



Nextfuel

DELIVERABLE D7.1:

Description of the Communication Secretariat



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Table of Contents

Executive Summary 1

Chapter 1: Introduction 2

Chapter 2: Description of the Communication Secretariat 3

Chapter 3: Operation of the Communication Secretariate 4

Chapter 4: Internal communication tool, ClickUp 5

List of acronyms

Acronym	Definition
eSMR	Electric Steam Methane Reforming
WP	Work Package
CS	Consortium Secretariate
GA	Grant Agreement
CA	Consortium Agreement

Executive Summary

The document describes the Communication Secretariate, and how it is organized. It has three members. It is led by WEGEMT. Also participating is the two other consortium members with tasks leads in WP7: CERTH and Gasnor.

The operation of the Communication Secretariate is then described. What it does on a planning level, where it is responsible for updating the Dissemination and Exploitation plan; and on an operational level, where administers a variety of tasks building on the project's communication platform.

In a separate chapter we present the ClickUp tool, that is used for organizing the work involving the other consortium partners.

Chapter 1: Introduction

The scope of this document is to represent the Communication Secretariat (CS). The CS manage the communication, dissemination, and exploitation activities. It is responsible for supporting and monitoring execution of the Dissemination and Exploitation plan.

WEGEMT is the leader of WP7 Communication, Dissemination & Exploitation. It is also leading the task where the Communication Secretariat is described, in addition to the two tasks that is closely connected with the Communication Secretariate (Task 7.2: Communication, Dissemination and Exploitation Plan and Task 7.3: Communication platform).

Chapter 2: Description of the Communication Secretariat

Communication Secretariate:

The Communication Secretariat is a centralised body that will ensure the smooth implementation of the Dissemination and Exploitation Plan. It will be responsible for the day-to-day coordination of the partners' activities within WP7. The Communication Secretariate is led by the WP lead of WP7, WEGEMT. The Communication Secretariate assembles the Communication Board when necessary, especially for planning purposes. The Communication Secretariate reports directly to the Coordinator of the project. It only involves the Communication Board when it believes it is necessary.

Communication Board:

The Communication Board will be chaired by the Communication, Dissemination & Exploitation Manager from the WP lead WEGEMT. It will be further comprised by the two other partners with task leads in WP7: Gasnor (that leads task 7.4 on Exploitation & IPR Approaches) and CERTH (that leads both task 7.5: Networking and joint activities with related EU initiatives/projects and task 7.6: Stakeholder engagement). Each of the three members of the Communication Board has one vote. Decisions are made by majority votes.

Relation to Consortium members:

Apart from the above mentioned partners, the whole consortium is also committed in addressing its dissemination networks and communities to further promote the project, thus ensuring maximum visibility towards their existing communities and contribute to create impacts at a national and EU level.

Chapter 3: Operation of the Communication Secretariate

The Communication Secretariate will engage and interact with consortium partners to define communication strategies exploiting also already existing channels to implement the dissemination and exploitation plan. This engagement also secures a regular flow of information from the partners to the Secretariat and vice versa. This guarantees the coverage and distribution of information to reach the project impacts. The operation of the secretariate will work on different levels:

Planning levels

- Work to update the Dissemination and Exploitation plan.
- Send new drafts to the consortium members for feedback.
- Evaluate previous versions of the plan to identify areas for improvement.
- Engage the Communication Board on the planning level.

Day-to day operation of the communication channels

- Operate social media platforms to inform stakeholders about topics such as news, studies, meetings, presence in events, conferences, videos and more.
- Draft Social Media content to the project, spread through the main social media platform used (focus on LinkedIn).
- Coordinate consortium partners' participation in external events, seminars, and conferences.
- Elaborate original content for the website to highlight the impact of the Project and its activities.
- Update website's content and support the development of new website sections.
- Maintain a clean and organized general contact inbox for communication with the project, promptly and adequately responding to emails or forwarding them as appropriate.
- Provide support for ad hoc communication, events, as arise.
- Create a project identity with logo and colour scheme.
- Create templates for deliverables, presentations and more.
- Monitoring communication, dissemination, and exploitation activities.
- Support project partners and facilitation of monitoring activities, including choosing and providing tools in areas such as social media analytics.
- Support reporting and evaluation activities.
- Creation of a joint list of interesting events and regular updated by all consortium partners
- Use a dedicated spreadsheet and online platform (ClickUp) to coordinate the communication, dissemination, and exploitation activities. The tool will facilitate collection of information from the partners and enable efficient monitoring of progress in the planned dissemination and exploitation activities.

Chapter 4: Internal communication tool, ClickUp

In order to setup a strong internal communication network between the NextFuel consortium partners and the dissemination manager WEGEMT presented in the kick off meeting a useful platform that will be used for the partners work on communication, dissemination and communication and an initial plan for regularly collecting dissemination related information from all the consortium partners throughout the duration of the project. In the related deliverable 7.2 there is an example of the tool in use, where it has been used to plan posts. The idea behind this was to collect all the communication and dissemination requests in one place, so that it can be easily tracked, updated and relayed to the various communication channels. This platform will help all the consortium partners to plan, organize and collaborate more efficiently. In the first step, WEGEMT requested all partners to assign a person from their company who will be responsible for responding directly to the dissemination manager for any requests. In brief the responsibilities of this person would be twofold:

- On one hand they will need to promptly respond to any requests for information, stories, posts, news etc. from the Communication Secretariate manager and to frequently access the software used to record all dissemination activities (i.e. Communication Secretariate manager contacts this person, and they need to respond back to us) and
- On the other hand they will be in charge of reporting back to the dissemination manager any NextFuel related activities directly generated by the partner like participation to events and conferences where NextFuel is promoted, company newsletters, posts, press conferences, publications etc. The partner reports the activity, and the dissemination manager takes the necessary action to publish their information.