



ALFA
UNLOCKING THE BIOGAS POTENTIAL
OF LIVESTOCK FARMING

D5.5

Dissemination & Communication Plan and Results – Final version

WHITE RESEARCH

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ABBREVIATIONS

D&C	Dissemination & Communication
DCP	Dissemination and Communication Plan
DST	Decision Support Tool
ESCOs	Energy Service Companies
EU	European Union
GDPR	General Data Protection Regulation
GHG	Greenhouse Gas
KPI	Key Performance Indicator
NGO	Non-governmental Organisation
NIMBY	Not In My Back Yard
RES	Renewable Energy Sources
SMA_s	Social Media Accounts
WP	Work Package

Executive Summary

This Deliverable is the 5.5 – Dissemination and Communication Plan and Results – Final Version, drawing upon the Deliverable 5.1 – Dissemination and Communication Plan (DCP) – Initial Version and Deliverable 5.3 – Dissemination and Communication Plan and Results – Interim Version for ALFA (GA 101075659). It discusses the designed dissemination and communication strategy utilised throughout the project's lifetime (November 2022 – October 2025). It presents the key messages, the communication tools, and channels and generally, the activities that are being used to maximise ALFA's visibility.

Overall, this report delivers a comprehensive outline of the progress of the entire communication and dissemination activities by the end of the project, October 2025, along with the status of the Key Performance Indicators, related to D&C, as set by the project's Grant Agreement. Since it is the final updated version, with two other previous ones, it has also acted as a guideline for managing and monitoring both past and planned dissemination activities, with an emphasis on maximizing the outreach of the project's activities and results to targeted stakeholder groups. Additionally, it has leveraged stakeholder engagement effectively for updating project activities and actions. Additionally, this document outlines several of the required steps that were followed in league with the organisations involved in other work packages, for the purpose of supporting the fulfilment of their objectives and meeting the project's dissemination goals. Moreover, this version of the DCP also presents the D&C strategy of the entire project, as well as the best practices that were performed.

In particular, this DCP reports about the following:

- The dissemination objectives of ALFA;
- The main targeted audiences;
- The dissemination tools and communication channels which were used by the consortium partners aiming for maximum visibility and public awareness (i.e. promotional material, social media, website, newsletters, events organised by the project, external events in which partners participated in, scientific and non-scientific publications, synergies with other similar projects and initiatives);
- The reporting templates of the communication and dissemination activities, which have been completed by partners throughout the project (event reporting, template for participation in external events/conferences, and the overall dissemination reporting template), along with the outcomes of the conducted activities;
- The key performance indicators (KPIs) for the monitoring and evaluation of the communication and dissemination activities carried out under Work Package (WP) 5: Dissemination, exploitation and communication;
- The roles and responsibilities of the partners in respect to the project's communication and dissemination activities;
- The time plan portraying the various levels of dissemination and stakeholder engagement activities that have taken place;
- The ways in which project information and materials will be made available to stakeholders after the project is completed, in order to ensure sustainability of dissemination and impact beyond the project's lifetime.

All partners have actively participated and contributed to the implementation of the dissemination activities according to the dissemination and communication strategy, while White Research, as a

leader of the ALFA communication and dissemination activities, has closely monitored the dissemination actions described in this document and has provided all the necessary support to the project partners.

Overall, throughout the entire project ALFA's communication and dissemination activities reached over 42,510 stakeholders, accounting also for dissemination activities that took place as part of project activities from other work packages, such as Awareness Raising Campaigns or other Hub activities. Most of those stakeholders were reached via social media, visits and engagement to the website and engagement platform, and our extensive presence to external events of the sector, having the opportunity to engage with many stakeholders from scientific communities, policy advisors and industry representatives. In addition, activities such as the six co-creations workshops the launch of the open calls, the establishment of the ALFA Advisory Board, the distribution of the newsletters and the ongoing awareness raising campaigns created a solid basis for stakeholder engagement. An in-depth exploration of the project's metrics suggests that social media channels have been particularly effective for dissemination and communication, with LinkedIn being the most successful. Additionally, the majority of events attended by the project team have provided valuable opportunities to discuss project objectives and share promotional materials, resulting in engagement with over 13,443 individuals. Evaluating the progress we made, it is highlighted that ALFA's consortium has created a solid basis of audience engagement across Europe, aiding the further engagement of audiences to the six ALFA Hubs (Greece, Spain, Italy, Denmark, Belgium, and Slovakia). Finally, the plan also elaborates how the project materials will remain available after the project completion, through means such as maintaining the ALFA website live at least 2 years after the project is completed, the Engagement Platform will stay live and users will retain access, generated knowledge and data will remain in open-access repositories, and the individual dissemination and communication activities of partners.

1. Introduction

Effective dissemination and communication of the ALFA project's vision and accomplishments have been crucial for its successful implementation.

This deliverable provides a detailed report, introducing the final version of the DCP, outlining the operational framework that was designed and implemented, detailing the strategies and methods used to engage key stakeholders efficiently. Furthermore, the document offers a thorough overview of the results achieved through ALFA's dissemination and communication efforts in the 3 years of implementation, offering insights into the effectiveness of different approaches and activities.

In particular, the main objective of the ALFA's DCP is to report the actions that have been carried out and the tools that were used for the promotion of the project's vision, activities, and results to a wide group of stakeholders. The goal has been to reach audiences at both local, national, and international levels, as well as to set up a vibrant community with a well-developed combination of online and offline activities. Further, the DCP also presents the empowerment and enhancement of the consortium's awareness in contributing to ALFA's activities and results, by having reached out to the pre-defined stakeholder target groups.

In that context, this report presents the execution of the plan of activities aiming to raise awareness around the project and support ALFA's implementation in line with the contractual obligations. Doing so will further help to achieve the successful unfolding of the project, in accordance with the contractual commitments that the consortium has agreed upon with the European Commission. Furthermore, it supports the consortium's efforts towards the exploitation and sustainability of the assets developed during the project.

In particular, the DCP offers the answers to some fundamental questions about the communication and dissemination activities of the project.

Accordingly, this document has approached the fundamental elements of an efficient dissemination strategy by

- Bringing in multiple objectives of communication and dissemination activities;
- Defining and assigning to the partners the actions and obligations required for the communication and dissemination process;
- Establishing key target audiences;
- Displaying the primary information of the project and laying out the main assets;
- Enumerating and presenting the tools and communication channels, which were used to reach the target audience, as well as, the appropriate actions and resources;
- Outlining the internal monitoring, evaluation and reporting of dissemination activities;
- Distributing the schedule of promotional activities that have occurred during the life cycle of the project;
- Delivering the applicable guidelines and the corresponding templates for the greatest promotion of the project's results even beyond its closing period.
- The ways in which project information and materials will be made available to stakeholders after the project is completed.

Communication and dissemination activities were carried out throughout the entire lifespan of the project (M1-M36) in an effort to raise awareness of the project's activities and performance, as a

supplemental feedback mechanism, which will lead to greater refinements of the consortium's functions. Hence, the partners have focused on communicating the messages and findings elicited from ALFA, while having engaged with stakeholders across a wide selection of both online and physical tools and channels.

It should be underlined that a well-developed and effective dissemination strategy requires the active involvement of all partners, who devote time and resources with the intention of spreading awareness about the project and successfully interacting with the intended audience.

Additionally, it should also be emphasised that this document and the associated recommendations (see Annex I: Dissemination guidelines) were adaptable to any potential changes and updates in accordance with the project's development and the knowledge gained via the project's numerous activities. As a result, the dissemination, awareness raising and communication strategy throughout the entire project has been dynamic, and has been reviewed at regular intervals in order to account for any challenges or opportunities that may arise.

