



ALFA

UNLOCKING THE BIOGAS POTENTIAL
OF LIVESTOCK FARMING

D3.3

ALFA Operational Plans for the deployment of support services – Final Version

Q-PLAN INTERNATIONAL

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ABBREVIATIONS

A0CO2	Azzero CO2 SRL
AB	Advisory Board
APRE	Agenzia per la Promozione della Ricerca Europea
ARC(s)	Awareness Raising Campaign(s)
BE	Belgium
CapEx	Capital Expenditure
CB	Capacity Building
CCW(s)	Co-creation workshop(s)
CERTH	Ethniko Kentro Erevnas kai Technologikis Anaptyxis (Centre for Research and Technology Hellas)
CSA	Coordination and Support Action
DK	Denmark
DNSH	Do Not Significant Harm
DST	Decision Support Tool
EBA	European Biogas Association AISBL
EDF	European Dairy Farmers E.V.
EL	Greece
ES	Spain
FBCD	FBCD AS
IRR	Internal rate of return
IT	Italy
KAM	Key Account Management
LCA	Life Cycle Analysis
M	Month

NPV	Net Present Value
OpEx	Operational Expenditure
PEDAL	PEDAL Consulting SRO
Q-PLAN	Q-PLAN International Advisors PC
RES	Renewable Energy Sources
ROI	Return on Investment
SIE	Sustainable Innovation Europe SL
SK	Slovak Republic
T	Task
ToR	Terms of Reference
WP	Work Package
WR	White Research SRL

Executive Summary

ALFA project aims at **scaling up** the involvement of **livestock farming** stakeholders in the market deployment and uptake of **biogas solutions** via **replicable support measures tested and validated** across six European countries (Belgium, Denmark, Greece, Italy, Slovakia and Spain). The great diversity which characterises the frameworks and specificities of **local livestock/biogas markets** across Europe requires an adaptable application of **tailor-made solutions** beyond uniform approaches in order to successfully support the deployment and uptake of biogas solutions.

Consequently, to accommodate this challenge and to effectively respond to the disparities stemming from the cultural diversities, market specificities etc., the ALFA approach has incorporated in its methodology an **iterative development** of Market Uptake Support Services in **two rounds** to correspond to this great diversity with flexible support measures adapted to the circumstances and frameworks of their target market, as well as coordinated action plans per measure. Specifically, the **Market Uptake Support Measures** comprise of:

- Hands-on market uptake support services (business and technical services)
- Capacity-building activities
- Regional awareness-raising campaigns.

The **initial formulation** of the appropriate support measures was led by a targeted **market study** that allowed the evidence-based and demand-driven **co-development of the measures** and actions for the market uptake support. The process evolved with a **Co-Creation Workshop** that provided the opportunity to engage with key stakeholders of livestock farming and the biogas sector in co-defining and **co-designing** the project's **measures and action plan** per market uptake support measure. The participants commented on the findings, suggested additional topics, and proposed various approaches to the measures both in terms of content, target groups and approach. The first version of the project's D2.4 "ALFA market uptake support measures – First Round¹," outlines the **measures and the material** required for their deployment as these were conceptualised, validated and formulated in the co-creation activities and identified through the consortium's available resources and experience for the first round. Upon the **commencement and completion of the first round** an internal brainstorming session took place along with a **validation workshop** with advisory board members and experts in the field. These actions concluded in an **updated and fine-tuned version of ALFA support measures**, which are reported in D2.5 "ALFA market uptake support measures – Interim Version"².

Building on the activities described above, the aim of the T3.3 "ALFA Operational Plans for the deployment of support services – Final Version" is to **identify, engage and then select the most promising livestock projects** in the six ALFA regions. The ALFA partners are active by scouting their regions, and contacting relevant organisations and actors to disseminate the ALFA offer of support measures. The cases to be supported in the two rounds are selected through two open calls published on the ALFA Engagement Platform. The applicants and their projects that apply for support are assessed against seven (7) criteria: profitability, replication potential, level of innovation, environmental benefits, women engagement, geographical spread, clear need for support, while the

¹ ALFA Project, Deliverable, D2.4 "ALFA market uptake support measures – First version", 2023, [link](#)

² ALFA Project, Deliverable, D2.5 "ALFA market uptake support measures – Interim version", 2024, under publication

“do not significant harm” is considered as well. To ensure that the process is conducted in a transparent and fair way, Terms of Reference for the calls and the provision of support are laid out in the present deliverable. After the two rounds at least 50 projects will be benefited from the ALFA market uptake services.

The first version of the D3.1 “ALFA Operational Plans for the deployment of support measures – First Version”³ was produced under the frame of T3.1 and was applied for the first round of the ALFA support measures activities. This present version titled D3.3 “ALFA Operational Plans for the deployment of support services – Final Version”, comprises the final version, and will serve as a guide for the second round of deployment of the project’s market uptake support measures in real-life settings.

The report outlines the operational plan and the deployment strategy per support measure (hands-on market uptake support services, capacity-building activities and regional awareness-raising campaigns) and includes:

- a. measure description,
- b. deployment activities and targets,
- c. partners’ responsibilities,
- d. action plan to facilitate the successful implementation of the measures.

The updated and final report addresses the lessons learnt from the first round of deployment and finetunes both the operational plan and the deployment strategy of the measures for the second round.

The most important **updates** can be summarised below:

- **Updated dates** for the Open Call in all relevant sections of the online version and Terms of Reference (Figures 5, 7, 8, 9, Section 3.1 and annex I)
- Addition of **an extra technical service** (a technical one) titled “Technology Catalogue: Features of cleaning and upgrading equipment” (Figure 2, Sections 3.1 and 4.1, and annexes I and V)
- Encouragement of ALFA Hubs to adopt a more **flexible approach** in terms of timing and effort to avoid overwhelming awardees during the engagement, announcement, and needs assessment process. (Section 2.3, 3.6 and 4.3)
- Updated **indicative topics for the capacity-building** activities (Section 5.1)

³ ALFA Project, Deliverable, D3.1 “ALFA Operational Plans for the deployment of support measures – First Version”, 2023, [link](#)

1. Introduction

1.1 About the ALFA project

ALFA is a Coordination and Support action (CSA) project running from November 2022 to October 2025, funded by the European Union within the framework of Horizon Europe Research and Innovation Action programme, with the aim of tapping into the potential of **biogas production** from **livestock farming**, in order to enhance the **wider uptake of RES** and increase the share of bioenergy as a baseload energy source.

Aspiring to act as a **catalyst** for biogas in Europe, ALFA will provide demand-driven **business and technical support** to over 50 livestock farmers and/or other biogas projects in the livestock farming sector in six EU countries⁴, unravelling biogas market dynamics, implementing capacity-building activities, and promoting awareness about the benefits of **biogas solutions**. All the activities will be deployed by local networks named **ALFA Hubs**, which were established by local project partners with the support of two European networks among ALFA partners (European Dairy Farmers - EDF and European Biogas Association - EBA).

The main **goals** of the project are to:

1. Assess the **regional specificities** and analyse the **framework conditions** to identify drivers and barriers for the uptake of biogas in the EU livestock farming industry, in multi-layered ways, including country framework analysis, interviews, surveys and successful practices analysis.
2. **Co-create** the **ALFA support measures** as solutions for boosting the uptake of biogas within the livestock farming sector, considering the local needs and the challenges through the operation of the ALFA Hubs.
3. **Deploy the biogas uptake support measures** of ALFA in real market conditions, to facilitate the integration of renewable energy in the final energy mix.
4. **Communicate** the outcomes and **inform policy**, promoting mutual learning and exploitation of demand-driven results, with the goal of empowering livestock biogas uptake across Europe.

The main **outcomes** of the project will be:

1. The **ALFA Hubs**: a network of local facilitators, set up by the ALFA project to support the market uptake of biogas in the targeted countries.
2. The **analysis** and **definition** of regional specificities through desk research, surveys, and interviews with successful biogas cases.
3. The demand-driven **business and technical service portfolio**, co-created with stakeholders tailored to the needs of interested projects, and twice fine-tuned throughout the course of the project.

⁴ Belgium - BE, Denmark – DK, Greece - EL, Italy - IT, Slovak Republic - SK, Spain - ES

4. The training materials in the form of **seminars and webinars** for capacity building of stakeholders throughout the biogas value chain, along with **awareness campaigns** to be further utilised.
5. A **suite of ALFA tools** including a **Decision Support Tool** (for assessing biogas projects in terms of profitability and environmental and social benefits), an interactive map with active **Biogas Cases**, an online repository named **Knowledge Center** with useful informative materials, and a **Biogas Forum** serving as an open environment for nurturing novel ideas, exchanging good practices etc., all available through the **ALFA Engagement platform** (alfaep.eu)

1.2 This report at a glance

The purpose of the D3.3 “ALFA Operational Plans for the deployment of support services – Final Version” is to present and describe the process and steps that the ALFA partners will undertake within the T3.1 “Operational Action Plan to deploy the ALFA market uptake support measures” towards the second round of support provision. T3.1 aims at **engaging livestock/biogas projects** and **selecting** the most promising ones to receive and benefit from the hands-on market uptake services according to their needs and challenges, offered by the ALFA partners. Towards this way, promising livestock/biogas projects will be selected through **open calls**. The applicants will be evaluated, **in a transparent manner** based upon **specific criteria**, and the selected projects will receive services fitting their most urgent needs. To this end, the entire process, from launching open calls for projects, scouting the ALFA regions and the partners’ networks, engaging them, evaluating the received applications and selecting the most promising ones, is laid out in the following chapters.

The **second call** is scheduled to be launched on **November 1st, 2024**, and applications will be accepted until **January 17th, 2025**. This procedure will be done online through the ALFA Engagement Platform (<https://alfaep.eu/open-call/>).

Building on the information collected during the activities of the first two years of the ALFA project, three types of measures were developed:

- hands-on market uptake support services,
- capacity building activities and
- regional awareness raising campaigns.

Their operational plan and deployment strategy towards the successful delivery of each measure is described in this report. The report includes per Support Measure:

- a) measure description,
- b) deployment activities and targets,
- c) partners’ responsibilities and,
- d) action plan.

The task leader of T3.1 (Q-PLAN) defined together with the principal participants (FBCD, CERTH, SIE and APRE) the basic requirements for each component of the Market Uptake Support Plan and created templates to be used for the service deployment, including the Selection Matrix, the Need Analysis Questionnaire, and the Service Action Plan (See Annexes IV, V, VI).

This version serves as an updated version of the D3.1 “ALFA Operational Plans for the deployment of support measures – First Version”⁵ and will guide the process that will be followed during the second round of calls, which follows the same main steps as the previous round.

The updated and final report addresses the lessons learnt from the first round of deployment and finetunes both the operational plan and the deployment strategy of the measures for the second round.

The most important updates can be summarised below:

- **Updated dates** for the Open Call in all relevant sections of, this updated version of this report, the Open Call sections on the ALFA Engagement Platform and Terms of Reference
- Addition of **an extra technical service** (a technical one) titled “Technology Catalogue: Features of cleaning and upgrading equipment”
- Encouragement of ALFA Hubs to adopt a more **flexible approach** in terms of timing and effort to avoid overwhelming awardees during the engagement, announcement, and needs assessment process.
- Updated **indicative topics** for the capacity-building activities

1.3 Outline of the report

This report is divided into seven sections as follows:

- **Section 1 - Introduction** briefly presents the ALFA project, along with the outline of this report.
- **Section 2 - Methodology** describes the conceptual approach, and the previous steps from the first round, while in parallel it defines the narrative and the background for the elaboration of the operational plan of the market uptake support measures.
- **Section 3 – Engagement** outlines all the steps for the engagement, from selection till the definition of a Service Action plan.
- **Section 4 - Hands-on market uptake support services** sets out the operational Plan and deployment strategy for the delivery of the market uptake support services; either business or technical, it also explains the operational activities of the regional Hubs, the respective partners, and the project team as well as the implementation timeline.
- **Section 5 – Capacity Building** presents the operational plan and deployment strategy for the Capacity Building Activities, and includes the training objectives, curricula concepts and key training topics of the seminars and webinars.
- **Section 6 - Regional Awareness Raising Campaigns** presents the operational plan and deployment strategy for the Awareness Raising Campaigns, (the messages, channels, target audiences and timeframe of the online and offline campaigns per region), based on the specific barriers that each campaign is set on addressing.
- **Section 7 - Conclusions** is the final section, conclusions are drawn for the provision of the support services as well as the deployment of support actions after the second round is provided.

⁵ Ibid, p. 9

2. Methodology

2.1 Background

From the first-round design described in D3.1 “ALFA Operational Plans for the deployment of support measures – First Version”⁶ and towards the preparation of the second round, the following actions have been undertaken and contributed to the finetuning of the market support measures.

- Internal sessions within ALFA partners in order to analyse the deployment process of the first round and fine-tune the services based on lessons learnt
- Validation workshop with Advisory Board (AB) to gather external feedback and discuss the main challenges
- Feedback forms from the awardees of the first round.
- Feedback forms from capacity building activities participants
- Ideas, comments and suggestions stemming from synergies with other Horizon Europe projects and stakeholders

More detail on the evaluation framework and how the feedback was gathered can be found in D4.1 “Report on evaluation of market uptake support measures – First Round”⁷. More details about the updated services after the first iteration of improvements can be found in D2.5 “ALFA market uptake support measures – Interim Version”⁸.

2.2 Description of support measures

Building upon the insights gathered during the first two years of the ALFA project and the conclusion of the first round, the culmination of previous activities was based on **three distinct measures: hands-on support services, capacity-building services, and regional awareness-raising campaigns**. The implementation phase for the second round will encompass the provision of these services, as is outlined in the action plan in the next sections of this report.

Following the iterative improvements after the first round, the ALFA partners undertook the **update of templates and materials for the services** (business or technical) to be provided. The leader of Task 2.4 “Iterative development of the ALFA market uptake support measures” (SIE) coordinated this phase, which involved creating standardised yet **adaptable templates** for both **business and technical services**. The development process was completed in close cooperation with the participating partners, named service managers. The aim was to equip service providers with practical tools that could be readily implemented, fostering high-quality standards, consistency and efficiency in service delivery. In parallel SIE, the responsible partner for the **capacity building programs** (CB), set the **strategy** for the capacity building activities, while APRE, the responsible partner for **awareness raising campaigns** (ARC), elaborated the corresponding **strategy**, too. All

⁶ Ibid., p. 9

⁷ ALFA Project, Deliverable, D4.1 “Report on evaluation of market uptake support measures – First Round”, 2024, under publication

⁸ Ibid., p.8

the above measures required for the deployment of the support provision were outlined in D2.5 “ALFA market uptake support measures – Interim Version”⁹.

