stakeholders worldwide thanks to their consolidated large size network.


Potential end users/ adopters

Tool: Mailing campaigns via Mailchimp and participation / organisation of key events with participation of the different audiences.

Methodology: EUREC prepares templates for the different mailing campaigns and distribute them to the consortium. This mailing templates include the project’s newsletter, invitations to events and other actions for the project. All partners are encouraged to use these templates or the links to the campaigns (created by default after sending the campaign). The link version is useful to distribute the project’s newsletter and other mailing campaigns via their social media channels.

Audience:

- **Agro-food industries:** to reach this audience we will use Spanish Co-ops network, including national and European institutions and networks, such as European-Farmers and European Cooperatives (COPA-COGECA).
- **Energy utilities:** to reach this audience we will use the consortium’s existent contact databases including at local, European and international level:
 - The Spanish Energy Efficiency Technology Platform (PTE-EE, CIRCE’s membership)
 - EUREC’s coordination of the Renewable Heating and Cooling European Technology and Innovation platform
 - The European Energy Efficient Association (E2BA, via CIRCE’s membership)
 - The European Energy Research Alliance (EERA, via CIRCE’s membership)
 - The Zero Emissions Platform (ETP ZEP, via CIRCE’s membership)
- **Original Equipment Manufacturers of solar thermal components:** the presence of European leaders in solar technologies like EDF, SOLID, ISG, TVP, RINA-C guarantees the high level industrial and commercial impact of the project.

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

European Level

- Solar Heat Europe (formerly known as ESTIF)

International level

- IEA Solar Heating & Cooling Programme (via Dr. Markus Gölles', BE2020 membership), which collaborates with: SolarThermalWorld.org, International Solar Energy Society, ISO/TC 180 Solar Energy, The Solar Keymark, Solar Heat Europe.

Research and educational institutions

Same tool and methodology that for potential end-users / adopters.

Networks:


- At local Level:
 - ISMB hosts the Italian Microsoft Innovation Centre (MIC)
 - RAR's collaboration with Cenertec (Centro de Energía e Tecnología)
- At European level
 - Institution of Engineering and Technology (via CIRCE's membership)
 - Knowledge4Innovation (via EUREC's membership)
 - European Association of Research and Technology Associations (EARTO, via CEA's membership)
 - Sustainable Process Industry through Resource and Energy Efficiency (SPIRE)
- At international level
 - The Italian Microsoft Innovation Centre (MIC) is also part of an international innovation network
 - The IRENA Renewable Energy Learning Partnership (IRELP, via EUREC's partnership).

Potential industrial sectors

According to Deliverable 2.1 (Use cases for the integration of solar heat in industrial processes identification and characterization, as an output of Task 2.1 Solar heat in industrial processes use cases analysis and discussion), the identified sectors are: textile industry, pulp and paper industry, bricks and blocks industry, plastic industry, greenhouses and more in general auxiliary systems of generic industrial plants.

Tool & strategy:

The strategy to reach potential sectors will consist on exploiting the consortium existent networks and creating new contacts: federations and associations representing the identified sectors as well as main companies. For this purpose, personalised emails will be addressed to: secretariat members / coordinators and communications responsible, as for federations/ associations; the responsible of

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

targeted sub-processes in the company and the responsible of communications, in the case of companies.

RINA-C's industrial network and the presence of high level technological and business-oriented RTO's, such as CEA, CIRCE and ISMB guarantee the opening of new market and potential business, as well as the development of excellent and unique knowledge at European level.

Networks:

- At European level:
 - The European Construction Technology Platform (ECTP, via CIRCE's membership)
 - European Energy Research Alliance (EERA, via CIRCE's membership)
- At International level:
 - International Industrial pulp&paper: <http://www.internationalpaper.com/>
 - Tetra Pak <https://www.tetrapak.com/>
 - Industrial Fabrics Association International <https://www.ifai.com/>
 - International Textile Manufacturers Federation <https://www.itmf.org/>

Public authorities


- At national level: all partners are responsible of disseminating the project communication materials and latest news in their local language and to local authorities.
- At European level:
 - EUFORES network (via EUREC's membership): European cross-party network of Members of Parliaments from the European Parliament as well as from the EU28 national and regional Parliaments. EUFORES core objective is the promotion of renewable energy and energy efficiency.
 - European Commission: Strategic Energy Technology Plan Steering Group Members (via EUREC)
 - European Parliament, via Spanish Coops.

Mass media

The well-known name of the four industrial sites in which the demo-sites will be developed is key to reach this audience. EUREC proposes local media campaigns to be adapted by the DS partners. This type of campaign would focus on Phase 2 in relation to the Capacity Building Program (training and visits to the demo-sites), which combines the presence of the DS partners, demo-sites fine-tuned and a series of actions/events for professionals and students.

The civil society and public at large

Also in this case, the well-known name of the hosts of the demo-sites will be key to reach non-governmental organisations and individuals.

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

- Aggregate of non-governmental organizations and institutions that manifest interests and will of citizens such as the European Consumer Organisation (<http://www.beuc.eu/>). Personalised emails will be addressed to: coordinators of the topics food, energy and sustainability, and to the communications responsible of the association.
- Individuals: social and mass media campaigns are the tools to reach them.

4 Key messages

A series of messages dedicated to the project's main features and results in a language understood by all the audiences: end-users, technology providers, engineering & construction contractors, investors and policy-makers.

SHIP2FAIR / Unveiling the untapped potential of solar heat for industrial processes in the EU

SHIP2FAIR's road to success


SHIP2FAIR project is the key to integrate solar heat from renewable energy in the Agro-food industrial processes, thanks to competitive and environmentally friendly solar technologies, innovative business lines and a user-friendly approach. These assets are being integrated and improved during the life of this four-years- project in four real industrial places of the Agro-food sector. These industrial sites will install a demo-site each, and up to a 40% of the heat demand will be covered by solar power.

SHIP2FAIR's gold hits

- Cost-effective and environmentally friendly solar technologies at your disposal
- Up to 40% of the heat demand from processes of the Agro food industry covered by solar power
- Solar Heat Industrial Processes with Optimal heat integration & Tailored control strategies
- A set of user-friendly tools and methods tested in 4 industrial sites and ready to improve the energy efficiency of your business
- 10 SHIP feasibility studies in 10 industrial sites beyond the Agro-food sector in 2022
- Ground ready at technology, business & policy levels to implement 100 SHIP projects by 2027

SHIP2FAIR's greatest assets / flagship tools & projects

SHIP2FAIR is creating and fine-tuning two tools in four industrial sites with years of experience in the winery, sugar, spirits and ham cooking fields respectively: Bodegas Roda in Spain, RAR Açúcar in Portugal, Martini & Rossi in Italy, and Lose-Tradi-France in France are the hosts of the SHIP2FAIR's flagship projects.

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

SHIP2FAIR's sowing innovation for the SHIP Era / SHIP2FAIR as a model of innovation

By the end of 2022, SHIP2FAIR will have built 4 SHIP projects, set 10 feasibility studies and prepared the ground for implementing other 100 SHIP projects by 2027. How? The design of simple and cost-effective solutions, easy to install and operate by small-to-medium enterprises and plants' owners is key.