As outlined in D5.1 and D5.3, the guidelines, templates, and annexes generated in the report have undergone revisions in accordance with the project's advancement. The insights and experiences gained during the project's implementation have enabled the consortium to refine and adapt its strategy as necessary.

Finally, this DCP also elaborates on how the available materials will be made available to stakeholders to foster further innovation and research activities after the project has been completed with the goal to valorise the result at the organisational level and maximise impact for stakeholders.

2. About the ALFA Project

Production of biogas from livestock manure can help to reduce greenhouse gas (GHG) emissions and support a more sustainable and circular bioenergy system. However, this potential is largely untapped mainly due to lack of awareness and support measures for market uptake.

ALFA aims to increase the use of biogas from livestock farming as a renewable energy source and reduce GHG emissions caused by the decomposition of animal waste. The project has supported over 50 livestock farmers in adopting biogas solutions and provide information and tools to reduce investment risk and support financial frameworks to allow for scalability.

Moreover, ALFA intends to raise awareness of biogas and bioenergy among the general public and provide science-based information to livestock farming decision-makers. The project has been carried out in six representative European (EU) countries focusing on overcoming barriers to biogas adoption, such as limited awareness and inadequate financial frameworks. The goal is to enhance the wider uptake of renewable energy systems and increase the share of bioenergy as a baseload energy source.

ALFA has successfully achieved the first two goals in its strategic roadmap. The extensive analysis of the current biogas landscape, including the identification of regional variations and exploration of framework conditions, has provided valuable insights into the drivers and barriers influencing biogas adoption within the EU livestock farming sector. Additionally, through the six co-creation workshops with stakeholders, ALFA has developed tailored support measures to address identified needs and challenges.

Since the last edition of this deliverable, ALFA had actively been pursuing its third goal, which involved the ongoing deployment of biogas uptake support measures across various European countries. This phase emphasized the practical integration of renewable energy into the final energy consumption mix, thereby contributing to the advancement of sustainable energy practices within the livestock farming sector.

Furthermore, ALFA's fourth goal has been to evaluate outcomes and communicate project results effectively. This has played a crucial role in utilising evidence-based insights to inform policy recommendations, promote mutual learning, and facilitate the scalable growth of the livestock biogas ecosystem throughout Europe. In all respects, ALFA has contributed its part to improve the understanding and social acceptance of biogas production infrastructure providing material based on existing research findings, as well as to support livestock farmers and stakeholders in tackling barriers to the uptake of biogas systems and technology in the livestock farming industry. Additionally, ALFA has collaborated with relevant initiatives and provide tools to aid in the replication of its own project results, ensuring their long-term viability for supporting the uptake of circular bioeconomy practices.

3. Dissemination Strategy

The ALFA DCP was developed to establish a clear plan for dissemination activities and facilitate the project's objectives and goals. This is a horizontal action, meaning that the DCP is connected to all parts of the workplan and its respective activities.

3.1 Overview

The initial version of the ALFA DCP (presented in M3) aimed to establish a foundational framework for enhancing the project's visibility and facilitating active dissemination efforts to maximize ALFA's impact. This strategy was thoroughly designed to be consistent with the project's objectives, emphasising the transfer of knowledge and outcomes to selected stakeholders while depicting the concept to a wider audience. The DCP establishes explicit standards for various dissemination actions throughout the project, addressing the main features identified in Figure 1. To ensure the effective execution of the communication and dissemination strategy, these key elements will be periodically reviewed.



Figure 1. Overview of the ALFA dissemination and communication strategy

The following subsections present the overview of the Dissemination & Communication (D&C) strategy, starting with the first subsection, which outlines the objectives of the DCP that are used to ensure the effective monitoring and implementation of the project's dissemination and communication activities. Subsection 3.3 depicts the target audience to whom we are disseminating the project's key findings and outcomes, whereas in subsections 3.4 and 3.5 the key messages and key assets are presented respectively.

Section 4 is dedicated to the means, channels, and tools that were used to reach the identified stakeholders. Additionally, the allocation of roles and responsibilities for the dissemination strategy

is clearly defined, within this section, to ensure the smooth and effective implementation of the DCP. During the project's lifecycle, special attention has been paid to the synergising efforts with other relevant projects at national and European levels. A separate task is specifically dedicated to fostering synergies with relevant projects and networks, the outcomes at the end of the project of which are presented in this document. Lastly, the next chapters describe exhaustively the strategy's results along with a timeline for the dissemination and communication steps.

Aiming to ensure the successful dissemination and communication of results, the DCP constitutes a guidelines document that presents the tools and actions which the consortium partners have navigated to successfully engage the targeted stakeholders. It is important to note that the DCP was not a static document, but rather a flexible strategy that was reviewed and updated as needed throughout the duration of the project.

3.2 Objectives

The ALFA DCP outlines a comprehensive dissemination strategy answering the question **WHY** a DCP is necessary, which takes into account numerous important factors throughout the project's lifespan. It, therefore, serves as a horizontal document that is linked to every section of the project work plan and its associated activities.

In summary, communication, and dissemination efforts aim to increase project visibility and raise awareness of events and activities, paving the way for the effective promotion of the project's objectives, and its outcomes among diverse of stakeholders. In that way, the DCP holds a strategic role in facilitating the success of various work packages, as well as, the exploitation of the project's results, while enhancing its overall impact through the dissemination of project-generated knowledge. Strategically essential, the DCP delineates partner expectations regarding dissemination involvement and outlines necessary dissemination tasks to be executed throughout the project duration.

In general, the D&C strategy of ALFA aims to accomplish several high-level objectives:

- Communicate the project's aim, vision, activities and events to a wider audience;
- Promote the project's actions and the novel solutions it offers;
- Raise awareness of and build capacity on biogas uptake amongst a broader group of stakeholders;
- Widely disseminate the results of the project (ALFA support measures, Decision Support Tool, Knowledge Centre, Biogas Forum, Atlas Map, etc.) to the civil society;
- Define partners' responsibilities in dissemination activities;
- Encourage participation in relevant conferences and other events, as well as, the involvement in the project's activities;
- Monitor and fine-tune the project's dissemination activities and events;
- Ensure that the key messages of the project are communicated to the target audiences in an effective and clear way;
- Increase the engagement of the relevant stakeholders through a series of relevant activities, events and conferences;
- Establish synergies with other relevant initiatives and projects;

To ensure the achievement of the above objectives, the dissemination and communication strategy focuses on the implementation of a realistic action plan with the goal of involving as many target audiences as possible, while also providing the option of flexible solutions where necessary. The existence of a well-defined methodology that refers to what we want to disseminate (vision, news, achievements, results), to whom (stakeholders, target groups), by what means (strategies, tools, channels), and when to disseminate are key elements of a successful D&C plan.

Taking these into consideration, the following project dissemination and communication steps are defined:

- Determine the project's goals, as well as the communication channels and tools needed for maximum visibility and promotion;
- Determine the key messages and assets of the project;
- Connect each communication channel to the appropriate target audience and define the tools and methods for project dissemination;
- Specify each partner's roles and responsibilities so that they actively participate in and manage the project's dissemination and communication activities;
- Monitor key dissemination indicators and make necessary changes.

3.3 Target Audiences

The primary goal of dissemination and communication activities is to disseminate information about the project's vision, the outcomes, and the problems solved, in order to maximise the project's impact. Hence, it is essential to define the target groups to whom the D&C plan is directed.

The main stakeholder groups deemed to be the most relevant for ALFA in terms of the relevance of their field of action are illustrated in Figure 2.