The **operational plan and deployment strategy** for each measure during the second round are outlined in this report, offering a **guide** for the successful execution of these initiatives.

Within the report, each Support Measure is detailed with the following distinct parts:

- a) **Measure Description:** An overview of the purpose, scope, and objectives of the respective measure including the business and/or technical services, the capacity-building programs and the regional awareness-raising campaigns, providing a clear understanding of their intended impact within the context of the ALFA project.
- b) **Deployment Activities and Targets:** A delineation of specific activities planned for deployment under each measure, coupled with predefined targets to leverage the effectiveness of the project. This part illuminates the strategic actions that will be undertaken to realise the goals set forth for each Support Measure.
- c) **Partners' Responsibilities:** A detailed account of the responsibilities assigned to the various partners involved in the execution of each measure. This includes collaborative efforts, expertise contributions, and coordinated actions among project partners to ensure the seamless implementation of the Support Measures Services.
- d) **Action Plan:** A structured and time-bound action plan outlining the step-by-step approach to be followed for successful execution. This includes key milestones, timelines, and the sequence of activities, providing a roadmap for the systematic deployment of hands-on market uptake support services, capacity-building services, and regional awareness-raising campaigns.

2.3 Next steps for business and/or technical services

The **next steps**, which are closely connected with the **deployment of the support measures**, are a repetition of the first round with minor updates in dates and adaptations to lessons learnt during the first round. These include the flexibility of ALFA Hubs in the processes to avoid overwhelming the applicants with additional meetings if the details are already discussed and known to ALFA partners. And also, the addition of an extra technical service, titled “Technology Catalogue: Features of cleaning and upgrading equipment”. The details are outlined in this report. In summary, the following **operations** will be implemented for the deployment of the ALFA support measures (business and/or technical support) during the second round.

The first major step for the deployment of the support measures (business and technical services) is the launch of an **Open Call**, inviting projects to apply for support. This phase includes:

- The update of a dedicated **online** section on the ALFA Engagement Platform (for more details see Section 3).
- The update of detailed **Terms of Reference**, which are described in this report, setting the **selection criteria** and the process with special emphasis **on fairness and transparency**. This process will be supported by all **ALFA Hubs** and **partners** in **scouting and engaging** promising projects throughout the biogas value chain in the livestock sector, independently of their level of investment readiness, aligned with the overarching goals of the ALFA project.

⁹ Ibid., p. 8

Following the **selection of the most promising projects**, the results will be **publicly announced**, in the ALFA Engagement Platform. Subsequently, the ALFA Hubs will proactively engage with the selected projects, establishing direct **communication channels** to facilitate the seamless implementation of the support measures. This collaborative phase is characterised by a dynamic interaction between the ALFA Hubs and the selected projects, ensuring a tailored and effective approach to address the **identified needs**, and arranging an **initial meeting** with project representatives to understand their specific requirements and challenges by using a structured questionnaire (See Annex V). Based on the identified needs, the projects will be **matched** with the appropriate **business or technical service** and corresponding **service provider** that is best suited for the provision of the service, both in terms of prior experience and particular requirements of the project such as language, geographical proximity, etc).

The collaboration between the supported project and service providers within the ALFA project is structured around a dedicated **Service Action Plan** (See Annex VI). This plan serves as a guiding document wherein both parties collaboratively define and agree upon the **specific details of the support measures**. Through open communication and mutual understanding, the project and service providers set clear and achievable goals, aligning expectations to ensure a harmonised approach to implementation. The Service Action Plan outlines the scope of services, expected timelines, and milestones, providing a shared framework that minimises ambiguity and fosters a unified understanding of roles, responsibilities and outcomes. This proactive collaboration ensures that all stakeholders are on the same page, mitigating the potential for misunderstandings and facilitating a cooperative environment where project expectations align seamlessly with the available resources, capabilities and timeframe of the service providers.

In parallel, a reporting mechanism will be established to capture the outcomes, challenges encountered, and lessons learned during the service provision by the corresponding task of the WP2.

To ensure continuous improvement, a structured **feedback mechanism** was integrated into the project. Project awardees (supported projects) will be encouraged to provide feedback on the implemented services through dedicated feedback forms, enabling the project partners to gather insights for refinement. The main outcomes of the feedback mechanism will be presented in the second **validation workshop**, which will be convened after the second round of support measures. This workshop is going to bring together experts, project representatives and members of the Advisory Board to **collectively review the outcomes**, share experiences, and provide insights for **fine-tuning and improving the services**.

Overall, the methodology concluded with a commitment to **iterative improvement of services**. This involves a systematic analysis of feedback received, lessons learned from service implementation, and the incorporation of best practices. The iterative process aims at refining and adapting the support measures to evolving needs will support the replication of our measures/actions beyond the project lifetime, ensuring a sustained impact.

This report serves as an operational guide, offering stakeholders and collaborators a transparent and detailed insight into the operationalisation of the developed measures. By providing clarity on the measure descriptions, deployment activities, partners' responsibilities, and action plans, the report facilitates a unified understanding and commitment towards the shared objectives of the ALFA project.

2.4 Next steps for capacity building programs

The capacity building activities for the ALFA project involve a strategic progression to empower stakeholders and enhance their knowledge, awareness, and engagement. Having laid the

groundwork for the **webinars and seminars**, the focus shifts towards a sustained effort to build lasting capacity in the livestock sector.

Webinars, designed as **interactive sessions**, will be a recurring feature, with at least **six** events planned to attract an **international audience**. These sessions aim to provide **in-depth insights** into various facets of **biogas solutions** in the **livestock sector**. The proposed structure ensures accessibility, international relevance, and many opportunities for participant interaction.

Simultaneously, the **seminar** programme is set to unfold as **one-day events**, in the respective local language and tailored to the **regional needs**. These seminars will target **decision-makers in livestock farming, including livestock farmers, farming cooperatives, and energy communities**. The agenda for these events contains general information about biogas solutions, presentation of ALFA and its support services, region-specific topics, best practices, and dedicated networking sessions.

Both webinars and seminars will be organised to foster participation and networking among attendees. The **content** will be **adapted to local needs**, providing a tailored approach to disseminate know-how and share successful experiences.

In terms of resources and materials, a "**best practices**" **guide** developed in T2.4 is a valuable asset for both webinars and seminars. This guide serves as a reference for every organiser (ALFA partners for webinars, ALFA Hubs for seminars), outlining the organisation, agenda, promotion, registration, and deployment of these capacity-building events. The use of online interactive tools will ensure effective interaction with the participants and ensure the receipt of useful feedback.

As the ALFA project progresses, the capacity-building activities will evolve, incorporating lessons learned, feedback, and emerging needs. The interactive nature of these activities ensures a dynamic response to the evolving landscape of the livestock biogas sector. This adaptability underscores the commitment to enhancing capacity effectively and ensuring a meaningful and lasting impact.

2.5 Next steps for awareness-raising campaigns

The forthcoming stages in the ALFA project's **awareness-raising campaigns** are more or less similar to the first version of this report and involve a strategic **roadmap** to **disseminate information**, **trigger behavioural change**, and **enhance** the overall **visibility** of biogas solutions in the livestock sector. With a focus on **maximising impact** and fostering a deeper **understanding of the benefits of biogas**, these campaigns are poised to address **information gaps**, **promote acceptance**, and **engage the public actively**.

The **guidelines** for the awareness-raising campaign have been defined, and ALFA Hubs will take the lead in **tailoring the campaign** messages, channels, target audiences, and timeframes based on specific barriers prevalent in their respective regions. The objective is to convey key messages about the economic, environmental, and social benefits of biogas solutions, encouraging greater participation from stakeholders.

The ALFA Hubs, supported by regional partners, will undertake the **deployment** of **two campaigns** during the project's duration, (one per round). By September 2023, the first campaign has already been completed. These campaigns will serve a dual purpose: **informing farmers about the advantages of biogas solutions** and **fostering an understanding of challenges in the biogas market**. The campaigns will be designed to reflect the local context, translating key messages into the main **languages of each country** and tailoring them to the needs of each region. The plan includes actions such as creating informational materials, publishing regular social media posts, engaging with different media channels, and participating in relevant national events to present success stories and project results.

As the campaigns progress, periodic evaluations and adjustments will be made, informed by feedback, changing circumstances, and the evolving needs of the target audience. The goal is to create awareness, empower stakeholders, and drive positive behavioural changes towards the adoption of biogas solutions in the livestock sector.

3. Engagement of the projects for business and/or technical support

In this updated version of “ALFA Operational Plans for the deployment of support services – Final Version” (D3.3), the main steps for the engagements of projects for business and or technical support are similar to the first round as described in D3.1 “ALFA Operational Plans for the deployment of support measures – First Version”³. Below, however, updated dates for the Open Call are incorporated, and a more flexible approach in the procedures in terms of meetings and discussions with the applicants is adopted. Also, there is an addition of an extra technical service titled “Technical Catalogue: Featured of cleaning and upgrading equipment”.

3.1 Open Call

The implementation of the hands-on market uptake support measures (business and/or technical services) within the ALFA project is set in motion by a starting point — the Open Call phase. This stage, occurring before the deployment of the business and technical services, serves as an **invitation for projects to apply for tailored support**. To facilitate this, a dedicated **online section** has been incorporated in the ALFA Engagement Platform (<https://alfaep.eu/open-call/>), as presented in the figures below.

OPEN CALL
Support for biogas projects in the livestock sector

Open Call

ALFA is offering free, customized support for biogas projects in the livestock sector, including business and technical assistance, mentoring, networking opportunities, and capacity-building activities.

The ALFA project aims to accelerate the adoption of biogas solutions, actively supporting over 50 projects in deploying biogas systems through demand-driven services in two rounds for a comprehensive and impactful engagement. We are glad to announce that the 1st Open Call has just been launched. If you interested in biogas solutions in livestock sector, do not miss the opportunity to apply! Open until 17th January 2025 17.00 CET!

Unleash Possibilities with Our Offerings

Unlock the Biogas Revolution in Livestock: Two Rounds free of charge **Business and Technical Support!**

Who can apply

- Livestock farmers with biogas plants, who want to improve an existing biogas system
- Livestock farmers without biogas plants, who want to install a biogas system (level of readiness of investment)
- Biogas plants using manure among other feedstock types
- Farmers associations that want to install or improve the current biogas system
- Energy community that wants to install / improve biogas system using manure among other feedstocks
- Stakeholders who are interested in investing in livestock farming with biogas solutions

Figure 1. Launching page of the Open Call in the ALFA Engagement Platform I

BUSINESS SUPPORT			TECHNICAL SUPPORT		
Market Research	Business Modelling and Planning		Concept design and development of biogas systems	Evaluation of biogas potential based on preliminary calculations	
	Corporate and Sustainable Finance			Energy and environmental analyses assessing the energy and carbon footprint across the life cycle	
Access to finance support		Farmer to Farmer advice	Consultancy on the implementation and monitoring of biogas solutions	Technology Catalogue: Features of cleaning and upgrading equipment	Technical support for farmers in the evaluation and comparison of plant suppliers' quotes

Figure 2. Launching page of the Open Call in the ALFA Engagement Platform II

How to apply

Online Form

The user fill-in a form online with basic info for his/her project

[Start here](#)

Step 1: Register on the ALFA Engagement Platform.

Step 2: Confirm the registration through your e-mail.

Step 3: Fill in the short online application form and the Informed Consent Form.

Step 4: Confirm all the provided information sent to your e-mail.

File Uploading

The user fill-in a form with basic info for his/her project and upload the files

[Start here](#)

Step 1: Download the Application Form (incl. Informed Consent Form)

Step 2: Register on the ALFA Engagement Platform.

Step 3: Confirm the registration through your e-mail.

Step 4: Upload your file with all the information filled in.

Step 5: Confirm all the provided information sent to your e-mail.

Please note that: Registration to the ALFA Engagement Platform is required to gain access for applying to ALFA support services. There are no differences between the two ways of application, depend only on the users preferences.