SHIP Talk - what do you do that others didn't try before?

When talking of solar heat integration in industrial processes, some questions may arise, such as *what do you do that others didn't try before?*

The Replication Tool

A software to determine what features a SHIP project should have, and what metrics can be used to measure its quality or performance. The Replication Tool also has a powerful engine to simulate different scenarios. Based on these assets and the analysis of what you need and your preferences, as a user, the Replication Tool will help to improve different aspects of SHIP projects, such as selecting the most profitable option to minimise fossil fuel usage. And the cherry on the cake: thanks to the intuitive interface of the Replication Tool, you don't need to study a Master to use it.

- **Investors:** The Replication Tool is perfect to carry pre-feasibility and feasibility studies to know how much and how you should invest to develop a profitable SHIP project. A prove of it are the 10 feasibility studies developed during the life of the project after the fine-tuning of the Replication Tool in the demo-sites.

The Control Tool


The control tool will consist of a set of algorithms and is the empowering part that adds intelligence to the technologies and allows them to reach their full potential. Being the connecting component between the solar collectors and the SHIP plant, the Control Tool combines knowledge about the future solar radiation and industrial processes. This will help to determine the optimal operating strategy for the solar plant and existing heating producers so that emissions and costs are kept low while the process quality remains high.

The control algorithms run on a modern information and communication infrastructure (ICT), which electronically connects all the components and allows the operators to check in on their processes from all over the world via an Internet interface.

Combined with machine learning methods to continuously adapt to new inputs and measurements from both the plant and the solar collectors, the control tool will bring SHIP projects into an efficient future.

SHIP2FAIR demo-sites & feasibility sites

The flagship projects of SHIP2FAIR will be implemented in four industries chosen thanks to the visibility of their brand -wines Roda, sugar RAR, delicatessen Lose Tradi-France and spirits from Martini & Bacardi-. And above all, they were chosen because their industrial processes show a number of

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

common threads, which can be improved via the SHIP Replication & Control Tools and transferred afterwards with these improvements to other industries.

SHIP2FAIR training campaign

SHIP2FAIR trains professionals and the future workforce of the renewable energy field to include the SHIP Tools & skills in their current and future work:

<ul style="list-style-type: none"> • 500 professionals • 400 undergraduates • 100 Master students 	Will be trained via master classes and visits to the demo-sites with the double benefit of a more prepared workforce & a good number of potential users
--	---

Overall SHIP Guide: the do's & don'ts to create a SHIP project

The fundamental guide to create your SHIP project from scratch, including guidelines, best practices and tips learnt from the SHIP2FAIR flagship projects. An all-in-one manual with an answer for everyone interested in implementing a SHIP project:

- How to evaluate a SHIP project ✓
- How to implement a profitable business model ✓
- How to organise the production for reducing the impact of the installation ✓
- How to design & implement the solar installation in order to reduce impact on production ✓
- How to optimise the performance of a SHIP installation ✓
- What are the lessons learnt from the demo-sites ✓
- What is the present & the future of the SHIP technologies ✓
- How to be a fair-player and manage policy, regulations and standards ✓


5 Communication tools and channels

You will find below a description of the tools and channels foreseen during the life of the project, including the objective, target, methodology (partners' role) and quantifiable indicators. All the materials will be created in English. In case a partner/s would be interested in translating the materials to their local language, this would be at their own expenses:

Visual identity (see Annex 1)

It includes the actions and items below:

- Full revision of the logo, including colour chart: EUREC coordinated this action during April and May 2018. Several options were proposed and voted by the consortium.

	Document:	D9.1. Draft Dissemination and Communication Plan			
	Author:	EUREC		Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276		Date:	30/9/18

- Common graphics: EUREC prepared templates with the new logo and send them to CIRCE, in charge of circulating them among the partners.

Written identity (see ANNEX 2)

It includes de description of the project and solar technologies key points.

Communication toolkit

- **Leaflets:** three leaflets will be created corresponding to the three main phases of the project.



The image shows three leaflets and a timeline. The first leaflet, 'KEY INNOVATIONS', lists 'RENEWABLE ENERGY INTEGRATION' (Cover 10% of the heat demand from processes of the agro-food industry by solar power), 'MARKET UPTAKE' (Design simple solutions, easy to install and operated by SMEs thanks to ad hoc financial schemes, Business models & training), and 'NEW BUSINESS LINES' (Ensure the cost-effectiveness of investment on Solar Heat Industrial Process (SHIP) thanks to: Competitive solar technologies, Optimal heat integration, Tailored control strategies). It also lists 'SOLAR TECHNOLOGIES' (Ultrahigh Vacuum technology, Linear Fresnel technology, Flat plates technology). The second leaflet, 'THE TEAM', lists partners like E.ON Energy Research Center, IRODA, COB, etc. The third leaflet, 'WHAT IS SHIP2FAIR?', describes the project as developed by 15 partners from all over Europe and with the support of the European Commission. It lists the 'MAIN GOAL' as to foster the integration of solar heat in industrial processes of the agro-food industry. A 'MILESTONES TIMELINE' is shown at the bottom, from 2018 to 2021, with key events like 'SHIP2FAIR's kick-off', 'Dissemination campaign at demo sites', 'Scale-up & replication in demo sites', 'Identification of barriers & measures', 'Capacity building with the SHIP guide', 'SHIP2FAIR results ready for market', 'Promotion of the SHIP2FAIR results in the identified EU markets', 'Application of business strategy & SHIP2FAIR tools to other industries', and 'Beyond SHIP2FAIR: Ground needs for implementing 100 SHIP projects'.


- **Banner/roll-up:** a general roll-up will be created to be used during events. It will illustrate the project's main features and results. Two copies will be printed for EUREC. EUREC will circulate the template to the partners, who can have their own printed (at their own expenses). In case any member was interested in having the roll-up translated in the local language, this would also be at their expenses.
- **Posters:** a general poster will be created to be used during events.
- **Postcards / flyers / infographics:** will be produced with key results from the demo-sites to be distributed during events and visits to the demo-sites.

Press kit

It includes logo, written identity and press releases. EUREC will prepare it and CIRCE will revise it. After revision EUREC will distribute to all partners for comments and final agreement. This and future versions of the Press Kit will be included in the website and be sent to all partners annually.

SHIP2FAIR mailing list (Contacts database)

EUREC prepares an e-invitation to subscribe to SHIP2FAIR News and events. The invitation includes a link to collect the subscriptions via a form adapted to the new EU Data Protection Regulation, with specifications to Privacy Policy. This invitation as well as every SHIP2FAIR newsletter will include the possibility to unsubscribe or change the subscription preferences.

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

All partners distribute this invitation (August-September 2018) to the relevant stakeholders and networks related to the project (see part 3 Target Audiences). This will be the starting SHIP2FAIR mailing list. During the life of the project, partners will continue with the procedure to ask new interested contacts whether they want to subscribe to the SHIP2FAIR mailing

This form will be embedded to the website, giving all users of the website the possibility to subscribe and receive via e-mail the project latest news and invitation to events.