Figure 2. ALFA's target audiences

Following that, a brief description of each target group is provided, so that the recipients of the D&C material can be clearly represented:

- Livestock farmers, farmer groups and associations, agricultural cooperatives, biomass owners;
- Transmission and Distribution system operators;
- Biogas and manure processing technology providers and technical advisors, such as ESCOs, suppliers of digesters for farms and associations (e.g., EEEEC, IAEE);
- Business, financial and policy advisors and networks (e.g., EEN, private consultancies);
- Policy-makers (EU, national and regional authorities);
- Researchers and academia (including R&I projects);
- Civil society (citizens, action groups, environmental associations, NIMBYs);
- Financial institutions and individual investors;
- Energy agencies and biogas associations (e.g., IEA, IRENA, WBA, EBA, AEBIOM);
- Local professionals (e.g., planners, designers, installers, craftsmen).

ALFA uses the Stakeholders Classification Model¹ to ensure that the list of targeted audiences is comprehensive, simple, and easy-to-understand. This model categorises each stakeholder group based on specific parameters such as:

- The level of authority of each stakeholder;
- The stakeholder's interest in the project's outcomes;
- The extent of the stakeholder's active participation in the project;
- The stakeholder's influence over the project's design, potential changes or modifications, and outcomes.

¹ Emerson Wagner Mainardes, Helena Alves, Mário Raposo, (2012). "A model for stakeholder classification and stakeholder relationships", Management Decision, Vol. 50 Issue: 10, pp. 1861-1879.

The parameters mentioned above define changes in communication tools and messages. Figure 3 summarises these parameters and how the various types of stakeholder engagement are classified.

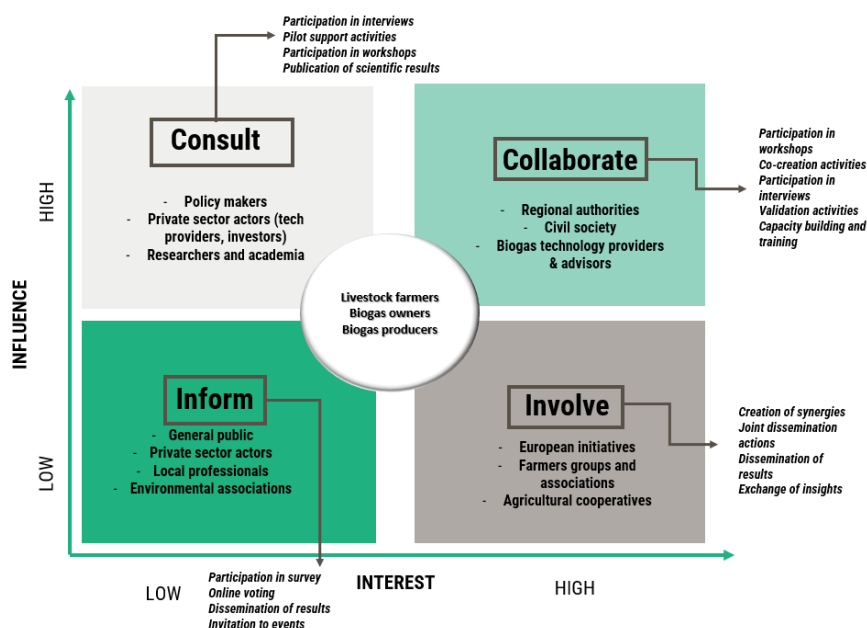


Figure 3. ALFA's Stakeholder mapping and types of stakeholder engagement

3.3.1 Gender Issues

Gender neutrality has been a key aspect of the communication and material used by ALFA during its implementation. ALFA equally targeted both men and women in its dissemination strategy and tracked the involvement of women in events and project activities to monitor progress in gender equality. Concerning the project's activities, they were promoted in a way that encouraged the participation of women, as well.

3.4 Key Messages

The project-related knowledge and information, which is disseminated, includes: (i) vision, objectives, strategic relevance and key facts; (ii) news, achievements and results; (iii) events held by the project or in which partners will participate to present their results; and (iv) key project results and assets.

The key messages communicated to the target groups are an essential component of an effective dissemination and communication strategy. Project messages need to be consistent with the concept and vision of the project, but they must also be tailored to the specific needs of the target audiences. Due to this, different stakeholder groups receive different messages, though ALFA's key messages has been continually updated and optimised based on our experience from the monitoring of dissemination results. Table 1 outlines the project's key messages per target group and their corresponding needs:

Table 1. ALFA's key messages per stakeholder group and needs

Target group	Needs	Key messages
Livestock farmers	Support services, access to finance and tech services to help them invest in biogas solutions; Complying with the evolving regulatory framework; Increased profitability and energy self-sufficiency; Data on market trends and innovative biogas technologies; Networking with other types of stakeholders;	<ul style="list-style-type: none"> ▪ ALFA provides tailor made business and access to finance services as well as tech support and consultancy ▪ ALFA offers practical seminars and webinars in order to build capacity ▪ ALFA provides easy to comprehend science-based information to raise awareness and acceptance among farmers ▪ ALFA provides access to an inventory of successful cases of livestock farms taking up RES ▪ ALFA provides information about the biogas market and innovative tools to capitalise on them ▪ ALFA establishes an Engagement Platform and regional Hubs connecting key local actors of the biogas value chain ▪ ALFA provides a Decision Support Tool to calculate the potential benefits of biogas solutions based on the specificities of each livestock farm ▪ ALFA offers free access to a Biogas Forum for networking and good practice exchange
Biogas end-users and grid operators	Access to safe, clean, and affordable energy; Regulatory compliance;	<ul style="list-style-type: none"> ▪ ALFA will stimulate the increased production of biogas leading to higher offer and more affordable prices for Power Purchase Agreements ▪ ALFA develops a virtual Atlas Map illustrating the successful cases of livestock farms implementing biogas systems and other spatial info about biogas ▪ ALFA provides findings on the needs and challenges for the uptake of biogas in each region ▪ ALFA contributes to meeting regulations and Renewable Energy Sources (RES) targets

Tech providers & advisors	Information about the evolving industry trends; Grow their network of clients; Improve their consulting services;	<ul style="list-style-type: none"> ▪ ALFA assists the access to new markets and opportunities arising from the support of biogas uptake. ▪ ALFA provides information on new digital tools and practical services that can be used to access biogas market opportunities
Policy-makers	Actual data on the current needs and challenges of the biogas value chains; Develop a policy framework that will assist meeting energy related targets; Mapping the variations in biogas adoption regionally;	<ul style="list-style-type: none"> ▪ ALFA contributes to more informed biogas policies by providing evidence-based recommendations. ▪ ALFA supports the REPowerEU's targets for EU's renewable energy share ▪ ALFA develops a Knowledge Center and Decision Support Tool to assist the design of effective biogas market uptake measures ▪ ALFA offers a replication guide with practical guidelines, tools, and a methodology for setting up market-uptake support measures
Civil society	Communicate their concerns and challenges about biogas installations; Access to clean and affordable energy; Access to accurate information about the biogas systems;	<ul style="list-style-type: none"> ▪ ALFA offers informative material and tools to raise awareness on the socioeconomic and environmental benefits of biogas production. ▪ ALFA raises awareness on the importance of enhancing the integration of renewable energy for climate protection ▪ ALFA will consult civil society in its identification of challenges, perceptions and concerns about biogas in livestock farming ▪ ALFA results can improve the rural biogas production systems

3.5 Key Assets

The ALFA project has specific assets that can be of interest to different stakeholder categories. Although these assets are defined alongside project activities, the following have been identified as key project assets:

- ALFA research studies, regarding the framework conditions in the target countries along with the stakeholder's needs and misperceptions and successful case studies of livestock farms that have invested in biogas plants;
- ALFA Hubs, acting as our network of regional facilitators and local actors to overcome language barriers and ensure responsiveness of our target groups;

- ALFA business, financial and technical support services, tailored to the needs of the livestock farming industry designed to support the uptake of biogas technologies and systems;
- ALFA tools, including the Knowledge Center, the Decision Support Tool (DST) and an Atlas Map, aggregating information useful to the design of biogas market uptake measures;
- ALFA Engagement Platform, including its Biogas Forum for networking, mentoring, and good practice exchange amongst biogas stakeholders internationally;
- Informative specs, materials and tools to (i) raise awareness on the benefits of biogas and tackling misperceptions and (ii) build capacity for taking up biogas solutions in practice;
- Replication guide, providing practical guidelines, tools and the methodology to support interested actors in replicating ALFA's model in different regions and contexts;
- Policy recommendations, offering insights and guidelines to support national and EU policy-makers in improving the current framework conditions and other public interventions;
- Open data collected/generated by the ALFA monitoring & evaluation framework, encapsulating the novel knowledge produced by the ALFA market-uptake support measures.