Figure 3. Launching page of the Open Call in the ALFA Engagement Platform III

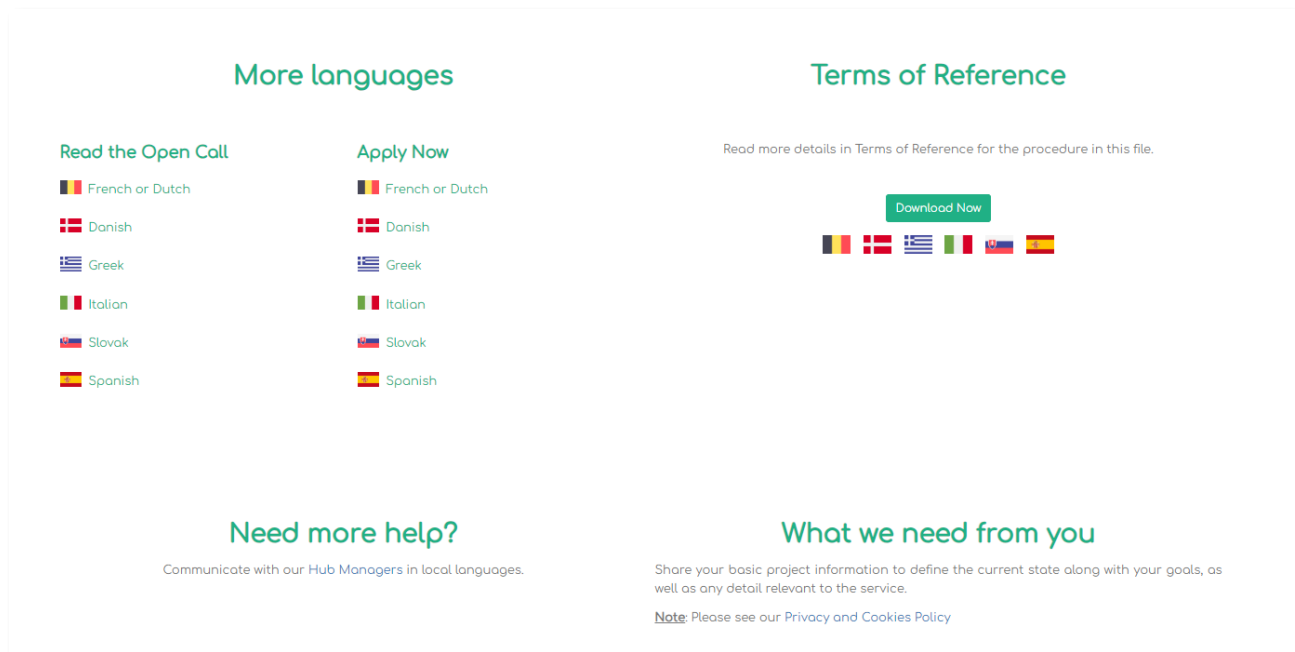


Figure 4. Launching page of the Open Call in the ALFA Engagement Platform IV

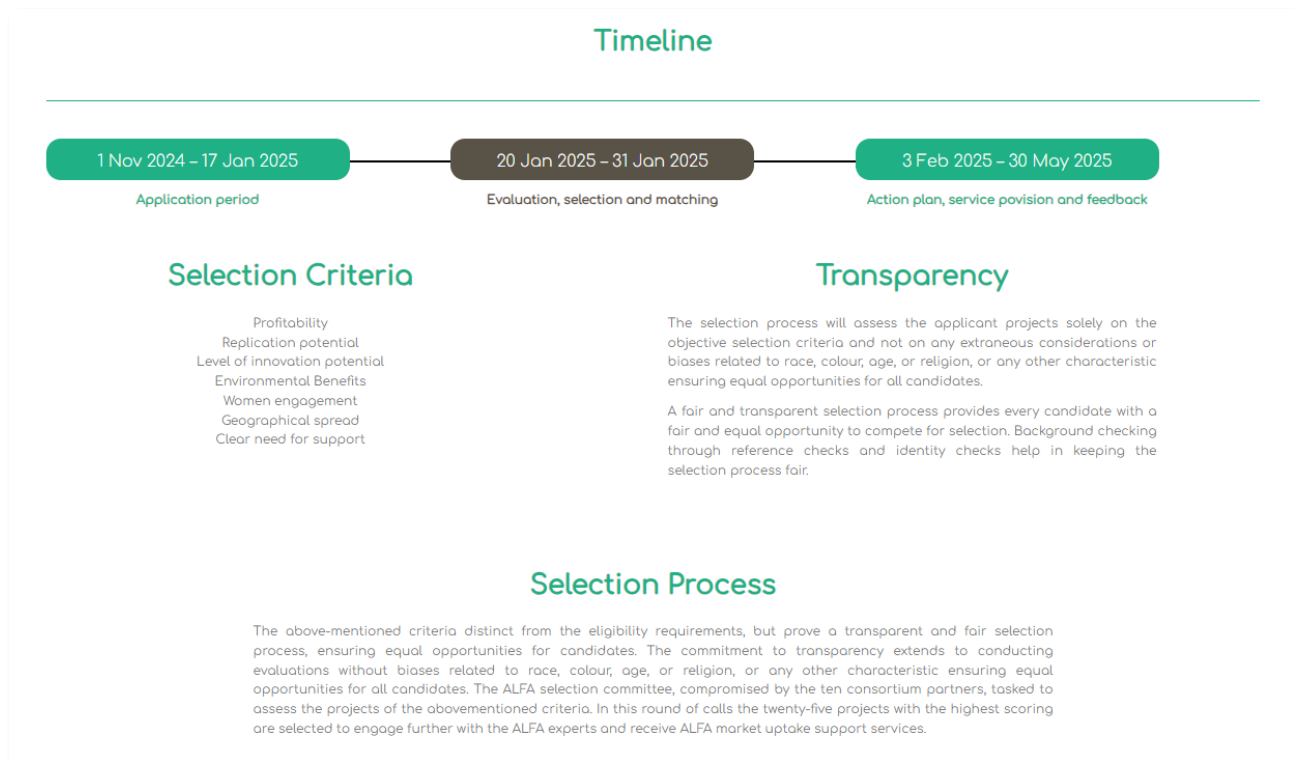


Figure 5. Launching page of the Open Call in the ALFA Engagement Platform V

In parallel, the development of dedicated **Terms of Reference** has been a foundation of this phase and was incorporated in the pages of the Open Call. These complete terms (See Annex I) constitute a roadmap for the entire process. The Terms of Reference define the **selection criteria**, providing clear **guidelines** for prospective projects. A special focus has been placed on **transparency** throughout the project selection, ensuring that the process is **open, fair, and adheres** to the highest ethical standards.

The online application process, a key component of the Open Call, provides two ways for potential applicants: an **online application form** and an alternative method involving the signing of a physical application document followed by the **uploading of the necessary files**. Both ways **include an informed consent form**, demonstrating the ALFA project's compliance with GDPR rules. The application form including the informed consent form can be found in **Annex II**.

The communication and engagement channels have been designed with clarity and accessibility in mind. Furthermore, the Open Call is **multilingual**¹⁰, transcending language barriers. The timeline, with a **start date of November 1st, 2024**, and a conclusion on **January 17th, 2025**, is strategically laid out, for the second round, ensuring a systematic progression from application submission to project selection, taking into consideration the activities in livestock sector, which in the winter season is somewhat reduced.

Moreover, the Open Call will be transparently communicated, emphasising a fair and unbiased selection process. Successful candidates can anticipate a customised support service aligned with their project's needs. The selection criteria, described in detail within the Terms of Reference, underscore the project's commitment to selecting initiatives that align most closely with its overarching goals. In essence, the Open Call for support measures represent the strategic approach embedded in the ALFA project's methodology, aiming for a direct impact for the uptake of sustainable biogas solutions in the livestock sector.

3.2 Regional scouting and engagement of projects

The identification and engagement of projects suitable for support within the ALFA initiative demand a thorough scouting and engagement approach. ALFA regions will be systematically surveyed as partners leverage their networks to disseminate ALFA calls within their respective territories. Partners are tasked with developing **strategies tailored to their regions** to identify organisations that can effectively broadcast ALFA calls to their networks.

From early on in the project, partners, in addition to promoting the project's value through social media channels, proactively reach out to **key stakeholders in the biogas value chain** within their regions. This outreach extends to **livestock associations and networks** encompassing from livestock farmers to those interested in installing or improving biogas systems. This includes farmers' associations, energy communities, and stakeholders potentially keen on investing in livestock farming with biogas solutions, particularly those utilising manure as a feedstock.

The engagement strategy involves the **dissemination of information and materials** prepared by Q-PLAN, as detailed in Section 3.4. These materials serve as a valuable resource to articulate the objectives and benefits of the ALFA project to potential applicants.

Moreover, to foster direct engagement and address inquiries, ALFA partners will actively communicate with **individuals** seeking more information about the project before initiating the application process. This direct engagement not only serves to inform potential applicants, but also demonstrates the partners' commitment to providing support throughout the application journey. Leveraging their established networks, partners will play a pivotal role in initiating connections, ensuring that the ALFA initiative reaches and resonates with diverse stakeholders across the livestock sector.

¹⁰ The Open Call material and the ToR are available in the following eight languages: English, French, Dutch, Danish, Greek, Italian, Slovak and Spanish

3.3 The role of the partners and the ALFA Hubs

In the multifaceted process of engaging projects, **ALFA partners** play a **dual role** integral to the success of the initiative. Firstly, they are tasked with **mapping** relevant stakeholders within their respective countries to **disseminate ALFA calls** effectively. This involves **networking activities** where ALFA partners **reach out** to **interviewees and survey recipients** identified during WP1's activities, as detailed in Section 2, and also reach out to members of the **Advisory Board**. Simultaneously, partners undertake regional **scouting** activities, identifying new **projects** that could potentially benefit from the ALFA call and actively **encouraging and supporting them to apply**. **ALFA Hubs** will support the interested projects throughout the application process if needed. The dissemination activities outlined in Chapter 3.2, including contacting relevant stakeholders, and distributing materials, fall under the purview of **all ALFA partners' responsibilities**.

The **second crucial role** of the partners is the **appointment** of a regional Hub manager for each region, resulting in a total of six Hub managers across the project. These Hub managers serve as the **primary contact persons** for applicants within their regions and undertake various responsibilities. They function as a **vital channel** for potential applicants, **answering inquiries** about eligibility, details of services offered, the application process, and the subsequent process upon selection.

Based on the above, the organisational structure of ALFA projects includes designated **ALFA Hubs**, each serving as a **regional focal point**. Details about these Hubs and the respective appointed Hub managers, including their digital presence, can be found in the dedicated section of the ALFA Engagement Platform (<https://alfaep.eu/Hubs/>), and on the D2.1 “ALFA Hubs Operational Plan and Activities – Initial Report”¹¹. This strategic organisation ensures that ALFA partners collectively fulfil their dual responsibilities, contributing to the effective engagement and support of projects throughout each round. The figure below presents the partners that operate ALFA Hubs in their countries.

¹¹ ALFA Project, Deliverable, D2.1 “ALFA Hubs Operational Plan and activities – Initial Report”, 2023, [link](#)



Figure 6. Illustrated map of ALFA Hubs

It is important to note that the ALFA Hubs will undertake key activities from the dissemination and engagement process, to selection, matching, and service delivery. Details for the roles are included in **Sections 3.4, 3.5, 3.6, 3.7, and 4.3.**

3.4 Open Call Dissemination activities

In line with its role as the task leader of the corresponding task (T3.1), Q-PLAN has taken charge of crafting indicative **templates** for ALFA partners to **effectively communicate** the Open Call across various channels. These templates cater to diverse communication platforms, including **social media** feeds such as Facebook, LinkedIn, and Twitter. Additionally, Q-PLAN has formulated a versatile **dissemination email template**, designed for partners to utilise when reaching out to their networks. Recognising the importance of general and specialised **news websites** in conveying information, Q-PLAN has provided partners with **text templates** tailored for this purpose.

Empowering partners to customise these materials to suit their specific audience and language preferences, Hub managers can **translate** social media post templates into local languages. This ensures that the dissemination efforts resonate with regional stakeholders, enhancing the reach and impact of the Open Call. Furthermore, to foster cohesive messaging, ALFA's dissemination manager (White Research) will share posts on the official ALFA social media accounts, offering partners the opportunity to share these posts across their respective networks. The prepared materials are outlined in detail in Annex III.

As a collective effort, all ALFA partners will be actively engaged in disseminating the Open Call within their networks, strategically scouting regions to maximise outreach, as described also in previous subsections. The overarching goal is to attract a diverse array of relevant projects within the livestock and biogas sectors, highlighting the value proposition of the ALFA project and the potentially transformative impact of its services. This dissemination approach reflects the commitment of ALFA partners to ensure the widest possible awareness and participation in the Open Call, fostering an inclusive community of projects contributing to the uptake of sustainable biogas solutions in livestock farming.

3.5 Selection Process

In a concerted effort, all ALFA partners will participate in scouting and engaging livestock and biogas-led projects across the biogas value chain within their respective regions, as described in the previous section. To ensure a fair and transparent participation process, an open call for interest has been initiated across all regional ALFA Hubs. This process aims to identify potential projects before they are formally approached for participation in the ALFA project.

Prior to being selected and awarded for participation, potential projects will undergo a thorough **assessment against specific criteria**, through the selection process. The ALFA partners have collaboratively identified **seven criteria**, each carrying a **different weight** in the assessment process, considering also the “do not significant harm” principle. The evaluation of projects will employ a **6-point rating scale**, as detailed in Section 3.6.

To maintain objectivity and impartiality, a selection committee has been designated to undertake the selection process. **Committee members will rate all applicants** except those originating from their own region, as outlined in Section 3.7.

The **rating process** will be facilitated using the **Selection Matrix** presented in Section 3.8, a tool developed by Q-PLAN. The highest-rated projects from each region will be selected and invited to receive ALFA's business and/or technical services.

Simultaneously, a **waiting list** will be formed to accommodate projects that were not initially selected but may be considered if selected projects withdraw. Anticipating the selection of approximately 25-30 projects during the second round, this approach ensures that ALFA partners offering services can effectively allocate their resources. For projects that fell short of making the initial cut, encouragement and motivation will be provided so they can reapply in the second round of open calls of interest. This two-round approach not only fosters continuous improvement but also allows projects to re-enter the selection process with updated applications, demonstrating ALFA's commitment to inclusivity and ongoing support for sustainable biogas solutions in livestock farming.

3.5.1 Selection Criteria and Rating Scale

In a collaborative effort with the support of all partners, Q-PLAN has defined the selection criteria to be employed in assessing projects applying to the ALFA Open Call. Drawing on collective experience garnered from evaluating prior projects and regular monthly meetings, seven criteria have been identified, each with specific weighting to effectively prioritise them in the selection process. The seven **criteria** and their respective **weightings** are as follows:

- **Profitability** (Weight: 15%): Assessment of the potential for financial viability and profitability of the organisation as a whole.
- **Replication Potential** (Weight: 15%): Evaluation of the project's scalability and potential for successful replication, in terms of consulting or advising similar projects.
- **Level of Innovation Potential** (Weight: 15%): Analysis of the degree of innovation inherent in the project, encompassing the use or development of innovative products, systems, processes, or solutions.
- **Environmental Benefits** (Weight: 15%): Examination of positive environmental impacts and sustainability considerations, such as the use of sustainable technologies and the reduction of greenhouse gas emissions.
- **Female Engagement** (Weight: 15%): Consideration of the level of engagement of women in the project, including female leadership, engagement levels of women, and gender-related considerations.

- **Geographical Spread** (Weight: 15%): Assessment of the project's location across ALFA regions. In total and during the two rounds of the open call a number of projects/cases should be supported in all ALFA regions.
- **Clear Need for Support** (Weight: 10%): Identification of a demonstrable and clear need for the support offered by the ALFA project.

In addition, the "**Do not significant harm**" (DNSH) assessment, rooted in EU regulations, is a pivotal component of the ALFA project's project selection process. In accordance with EU guidelines, this assessment aims to ensure that supported projects adhere to principles that prevent significant harm to the environment, society, and economy. The DNSH evaluation involves the examination of potential negative impacts that a project might have on these aspects, emphasising the importance of sustainability and responsible practices. Projects that pass the DNSH assessment not only align with the EU's commitment to fostering sustainable development but also contribute to the overarching goals of the ALFA initiative by prioritising environmental and societal well-being. The DNSH assessment underscores the project's dedication to ethical and responsible project selection, promoting practices that resonate with EU regulations and contribute positively to the broader ecosystem.¹²

The rating will be conducted using a **6-point scale** ranging from 0 to 5, where 0 indicates "non-eligible", 1 represents "poor", 2 indicates "weak", 3 denotes "fair", 4 implies "good", and 5 signifies "excellent".

Upon completion of the rating process, the projects with the highest rankings, based on the summary of the scoring, will be approached for their participation from each regional ALFA Hub. This approach ensures a robust selection process, aligning with the ALFA project's commitment to supporting projects with the **greatest potential for positive impact and sustainability** in the livestock and biogas sectors.

3.5.2 Selection Committee

The accountability of the ALFA project's selection process lies with a committee comprising of **one representative from each partner**. Appointed by their respective partners, these representatives constitute the selection committee. The committee is tasked with evaluating and rating projects based on the predetermined criteria within a timeframe of five working days.