Periodic e-newsletter

A biannual Digital Newsletter will be sent as from the end of 2018. At the beginning of the month of distribution, EUREC will present a draft newsletter and will ask for contributions to all partners: articles, pictures, participation to events update.

EUREC will distribute the newsletter to SHIP2FAIR mailing list at the end of the month via Mailchimp. Every newsletter will give the possibility to subscribe. EUREC encourages all partners to share the newsletter via their website and social media channels.

Number of opens: 5-22% = poor, 23%-50% = good, >50% = excellent

Annual new subscribers: <100 = poor, >100 = good, > 300 = excellent

Events calendar


EUREC will identify a list of events to disseminate the project results and will distribute the list monthly to the consortium. Before the draft DCP submission, all partners are encouraged to send their input via the revisions. After submission of the draft, EUREC encourage all partners to send their event suggestions to CIRCE and EUREC. EUREC will include then the event/s in the calendar and will send the 'Dissemination reporting template' (see Annex 3) to the partner participating in the event. The participating partner will fulfil the document and send it back to EUREC in order to propose promotion material and to monitor the project presence in national and international events.

Number of conference presentations/ year: <3 = poor, 3-5 = good, > 5 = excellent

SHIP2FAIR website

The website (www.ship2fair-h2020.eu) will be set by CIRCE with EUREC support (visuals and written content, as well as revisions). All partners will contribute to their related sections. It will include these sections:

A front-end user area (public) will give access to the following information: main objective of the project and description of solar heat technologies developed, training materials, Frequently Asked Questions (FAQ, see ANNEX 4), publications, latest news and upcoming events (in which SHIP2FAIR will participate), partners and related projects introduction with a link to their websites, subscription to the newsletter, social networks and contact.

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

As for the contact us label, a message-form and general info account will be created, e.g.: info@ship2fair-h2020.eu.

The **News and Events** section strategy will include 1 article per month. Key messages will be generated per article and adapted to social media. In general, such key messages will be less than 280 characters, including relevant hashtags and a link to the article. This structure will allow to have a regular social media feed, which can be punctually complemented with additional messages as the project delivers results.

A back-end user area (only for the partners): this is the members only area of the website and it is dedicated to internal use, as the centralized access to all materials generated by the project. An EMDESK license <https://emdesk.eu> has been purchased by CIRCE as intranet to support the management of the entire project life-cycle.

EMDESK is a web-based collaboration and project management product developed especially for European research projects in Horizon 2020. The Implementation functions enable controlling project progress against plan data and facilitates the reporting activities.

For further information, see Deliverable 1.2 Project management collaborative space guide, as an output of Tasks 1.1 Consortium management and 1.2 Progress monitoring and reporting.

Visits per month: <1000 = poor, 1000-2000 = good; >2000 + = excellent

Scientific/ technical publications

The project's results will be published in the international scientific literature, such as the journals indicated in Annex 5.


The responsible of the deliverables of each Work package will prepare publications related to their WP when the deliverable are public and/or respecting the confidentiality agreements established by the partners. These publications should be reviewed by the rest of the consortium in order to avoid the publication of confidential information.

All partners are responsible of scientific publications at national level. And all publications will be collected in a dedicated space within the project website for open access/ download. Open Access to peer reviewed scientific publications will be provided. See Measures to provide Open Access and H2020 Open Data to peer reviewed scientific publications (http://ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cutting-issues/open-access-dissemination_en.htm) and a list of scientific journals in Annex 5.

The project is willing to take part on the Open Research Data Pilot Programme of H2020.

Number of papers submitted: <2 = poor, 3-5= good, >5+ = excellent

Number of material downloads: < 50 = poor, 50-100 = good, > 100+ = excellent

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

Social media

EUREC will provide the communication material and ad hoc campaigns' material to promote the project online during its life. All partners will support these campaigns through their social media channels in order to create momentum.

Foreseen accounts opening and strategy:

EUREC will prepare an article per month: key messages will be used for social media. Each article must include a visual with the logo of the project. Each social media publication will include the visual, short text and link to one of the articles of the website.

Twitter: Twitter proves to be the most efficient way to reach policy makers and energy-related professional stakeholders. A dedicated account (@SHIP2FAIR) is active since September 2018. The project partners will also use their Twitter accounts to reach a qualified audience:

One or more hashtags representative of the project (e.g. #SHIP2FAIR) will be identified and or/ created.


LinkedIn: A dedicated LinkedIn is active since September 2018 ([SHIP2FAIR page](#)). EUREC and CIRCE are administrators of the page. EUREC will publish news and events updates as an extension of the activity of SHIP2FAIR's website. All project partners will contribute from their LinkedIn accounts to support the activity of the project on LinkedIn. Depending on the messages and the desired impact, promoted posts will be considered if needed. There are three options: cost per click (CPC); cost per impression (CPM); or cost per send (CPS). CPC and CPM could be interesting for the project messages dissemination. *CPC is often used for action-oriented campaigns like lead generation or event registration, whereas the CPM model is typically a better fit when brand awareness is the goal.* LinkedIn offers companies to set a bid/ budget per click. Average: 3- 10 euros per click.

Number of followers: < 50 = poor, 50-100 = good, > 100 = excellent


SHIP2FAIR partners' presence on social media

The information of this table will help to promote news, events, press releases during the life of the project:


Partner	Twitter	LinkedIn	Facebook	Others
EUREC	@EUREC_Info @EURECMasters Responsible: lain@eurec.be	https://www.linkedin.com/company/eurec-agency/ Responsible: lain@eurec.be	-	Youtube https://www.youtube.com/user/EURECMaster Responsible: lain@eurec.be

	Document:	D9.1. Draft Dissemination and Communication Plan			
	Author:	EUREC		Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276		Date:	30/9/18

Partner	Twitter	LinkedIn	Facebook	Others
CIRCE	https://twitter.com/fcirce Responsible: mlanero@fcirce.es	https://es.linkedin.com/company/circe-research-centre-for-energy-resources-and-consumption Responsible: mlanero@fcirce.es	https://www.facebook.com/fcirce/ Responsible: mlanero@fcirce.es	-
RINA-C	https://twitter.com/rina1861 Responsible: marta.traverso@rina.org Dissemination Responsible: michelle.giordano@rina.org	https://it.linkedin.com/company/rina Responsible: marta.traverso@rina.org Dissemination Responsible: michelle.giordano@rina.org	-	-
CEA	@CEA_Recherche	https://www.linkedin.com/company/cea/	-	Youtube: https://www.youtube.com/user/CEAsciences
ISMB	@IsmbOnweb Responsible: info@ismb.it	https://www.linkedin.com/company/ismb/ Responsible: info@ismb.it	https://www.facebook.com/ISMBofficial/ @ISMBofficial Responsible: info@ismb.it	Youtube: https://www.youtube.com/channel/UC3fBPkCm1UzB-0A3sdzagxA Responsible: info@ismb.it
SOLID	@Solid_Austria	-	-	-