4. Dissemination and Communication Tools, Channels, and Outcomes

The ALFA project has deployed a European-wide campaign to communicate and disseminate about the project's goals and activities, encourage measurable actions, and promote the uptake of our results. Key communication methods include:

- **Graphical identity:** The graphical identity (including a logo and templates), which was created at the beginning of the project (M1) to ensure consistency in all communication and promotional material.
- **Promotional material, newsletters and video:** The development of promotional materials (such as leaflets, posters, bookmarks, and infographics), which were developed by M3, and showcased details and success stories from the project to communicate its tangible benefits. A total of [7 newsletters have been published](#) throughout the project, with one ad hoc publication in M15. A promotional video was published in January 2025. In addition, the promotional material has been distributed in several events and activities to relevant stakeholders. Other videos were also created by the partners (e.g. [PEDAL](#)) as part of the awareness raising campaign.
- **ALFA events:** A series of events have been organised throughout the project, to align the ALFA biogas market uptake support measures with the needs of regional facilitators, build capacity for biogas technologies and systems, facilitate connections between stakeholders, exchange knowledge, discuss policy perspectives, and disseminate final results. These events included site visits, seminars, webinars, mutual learning workshops, and other events at the hub level that disseminated ALFA's results.
- **External events:** Participation in external events relevant to target stakeholders to exchange knowledge and communicate project value propositions and results (see Section 4.4. Events for more information).
- The launch of a **web portal** in M4 (February 2023), which serves as the primary online platform for public and consortium communication to inform about the project, and as a repository to offer access to ALFA's results. The website also provides a link to the Engagement Platform and its tools.
- The **Engagement Platform**, as a separate virtual space linked to the ALFA website, provides access to the different information and networking tools developed by ALFA, namely the Knowledge Centre, the Biogas Forum, the Decision Support Tool and the Atlas Map with ALFA's 20 successful cases of farms that adopted biogas or other RES.
- **Social media:** The ALFA project established a presence on social media platforms (Facebook, X – former Twitter, LinkedIn, and YouTube) in M1 and will augment this presence with digital material produced throughout the project. In M27, BlueSky was launched since the [EU passed the Digital Services Act](#) due to concerns about illegal content, transparency, and data access for researchers, which affected the usability of X for projects. Therefore, it was decided to use BlueSky as more transparent and appropriate platform.
- **Synergies with other projects and initiatives:** The project continuously identified and established synergies with relevant research projects and regional, national, and international initiatives.

Furthermore, the outcomes and reflections from these efforts will be included, offering stakeholders further knowledge of the project's impact and lessons learned. ALFA remains committed to transparently sharing its results and insights, triggering ongoing dialogue, and promoting sustainable change within the biogas ecosystem.

4.1 Dissemination Channels and Activities

The ALFA DCP uses a selection of tools and channels to ensure that the project's activities and outcomes have been effectively promoted to a range of stakeholders. The following table provides a summary of the different dissemination channels and activities:

Table 2. ALFA's dissemination channels and activities

Channel	Description
Consortium networks	Project's outcomes are being disseminated via networks and initiatives, to which our partners have access, as well as in networking events, in which they participate.
Third-party events	ALFA's partners are able of accessing and attending major industrial exhibitions, trade fairs and shows in the field of agriculture and renewable energy to disseminate outcomes.
Project events	Several events, such as co-creation workshops, mutual learning workshops, awareness raising campaigns, field visits, a final dissemination event and a policy roundtable, have facilitated dissemination during ALFA.
Digital Presence	Communication activities e.g. newsletters being promoted to the web portal, the engagement platform, and the social media accounts.
Synergies	An extensive network with relevant EU-funded projects, project groups, stakeholder's networks, farmers associations etc.

Furthermore, the following figure provides a comprehensive overview of the different tools, channels and planned dissemination activities, depicting essentially the means by which the DCP is being implemented.

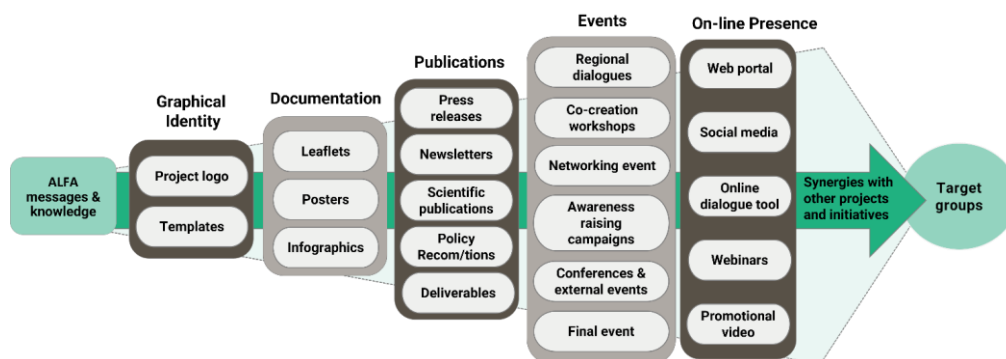


Figure 4. ALFA's communication activities

The ALFA promotional material and graphical identity include:

- Project's logo
- Project's visual and graphical identity
- Trifold leaflet
- Poster
- Bookmark
- Roll-up banner
- Presentation template
- Publication template
- Letterheads
- Promotional video

The ALFA online presence includes:

- Web portal
- Engagement Platform
- Bi-annual (+ad-hoc) Newsletter
- Ad – hoc Newsletter issues
- Press-releases
- Facebook account
- Twitter/X account (later replaced by a BlueSky account)
- LinkedIn account
- YouTube channel

The ALFA engagement and promotional events include:

- Organisation of the project's co-creation workshops, full-day seminars, mutual learning workshops combined with field visits, networking event, policy roundtable, and ad-hoc awareness raising events.
- Participation in external events and conferences as ALFA representatives.
- Final dissemination event.
- Co-organisation and participation in events with projects with which we have established synergies.

The ALFA publications include:

- Project's deliverables (the public reports).
- Other publication in different media (e.g., articles, press releases, newsletter, conference papers and presentations etc.).

The following table summarises the communication tools and channels used to reach each of target groups.