Following the completion of the selection process, the **results** will be promptly and transparently disclosed on the **ALFA Engagement Platform and ALFA website**. The **public announcement** of the selected projects will serve to celebrate and share the success of the chosen initiatives.

Simultaneously, the **awardees**, whose projects have been selected to receive support services, will be **contacted directly by their respective Hubs**. This personalised communication ensures that the selected projects are promptly informed of their success and can prepare for the next phase of engagement with ALFA.

3.5.3 Selection Matrix

The Selection Matrix (See Annex IV) is a **key tool** in the ALFA project's **selection process**. Shared with the selection committee, this matrix serves as a comparative measure against which all applied

¹² Technical guidance on the application of 'do no significant harm' under the Recovery and Resilience Facility Regulation (2021/C 58/01), European Commission, Official Journal of the European Union, [link](#)

projects will be systematically rated. The committee members will utilise the matrix to **assess projects** based on the established criteria, ensuring a fair and standardised evaluation process.

Through the examination of the scores, the Task Leader (Q-PLAN) will conclude which projects exhibit the **highest potential** for impact and alignment with ALFA's goals. This analytical process is crucial in determining the projects that will receive tailored ALFA services in the second round.

For a detailed understanding of the selection criteria and rating process, please refer to Annex IV for the template of the Selection Matrix.

3.5.4 *Transparency and fair processing*

To safeguard the fairness and transparency in the ALFA project's selection process, the following rules, collectively were agreed upon by all partners, and will be applied:

Pre-Selection Committee Meeting: Before initiating the selection process, the committee will convene to comprehensively discuss the criteria and the 6-point rating scale. This ensures a shared understanding of the methodology, fostering consistency among all committee members.

Consistency in Ratings: Committee members from each region will **consistently rate all projects**, promoting objectivity and impartiality throughout the evaluation process.

Regional Objectivity: Committee members are authorized to rate **only projects from regions other than their own**, enhancing the fairness and unbiased nature of the evaluation.

Processing and Discrepancy Resolution: Q-PLAN, responsible for processing the committee's ratings, will address discrepancies. In instances where projects exhibit minimal rating differences, partners with dissenting ratings exceeding 3 points will collaborate with Q-PLAN to ensure clarity and fairness in the assessment.

Transparency and Access: To uphold transparency, partners will have access to the selection matrix and receive detailed information about the results post the final selection process.

Waiting List and Future Opportunities: Projects not reaching the top will be informed of their placement in the waiting list, and based on their rank, may replace projects that decline participation.

Additionally, the selection process will strictly assess applicant projects based solely on **objective criteria**. Extraneous considerations or biases related to race, colour, age, religion, or any other characteristic will not influence the evaluation, **ensuring equal opportunities for all candidates**. The process further includes background checks, reference checks, and identity verification to maintain fairness and integrity throughout the selection process, providing every candidate with an equal and equitable opportunity to compete for selection. This comprehensive approach aligns with the principles of diversity, equity, and inclusion within the ALFA project.

3.6 Results Announcement and the Matching process

After the selection process, the most promising projects will receive **notification** about the commencement of the service provision process, scheduled to begin in March 2024. The diverse range of services, outlined in D2.5 "ALFA Market Uptake Support Measures – Interim Version"¹³, has been compiled by ALFA Service Managers and shared with all ALFA Hubs and ALFA Service Providers. To tailor the **services** to the **unique needs** of each awardee, Q-PLAN has developed a needs assessment template questionnaire. This questionnaire, serving as a **needs analysis tool**,

¹³ Ibid., p8

will be administered to each selected project, guiding them to provide essential insights from their projects, during a **first meeting** between the selected project and the regional ALFA Hub. The needs analysis questionnaire can be found in Annex V. This crucial step ensures that the services offered match the specific requirements of each project as much as possible within the project constraints, maximising the impact of the support measures. During this process, the selected projects with the support of the ALFA Hub managers will prioritise the service portfolio, based on the needs and preferences of the selected project.

Following the completion of the first meetings process and the service prioritisation, the next phase involves **matching** each **selected project** with **suitable services** from the ALFA services portfolio, and the respective **service providers**. The projects will be awarded with their first or second preferred service based on their needs within the project constraints. Specifically, CERTH, FBCD, and AOCO2 specialise in technical support, while FBCD, Q-PLAN, APRE, SIE, WR, and PEDAL¹⁴ focus on business support. Q-PLAN will take the lead in coordinating this process of matching, with support from FBCD and SIE for business services, and CERTH for technical services.

It is highly recommended that ALFA Hub managers maintain a **high level of flexibility**. In cases where all relevant information from applicants has been collected beforehand—especially when thorough discussions have already taken place during the application process—holding additional meetings may not be necessary. This approach allows for more efficient use of time and resources, ensuring that efforts are focused where they are most needed.

3.7 Service action plans

In the subsequent phase of the ALFA project, successful projects and matched service providers will come together in a collaborative meeting to create a customised Service Action Plan. The aim of this meeting is twofold:

- (i) to make the introduction between both sides and
- (ii) to align the awarded project's expectations with the service provider's capabilities, making sure that both sides are on the same page.

Awardees and service providers will seamlessly customise the plan to address the project's distinctive challenges, aspirations, and objectives. The plan will include clear goals (like Key Performance Indicators or KPIs) and a timeline to keep things on track, delineating milestones, and deliverables to ensure a structured and efficient execution of the support services. This way, each project gets a plan that fits its unique situation, setting the stage for strategic implementation and fostering the success of projects within the ALFA initiative. A template Service Action Plan can be found in Annex VI.

¹⁴ Full names of ALFA partners are presented in the Abbreviation Table.

4. Hands-on market uptake support services

The main update in this section within this final version of “ALFA Operational Plans for the deployment of Support services – Final Version” (D3.3), is an extra technical service named “Technology Catalogue: Features of Cleaning and Upgrading Equipment”, while there is no other updates for the support services description and deployment. The action plan is updated with the dates of the second round.

The support services within the ALFA project encompass both business and technical assistance, strategically directed at enhancing the adoption of Renewable Energy Systems (RES) in the livestock sector, with a specific focus on biogas solutions derived from livestock manure. Rooted in established successful services and rigorously tested methodologies and tools, these services are designed for cost-effective and efficient delivery, aligning with market expectations.

Furthermore, the incorporation of the Key Account Management (KAM) approach ensures the adaptability of the services to the entire livestock/biogas value chain. This tailored strategy, oriented towards the preparatory phases, aims to steer biogas solutions in livestock farming towards sustainable outcomes. The objective is to infuse supported projects with a resilient approach in the introduction and deployment of biogas solutions, aligning with a sustainable paradigm.

4.1 Measures Description

This section sets out the market uptake support services aimed at reinforcing the participation of biogas solutions in the livestock sector and facilitating the integration of biogas into the broader energy mix. To achieve these objectives, a preliminary overview of the technical and business service portfolio is presented below.

The provision of business support services is tailored to the unique characteristics of each project, encompassing variables like the developmental stage, market considerations, and specific objectives of the projects. The consortium partners contribute to a versatile array of business services, ensuring a comprehensive support framework that aligns with the distinctive needs and goals of each project. Towards this scope, the ALFA business support services are dedicated to nurturing the economic, financial, and administrative potential of projects and their leadership teams, with a focus on fostering expansion and elevating innovation levels within the supported initiatives.

- **Market Research:** This service entails conducting comprehensive market research, employing tools such as the PESTLE framework for external environmental analysis. It includes identifying target markets, providing a detailed market overview encompassing quantification, trends, and competitive analysis, and evaluating market attractiveness through Porter's 5 forces.
- **Business Modelling and Planning:** The ALFA project supports participants in developing innovative business models tailored to their unique needs, with a specific focus on energy and digestate. This process utilises the Business Model Canvas methodology to ensure a strategic and adaptable approach.
- **Access to Finance:** This service involves identifying European, regional, and national financing opportunities for implementing biogas technologies in livestock farming. It offers step-by-step guidance on securing identified financing options, ensuring a comprehensive approach to financial support.
- **Corporate and Sustainable Finance:** The ALFA initiative conducts assessments of the profitability of potential investments in biogas systems. This includes evaluating key metrics

such as Internal Rate of Return (IRR), Return on Investment (IRR), Return on Investment (ROI), Net Present Value (NPV), Capital Expenditure (CapEx), and Operational Expenditure (OpEx).

- **Farmer to Farmer Advice:** Facilitating mentorship and knowledge exchange, this service connects livestock farmers who have successfully incorporated biogas solutions with those who are interested in similar activities within the supported projects. This collaborative approach aims to harness the wealth of practical experience and insights within the farming community.

The delivery of technical support services within ALFA is tailored to the specific needs of each project, encompassing factors such as the development stage, utilised biogas technologies, available feedstock, and other relevant factors. These services will be drawn from a comprehensive pool of offerings, leveraging the diverse competencies of ALFA partners. ALFA's technical services are designed to foster the tailored technical development and optimisation of each project, with a focal point on effective implementation and the provision of tools for continuous improvement. This includes:

- **Concept Design and Development of Biogas Systems:** Providing conceptual design services that address critical aspects of biogas production, encompassing determinants such as plant size, design, and the selection of appropriate technological solutions.
- **Evaluation of Biogas Potential:** Conducting preliminary calculations to assess biogas potential, considering substrate mixtures to achieve high biogas yield and productivity.
- **Energy and Environmental Analyses:** Assessing the energy and carbon footprint throughout the life cycle of biogas production via Life Cycle Analysis (LCA). This involves identifying environmentally impactful stages and exploring scenarios related to critical parameters such as feedstock types.
- **Consultancy on Implementation and Monitoring:** Offering consultancy services for the implementation and monitoring of biogas solutions, collaborating with farmers to address concerns, and overcome obstacles.
- **Technical Support to Farmers in the Evaluation and Comparison of Plant Supplier Quotes:** Assisting farmers in evaluating and comparing quotes from plant suppliers, supporting the selection of optimal technical solutions for biogas and biomethane production on their farms.
- **Technology Catalogue: Features of cleaning and upgrading equipment:** Developing a catalogue with various technologies for purifying and upgrading the biogas from an anaerobic digester.

The services of business and technical support measures are outlined in detail in D2.4 “ALFA market uptake support measures – First Version”¹⁵.

4.2 Deployment Activities and Targets

In the Table 1 below, the relation between some of the ALFA market uptake support measures, in terms of deployment activities, and ALFA's KPIs is presented.

¹⁵ Ibid. p.8

Table 1. Deployment Activities and targets for the business and technical support services

Activities	Targets
Market research involves identifying target markets, analysing the external environment using the PESTLE framework, providing a market overview, and evaluating market attractiveness through Porter's 5 forces, while in such activities and during its development process the public engagement is increased gaining consumer insights Business modelling and planning employ innovative methodologies like the Business Model Canvas to tailor business models to participants' needs and specificities, focusing on energy and digestate. Access to finance services identify European, regional, and national financing opportunities for implementing biogas technologies in livestock farming. This includes offering step-by-step guidance on securing identified financing options. Furthermore, corporate, and sustainable finance service assesses the profitability of potential investments in biogas systems, considering metrics such as IRR, ROI, NPV, CapEx, and OpEx.	The six established ALFA Hubs, develop its national biogas market under the respective financial frame, as at least 8-9 farmers or other stakeholders will be supported in each target country. Reduction of >20% risk perceived of investment in biogas systems and technologies in the respective financial frameworks and markets
On top of them, the Farmer / Expert to Farmer Advice serves as a hand on guidance on the sector. Concept design and development phase involves providing conceptual design services to address crucial aspects of biogas production, including determining plant size, design considerations, and selecting appropriate technological solutions. Simultaneously, the evaluation of biogas potential utilises preliminary calculations to optimise substrate mixtures, enhancing biogas yield and productivity. Regarding the technical services, energy and environmental analyses are conducted using Life Cycle Analysis (LCA) to assess the overall impact of biogas production. This includes identifying environmentally impactful stages and exploring scenarios related to critical parameters such as feedstock types. Additionally, consultancy on implementation and monitoring actively collaborates with farmers, addressing concerns and obstacles specific to each project. Technical support for farmers in the evaluation and comparison of plant supplier quotes ensures the selection of optimal technical solutions for biogas and biomethane production on their farms.	The suite of business and technical services will contribute with >1660TJ renewable heat and electricity in the EU market from produced biogas annually, based on the supported projects' outputs. All the deployed activities via the technical services will save >270.000tn CO₂ annually, utilising manure for biogas production, and not fossil fuels, and 330.000tn CO_{2eq} annually in terms of GHG savings from sustainable manure management.

Activities	Targets
In addition, a technology catalogue with features of cleaning and upgrading equipment supports the comparison of the available purifying and upgrading technologies.	

The individualised deployment activities ensure that each project receives a targeted approach, maximizing the effectiveness and impact of ALFA's business and technical services.

4.3 Partners' Responsibilities

The ALFA Partners play a vital role in facilitating and ensuring the successful deployment of business and technical services to the most promising projects selected through the ALFA Open Call. There are several distinct roles among ALFA partners. **Service managers** were responsible for the preparation of the needed materials for the service provision. **Service Providers** are responsible for the service provision. ALFA Hubs can be, either service providers, or have a supportive role between the supported project and the service provider (e.g. follow up the procedure, help with language barriers). Following the selection of these projects, the ALFA Hubs take charge of initiating the transition into the service provision phase.

Firstly, the ALFA Hubs will instigate communication with the selected projects, aiming at arranging an **initial meeting** that serves as a starting point for the collaboration. During this initial meeting, the services will be presented, offering to the selected project team a **clear understanding** of the available support. Together, the project representatives and the respective ALFA Hub Manager will fill out a **Needs analysis questionnaire** (Annex V). This questionnaire serves as the main tool in prioritising the available services based on the specific requirements and challenges of each project, always keeping their role as **flexible** as possible.

Subsequently, under the guidance of Q-PLAN the matching process ensues. Specifically, FBCD together with SIE will lead the **matching process** for the **business services** portfolio and CERTH together with AOCO2 will lead the process for the **technical services**, taking into consideration the awardees' priorities, language barriers, the available resources of service providers and the geographical spread in the ALFA regions. The matching will also undertake the task of aligning the awarded projects with **the most appropriate service providers**. This step ensures a tailored and effective approach to addressing the unique needs of each project and the most efficient use of resources. If these needs cannot be effectively addressed with the expertise and ALFA services portfolio, the projects will be connected with suitable service providers, technical consultants or professionals outside of the consortium via networking services.