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

Partner	Twitter	LinkedIn	Facebook	Others
TVP	@tvpsolar	https://www.linkedin.com/company/tvp-solar-sa/	-	-
ISG	@IndustrialSolar	https://www.linkedin.com/company/industrial-solar-gmbh/	https://www.facebook.com/IndustrialSolar/	https://www.youtube.com/channel/UC L4g9oBdmm9monD dMvV8uKg
BE2020	-	https://www.linkedin.com/company/bioenergy-2020-gmbh/ Responsible: Claudia Peternell claudia.peternell@bioenergy2020.eu	-	-
M&R	@Martini_Global			
RODA	@BodegasRoda	-	https://www.facebook.com/BodegasRoda/	Youtube: https://www.youtube.com/user/BODEGASRODA
RAR	-	-	https://www.facebook.com/RarAcucar/?notif_id=1538068794902897&notif_t=page_fan	-
ABC	-	https://www.linkedin.com/company/loste-tradi-france/	-	-
EDF	@EDFEnergy @edfenergycomms @EDFofficiel	https://www.linkedin.com/company/edf/	https://www.facebook.com/edf	Youtube: https://www.youtube.com/EDFEnergy

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

Partner	Twitter	LinkedIn	Facebook	Others
Spanish Co-ops	@CoopsAgroAND	-	https://www.facebook.com/CoopsAgroES/	Youtube: https://www.youtube.com/user/CoopsAgroES

Oral or poster presentations

Results will be presented at conferences, symposia, seminars, workshops and education sessions for students. These presentations will be available on the project website. EUREC will prepare general presentations in English and will ask for input to all partners. Presentations for local/ national events will be prepared by the partner participating in the event with the help of EUREC. CIRCE and EUREC have prepared a presentation template for the project. Any update will be sent to CIRCE, so they can upload it to EMDESK.


Project video and/or video-interviews

During phase 1/ PRE DEMO 2018-2019: a series of interviews will be filmed to showcase the project and its objectives. EUREC will prepare the questions of the interview with the purpose of showing the role of the partners, expected results, as well as the strategy that will be implemented. Once the interview/script will be ready EUREC will share it with all partners for agreement.

By the end of phase 2 / DEMO and during phase 3 /END OF THE PROJECT a project video will be produced: Content options for a video summarising the project main results:

Options:

- a) Each demo-site owner contacts a local video maker to collect footage during the opening day / visits to the demo-sites. EUREC will prepare a script (interview's questions, speakers and basic common video material needed). Each video-maker sends the material to EUREC, in charge of editing the material in one video of 30-60 seconds per demo-site. Each video will be published on the website and distributed through all partners' communication channels. This option involves investing in subtitles for the visitors' interviews. Videographer and subtitles' costs covered by EUREC's budget depending on the amount: EUREC could ask for other partners' budget dedicated to showcases materials.
- b) EUREC will accompany and film the students during their visits to the demo-sites. This will be the leitmotiv of the video (1 or more depending on the visits). Storyline: the results from the point of view of the students of the EUREC Master in renewable energy, who will practice with the replication tool and visit the demo-site.

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

Collaboration with relevant European communities

All partners will seek liaison with the most relevant European communities involving potentially interested stakeholders and communicate to CIRCE and EUREC their proposal in order to let EUREC establish the collaboration with organisation:

- Renewable Heating & Cooling European and Innovation Platform (RHC-ETIP, <http://www.rhc-platform.org/>)
- Solar Heat Europe (formerly known as ESTIF, <http://solarheateurope.eu/>)
- FoodDrink Europe (<https://www.fooddrinkeurope.eu/>)
- SPIRE – European Association of Sustainable Process Industry through Resource and Energy Efficiency (<https://www.spire2030.eu/>)
- EARTO – European Association of Research and technology associations (<http://www.earto.eu/>)
- EERA – European Energy Research Alliance (<https://www.eera-set.eu/>)
- IEA – International Energy Association (<https://www.iea.org/>)
- ENEP European Network of Environmental Professionals (<http://www.efaep.org/>)
- CSR Europe: The European Business Network for Corporate Social Responsibility (<https://www.csreurope.org/>)
- European Association of Energy Services Companies (<https://euesco.org/home/home.html>)

The collaboration will consist on free visibility and dissemination of the project and its results in exchange of visibility of their actions related to the promotion of solar heat use: EUREC will be in charge of prepare the dissemination material and send it to these communities. Both parties will share the material with their network via their website, newsletter and social media: articles, press releases and events.


Collaboration agreements with relevant Networks <3 = poor, 4-6 = good, > 7= excellent

Collaboration with relevant projects

All partners will look for the liaison and collaboration with other H2020 and FP7 projects that could complement project activities and provide synergies, and at the same time enhance dissemination of the project result to a specialised and professional audience.





The collaboration will consist on exchange of visibility and also the possibility of joining forces when organising events to disseminate the results of the projects. Other joint activities will be discussed.


The annual coordinators’ workshops organised by INEA on concentrated solar power is a good opportunity to meet coordinators of projects and create joint initiatives such as the H2020 CSP Projects




	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18


joint newsletterSHIP2FAIR will actively take part of the H2020 CSP Projects joint newsletter and future collaborations are being discussed.

You will find below the **list of projects and type of collaboration:**

Project	Website/ source	Partner in contact
HYCOOL Solar Cooling Systems	http://hycool-project.eu/ 	
INSHIP Integrating National Research Agendas on Solar Heat for Industrial Processes	www.inship.eu 	CEA
WASCOP Water Saving for Concentrated Solar Power	http://wascop.eu/ 	CIRCE & EUREC , via the network of coordinators of H2020 projects related to Concentrated Solar Power: H2020 CSP projects, common joint newsletter
MINWATERCSP Advanced cooling and mirror cleaning technologies, and integrated water management plans to reduce cooling system water consumption	https://www.minwatercsp.eu/ 	
PEGASUS Public Ecosystem Goods and Services	http://pegasus.ieep.eu/ 	


	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC		Version: 1
	Reference:	D9.1 SHIP2FAIR ID GA 792276		Date: 30/9/18

from land management	
MOSAIC Modular High Concentration:	http://mosaic-h2020.eu/  Innovative CSP concept with low implementation costs at the highest plant efficiencies which will reduce the levelized cost of electricity
CAPTURE Competitive Solar Power Towers	http://capture-solar-energy.eu/ 
NEXT-CSP High Temperature concentrated solar thermal power plant with particle receiver and direct thermal storage	http://next-csp.eu/ 
SOLARPART High temperature Solar-Heated Reactors for Industrials Production of Reactive Particulate	https://www.solpart-project.eu/ 
GRIDSOL	http://www.gridsolproject.eu/ 
ORC-PLUS Dispatchable Small-scale Solar Thermal Electricity	http://www.orc-plus.eu/ 