Table 3. Tools and channels used for the identified target groups

Target Group	Tools and channels
Livestock farmers	Hub's activities, Engagement Platform and its tools, Project events, Workshops, Social Media Accounts, Newsletter, Promotional video, Leaflet, Poster, Web portal, Project's reports
Policy actors	Policy roundtable, Policy briefs, Engagement Platform, Project events, External events, Workshops, SMAs, Leaflet, Poster, Project's reports, Personal contacts
Industrial actors (tech providers, investors, advisors, etc.)	Hub's activities, Engagement Platform, project events, external events, workshops, Social Media Accounts, newsletter, video, leaflet, poster, web portal
Regional biogas value chain stakeholders	Hub's activities, Engagement Platform, external events, workshops, Social Media Accounts, newsletter, promotional video, leaflet, poster, web portal
Scientific community	External events, Social Media Accounts, newsletter, video, leaflet, poster, web portal, scientific publications, project's reports, synergies with other projects
International organisations	External events, Social Media Accounts, web-portal, project's reports, scientific publications, external events
Relevant EU projects & initiatives	External events, Social Media Accounts, newsletter, promotional video, leaflet, poster, web portal, scientific publications, project's reports, synergies with other projects, Engagement Platform

Civil Society	External events, Social Media Accounts, newsletter, promotional video, leaflet, poster, web portal, awareness raising campaigns, press releases
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4.2 Promotional Material

Throughout the project duration the promotional material for ALFA was developed, including the ad-hoc promotional material (roll-up banner, and bookmark). White Research was in charge of the graphic design and content, while consortium partners provided feedback throughout the process. The material is accessible to the public through the [project's website](#), whereas the project's social media channels were used to further promote it and increase awareness. Furthermore, the material has been used at physical events to attract and engage relevant stakeholders, as well as to provide more information about the project's mission and objectives. Each partner was responsible for printing and using the material as required.

Collectively, our dissemination and communication efforts led to the distribution of over 7 000 pieces of promotional material through various channels. These channels include both physical events and online downloads, tracked using a plug-in feature on our website. Our partner, European Dairy Farmers, distributed more than 900 pieces, predominantly during external events. Additionally, our engagement activities, including surveys, interviews, and workshops, contributed to the distribution of a substantial number of promotional materials.

Project's Logo

The project's logo and unique visual identity were developed at the start of the project. All promotional and communication materials, including leaflets, posters, templates, websites, and publications, are aligned to the project's official identity.

During the kick-off meeting, the project partners were invited to cast their votes for the project's logo from a selection of options. The final logo is depicted below:

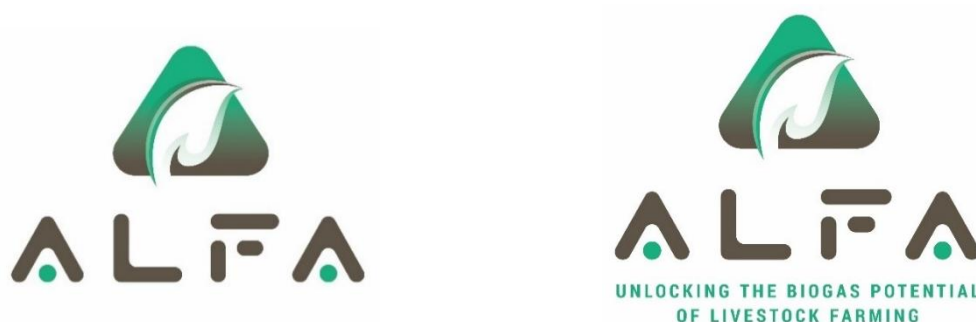


Figure 5. ALFA's Logo without tagline on the left and with tagline on the right

The triangle featured in the logo corresponds to the initial letter of the project's name, "ALFA," and abstractly represents a biogas plant. Within the triangle, a leaf-flame is depicted to symbolize the integration of green energy and gas production. The gradient of colours, transitioning from brown at the bottom to green at the top, signifies the conversion of manure into green energy, including biogas and biomethane.

The colour palette of the logo combines earthy tones, such as shades of brown and green to evoke the natural origins of feedstock in the agricultural industry, and is presented in the following figure:

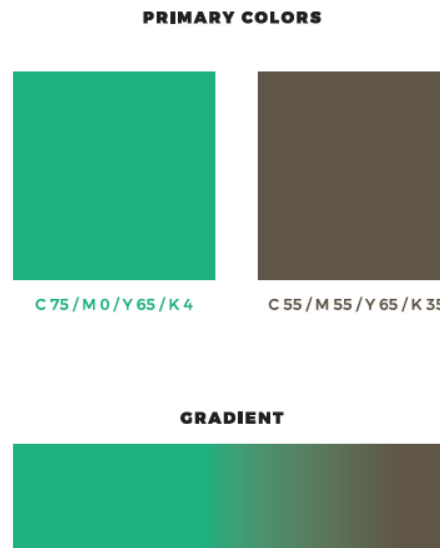


Figure 6. The colour palette of ALFA's Logo

In all communication materials (deliverables, presentations, etc.) produced during the project, the EU flag and funding statement must be displayed alongside the ALFA logo.



Figure 7. EU Flag and funding statement

Leaflet and Poster

Leaflets and posters are effective tools for disseminating and communicating information about the ALFA project. In M3, a trifold leaflet and a poster were created to draw the attention of stakeholders and provide brief information about the project. These materials should be distributed by partners at physical events and activities and will also be available on the project's website.

The leaflet provides the reader with information about the project's content and objectives, expected outcomes, and contact information. The poster includes graphical elements to draw the attention of stakeholders and provides basic information about the project and key stakeholder groups.

Both promotional products include information about the project's partners, including contact information and websites, and acknowledge the funding provided by the Horizon Europe program.



Figure 8. ALFA leaflet - exterior side



Figure 9. ALFA leaflet - interior side

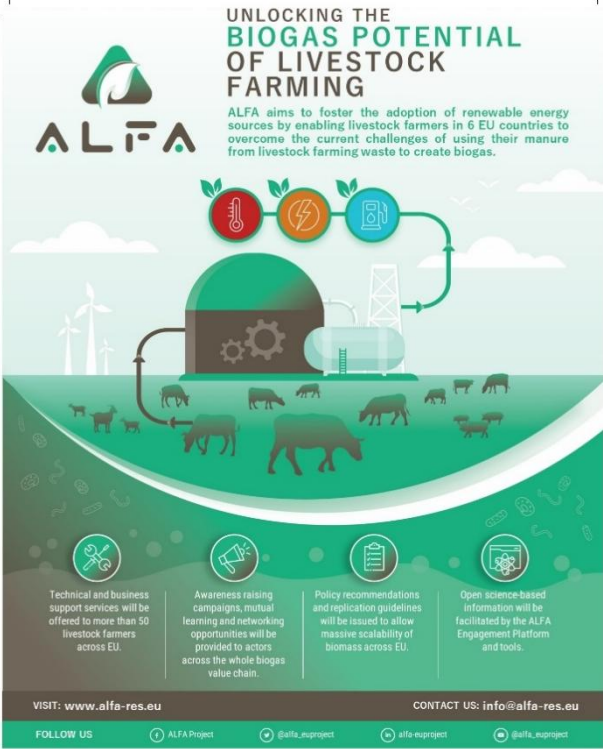


Figure 10. ALFA poster

Roll – Up Banner

Following partners' requests, a roll-up banner, measuring 80 x 220 cm was developed specifically to be showcased at events and exhibitions. The decision to create a roll-up banner was driven by its versatility, portability, and ease of setup and dismantling, making it an ideal choice for such occasions. Derived from the design of the poster, the roll-up banner was customized to fit the specific dimensions and purpose of the material. Moreover, it was harmonized with the project's visual identity, depicting consistent colour palette, fonts, and logos.