With the match established, the **service provision** formally commences. This involves the collaborative development of a **Service Action Plan** during the first meeting, aligning both sides on aspects like effort, **KPIs, time plans, and expected outcomes**. The subsequent service provision steps follow the roadmap laid out in the Service Action Plan. Additionally, follow-up meetings are scheduled based on the plan, providing a platform for ongoing collaboration, refinement, and adaptation. Throughout the entire service provision process, the **local Hubs** stand ready to provide support as needed, offering a crucial **bridge between the awarded projects and the service providers**. Services will be provided following the KAM approach for keeping contact with selected projects. Figure 7 presents the details of the KAM approach for the ALFA support measures.



Figure 7. Overview of KAM Approach

The final outputs resulting from the services are then shared with the awarded projects, culminating in a feedback loop. This **iterative approach**, facilitated by the ALFA Partners, ensures that the services are not only effective but also responsive to the evolving needs and dynamics of the supported projects.

For the needs of the Farmer-to-Farmer Advice service, a pool of suitable mentors (mostly farmers with experience in biogas solutions but also RES experts and business leaders with similar experience in biogas projects depending on availability and interest) will be created and matched with those awardees whose needs are relevant to the mentor's specific expertise. This service will be set on promoting knowledge and skills transfer and providing personalised support and guidance either face-to-face (in seminars or other ALFA events) or via digital means (i.e. web-conferencing apps).

4.4 Action Plan

Before the launch of each round of the ALFA **Open Calls**, partners undertake the crucial task of **scouting and engaging** their respective regions to identify suitable projects for support, tapping on contacts and networks established in the previous activities of the project. This involves leveraging existing networks, contacting associations, and developing strategic approaches to pinpoint projects that could benefit from ALFA's market uptake support measures with the support of two well connected ALFA Partners (EDF & EBA). **Criteria** for project **selection** were established before this phase, laying the foundation for a systematic evaluation. In addition, the launch of the ALFA open call marks the initiation of the **application phase**, with partners disseminating the call through social media and outreach efforts. Throughout the application phase of the second round, extending **until January 17th, 2025**, partners will actively engage with potential applicants, providing assistance and answering queries. **Hub Managers** will have a pivotal role in **addressing questions** from prospective projects at the regional level.

Post the application deadline, **project evaluations** will commence, utilising the **selection matrix** and based on detailed criteria outlined in Section 3.6. Top-rated projects will emerge from this evaluation, prompting **communication with the successful applicants** regarding their selection.

The subsequent phase involved a detailed exchange between project representatives and Hub managers in order to **identify the services of value** from the ALFA service catalogue. For that reason, awardees are required to complete a need analysis questionnaire, to prioritise that way their preferred services. The results will be analysed by ALFA partners.

Subsequent meetings with the service provider will aim to jointly develop a **Service Action Plan**. This plan, incorporating clear KPIs, targets, and timelines, should address the unique needs of each project. The deployment of services will be executed based on the agreed-upon Service Action Plan. An essential **feedback questionnaire** will gauge the effectiveness of the support measures, providing insights into whether project representatives adapted and reapplied the acquired knowledge. The GANTT diagram below illustrates the sequence of these activities.

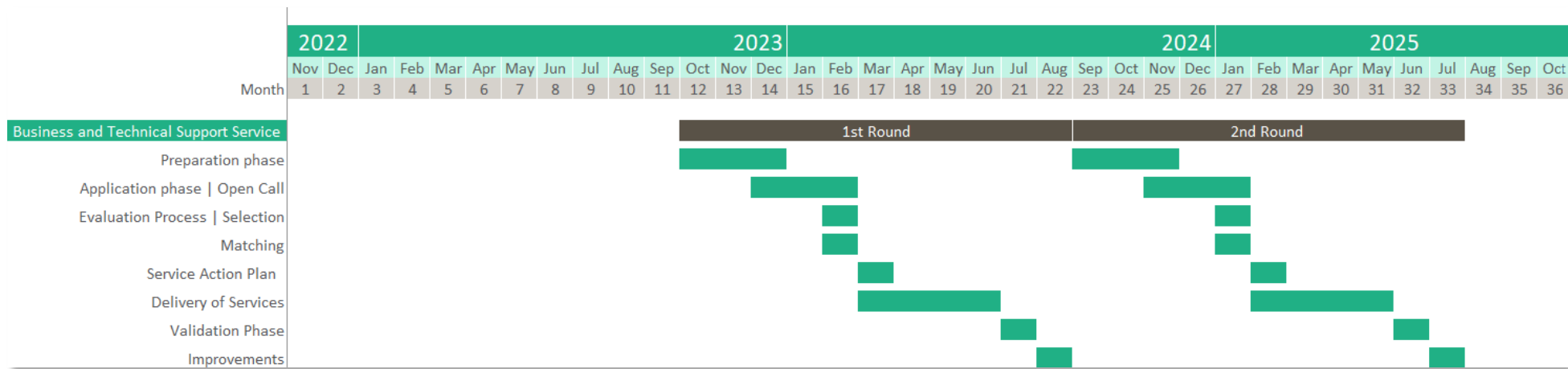


Figure 8. Service Provision First and Second Round Timetable

5. Capacity Building

The capacity building measures described below are required to ensure that livestock farming stakeholders are acquainted with the potential of technologies and business opportunities that biogas solutions have for the livestock farming sector. The focus in this frame is to provide practical training with simple steps as well as easy-to-use tools that farmers, businesses and authorities can effectively use.

In this final version “ALFA Operational Plans for the support services – Final Version” (D3.3) there are no major changes, just an update to the webinar topics, adapted to the D2.5 “ALFA Market uptake support measures – Interim Version”¹⁶

5.1 Measures Description

The Capacity Building activities under the ALFA project aim at empowering and enhancing the capabilities of specific target groups within the livestock sector. This comprehensive measure encompasses tailored training programs designed to address the unique needs and challenges faced by livestock farmers, biogas system operators, and other stakeholders in the biogas value chain. In the Co-creation workshop in July and August 2023, the demand for capacity building has been evaluated in the quadruple helix categories, such as authorities, academia, civil society, and business.

Indicative Target Groups:

- **Livestock Farmers:** Providing essential knowledge and skills to livestock farmers interested in adopting or optimising biogas solutions on their farms.
- **Biogas System Operators:** Offering specialised training for operators involved in the maintenance and management of biogas systems, ensuring efficient and sustainable operation.
- **Stakeholders in the Biogas Value Chain:** Engaging various stakeholders, including energy communities, farmers' associations, and potential investors, to foster a comprehensive understanding of biogas solutions and their benefits.

Webinars

The ALFA project is set to organise a **series** of impactful **webinars**, comprising at least **six** sessions, to reach a diverse **international audience** within the **livestock farming industry and biogas industry**. Spearheaded by SIE, with collaborative input from all partners, these webinars aim to disseminate **knowledge and insights** that transcend geographical boundaries and cater to a wide-ranging audience.

In terms of **approach**, the webinars are designed to be interactive and dynamic, employing online tools to engage participants actively. Each session may feature several speakers, fostering audience interaction and ensuring a dynamic exchange of ideas. The overarching goal is to make the content accessible to a varied audience while maintaining an international perspective.

¹⁶ Ibid. p.8

The webinars will have an indicative **duration of approx. one hour**, with a **structured format** to optimise engagement. The suggested structure includes:

- welcome and introduction to the webinar's topic and featured speaker(s),
- the main session addressing the webinar's theme, and
- an interactive session allowing participants to pose questions, engage in discussions, and interact with the presenters.

A comprehensive selection of **topics** has been curated to align with the interests and needs identified during co-creation workshops. The timeline expands throughout the project duration, ensuring a phased and impactful webinar series. The proposed indicative topics include:

- **Challenges and Needs for the Uptake of Biogas in Livestock Farming** (M19): Addressing general challenges to serve as an introduction to the broader biogas topic (delivered)
- **ALFA Support Services** (+ Presentation of the DST) (M24): Providing a detailed overview of ALFA support services and the Decision Support Tool (DST).
- **Waste Management/Treatment and Biogas Plants** (M25): Focusing on a specific aspect that underlines the main argument for biogas uptake.
- **Participatory process to involve citizens and raise awareness** (M26): Giving clues on how to attract and involve people in the biogas sector.
- **Review of Successful Cases** (M28): Exploring successful case studies to understand dynamics, overcome barriers, and enhance strengths in the biogas sector.
- **The use of straw and grass for biogas production**: Presenting special challenges when used in biogas plants and their potential.

A "**best practices**" guide prepared under T2.4 will be integral to the capacity-building materials, offering **instructions** on webinar organisation, promotion, registration, communication, and deployment. Key online tools have been employed for registration, webinar hosting, and obtaining attendee feedback, ensuring a seamless and effective webinar experience. This strategic approach will harness digital resources to disseminate valuable insights globally, fostering knowledge exchange and collaboration within the livestock biogas community.

Seminars

The ALFA project envisions a comprehensive series of **one-day seminars**, strategically tailored to address regional needs, conducted in the **local language of each Hub** or in a language that better reflects the needs of the attendees/speakers. These events are poised to engage decision-makers in the livestock farming sector, including farmers, cooperatives, farmers' associations, energy communities, and policymakers. The seminars aim at fostering participation, networking, and knowledge exchange, catering to a diverse audience with varying levels of technical expertise.

The seminars will be structured as day-long events, with a primary focus on adapting **content to regional needs** while maintaining a broad appeal. The aim is to strike a balance between specificity and general relevance, ensuring that attendees, regardless of their technical knowledge, will find value in the discussions. This approach welcomes decision-makers and stakeholders from diverse backgrounds.

The seminars will consist of four key blocks, offering a well-rounded experience for participants:

- **General Information**: Covering foundational aspects of biogas and an introduction to the ALFA project.

- **Specific Topics:** Addressing region-specific needs, providing flexibility for each Hub to customise sessions accordingly.
- **Best Practices and Success Cases:** Showcasing real-world examples to reinforce key concepts and strategies.
- **Networking:** Facilitating interactions among participants through Q&A sessions and dedicated networking time.

A “best practices” guide, developed as part of T2.4, will serve as a comprehensive resource for organising and deploying seminars. The guide will cover target audiences, agenda organisation, promotion, registration, speaker recruitment, communication strategies, and deployment logistics, including a hybrid format. While online tools are recommended, flexibility is granted to each Hub to utilise platforms like MS Teams. Seminars will leverage regional languages, with translation responsibility falling on the respective ALFA Hub if needed. Additionally, the recommendation is to **align seminars with broader livestock farming/biogas-related events**, to enhance stakeholder interest. This strategic approach ensures that seminars become instrumental in disseminating knowledge, fostering collaboration, and nurturing regional engagement within the livestock biogas community.

These Capacity Building Activities align with ALFA's overarching goal of promoting sustainable biogas solutions in the livestock sector by ensuring that key stakeholders possess the requisite knowledge and skills for successful project implementation and operation.

5.2 Deployment Activities and Targets

In light of the critical role that capacity building plays in driving the adoption of renewable energy solutions within the livestock sector, ALFA recognizes the urgency of implementing robust measures to enhance knowledge, awareness, and engagement. The livestock biogas market represents a significant consumer of energy, predominantly reliant on fossil-based practices, and the untapped potential of biogas necessitates focused attention. The proposed capacity building activities, including webinars and seminars, are strategically designed to address this gap, providing stakeholders with valuable insights, fostering collaboration, and promoting active participation.

Table 2. Deployment activities and targets for the capacity-building programmes

Activities	Targets
Participatory process to involve citizens and raise awareness (Webinar)	Increased awareness and understanding of biogas processes among livestock stakeholders, including policymakers and innovation advisors (up to 10.000 stakeholders, among other ALFA activities)
General information about biogas (Seminar section)	Increased awareness and mitigation of methane emissions, assuming carbon savings from utilising non-fossil energy up to 270.000tn/year
Presentation of ALFA Support services and ALFA Tools as part of the ALFA Engagement Platform (Webinar)	Enhanced knowledge about available ALFA support services, thus engaging an increased number of women and young farmers in biogas value chain (>10% increased ratio)
Introduction to ALFA and its support services (Seminar section)	

Challenges and needs for the uptake of biogas in livestock farming (Webinar)	Identification of challenges and needs, contributing to informed decision-making, and enhancing awareness of citizen attitudes to increase social acceptance (up to 25%)
Review of successful cases (Webinar) Best practices/Success cases (Seminar section)	Encouraging the emulation of successful biogas projects
Waste management and treatment and biogas plants (Webinar)	Promotion of sustainable waste management practices, aiming at >330.000tnCO ₂ eq/year, in terms of GHG elimination from sustainable processing of manure

5.3 Partners' responsibilities

SIE assumes the role of coordinating the capacity-building program within the ALFA project, overseeing its development and implementation. While all ALFA partners contribute by providing **expertise and engaging in training activities**, the program is further enriched by the involvement of additional organisations and subject matter experts. These contributors play a vital role in shaping the concrete program, offering valuable insights, and serving as speakers to provide specialised input as requested. Leveraging the networks of the ALFA partners, the program ensures a diverse and well-rounded approach.

To enhance **regional relevance and effectiveness**, the responsibility for conducting training within the project regions lies with the ALFA Hubs. ALFA Hubs, equipped with in-depth knowledge of local dynamics, will play a pivotal role in **delivering tailored and impactful training sessions**, in the form of seminars. The collaborative effort among ALFA partners, external organisations, and ALFA Hubs underscores the commitment to building robust capacity and fostering knowledge dissemination across the livestock biogas sector.

5.4 Action Plan

This section outlines the operational plan and requisite actions for the Building Capacity programme. SIE will spearhead the facilitation of this programme, structured as a one-day training seminar, and six international webinars. The primary target groups are Livestock Farmers, Biogas System Operators, and Stakeholders in the Biogas Value Chain.

The operational plan is strategically crafted to align with the core objectives of the Capacity Building programme, providing a systematic approach for its effective implementation. It delineates key steps and strategies to ensure the seamless execution of the training seminar, focusing on delivering tailored knowledge and skills pertinent to the specific needs of the identified target groups. This formal framework is critical to achieving the overarching goal of augmenting capacity and promoting the successful adoption of renewable energy solutions.