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18


SOCRATCES	https://socratces.eu/ 	
MUSTEC Market Uptake of Solar Thermal Electricity	http://www.mustec.eu/  <small>Market Uptake of Solar Thermal Electricity</small>	
POYPHEM Small-scale solar thermal combined cycle	https://cordis.europa.eu/project/rcn/214059_en.html  <small>THE FUTURE OF SMALL-SCALE CSP PLANTS</small>	
SOLWATT Innovative solutions to reduce the water used by Concentrated Solar Power	https://solwatt.eu/ 	
SOLAR PAYBACK Solar Heat for Industry	https://www.solar-payback.com/ 	TVP

Collaboration agreements with related EU projects <4 = poor, 5-8 = good, >9 = excellent

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

6 Timing & performed activities

2018		
Month	Activities	Status
April	<ul style="list-style-type: none"> Project Kick-off Logo revision Website development 	✓ Until Sept
May	<ul style="list-style-type: none"> CDP Table Contents Logo ready 	✓
June	<ul style="list-style-type: none"> Leaflet 1 - proposal Templates 	Revision ✓
July	<ul style="list-style-type: none"> Draft DCP writing Press release – proposal and revisions 	✓ ✓
August	<ul style="list-style-type: none"> Draft DCP & revisions Newsletter subscription invitation & distribution 	✓ Revision
September	<ul style="list-style-type: none"> Newsletter subscription invitation reminders Newsletter template Press release 1 dissemination Roll-up banner proposals Website online Final Draft DCP – ready for submission Twitter account - ACTIVE LinkedIn account -ACTIVE Solar Heat Europe (ESTIF) accepts collaboration 	✓ Ongoing ✓ Ongoing ✓ ✓ ✓ ✓ ✓
October	<ul style="list-style-type: none"> Video-interviews (film sessions) Roll-up banner ready Subscription Invitation for relevant European communities Newsletter 1 Events participation – online promotion Leaflet 1 approved 	
November	<ul style="list-style-type: none"> Social media– community engagement Events participation – online promotion 	
December	<ul style="list-style-type: none"> Social media – Strategy: weekly posts Website – Strategy: monthly publications 	Active until the end of 2022

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

2019

- Annual press release. Topic: dissemination event. E.g.: Stakeholders meeting, March 2019
- SHIP2FAIR Video: the project and objectives
- Newsletter 2 and 3

2020


- Annual press release (April-October). Topics:
 - Replication & Control Tool development (T3.4 + end of WP 5)
 - Demo-sites engineering & commissioning ready for demonstration, evaluation and fine-tuning of Replication and Control Tools (input from WP 6 and beginning of WP 7)
- Newsletter 4 and 5

2021

- Leaflet 2: dedicated to the Replication & Control Tools.
- Annual press release. Topics:
 - Open Day for non-technical community visits
 - Replication & Control Tool development (T3.4 + end of WP 5)
 - Demo-sites engineering & commissioning ready for demonstration, evaluation and fine-tuning of Replication and Control Tools (input from WP 6 and beginning of WP 7)
- Newsletter 6 and 7

2022

- Leaflet 3: dedicated to the results of the project Annual press release
- Policy maker's brochure (developed by CEA)
- Newsletter 8
- SHIP2FAIR video: results
- Annual press release. Topics:
 - Dedicated final event to be held in each DS
 - Project's closing ceremony in Brussels and results

	Document:	D9.1. Draft Dissemination and Communication Plan			
	Author:	EUREC		Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276		Date:	30/9/18

7 ANNEXES

ANNEX 1 / SHIP2FAIR VISUAL IDENTITY


Logo:



Colours:


	C	M	J	N
A	67	0	12	0
B	27	100	44	29
C	57	0	100	0
D	11	77	100	2
E	0	35	100	0

	R	V	B
A	65	188	216
B	147	9	69
C	131	184	26
D	212	85	23
E	249	178	0

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC		Version: 1
	Reference:	D9.1 SHIP2FAIR ID GA 792276		Date: 30/9/18

Tips:



	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

ANNEX 2 / SHIP2FAIR WRITTEN IDENTITY

Acronym and title: SHIP2FAIR / Solar Heat for Industrial Process towards Food and Agro Industries commitment in Renewables

Tagline (Claim): **The key to boost your industry & business with Solar Heat**

One sentence: Unveiling the untapped potential of solar heat for Agro-food industries in the EU

Bullet points


The SHIP2FAIR project will:

- Develop cost-effective and environmentally friendly technologies to integrate solar heat in industrial processes, starting by the Agro-food industry
- Cover up to 40% of the heat demand from Agro food industry's processes with solar thermal energy
- Ensure optimal heat system integration & tailored control strategies in Solar Heat Industrial Process (SHIP) projects.
- Deploy user-friendly tools and methods tested in 4 industrial sites to achieve the above points
- Carry 10 SHIP feasibility studies in 10 industrial sites beyond the Agro-food sector by 2022
- Prepare the technology, business & policy framework to implement 100 SHIP projects by 2027

Half page

SHIP2FAIR is the key project to integrate renewable solar heat in Agro-food industrial processes, due to competitive and environmentally friendly solar technologies, innovative business lines and a user-friendly approach. These assets are being integrated and improved, by fifteen partners during this four-year-project, in four fully operational industrial sites of the Agro-food sector. These industrial sites will each install a demo-site each, in which up to 40% of the solar heat demand will be covered by solar thermal power.

The four operating industrial plants hosting the SHIP2FAIR's flagship projects, have many years of experience in the fields of wine, sugar, spirits and ham cooking, respectively: Bodegas Roda in Spain, RAR Açucar in Portugal, Martini & Bacardi in Italy, and Loste-Tradi-France in France. By the end of 2022, SHIP2FAIR will have established feasibility studies for 10 SHIP projects more and prepared the ground for implementing other 100 SHIP projects by 2027.

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

Key messages per technology

Solar technologies and environmental impact

Solar energy systems have many significant advantages, like being cheaper and not producing any pollutants during operation, and being almost an infinite energy source when compared with fossil fuels.¹

Technology: High Vacuum Solar Thermal Flat Plates

A technology tested and validated within EU Research and Development funded projects as well as in the free market:

- Simple to install
- No mechanical moving parts and no concentration of sunlight
- Makes use of even diffuse light (e.g. cloudy days)
- Works even when the glass cover is dirty
- Din Certco Solar Keymark-Certified higher efficiency from 60-180°C

Economy

- By the end of SHIP2FAIR, CAPEX will be 480 €/m² while currently is 800 €/m²
- Multi criteria comparison will be developed to identify the most adequate heat exchanger network, taking into account variations of solar heat, thermal storage, exergy and thermo-economic principles in an optimization-based approach. This will enable users to quantify how local savings via the solar plant are transformed into global savings.
- Collector providers will benefit of new business opportunities on the very high-volume industrial process heating market.