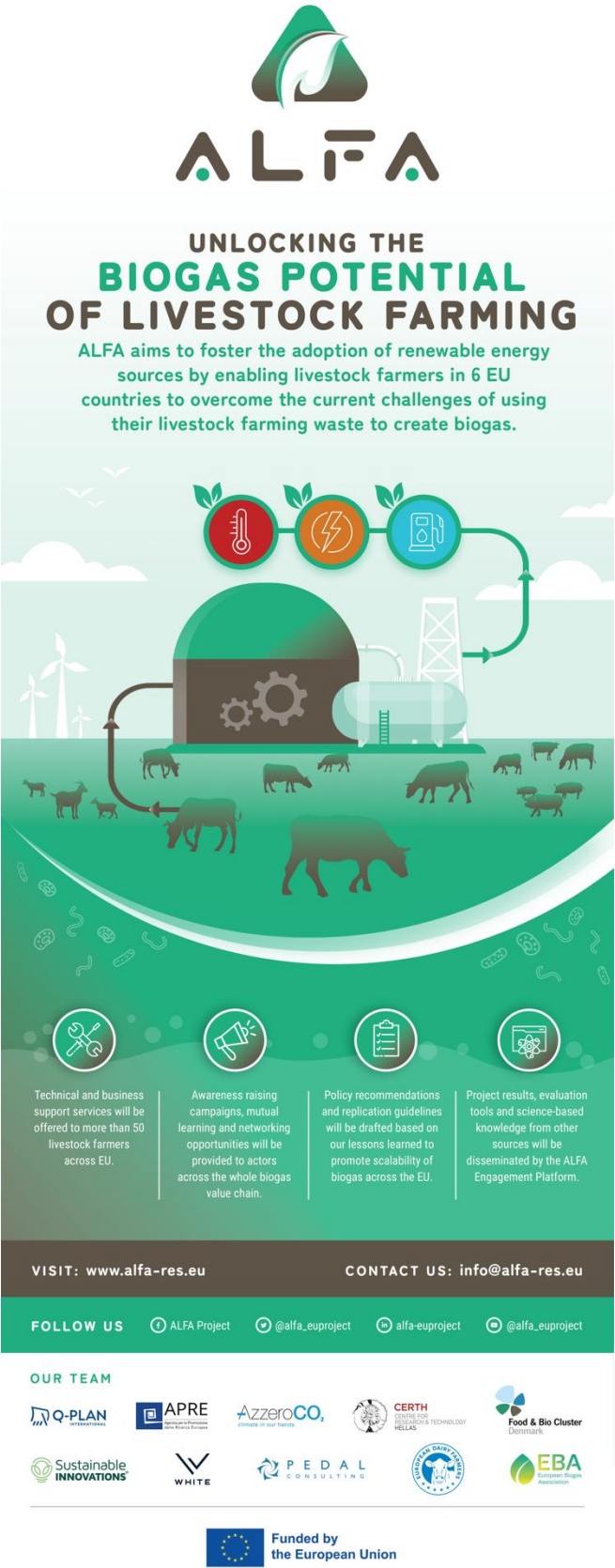


Figure 11. ALFA Roll-Up Banner

Bookmark

Likewise, White Research developed a double-sided bookmark featuring the project's tagline and essential project information. Additionally, a QR code is incorporated to offer recipients a more comprehensive overview of the project. The utilization of the bookmark aligns with sustainability principles, requiring minimal paper and offset materials (ink, electricity), and can be reused by individuals in their books. Furthermore, it is designed to captivate stakeholders' attention with its concise and compact format, while the QR code grants access to the project's online links and other pages, where all the services, assets, and tools provided by the ALFA project are presented. In the context of the Final Event and Policy Roundtable the bookmark was updated to include both the brief and the replication guide



Figure 12. ALFA Bookmark (Side A to the left, Side B to the right)

Templates

In addition to the poster and leaflet, templates have been created for the project that adhere to the graphical identity and aesthetic characteristics of the ALFA logo. These templates include a presentation template to be used by consortium partners during events and meetings, a reports

template for project deliverables and other publications, and letterheads for official invitations to events.



Figure 13. ALFA Presentation Template – front slide



Figure 14. ALFA Presentation Template – presentation slide

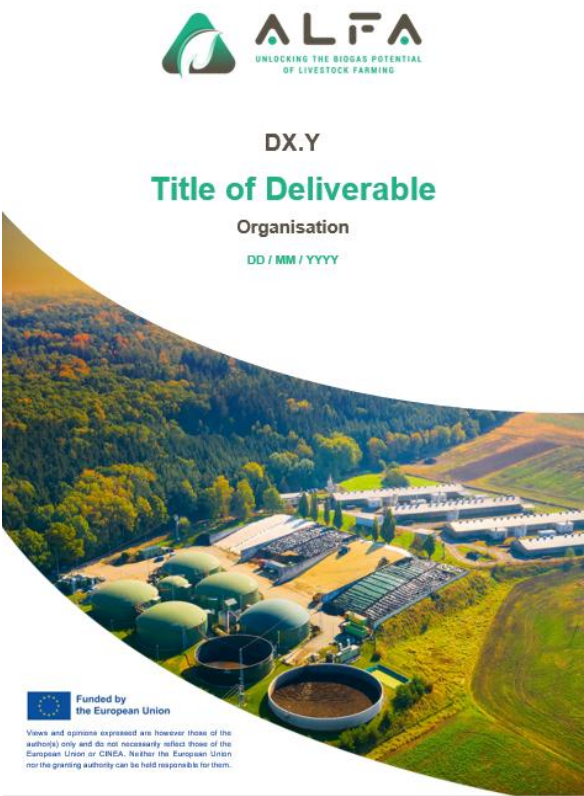


Figure 15. ALFA Deliverables Cover Page Template



Figure 16. ALFA Letterhead

Promotional Video

As part of the D&C's plan's actions, a promotional video was created to draw public attention to the project's activities and promote various aspects of the project.

Early on in the pre-production phase, it was agreed upon to do the video live-action rather than animated, specifically to use live footage from biogas plants as well as interviews with partners. The video was a collaborative endeavour, both in pre-production, with partners contributing to its design and development and during filming itself, with interviews of partners from Q-PLAN, FBCD, SIE, A0CO2, and PEDAL. The video was also filmed on site at the Matejovce biogas plant in Poprad, Slovakia, with inputs from its manager. Furthermore, an important highlight of the video was the involvement of the Slovak Biogas Association as well. This provides an added effect of realism to provide viewers what a plant looks like and assists the video in its objective of maximising the project's impact.

The video has been uploaded to the ALFA YouTube channel, website, as well as has been promoted via the project's online social media channels (Facebook, X, LinkedIn). Furthermore, two versions of the video were made, one with [interviews](#), and the [other without](#). Both go in-depth into the how the project provides assistance and offers innovative biogas solutions in transforming organic waste into renewable energy and natural fertilisers, however the latter goes more in-depth with inputs from key members of the consortium as well as features the Matejovce plant in Poprad, Slovakia, which supplies thousands of homes, kindergartens and primary schools with heat, and reduces emissions while improving crop health.

It is important to note that this video is *not* the only video of the project, as other videos were made (c.f. 4.3.5. Social Media Accounts (SMAs)) by the project, as well as partners also contributed by making their own videos and disseminating them across their networks (e.g. [PEDAL](#))

4.3 Digital Presence

To reach as many diverse stakeholders as possible, ALFA has established a strong online presence through the creation of a website, a bi-annual newsletter, and various social media accounts (SMAs).

4.3.1 ALFA Website

The ALFA website, which was launched on M4 (February 2023), serves as the primary digital platform for disseminating information about the project to a wider audience. Designed to be user-friendly and engaging for stakeholders, the website provides key information about the project's approach and objectives, as well as details about the consortium and advisory board members.

All public deliverables, dissemination materials, and newsletters are available for free download on the website, which also features a dedicated connection to the ALFA Engagement Platform (see figures below). Partners are expected to provide relevant content for the website's development, maintenance, and updates, ensuring that visitors are kept up to date on the project's actions and results.