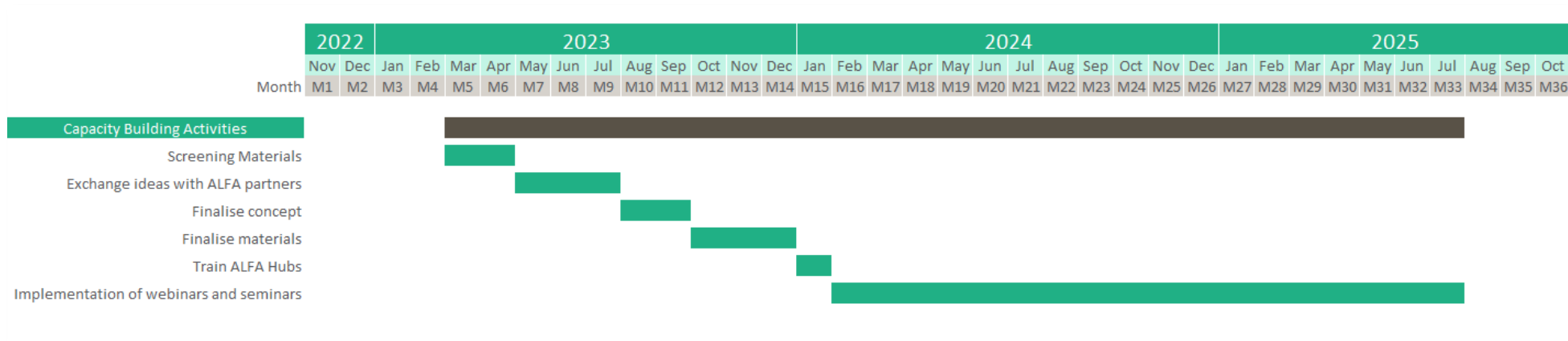


Figure 9. Timetable of the capacity building activities

6. Regional awareness raising campaigns

Biogas solutions stand out as catalysts for transformative change in the livestock sector, playing a pivotal role in reshaping the energy mix and advancing the transition towards clean energy. ALFA recognises and harnesses this transformative **potential** to facilitate the **widespread adoption of biogas solutions** within the livestock farming sector. This sector represents a critical factor in need of a swift transition towards Renewable Energy Sources (RES) to align with the European Union's climate and energy targets.

ALFA's focus extends across six diverse yet representative markets in the livestock/biogas sector, in Belgium, Denmark, Greece, Italy, Slovakia, and Spain. The project delves into various aspects, including the current European conditions shaping the uptake of RES in livestock farming, the challenges and recommendations specific to each country, and the strategies employed by livestock farmers to overcome market uptake barriers and drive the deployment of biogas solutions.

Recognising the need to involve and mobilise a wide array of stakeholders, ALFA aims at defining and evaluating tools designed to enhance awareness and capacities. These tools seek to **bridge information gaps, foster society acceptance, and stimulate public engagement in the adoption of biogas solutions** across the targeted markets. Each ALFA regional Hub manager, representing Belgium, Denmark, Greece, Italy, Slovakia, and Spain, will utilise tailored guidelines, developed under T2.4 and contained in D2.5 “ALFA market uptake support measures – Interim Version”² to conduct effective awareness-raising campaigns in their respective regions. This dual-focused approach aims to provide critical insights into engaging farmers while concurrently increasing awareness among other stakeholders.

This final version of “ALFA Operational Plan for the deployment of support services – Final Version” (D3.3) includes an update on the dates in the action plan of the ARC.

6.1 Measures description

Awareness-raising campaigns stand out as powerful tools for **effectively communicating information**, with the overarching goal of fostering **behavioural change among the general public** and specific target groups. These campaigns utilise diverse channels such as **traditional media** (newspapers, TV, and radio), **social media platforms, events, public talks, posters, and leaflets** to convey tailored messages that resonate with each regional context.

The primary objective of the ALFA awareness-raising campaign is to **maximise the impact**, visibility, and key messages of the project. Emphasising two core concepts—**communicating the economic, environmental, and social benefits of biogas solutions**, and **advocating for increased involvement of the livestock sector in biogas and/or Renewable Energy Sources (RES)** market uptake—the campaign aims at delivering tangible results to local communities through active engagement of regional stakeholders.

The overall output of the awareness-raising campaign is geared towards **enhancing the awareness and skills** of involved stakeholders in the field of the biogas market, particularly focusing on the active involvement of farmers. The measures implemented are designed to bring about local **behavioural changes, augment knowledge, and raise awareness** among various stakeholders. By empowering decision-makers to enhance a “greener” perspective in their projects and policies, the campaign seeks to improve acceptance and foster increased demand for biogas.

Each **regional Hub**, with the support of local partners, will spearhead the deployment of at least **two campaigns** throughout the project duration, ensuring a comprehensive approach to:

- Inform farmers about the benefits of biogas solutions and available opportunities for harnessing them.
- Promote an understanding of challenges in the biogas market and provide insights on overcoming these challenges to enhance the involvement of livestock farmers in the market.

6.2 Deployment activities and targets

Given the pivotal role that awareness-raising campaigns play in shaping perceptions and driving behavioural change, ALFA acknowledges the pressing need to execute effective measures to elevate awareness and engagement within the livestock sector. The **planned awareness-raising campaigns**, integral to ALFA's strategy, are poised to **bridge this informational gap**. Through diverse channels and engaging content, these campaigns aim to empower stakeholders with **valuable insights, encourage collaboration, and stimulate proactive involvement** in the transition towards the increased adoption of biogas solutions in livestock farming.

Table 3. Deployment activities and targets for the awareness-raising campaigns

Activities	Targets
Defining and segmenting specific target audiences for the campaigns.	Increased social acceptance of biogas facilities in civil society (>25%) Increased women and young farmers involvement in biogas value chain (>10%) Stakeholders with enhanced awareness of socioeconomic and environmental benefits of biogas (>10.000)
Utilising a mix of communication channels, including traditional media, social media, events, and printed materials, based on regional preferences and coordinating deployment activities to maximise visibility and create an impression.	Dissemination activities in combination with local awareness-raising campaigns: • Social media followers (>1000) • External events attended (≥15) • Promotional material distributed (>300)
Leading the deployment of at least two awareness-raising campaigns per round, tailored to regional needs	12 (1 per region per round)

These deployment activities are designed to enhance awareness, knowledge, and engagement among target audiences and contribute to the overall success of the ALFA awareness-raising campaigns.

6.3 Partners' responsibilities

The awareness-raising campaign guidelines have been established by APRE in D2.5 "ALFA Market Uptake Support Measures – Interim Version"**Error! Bookmark not defined.**, providing a framework for the overall approach. However, the **customisation of campaign messages, channels, target audiences, and timelines** will be delegated to the respective ALFA Hubs. Each Hub, taking into account the **unique barriers** present in their **region**, will define the specific objectives, strategies, and plans for both online and offline campaigns. The regional awareness-raising campaigns will address **region-specific challenges**, such as limited farmer acceptance and information gaps.

ALFA Hubs will collaborate with APRE to refine campaign strategies and plans, ensuring alignment with the overall project goals. Moreover, the key messages designed for these campaigns will be translated into the national language of each region and adapted to suit the distinct characteristics of target groups and the socioeconomic context, incorporating fundamental behavioural motivators such as incentives. This decentralized approach aims at enhancing the relevance and effectiveness of the awareness-raising initiatives across diverse regions.

6.4 Action plan guidelines

The timeline for the first round of the Raising Awareness Campaigns spanned from Month 14 (December 2023) to Month 23 (August 2024). The campaign plan has been structured as an action plan, visualized through a Gantt diagram to guide the activities outlined below:

Content Creation: Developing informative posts and educational materials (e.g., flyers, posters, infographics) based on compelling stories.

Social Media Engagement: Regularly publishing social media posts about ALFA in the national language across various social networks, through partners' social media accounts.

Diversify Media Outreach: Exploring engagement with different media channels, including radio and journals, to broaden the campaign's reach.

National Events Participation: Every six months, if feasible, identify and participate in national events such as fairs, exhibitions, and conferences to present ALFA success stories and project outcomes.

Leverage Existing Awareness Days/Weeks/Months: Taking advantage of already established national awareness days, weeks, or months to align ALFA messages with ongoing thematic campaigns.

Multifaceted Storytelling: Utilising various storytelling formats, including interviews and success stories, to convey the narrative of ALFA's impact. Acting promptly when interesting stories emerge; seize the opportunity to write posts, incorporating relevant images, and share them with the audience.

This action plan outlines a strategic approach to ensure a dynamic and engaging awareness campaign, utilising diverse channels and formats to effectively communicate ALFA's objectives and successes. This process will be repeated in a second round of Awareness Raising Campaigns, improved based on the learnings of this first round.

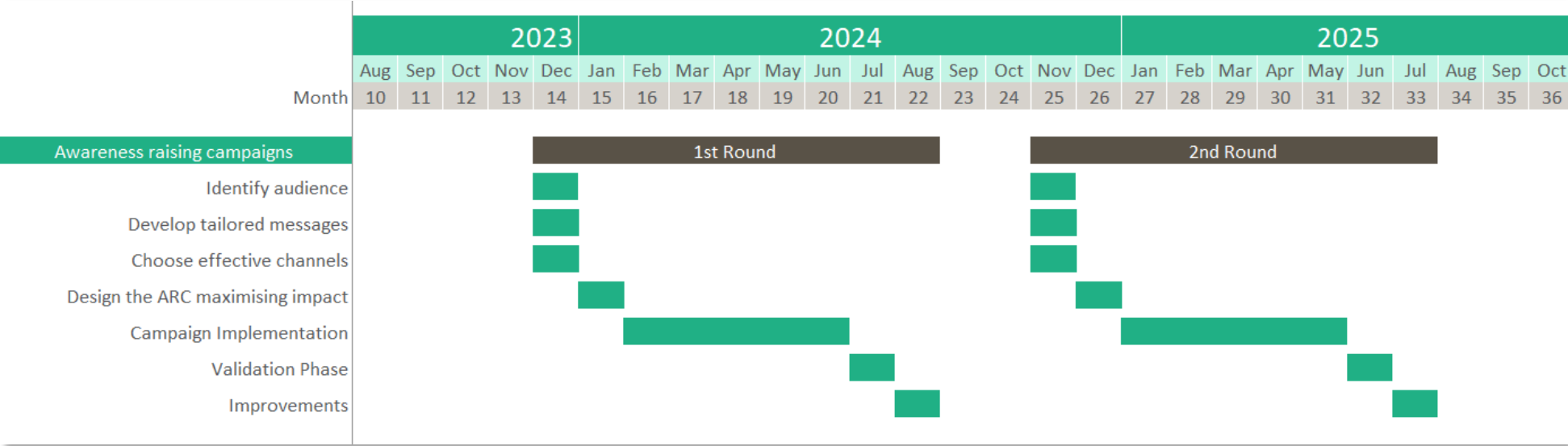


Figure 10. Timetable of the first and second round of awareness raising campaigns

7. Conclusions

The presented report outlines the ALFA Operational Plans for the deployment of support measures designed to expedite the adoption of biogas solutions in the livestock sector across the six targeted countries. Recognising the nature of the situation, these plans will be both implemented and refined to cater to the specific needs of selected projects through the Key Account Management (KAM) approach applied by the ALFA Regional Hubs. Initiating activities under T3.1, the ALFA Hubs are actively identifying potential beneficiaries and projects for support during the first round and the second round, under the Open Call. Following the open call and a transparent selection process, the matching of awarded projects with ALFA available services will ensue.

In this context, the ALFA Hubs will serve as gear for delivering support measures for biogas uptake and enhancing the participation of livestock farmers in the sector. Supported by technical and business service experts, and members of the ALFA consortium, the entire service provision process is outlined in concrete and detailed operational plans. Each plan encompasses measure descriptions, deployment activities, targets, partner responsibilities, action plans and guidelines. During the delivery of support measures, the Hubs will be guided by the operational plan, and will adapt actions to real-life settings, tailoring support to regional contexts on a case-by-case basis. Progress will be monitored, and optimisation will be facilitated through dedicated fine-tuning activities, at the end of the service provision first round.

This report “ALFA Operational Plans for the deployment of support services – Final Version” (D3.3), an updated version of D3.1 “ALFA Operational Plans for the deployment of support measures – First Version”¹⁷, is focused on the second round of deploying market uptake support measures. The main changes compared to the first version include (i) updated dates, (ii) additional service, (iii) a more flexible approach of ALFA partners, and (iv) enriched topics of the capacity-building programmes.

¹⁷ Ibid. p.9

8. Annexes

8.1 Annex I: Terms of Reference



Terms of Reference: Open Call for Business and Technical Support Services

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Terms of Reference: Open Call for Business and Technical Support Service

1. Introduction

The purpose of this open call is to facilitate the provision of free, customised business, and technical assistance to biogas projects in the livestock sector. The current document outlines the **Terms of Reference** (ToR) that aim at providing you with **information** on your involvement in the project activities as a **supported project** before you decide to participate. Please take time to carefully read this document and ask for any clarifications you may have, by sending your question to the respective Hub Manager (under Chapter 14 – Contact Point). The ToR are effective from December 15th, 2023, and continue until the completion of the support services or latest, until the end of the project 31.10.2025.

2. ALFA at a glance

ALFA is a cross - national three yearlong coordination and support action running from 01.11.2022 to 31.10.2025, supported by the European Union within the framework of Horizon Europe Research and Innovation Action programme, with the aim of tapping into the potential of **biogas production** from **livestock farming** in order to enhance the **wider uptake of RES** and increase the share of bioenergy as a baseload energy source.

Aspiring to act as a **catalyst** in six EU countries (BE, DK, GR, IT, SK, ES), ALFA will provide demand-driven **business and technical support** to over 50 livestock farmers and/or other biogas projects in the livestock farming sector, unravelling biogas market dynamics, implementing capacity-building activities, and promoting awareness about the benefits of **biogas solutions**. All the activities will be deployed by local networks named **ALFA Hubs**, which were established by local project partners with the support of two European networks among ALFA partners (European Dairy Farmers - EDF and European Biogas Association - EBA).

The main **goals** of the project are to:

1. Assess the **regional specificities** and analyse the **framework conditions** to identify drivers and barriers for the uptake of biogas in EU livestock farming industry, in multi-layered ways including country framework analysis, interviews, surveys and successful practices analysis.
2. **Co – create the ALFA support measures** as solutions for igniting the uptake of biogas within the livestock farming sector, considering the needs and the challenges, towards the local created network (ALFA Hubs)
3. **Deploy the biogas uptake support measures** of ALFA in real market conditions to facilitate the integration of renewable energy in final energy mix.
4. **Communicate** the results and **inform policy**, promoting mutual learning and exploitation of demand driven results, with the goal to empower livestock biogas uptake across Europe.

The main **outcomes** of the project will be:

1. The **ALFA Hubs**: local networks, set – up by ALFA project, but being operational also after the course of the project to support the market uptake biogas in the targeted countries.
2. The **analysis** of regional specificities in three-fold ways, including desk research, surveys, and interviews with successful cases.