Technology: Linear Fresnel Technology

A technology tested and validated within EU Research and Development funded projects as well as in the free market:

- Includes large modular size, allowing several MW
- No North-South alignment needed
- Allows precise temperature and power control
- Includes innovative features:
 - Tracking system, very compact and precise, able to bear high torques, lighter mirrors and a new generation of vacuum receivers

¹ H. Gunerhan, A. Hepbasli & U. Giresunlu (2008) Environmental Impacts from the Solar Energy Systems, Energy Sources, Part A: Recovery, Utilization, and Environmental Effects, 31:2, 131-138,

[DOI:10.1080/15567030701512733](https://doi.org/10.1080/15567030701512733)

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

- Generates direct steam

Economy

- Exergy and thermo-economic studies allow a better understanding of the efficiency of solar integration systems
- Multi criteria comparison will be developed to identify the most adequate heat exchanger network taking into account variations of solar heat, thermal storage, exergy and Thermo-economic principles in an optimization-based approach. This approach will enable to quantify how local savings obtained in the solar plant are transformed into global savings in the process as a whole.

Technology: Flat Plates Technology

A technology tested and validated within EU Research and Development funded projects as well as in the free market:

- Exergy and thermo-economic studies allow a better understanding of the efficiency of solar integration systems

Economy

- The cost of energy produced (€ / kWh) in line with SET Plan requirements thanks to:
 - A High performance increase and
 - A great improvement of efficiency
- Multi criteria comparison will be developed to identify the most adequate heat exchanger network taking into account variations of solar heat, thermal storage, exergy and Thermo-economic principles in an optimization based approach. This approach will enable to quantify how local savings obtained in the solar plant are transformed into global savings in the process as a whole.

Working language: English (UK)


Project website: www.ship2fair-h2020.eu

Contact: info@ship2fair-h2020.eu

LinkedIn: <https://www.linkedin.com/company/ship2fair/>

Twitter: [@SHIP2FAIR](https://twitter.com/SHIP2FAIR) (<https://twitter.com/SHIP2FAIR?lang=en>)

Hashtag: #SHIP2FAIR #SHIP2FAIRNews


	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

ANNEX 3 / SHIP2FAIR EVENTS CALENDAR & DISSEMINATION REPORTING


This table includes the list of most **relevant international and national forums**, as well as in specific workshops organized on different locations across Europe.

EU F = EU Forum - **F** = Forum – **WS** = Workshop - **C** = CONFERENCE – **E** = Exhibition


Name	Date	Where	Website	Type	Audience
EuroSun 2018	10-13 September 2018	Rapperswil, Switzerland	http://eurosun2018.org/home.html The 12th edition of the International Conference on Solar Energy for Buildings and Industry	C	
ETIP SNET South-Eastern region workshop	19-20 September 2018	Zagreb, HR		WS	
Solar Thermal energy conference on the impacts of EU R&D funding	24 September 2018		https://ricardo-aeamail.com/t/DA4-5PP16-F7RIZIHQ07/cr.aspx	C	
ISEC 2018	3-5 October 2018	Graz, Austria	https://www.aee-intec.at/index.php?seitenName=veranstaltungenDetail&veranstaltungenId=384	C	
SPIRE Stakeholder Workshop: Sustainable Process Industry Strategy Towards 2050	2 October 2018	Brussels, BE	https://www.eventbrite.co.uk/e/spire-stakeholder-workshop-sustainable-process-industry-strategy-towards-2050-tickets-48325084629	WS	
10th EcoProcura Conference Sustainable and Innovation Procurement	3-5 October 2018	Nijmegen, NE	www.ecoprocura.eu/nijmegen2018/	C	Procurers, policy makers, businesses, researchers and international organisations

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

Name	Date	Where	Website	Type	Audience
Etats Généraux de la Chaleur Solaire 2018	16 October 2018	Lyon, France	https://www.solaire-collectif.fr/actu-socol/690/index.htm	C	
IRED 2018	17-19 October 2018	Vienna, AT	http://www.ired2018.at/Home/	C	Experts from industry, government and academia to share information on state-of-the-art technologies, research and know-how
RESource	20-21 November 2018	Amsterdam, The Netherlands	http://resource-event.eu/		
SOLARTR 2018	27-29 November 2018		http://solartr.org.tr/	c	
Digital Solar and Storage	4-5 December 2018	Munich, Germany	http://www.digitalsolar-storage.org/		
European Union Energy Day 2019		Brussels, BE	2018 edition: https://ec.europa.eu/energy/en/events/eu-energy-day-eus-clean-energy-future-technology-development-system-integration	EU F	
Clean Energy Industrial Forum		Brussels, BE	2018 edition included an exhibition: https://ec.europa.eu/energy/en/events/clean-energy-industrial-forum	EU F	
Stakeholders meeting	March 2019	Brussels, BE			Potential technology users and industry sectors representative, educational institutions,

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

Name	Date	Where	Website	Type	Audience
					public authorities, mass media, civil society.
Solarex Istanbul	4-6 April 2019		http://eng.solarexistanbul.com/		
Intersolar Europe	14-15 May 2019		https://www.intersolar.de/en/home.html		
EUSEW	June 2019	Brussels, BE	https://www.eusew.eu/about-conference	C	Public authorities, energy agencies, industry associations, businesses, civil society organisations and the media
Intersolar India	2019		https://www.intersolar.in/index.php?id=7600&L=0		
INEA Workshop / Next clustering event	October/ November 2019	Brussels, BE			
Solar World Congress	4-7 November 2019	Santiago, Chile	https://www.ises.org/news/plans-next-solar-world-congress-2019		
Solar Paces	2019		https://www.solarpaces.org/	C	
ICCC 2019 - 20th International Carpathian Control Conference	26 – 29 May 2019	Kraków-Wieliczka, Poland	http://www.iccc.agh.edu.pl/		
IFAC World Congress	12 - 17 July 2020	Berlin, Germany	https://www.ifac-control.org/events/ifac-world-congress-21th-wc-2020		
UKACC Control Conference	2020	UK	2018 edition:		

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

Name	Date	Where	Website	Type	Audience
			https://control2018.group.shef.ac.uk/		
Final project conference	March 2022	Brussels, BE		C	Potential technology users and industry sectors representative, educational institutions, public authorities, mass media, civil society.