The initial version of the website's architecture is presented in Figure 17:

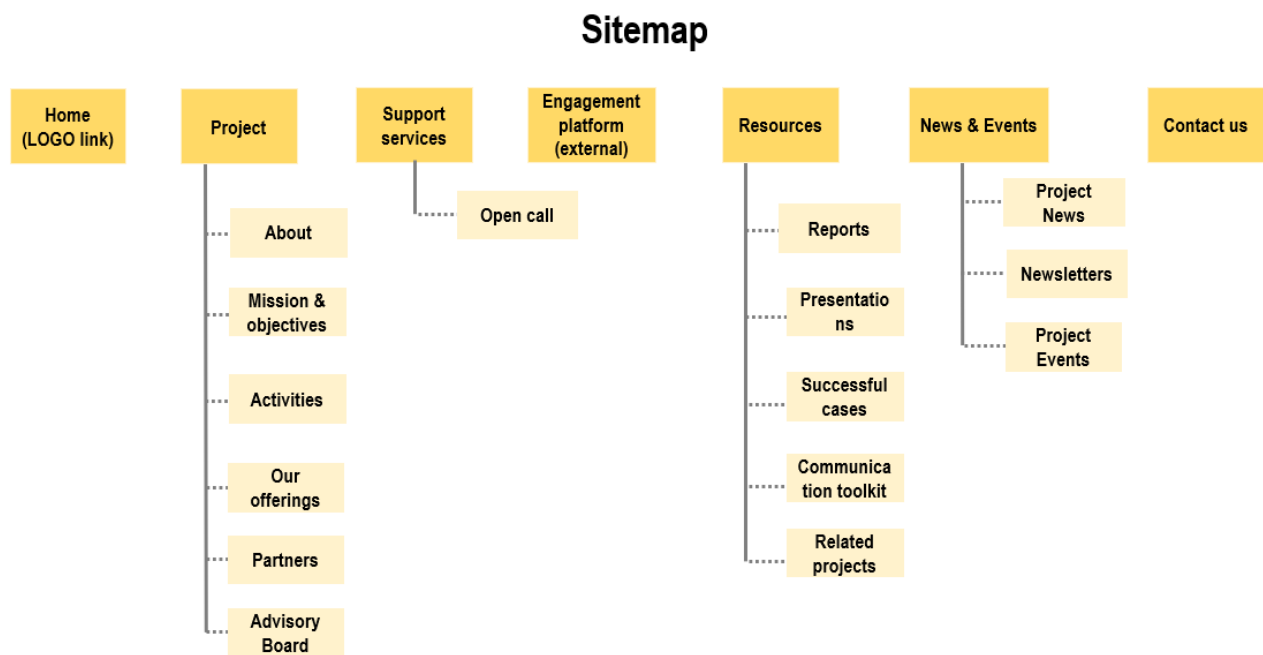


Figure 17. ALFA Website Sitemap

The website, hosted on the domain **alfa-res.eu**, aligns with the project’s dedicated email address: **info@alfa-res.eu**. It is constructed using WordPress, specifically utilising the Salient Child theme, with additional enhancements made through CSS coding to enhance interactivity and user-friendliness. Furthermore, it has dynamic content, ensuring compatibility across various devices such as mobile phones and tablets, thereby enabling stakeholders to access it seamlessly. The content dynamically evolves throughout the project’s lifecycle, reflecting advancements in the project’s activities and goals. For instance, the launch of Open Calls was accompanied by a custom-made pop-up window, directly informing website visitors about the application process and encouraging their participation. The website features the following sections including ‘About ALFA,’ ‘Resources,’ ‘News and Events,’ and ‘Contact Us.’ Additionally, visitors can explore successful cases, studies of biogas uptake, the project’s Advisory Board, promotional materials, and related initiatives (synergies), among others. Also, the project’s Privacy and Cookies Policy is accessible to the website via an interactive button.

See how the website looks like:

- ALFA Homepage:

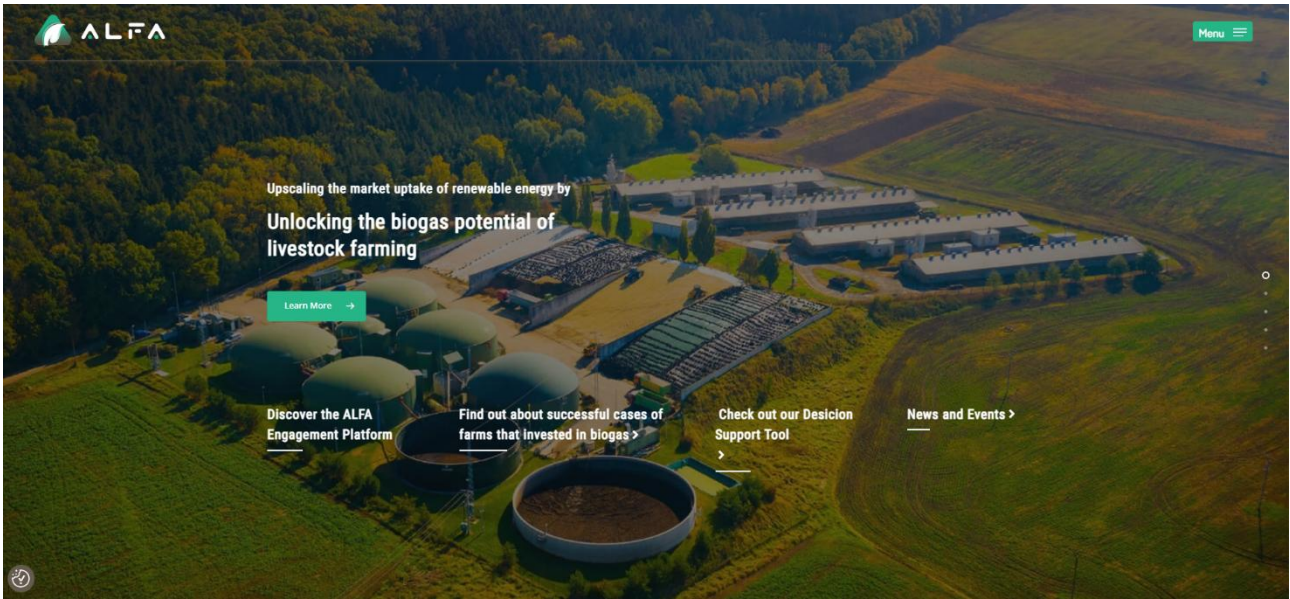


Figure 18. ALFA Homepage

- Sidebar Menu

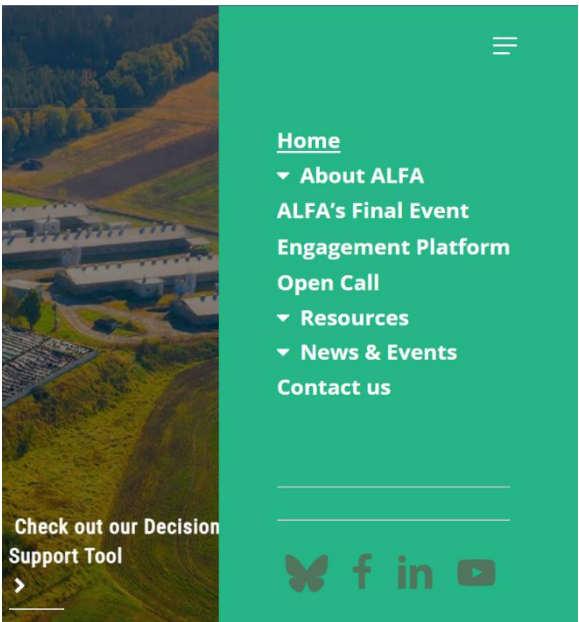


Figure 19. Sidebar Menu, featuring updated webpage for the final event

• About us

Mission and Goals

ALFA at a glance

- Mission and Goals
- Activities
- Our offerings
- Partners
- Advisory Board

The project

ALFA is set on unlocking the potential of biogas production from livestock farming to enhance the wider uptake of RES and increase the share of bioenergy as a baseload energy source while ensuring reduced emissions from untreated manure and supporting the creation of new jobs and revenue for the livestock farming industry.