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3. The demand driven **business and technical service portfolio**, co-created with stakeholders to be tailored to the needs of interested projects, and twice improved throughout the course of the project.
4. The training materials in the form of **seminars and webinars** for capacity building of stakeholders throughout the biogas value chain, along with awareness campaigns to be further utilised.
5. A **suite of ALFA tools** including a **Decision Support Tool** (for assessing biogas projects in terms of profitability and environmental and social benefits), an interactive map with active **Biogas Cases**, an online repository named **Knowledge Center** with useful informative materials, and a **Biogas Forum** serving as an open environment for nurturing novel ideas, exchanging good practices etc., all available through the **ALFA Engagement platform** (alfaep.eu)

3. Business and technical service provision

ALFA brings together a consortium of ten partners across seven different countries, in order to **support livestock biogas market uptake** in diverse regional contexts, framework conditions and local livestock markets to expedite the adoption of biogas solutions within the livestock sector. Towards this goal, ALFA offers hands-on **business and technical support services to 50 promising farming projects, free of charge**. The ALFA project will execute its support services in **two rounds**. This ensures an ongoing and adaptive approach to the changing needs of the biogas projects, tailoring, improving, and **fine-tuning the services portfolio** of ALFA. The support services will be demand-driven, focusing on the unique requirements of each participating project. The call for the first round runs from **December 15th, 2023, and will be open until February 16th, 2024**, looking for potential or ongoing biogas projects in the livestock sector.

4. Benefits

Participants selected through this open call will benefit from cost-free, individualized business and technical support services. These services are specifically tailored to enhance the biogas solution ideation of projects in the livestock sector. Nevertheless, ALFA provides several benefits to participants including know-how and expertise for market uptake activities, while offering a tailored Service Action Plan (including KPIs and a time plan) co-defined with the project representative.

In addition to support services, the ALFA project will provide participants with invaluable mentoring and networking opportunities, by inviting the selected participants in corresponding activities, increasing collaboration opportunities and visibility in the biogas community across Europe. This facet of the initiative aims to foster connections, knowledge exchange, and collaboration within the biogas community. The open call encompasses a series of capacity-building activities aimed at equipping participants with the requisite skills and knowledge. These activities are strategically designed to empower individuals and organizations engaged in biogas projects within the livestock sector.

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5. Resources and Finance

Supported projects should understand that by receiving the rendered services free of charge they have to invest the time for collaboration and joint activities in order for delivering parties to perform the services. The time spend on the performed activities will not be charged to the project.

6. Applicant Project Profile

The open call welcomes applications from a diverse range of projects within the livestock sector that align with the goals of the ALFA project. Potential profiles of projects that can be supported include:

- **Livestock Farmers with Existing Biogas Plants:** Livestock farmers who currently operate biogas plants and seek support to enhance the efficiency and functionality of their existing systems.
- **Livestock Farmers without Biogas Plants:** Livestock farmers without current biogas installations but are interested in installing a biogas system.
- **Biogas Plants Utilizing Manure:** Biogas plants that utilize manure among other feedstock sources, with a focus on improving sustainability and maximizing energy output.
- **Farmers Associations or Cooperatives:** Farmers associations aiming to install or improve biogas systems within their communities, fostering sustainable and collective approaches to energy solutions.
- **Energy Communities:** Energy communities looking to install or enhance biogas systems, particularly those utilizing manure among other feedstock sources, to promote community-based renewable energy initiatives.
- **Other Stakeholders interested in Livestock Farming with Biogas Solutions:** Stakeholders, including potential investors, who express interest in supporting and investing in livestock farming with a specific focus on biogas solutions.

The open call encourages a wide spectrum of projects, and applicants are invited to provide information and necessary details about their initiatives through the application form.

7. Development phase

ALFA's market uptake support services are designed to cater to projects at diverse stages of development. This includes supporting initiatives in the early phases, such as ideation and early project design, as well as providing assistance during the initial project analysis and planning stages. The spectrum of support extends to assessments of funding options, aiding in the formulation of detailed concepts, and the development and implementation planning phase. ALFA is committed to facilitating projects through their implementation and deployment phases, ensuring a comprehensive approach that extends to ongoing operations and monitoring. This inclusive support framework underscores ALFA's dedication to fostering the growth and success of projects across the entire developmental spectrum within the biogas sector in the livestock industry.

Terms of Reference: Open Call for Business and Technical Support Service

8. Service Portfolio

ALFA services cover the entire spectrum of biogas project development in the livestock sector. From market research, business modelling, and financial guidance to farmer-to-farmer advice, concept design, and technical support, ALFA offers a comprehensive suite of solutions. Whether the project is in the early ideation phase or looking to optimise an existing system, ALFA's service portfolio is designed to meet its specific needs and accelerate the adoption of biogas solutions in livestock farming. The figure below presents the available services portfolio.

BUSINESS SUPPORT		TECHNICAL SUPPORT		
Market Research	Business Modelling and Planning	Concept design and development of biogas systems	Evaluation of biogas potential based on preliminary calculations	
	Corporate and Sustainable Finance		Energy and environmental analyses assessing the energy and carbon footprint across the life cycle	
Access to finance support		Farmer to Farmer advice	Consultancy on the implementation and monitoring of biogas solutions	Technology Catalogue: Features of cleaning and upgrading equipment
				Technical support for farmers in the evaluation and comparison of plant suppliers' quotes

Figure 1. ALFA Services Portfolio

Business Services

The ALFA business support services focus on nurturing the economic, financial, and administrative potential and capabilities of the project and its leadership team. These services aim to bolster expansion and elevate the innovation level of the supported initiatives.

Market Research: Conducting comprehensive market research, including the identification of target markets, analysis of the external environment using the PESTLE framework, providing a market overview (quantification, trends, competitive analysis), and evaluating market attractiveness using Porter's 5 forces.

Business Modelling and Planning: Developing innovative business models tailored to participants' needs and specificities, focusing on energy and digestate, utilizing the Business Model Canvas methodology.

Access to Finance: Identifying European, regional, and national financing opportunities for implementing biogas technologies in livestock farming. Offering step-by-step guidance on securing the identified financing options.

Corporate and Sustainable Finance: Assessing the profitability of potential investments in biogas systems, including metrics such as IRR, ROI, NPV, CapEx, and OpEx.

Terms of Reference: Open Call for Business and Technical Support Service

Farmer to Farmer Advice: Facilitating mentorship and knowledge exchange among livestock farmers, connecting those who have successfully incorporated biogas solutions with those interested in similar activities (supported projects).

Technical Services

ALFA's technical services cater to the tailored technical development and optimization of your project, emphasising effective implementation and providing tools for continuous improvement.

Concept Design and Development of Biogas Systems: Providing conceptual design services that address critical aspects of biogas production, including determining plant size, design, and selecting appropriate technological solutions.

Evaluation of Biogas Potential: Conducting preliminary calculations to assess biogas potential, considering substrate mixtures to achieve high biogas yield and productivity.

Energy and Environmental Analyses: Assessing the energy and carbon footprint across the life cycle of biogas production through Life Cycle Analysis (LCA). Identifying environmentally impactful stages and exploring scenarios related to critical parameters like feedstock types.

Consultancy on Implementation and Monitoring: Offering consultancy services for the implementation and monitoring of biogas solutions. Collaborating with farmers to address concerns and obstacles.

Technical Support to farmers in the evaluation and comparison of plant supplier quote: Assisting farmers in the evaluation and comparison of quotes from plant suppliers, supporting the selection of optimal technical solutions for biogas and biomethane production on their farms.

Technology Catalogue: Features of cleaning and upgrading equipment: A catalogue with various technologies for purifying and upgrading the biogas from an anaerobic digester.

9. Application

Applicants have the flexibility to choose between two options when submitting their applications to the ALFA project. The first option involves an online application process, while the second option allows applicants to upload the filled in application form. The steps are the following:

Option 1: Online Application Form

- Step 1: Register on the ALFA Engagement Platform.
- Step 2: Validate your registration via email.
- Step 3: Complete online the concise online application form and the Informed Consent Form.
- Step 4: Verify all submitted information in the confirmation email.

Option 2: File Uploading

- Step 1: Download the Application Form, including the Informed Consent Form.
- Step 2: Register on the ALFA Engagement Platform.
- Step 3: Confirm your registration through email.
- Step 4: Upload the completed file with all necessary information.

Terms of Reference: Open Call for Business and Technical Support Service

Step 5: Confirm accuracy by reviewing the information sent to your email.

Applicants are encouraged to choose the application method that best suits their preferences. In both cases, applicants are prompted to review and confirm the accuracy of the provided information, ensuring a smooth application experience. The ALFA Engagement Platform offers a user-friendly experience to facilitate a seamless application process.

10. Selection Process – Transparency

In delineating the criteria for project assessment, the selection factors include several considerations described right below. It is crucial to underscore that these criteria, **distinct from eligibility requirements**, establish the foundation for a transparent and equitable selection process. So, the projects will be evaluated based on the following objective criteria:

- **Profitability:** Assessment of the potential for financial viability and profitability.
- **Replication Potential:** Evaluation of the project's scalability and potential for successful replication.
- **Level of Innovation Potential:** Analysis of the degree of innovation inherent in the project.
- **Environmental Benefits:** Examination of the positive environmental impacts and sustainability considerations.
- **Women Engagement:** Consideration of the level of engagement and empowerment of women in the project.
- **Geographical Spread:** Assessment of the project's reach and coverage across different geographical areas.
- **Clear Need for Support:** Identification of a demonstrable and clear need for the support offered.

The selection process is designed to be transparent, ensuring fairness and equal opportunities for all candidates. The commitment to transparency extends to conducting evaluations without biases related to race, colour, age, or religion, or any other characteristic ensuring equal opportunities for all candidates.

The ALFA selection committee will assess each project along the weighted dimension of these selection criteria. In this round of calls the 25 projects with the highest scoring are selected to engage further with the ALFA experts and receive ALFA market uptake support services.

The ALFA selection committee is made of the ten consortium partners who all have relevant expertise in one of the listed criteria areas. Every partner has one vote and cannot participate in the evaluation of applications from their regions.

Applications are accepted from Belgium, Denmark, Greece, Italy, Slovakia and Spain. Applicants from other EU countries are also eligible to apply, but they will be given lower priority. To participate in the selection process, you will have to follow the application procedures, (details in Chapter 9) if needed with the help of your respective Regional Hub Manager (can be found under Chapter 14 – Contact Point). This form will provide the basis for the selection process of promising projects.

Terms of Reference: Open Call for Business and Technical Support Service

11. Timeline

The call for the projects is open officially on November 1st, 2024. From this day, applications are accepted. The evaluation and the selection processes for the ALFA Open Call for project starts on January 20th, 2025, and will be completed by January 20th, 2025. The delivery of the services for the supported projects is expected to start on February 3rd, 2024, and will be completed at the latest by May 30th, 2025.

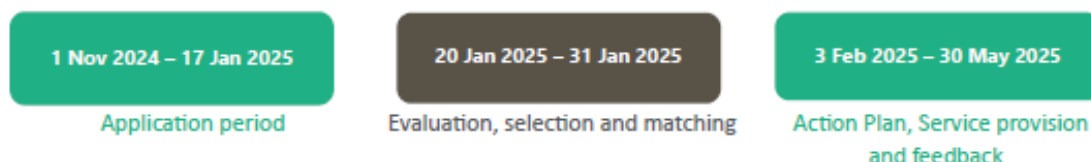


Figure 2. Timeline of Open Call & Service Provision

12. Roles and responsibilities

Applying to the ALFA call for projects or receiving a nomination from an ALFA consortium partner demands your commitment to actively engage in the subsequent process as shown by completing and signing the application and consent forms. If your project is selected, you will benefit from complimentary business and innovation support services or technical assistance and consultancy.

As a beneficiary of market uptake support services, representatives of selected projects are expected to:

- Receive business or technical market uptake support services.
- Agree to participate in a post-service delivery survey to evaluate the services and activities implemented during the collaboration.
- Consent to having the project listed on the ALFA website as a recipient of the open call for projects.

The relationship between the ALFA Hub, the project representative and potential other participants involved in the project activities is built on trust and mutual respect. Therefore, the following rules should apply to establish a code of conduct between the involved parties:

- Each party agrees to truthfully communicate information, potential risks and issues that could impact the project in an accurate and timely manner.
- The collaboration and services delivered are based on the Service Action Plan, which will be developed based on the assessment of the needs of the projects.
- All parties involved in the delivery of support services are expected to attend scheduled meetings and fulfil the jointly defined activities and steps in the process of delivery of the support services.

The Regional Hub Manager in your area will communicate the results of the selection process.

Terms of Reference: Open Call for Business and Technical Support Service

13. Confidentiality and Data Protection

If a project is selected to receive support, either business or technical, will be asked to share fundamental details, outlining its current state and specific goals. Additionally, it is requested to provide any relevant details related to the service. For further guidance, please consult ALFA [Privacy and Cookies Policy](#) to ensure adherence to our data protection standards. Your collaborative effort in providing thorough project details will aid in customizing the services to effectively meet project's specific requirements.

14. Contact Point

Any enquiry, complaint or concern about any aspect of your experience as a supported project can be addressed to the ALFA Hub Manager and Q-PLAN INTERNATIONAL that oversees the operation of the hubs and will conduct the evaluation of the service provision. The contact details of the responsible persons are provided [here](#).

15. Amendment, Modification or Variation

These Terms of Reference may be amended, varied, or modified in writing after consultation and agreement by the selected projects.



The project

ALFA has the objective to help unlock the EU's biogas production potential by fostering the adoption of technologies using manure to produce biogas, thus helping increase the adoption of renewable energy sources in the EU and helping reduce emissions from untreated animal waste. The project will identify drivers and barriers for the uptake of biogas in the EU livestock farming industry and will support farmers from 6 EU countries (Italy, Denmark, Belgium, Slovakia, Greece and Spain) through its own co-created solutions, including financial, business, and technical support services as well as capacity-building seminars. In parallel, the project will develop an Engagement Platform to host tools that facilitate collaboration and knowledge exchange among industry actors and provide credible estimations of each farm's biogas potential, prospect profits, and environmental and social impacts. Moreover, ALFA will inform all relevant stakeholders via awareness-raising campaigns and policy recommendations and will provide guidelines for replication of its results in other regions.

Coordinator: **Q-PLAN**

PARTNER		SHORT NAME
	Q-PLAN INTERNATIONAL ADVISORS PC	QPL
	AGENZIA PER LA PROMOZIONE DELLA RICERCA EUROPEA	APRE
	AZZERO CO2 SRL	A0CO2
	CENTRE FOR RESEARCH & TECHNOLOGY HELLAS	CERTH
	FBCD AS	FBCD
	SUSTAINABLE INNOVATIONS EUROPE SL	SIE
	WHITE RESEARCH SRL	WR
	PEDAL CONSULTING SRO	PED
	EUROPEAN DAIRY FARMERS E.V.	EDF
	EUROPEAN BIOGAS ASSOCIATION AISBL	EBA

CONTACT US: info@alfa-res.eu

VISIT: www.alfa-res.eu

 [ALFA Project](https://www.facebook.com/ALFAProject)

 [@alfa_euproject](https://twitter.com/alfa_euproject)

 [alfa-euproject](https://www.linkedin.com/company/alfa-euproject)

 [@alfaprojectHE](https://www.youtube.com/channel/UC...)