Dissemination reporting template

Event	<i>Title or name of the event</i>				<input type="checkbox"/> Organized by third parties	Date	
	<i>Website if applicable</i>				<input type="checkbox"/> Organized by SHIP2FAIR partner	Location	
Type of event	<input type="checkbox"/> Conference	<input type="checkbox"/> Seminar	<input type="checkbox"/> Workshop	<input type="checkbox"/> Exhibition / Fair	<input type="checkbox"/> Other:	<i>Indicate</i>	
	<input type="checkbox"/> Showcase/Demo	<input type="checkbox"/> Meeting	<input type="checkbox"/> Forum	<input type="checkbox"/> Visit	<input type="checkbox"/> Campaign		
Description	<i>Main focus, organizers, topics addressed, periodicity of celebration etc.</i>				Associated costs:	<i>Inscription etc.</i>	
SHIP2FAIR contribution	<i>Presentation subject or name of the lecture, Purpose of SHIP2FAIR presentation, topics addressed, main contents of the presentation, partner contribution</i>				Responsible partner:		
Audience	<input type="checkbox"/> Research	<input type="checkbox"/> Industry ²	<input type="checkbox"/> Building users	<input type="checkbox"/> Medias	<input type="checkbox"/> Other:	<i>Indicate</i>	
	<input type="checkbox"/> Academics	<input type="checkbox"/> Policy makers/ authorities	<input type="checkbox"/> Civil Society	<input type="checkbox"/> Financial entities	<input type="checkbox"/> Members of associations ³ :	<i>Indicate which</i>	
	Attendants profiles:	<i>Further specify if needed: i.e. Engineers, utilities, installers, promoters, manufacturers</i>			Number of attendants:		
Feedback	<i>Summarize the event, main reactions, interests from the audience and conclusions.</i>						
Materials	<i>Indicate the materials used or developed: power point presentation, leaflet, poster, video, Ad hoc Dossier, etc.</i>						
Attachments	<i>Indicate the information you send attached for the report: event agenda, photos, material specifically developed...etc. You can also include some pictures here.</i>						

²Designers, public and private promoters, real state Building industry providers, installers, system manufacturers, etc.

³Municipalities associations and networks, standardization bodies, Neighbourhood associations, operation and maintenance organizations, or any other European or national associations, platforms and networks

ANNEX 4 / SHIP2FAIR FREQUENTLY ASKED QUESTIONS

This list of questions and their answer will be part of the website. The answers are in part 4. Key messages and Annex 2, Written identity:

What is SHIP2FAIR and why is it important?

SHIP2FAIR project is the key to integrate solar heat from renewable energy in the Agro-food industrial processes, thanks to competitive and environmentally friendly solar technologies, innovative business lines and a user-friendly approach. These assets are being integrated and improved during the life of this four-years- project in four real industrial places of the Agro-food sector. These industrial sites will install a demo-site each, and up to a 40% of the heat demand will be covered by solar power. *Why SHIP2FAIR focuses on the agro-food sector?*

Agro-food sector, which is the largest manufacturing sector and the leading employer.

What are SHIP2FAIR three main objectives?

- 1) SHIP2FAIR targets to promote the penetration and the affordability of higher temperature technologies.
- 2) SHIP2FAIR aims to validate through a long demonstration campaign of 18 months, the technological and economic reliability of SHIP technologies for the agro-food sector with process temperatures in the range between 50°C and 250°C.
- 3) SHIP2FAIR proposes technologies and control schemes applicable to both newly built and already existing industrial plants and able to cooperate with traditional process heating systems.

Besides, SHIP2FAIR aims to demonstrate specific reliability targets such as:

- Minimum lifetime certified at its nominal efficiency: 20 years.
- Solar efficiency (yearly average): between 37% at M&R and 54% at RODA.
- Solar fraction: between 11,2% at RAR and 39% at RODA.
- Maintenance costs: maximum increase of 5% compared to fossil fuel based solutions.


What is a SHIP project?

SHIP project is an industrial process, the solar heat installation and other existing heat generation sources.

What are SHIP2FAIR main phases?

- 1) Use cases and boundary conditions definition
- 2) SHIP2FAIR Replication Tool feasibility analysis and Concept Engineering
- 3) Solar Heat integration and thermal optimization
- 4) Operation monitoring and control strategies. SHIP2FAIR Control Tool.
- 5) Demo-sites engineering and commissioning
- 6) Demonstration, evaluation and fine-tuning
- 7) Dissemination, training and showcases

What are the SHIP2FAIR Tools and Methods?

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

- *What is the Replication Tool?*

A software to determine what features a SHIP project should have, and what metrics can be used to measure its quality or performance. The Replication Tool also has a powerful engine to simulate different scenarios. Based on these assets and the analysis of what you need and your preferences, as a user, the Replication Tool will help to improve different aspects of SHIP projects, such as selecting the most profitable option to minimise fossil fuel usage. And the cherry on the cake: thanks to the intuitive interface of the Replication Tool, you don't need to study a Master to use it.

- *What is the Control Tool?*

The control tool will consist of a set of algorithms and is the empowering part that adds intelligence to the technologies and allows them to reach their full potential. Being the connecting component between the solar collectors and the SHIP plant, the Control Tool combines knowledge about the future solar radiation and industrial processes. This will help to determine the optimal operating strategy for the solar plant and existing heating producers so that emissions and costs are kept low while the process quality remains high.

The control algorithms run on a modern information and communication infrastructure (ICT), which electronically connects all the components and allows the operators to check in on their processes from all over the world via an Internet interface.

Combined with machine learning methods to continuously adapt to new inputs and measurements from both the plant and the solar collectors, the control tool will bring SHIP projects into an efficient future.

- *What is the Capacity Building program approach?*

SHIP2FAIR trains professionals and the future workforce of the renewable energy field to include the SHIP Tools & skills in their current and future work.

- *What is the overall SHIP Guide?*


The fundamental guide to create your SHIP project from scratch, including guidelines, best practices and tips learnt from the SHIP2FAIR flagship projects. An all-in-one manual with an answer for everyone interested in implementing a SHIP project.

What is a demo-site?

The flagship projects of SHIP2FAIR will be implemented in four industries chosen thanks to the visibility of their brand -wines Roda, sugar RAR, delicatessen Loste Tradi-France and spirits from Martini & Bacardi-. And above all, they were chosen because their industrial processes show a number of common threads, which can be improved via the SHIP Replication & Control Tools and transferred afterwards with these improvements to other industries.

What type of solar heat technologies are applied?

SHIP2FAIR involves two solar heating technology providers in the consortium, one of linear Fresnel (ISG) and one of ultra-high vacuum FPC (TVP). In addition, a reduced deployment of FPC will be considered in the smallest demo-site.

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

To select the best solution for each of the for demo-sites, a preliminary study has been developed (These technologies will be suitable for a large spectrum of process heat temperature (50-250 °C)):

- Linear Fresnel Collectors for RAR and M&R plants, as these collectors are more suitable for steam production and they have a high demand, so, if SHIP2FAIR is successful, future enlargements are possible.
- Ultra high-vacuum FPC for ABC plant, as they show a high production rate for the location weather conditions and the process requirements.
- Conventional FPC for RODA, since other options required too high upfront costs for such a small plant, so the most cost effective and simple technology has been considered, since the objective of the demo-site will be to test both the replication and the Control Tool. In addition, solar field visual impact is a key factor for wine cellars, and therefore FPC collectors are especially suitable as their impact is minimum.

Nevertheless, the final solution about the implementation is to be made during the project execution, once there is more accurate information about cost, characteristics and production rates of each collector technology, and depending on the demo-sites requirements.

What is different about this project? What are the innovations?

The main aspects in which the innovation takes places within SHIP2FAIR are: (1) the design and development of the Replication Tool, (2) the solar technologies involved, (3) the solar heat integration in the industrial processes, (4) the control strategies and systems for operating the complete industry and (5) the capacity building programme linked to the project.


How will SHIP2FAIR demo-sites increase the solar fraction of heat demand?

Within SHIP2FAIR, this objective is understood as a twofold goal: on the one hand, the Replication Tool aims to maximize the solar fraction at process level under cost-effective conditions; on the other, the replicability of the results across at the agro-sector level and beyond is enabled by a process centred approach together with the consideration of multiple solar technologies, including storage. It is expected that the solar fraction at process level may reach between 11,2% at RAR and 39% at RODA. At the end of the SHIP2FAIR, 4 industries will have an operational installation of SHIP and 10 industries will have a concept engineering with a feasibility study. It is expected that, in the 5 years after the project ends, the partners will have implemented over 100 SHIP projects in the EU (75% in the agro-food sector and 25% in other sectors).

What are the barriers of SHIP2FAIR project and how will the project deal with them?

SHIP2FAIR provides a path to overcome those challenges, thus, exploiting the untapped potential of SHIP technologies:

- 1) SHIP economic competitiveness,
- 2) the relatively low prices of fossil fuels charged to the industry due, in some cases to governmental subsidies, and
- 3) the complexity of the integration in existing industrial processes.

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

How is SHIP2FAIR relevant for other sectors than agro-food?

SHIP2FAIR methodology has been designed to develop its results for a general scenario, and then addressing the particular challenges present in each demo-site use case. This premise will allow that the replication to other sectors and use cases is feasible and cost-effective, ensuring that the final objective of spreading the SHIP projects along EU is achieved in the temporal framework indicated in the Exploitation roadmap of the project.

How can stakeholders contribute to the integration of solar heat in industrial processes?

The SHIP2FAIR technologies and control approach will be demonstrated in four different EU countries with different irradiation values and energy/economic scenarios. In addition, solar heat will be exploited in four different processes showing wide SHIP2FAIR replicability all around Europe.

The demonstration campaign will be boosted by the realization of the “SHIP2FAIR Replication Tool” which will be able to evaluate the techno-economic feasibility of new SHIP installation in agro-food sector starting from few energy consumption and process detail data, towards the promotion of SHIP technologies particularly among SMEs.


The demonstration campaign is going to involve three very big and well known EU players in their food sector: RAR (Sugar), ABC (Ham and “charcuterie”), M&R (Drink and distillery) and an SME (RODA) representing the winery industry. The demo-site owners are strongly committed to the project idea (and its future replication in the rest of their plants) and will promote the project and its results among both industrial stakeholders and general public, being interested in the further replication at other plants of their group.

Synergies with the experience of other centres in SHIP projects will be enhanced as well as the study of exploiting the project results in other locations. During SHIP2FAIR project, it will be boosted the participation of interested stakeholders in conferences and meetings. During these events it will be transferred project results and knowledge regarding how solar heat integration in industrial process can create, capture and deliver value for the different market actors. These synergies will engage professionals and managers on training developed during SHIP2FAIR and will activate the replication and exploitation strategy as well as market beyond Europe.

What happens after SHIP2FAIR?

SHIP2FAIR aims at demonstrating Solar Heat Industrial Process (SHIP) in industrial environment, towards a strong penetration and spread of these systems in the agro-food industrial sector encouraging the replication also in other process heat sectors through two dedicated tools (SHIP2FAIR Control and Replication Tools), a best practices guide for developing SHIP projects from scratch and a capacity building program for both professionals and students interested in the sector.

Several small SHIP projects exist in Europe with heat costs between €38 and €120 per MWh¹⁹, considering different temperature range and economic/energy scenarios. At present, solar heat can mainly be used for processes ranging from 20°C to 100°C²⁰, so SHIP2FAIR targets to promote the penetration and the affordability of higher temperature technologies. This objective will bring several


	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

impacts (social, environmental, technical economical) at local, national and European level in accordance to some EU directive and initiatives in the field of more environmentally sustainable industries and renewable heating.

Who is behind SHIP2FAIR?

SHIP2FAIR project will be performed by a multidisciplinary and well-balanced consortium integrated by 4 research organizations, 6 large companies and 3 SME, 2 associations, one from the energy research and one from the agro-food sector, from 8 different European countries, thus ensuring a wide international covering and enhancing the project impact.

Partners of SHIP2FAIR consortium can be identified within 4 groups that cover the whole value chain: Innovation developers, implementation partners, End-users and other added-value partners as companies, energy utilities and agro-food industries associations.

	Document:	D9.1. Draft Dissemination and Communication Plan		
	Author:	EUREC	Version:	1
	Reference:	D9.1 SHIP2FAIR ID GA 792276	Date:	30/9/18

ANNEX 5 / SHIP2FAIR LIST OF MAGAZINES AND SCIENTIFIC JOURNALS

Name	Website
Hindawi, Journal of Solar Energy	https://www.hindawi.com/journals/jse/
Journal of Manufacturing Science and Engineering	http://manufacturingscience.asmedigitalcollection.asme.org/journal.aspx
Frontiers in Sustainable Food Systems	https://www.frontiersin.org/journals/sustainable-food-systems
Frontiers in Energy Research	https://www.frontiersin.org/journals/energy-research
International Scientific Publications. Includes: Agriculture and food journal Materials, Methods & Technologies journal	https://www.scientific-publications.net/en/ To submit a manuscript: https://www.scientific-publications.net/en/submit-a-manuscript/
Journal of Fundamentals of Renewable Energy and Applications	https://www.omicsonline.org/fundamentals-renewable-energy-applications.php
Research & Reviews: Journal of Agriculture and Allied Sciences	http://www.rroj.com/agriculture-and-allied-sciences.php
Journal of solar energy research	https://jsr.ut.ac.ir/
Renewable and Sustainable Energy Reviews	https://www.journals.elsevier.com/renewable-and-sustainable-energy-reviews
Applied Energy	https://www.journals.elsevier.com/applied-energy
Energy Conversion and Management	https://www.journals.elsevier.com/energy-conversion-and-management
Journal of Cleaner Production	https://www.journals.elsevier.com/journal-of-cleaner-production
Energy	https://www.journals.elsevier.com/energy
Renewable Energy	https://www.journals.elsevier.com/renewable-energy
Solar Energy	https://www.journals.elsevier.com/solar-energy
Applied Thermal Engineering	https://www.journals.elsevier.com/applied-thermal-engineering
Journal of Food Engineering	https://www.journals.elsevier.com/journal-of-food-engineering
Industrial & Engineering Chemistry	https://pubs.acs.org/page/iecred/about.html
Journal of Process Control	https://www.journals.elsevier.com/journal-of-process-control
Beef Magazine	https://www.beefmagazine.com/
Agri Business & Food Industry (ABFI)	http://www.abfionline.com/
Business of Agriculture	http://www.businessofagriculture.com/
Journal of Agricultural & Food Industrial Organization	https://www.degruyter.com/view/i/jafio
British Food Journal	https://www.emeraldinsight.com/journal/bfj
International Food and Agribusiness Management Review	https://www.ifama.org/IFAMR-Journal