8.2 Annex II: Application Form Including Informed Consent Form

Application Form

Thank you for your interest to apply to ALFA project call! Please fill in the following information. If you have any question, please communicate with [Andromachi Kalaouzi](#) or [Ioannis Konstas](#).

Question marked with [*] are required.

General Information

*Project type: [Choose an item.](#)

*Contact Person: [please insert your name](#)

Role in the farm/biogas facility/plant: [please insert your position \(e.g. owner, manager\)](#)

*Location: [please insert your address](#)

*Contact tel: [please insert your telephone number](#)

*Contact e-mail: [please insert your email](#)

*Gender: [Choose an item.](#)

*Age: [Choose an item.](#)

Operation

*What type and how many animals do you have? [Please insert type\(s\) and numbers.](#)

Can you estimate the amount of manure produced? [Please insert your answer here](#)

*Do you grow crops? If yes, indicate what and how much? [Please insert your answer here](#)

Can you estimate the quantity of by-product? [Please insert your answer here](#)

*Number of employees? [Please insert number](#)

*How many of them are women? [Please insert number](#)

*Do you already have biogas facilities installed? [Choose an item.](#)

Are you planning to collaborate with an existing biogas plant close to your farm? If so, what is the distance between the farm and the plant? [Please insert your answer here](#)

Need for Support

*Put in order of relevance the reasons why you would decide to realize the biogas plant:

earn money selling biogas/methane or electricity to the grid,

reduce the farm energy consumption,

reduce the problem of manure management,

implement a circular economy best practice,

improve the fertilizer value of the animal manure,

self-sufficiency / independence

other (describe).....

Innovative and Sustainable Practices

*From scale 1 – 5 (1 = no level of innovation and 5 = high level of innovation) indicate the level of innovation in your organisation. [Choose an item.](#)

*From scale 1 – 5 (1 = no level of sustainability and 5 = high level of sustainability) indicate the level of sustainability practices in your organisation. [Choose an item.](#)

Could you please mention indicative examples that illustrate your answer above? [Please insert your text here](#)

Replication potential

*Would you share your experience and knowledge with other similar farming contexts to encourage the replication of biogas solutions? [Choose an item.](#)

Please confirm the following statement to continue with the submission.

Statements marked with [*] are required.

* My project is not under liquidation or is not an enterprise under difficulty accordingly to the Commission Regulation No 651/2014, art. 2.18.

* It is not excluded from the possibility of obtaining EU funding under the provisions of both national and EU law, or by a decision either national or EU authority.

* It will participate in the services provided in case of award.

Informed Consent Form

Who we are:

We are Q-PLAN International Advisors P.C. and we are contacting you in the framework of ALFA, a project funded by the European Union under the Horizon Europe Framework Programme for Research and Innovation.

Project:

ALFA – Scaling up the market uptake of Renewable Energy Systems by unlocking the biogas potential of Agriculture and Livestock Farming (GA Number 101075659).

Partner:

Organisation name: Q-PLAN INTERNATIONAL ADVISORS P.C.

Address: 11 El. Venizelou str, 55133, Kalamaria, Thessaloniki, Greece.

Phone: +30 2310 411 191

E-mail: info@qplan-intl.gr

Responsible persons:

#	Role	Name	E-mail
1	ALFA Project Manager	Ioannis Konstas	konstas@qplan-intl.gr
2	Hub Manager	Andromachi Kalaouzi	kalaouzi@qplan-intl.gr
3	Data Protection Officer	Petros Papadionisiou	papadionisiou@qplan-intl.gr

What do we need from you?

If your project is selected to become one of the ALFA awardees, you will receive business and technical support services for market uptake. These services will be carried out by ALFA experts.

The support services are expected to be **delivered and last for approx. 2-4 months**.

To effectively conduct these support services, we need to process some of your personal data:

- Your contact details (full name, email, phone number).
- Some basic demographics (age, gender).
- Your professional info (organization, job position, field of expertise).
- Your project info.
- Your opinions on the subject matter.

Why do we need your data & what will we do with them?

We need your data to contact you to plan and carry out the aforementioned business and technical support services and to resolve any ambiguities, questions and other issues that may arise after and as a result of the services received. We also need to record your data to keep track of the support service process. The project's deliverables that will be derived by the support services will not include your personal data or any other information that could identify you. Your personal data will remain on our application documents. If necessary, we will share your data with a few other ALFA project partners that are also involved in this task. We are also obliged to grant access to your data to:

- EU officials such as our Project Officer for purposes related to project's evaluation.
- EU agencies and other authorities for project's auditing purposes.

We would also be very happy if you gave us your consent to inform you about the project's progress (e.g., by sending you a newsletter or similar messages).

How can you withdraw your consent?

You should know that you can withdraw your consent at any time by communicating either on the phone or by email with the responsible persons listed in the previous page. With regards to the informational messages and newsletters you can always opt out by simply clicking the link "Unsubscribe" or something similar included at the end of all the relevant messages.

I hereby give my consent to the processing of my personal data needed for:

*(Please, tick the boxes below to confirm that you give us your consent for the respective subject. Any boxes left unticked mean that **you do not consent to the relevant subject.**)*

#	Consent Subject	Tick box
1	*My participation in the market uptake support services that will be carried out by ALFA	☐
2	Receiving newsletters and messages regarding ALFA activities	☐

Statement marked with [*] is required.

8.3 Annex III: Dissemination Material for the Open Call

Facebook post

 Exciting News! The ALFA project Open Call is now live! Calling all innovators in the livestock and biogas sectors. Your project could benefit from tailored support services. Check out the details and apply now→ <https://alfaep.eu/open-call/>

#ALFAProject #BiogasSolutions #LivestockInnovation

LinkedIn Post

 ALFA Open Call Alert! Are you involved in the livestock or biogas sector? We want to support YOUR project! Discover the valuable services, that ALFA offers and submit your application today. Don't miss this opportunity! <https://alfaep.eu/open-call/>

#ALFAOpenCall #SustainableLivestock #BiogasInnovation

Twitter

 Calling all livestock and biogas enthusiasts!  ALFA Open Call is now accepting applications. If you have a project that could benefit, apply today, and unlock the support you need. Let's drive innovation in sustainable agriculture! #ALFAOpenCall #Biogas #LivestockSolutions

#ALFAOpenCall #Biogas #LivestockSolutions

Dissemination E-mail template

Dear [Recipient's Name],

We hope this email finds you well. We are excited to share a fantastic opportunity with you! The ALFA project Open Call is now live, inviting projects in the livestock and biogas sectors to benefit from tailored support services.

The ALFA project is seeking innovative projects that could drive sustainability in livestock sector, in terms of renewable energy, specifically in biogas solutions. If you or someone you know is involved in livestock farming, biogas solutions, or related fields, this is your chance to apply for valuable support.

 How to Apply: Read more [here!](#)

 Learn more about the ALFA project and the transformative services it offers. Don't miss this chance to elevate your project and contribute to sustainable biogas solutions in the livestock sector.

Feel free to forward this email to any potential applicants or networks who might be interested. Thank you for your support in spreading the word!

Best regards,

[Your Organization's Name]

[Contact Information]

Website Text

 ALFA Open Call for Livestock and Biogas Projects is Now Live!

Exciting news for innovators in the livestock and biogas sectors! The ALFA project has officially launched its Open Call, inviting projects to benefit from tailored support services. If you are involved in livestock farming, biogas solutions, or related fields, this is a unique opportunity to receive support that can elevate your project.

 ****Why Apply to ALFA Open Call: ****

- Tailored support services, free of charge
- Contribution to sustainable Livestock farming and agriculture
- Opportunity to be part of the ALFA community

 ****Application Deadline: February 16th, 2024****

Learn more and apply now: <https://alfaep.eu/open-call/>

Join us in driving innovation and sustainability in the livestock sector!

#ALFAOpenCall #BiogasSolutions #LivestockInnovation

Figure 11. Tab of the voting for each partner

Figure 12. Overall score after the voting

8.5 Annex V: Need Analysis Questionnaire

Need Analysis Questionnaire

Project Information

Project Title:

Organisation/Individual Name:

Region of Operation:

Primary Contact Person:

Contact Email:

Contact Phone Number:

Project Overview

Briefly describe your project, including its objectives and key activities.

Technical Support Needs

What specific technical challenges or requirements does your project currently face?

Are there any specific areas within the biogas or livestock sector where you seek technical expertise or guidance?

Please outline any existing technical infrastructure or systems related to your project.

Business Support Needs

What are the primary business challenges or needs for your project?

Do you require assistance in business planning, market analysis, or financial management? If so, please specify.

Have you identified any potential barriers to the market uptake of renewable energy solutions in the livestock sector within your region?

Investment Readiness

How prepared is your project for investment in renewable energy solutions for the livestock sector? Please provide information on the current level of readiness, including financial planning, funding sources, and any existing partnerships or collaborations in place.

Service Prioritisation

Please prioritise the following ALFA services based on your project's current needs. Use numbers (1 being the highest priority, 5 being the lowest) to indicate the importance of each service.

Prioritisation	Services Portfolio
	Market Research
	Business Modelling and Planning
	Access to Finance
	Corporate and Sustainable Finance
	Farmer to Farmer Advice
	Concept Design and Development of Biogas Systems
	Evaluation of Biogas Potential based on Preliminary Calculations
	Energy and Environmental Analyses
	Consultancy on Implementation and Monitoring of Biogas Solutions
	Technical Support for Farmers in the Evaluation and Comparison of Plant Suppliers' Quote
	Technology Catalogue: Features of cleaning and upgrading equipment

General Project Information

What are the expected outcomes or goals for your project within the next 6-12 months?

Are there any specific milestones or deadlines that we should be aware of in the coming months?

How do you envision the ALFA project supporting the market uptake of renewable energy solutions in the livestock sector through your initiative?

Additional Comments

Is there any other information or specific support you would like to highlight or discuss regarding your project?

Table 4. Guide on prioritization of the Services based on the level of readiness for each project

Project Phase	Business Support Services	Technical Support Services
Ideation and Early Project Design	Market Research Helps in understanding the market, identifying target markets, and analysing external factors during the early stages of project ideation.	
Initial Project Analysis and Planning	Business Modelling and Planning Facilitates the development of innovative business models tailored to participant needs during the initial planning stages.	Technical Support for Farmers in the Evaluation and Comparison of Plant Suppliers' Quote Assists farmers in evaluating technical solutions during the early planning stages.
Assessments of Funding Options	Access to Finance Identifies financing opportunities at the project's outset, providing step-by-step directions on securing funding.	
Detailed Concept and Development/Implementation Plan	Corporate and Sustainable Finance Assesses the profitability of potential investments during the detailed planning phase.	
Implementations and Building Phase		Concept Design and Development of Biogas Systems Provides conceptual design services for the actual implementation and building of biogas systems. Evaluation of Biogas Potential based on Preliminary Calculations Assesses biogas potential during the implementation phase, focusing on critical aspects of production Energy and Environmental Analyses

Project Phase	Business Support Services	Technical Support Services
		Evaluates the energy and environmental impacts during the implementation and building phases through Life Cycle Analysis.
Operations and Monitoring	Farmer to Farmer Advice Facilitates mentorship and knowledge exchange during the operational and monitoring phases, connecting experienced farmers with those implementing biogas solutions.	Consultancy on Implementation and Monitoring of Biogas Solutions Offers consultancy services for the ongoing operation and maintenance of biogas solutions.
Purification and Upgrading		Technology Catalogue: Features of cleaning and upgrading equipment Offers a comparative catalogue with various technologies for purifying and upgrading the biogas from an anaerobic digester.

8.6 Annex VI: Service Action Plan

Service Action Plan

Project Information:

Project Title:

Region:

Primary Contact Person:

Contact Email:

Contact Phone Number:

Service:

Project Overview:

Briefly describe the project's objectives challenges, and key activities.

Key Performance Indicators

The KPIs measure the efficiency of the service provision, the frequency, effectiveness and responsiveness of communication, or awardee satisfaction, e.g. service delivered on schedule, average time from request to service initiation, Frequency, and effectiveness of communication between service provider and awardee, measurable impact on project objectives and outcomes.

Action Plan

E.g., Questionnaire by awardee by DD/MM/YYYY

Service Provision by ALFA partner by DD/MM/YYYY

Update on provision progress between the awardee and the service provider by DD/MM/YYYY

Final report of the service-by-service provider by DD/MM/YYYY

Feedback on overall service provision process by awardee DD/MM/YYYY

Expected Outcome

Outline the expected outcomes or goals for the service provision, e.g., a business model canvas report.

Additional Comments

Include any other relevant information or specific support requirements.

The project

ALFA has the objective to help unlock the EU's biogas production potential by fostering the adoption of technologies using manure to produce biogas, thus helping increase the adoption of renewable energy sources in the EU and helping reduce emissions from untreated animal waste. The project will identify drivers and barriers for the uptake of biogas in the EU livestock farming industry and will support farmers from 6 EU countries (Italy, Denmark, Belgium, Slovakia, Greece and Spain) through its own co-created solutions, including financial, business, and technical support services as well as capacity-building seminars. In parallel, the project will develop an Engagement Platform to host tools that facilitate collaboration and knowledge exchange among industry actors and provide credible estimations of each farm's biogas potential, prospect profits, and environmental and social impacts. Moreover, ALFA will inform all relevant stakeholders via awareness-raising campaigns and policy recommendations and will provide guidelines for replication of its results in other regions.

Coordinator: **Q-PLAN**

PARTNER		SHORT NAME
	Q-PLAN INTERNATIONAL ADVISORS PC	QPL
	AGENZIA PER LA PROMOZIONE DELLA RICERCA EUROPEA	APRE
	AZZERO CO2 SRL	A0CO2
	CENTRE FOR RESEARCH & TECHNOLOGY HELLAS	CERTH
	FBCD AS	FBCD
	SUSTAINABLE INNOVATIONS EUROPE SL	SIE
	WHITE RESEARCH SRL	WR
	PEDAL CONSULTING SRO	PED
	EUROPEAN DAIRY FARMERS E.V.	EDF
	EUROPEAN BIOGAS ASSOCIATION AISBL	EBA

CONTACT US: info@alfa-res.eu

VISIT: www.alfa-res.eu