During its three years, the project will support at least 50 livestock farmers in 6 EU countries (Greece, Italy, Spain, Denmark, Belgium, and Slovakia) to overcome existing barriers and viably take up biogas solutions whilst providing a more informed basis for citizens, stakeholders, and policymakers by unveiling biogas market dynamics, facts, and perceptions.




Figure 20. About Us Section

• Interactive map – Greece/Italy

Unlock the insights of the ALFA Hubs

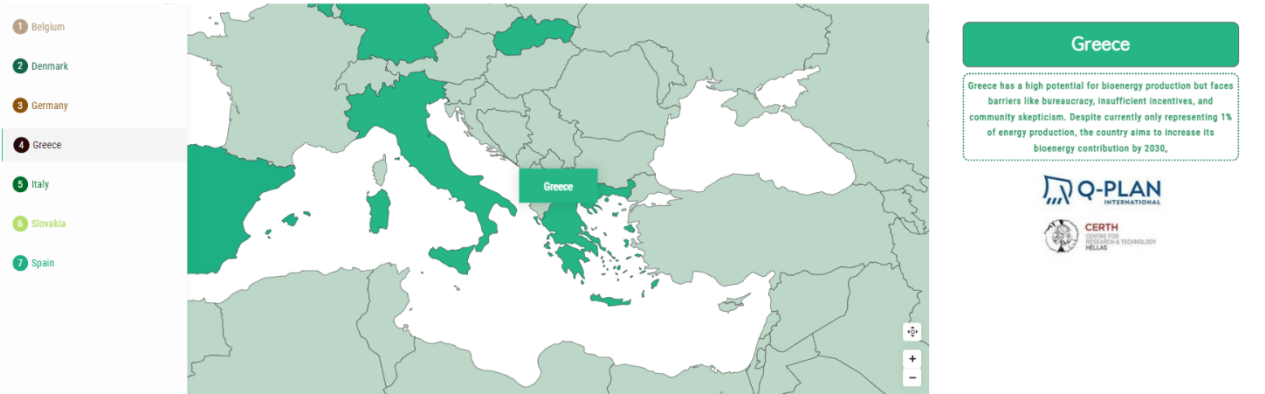


Figure 22. Interactive Map – Greece



Figure 21. Interactive Map – Italy

• Partners



Figure 23. Partners

- **Successful cases**

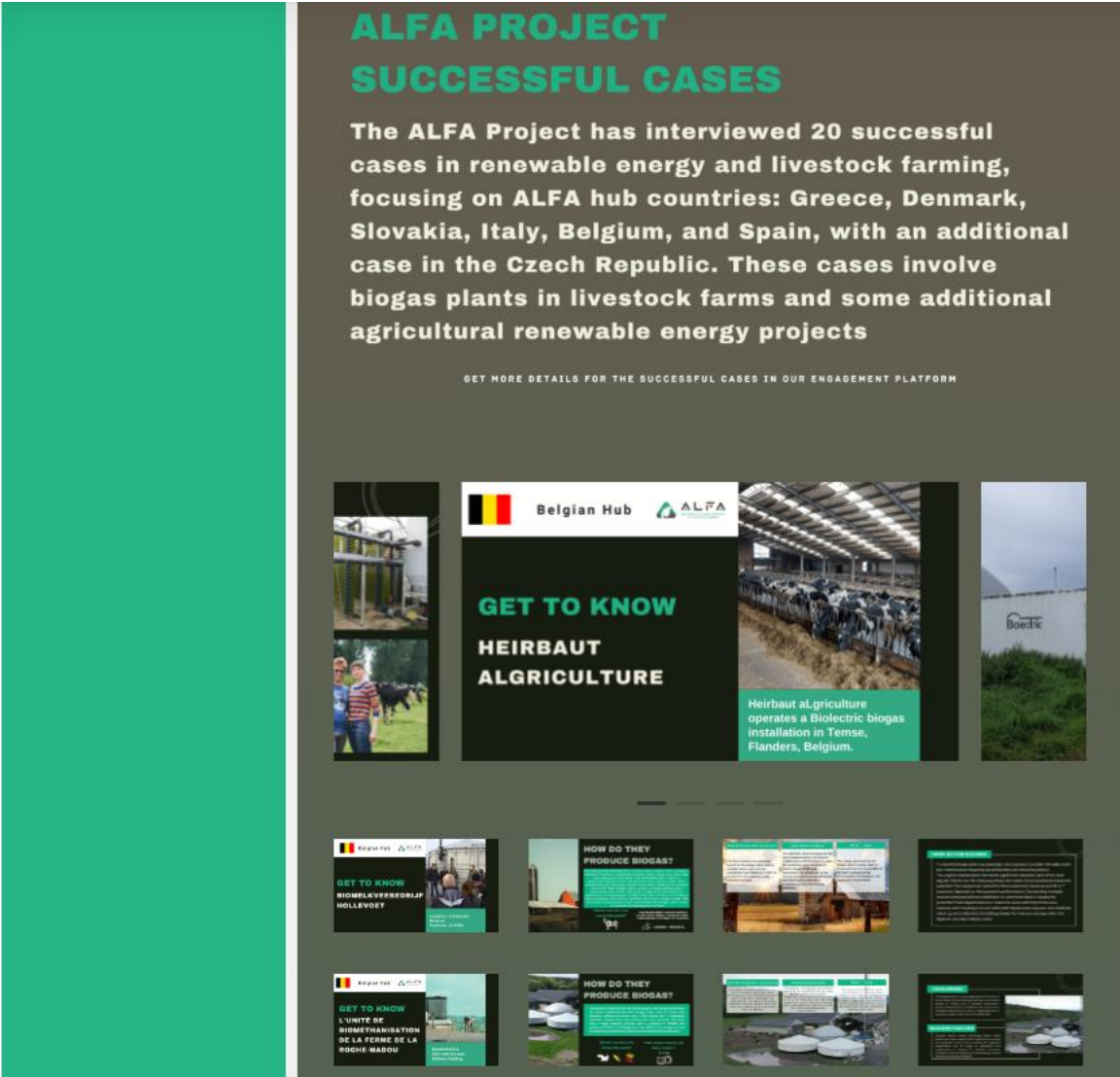


Figure 24. Successful Cases

- **Newsletters**

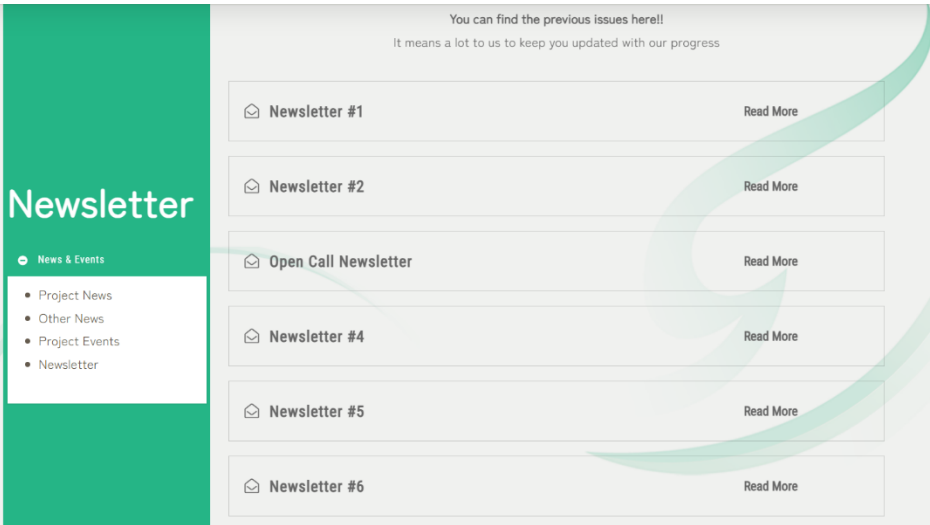


Figure 25. Newsletters

• News (Blogposts)

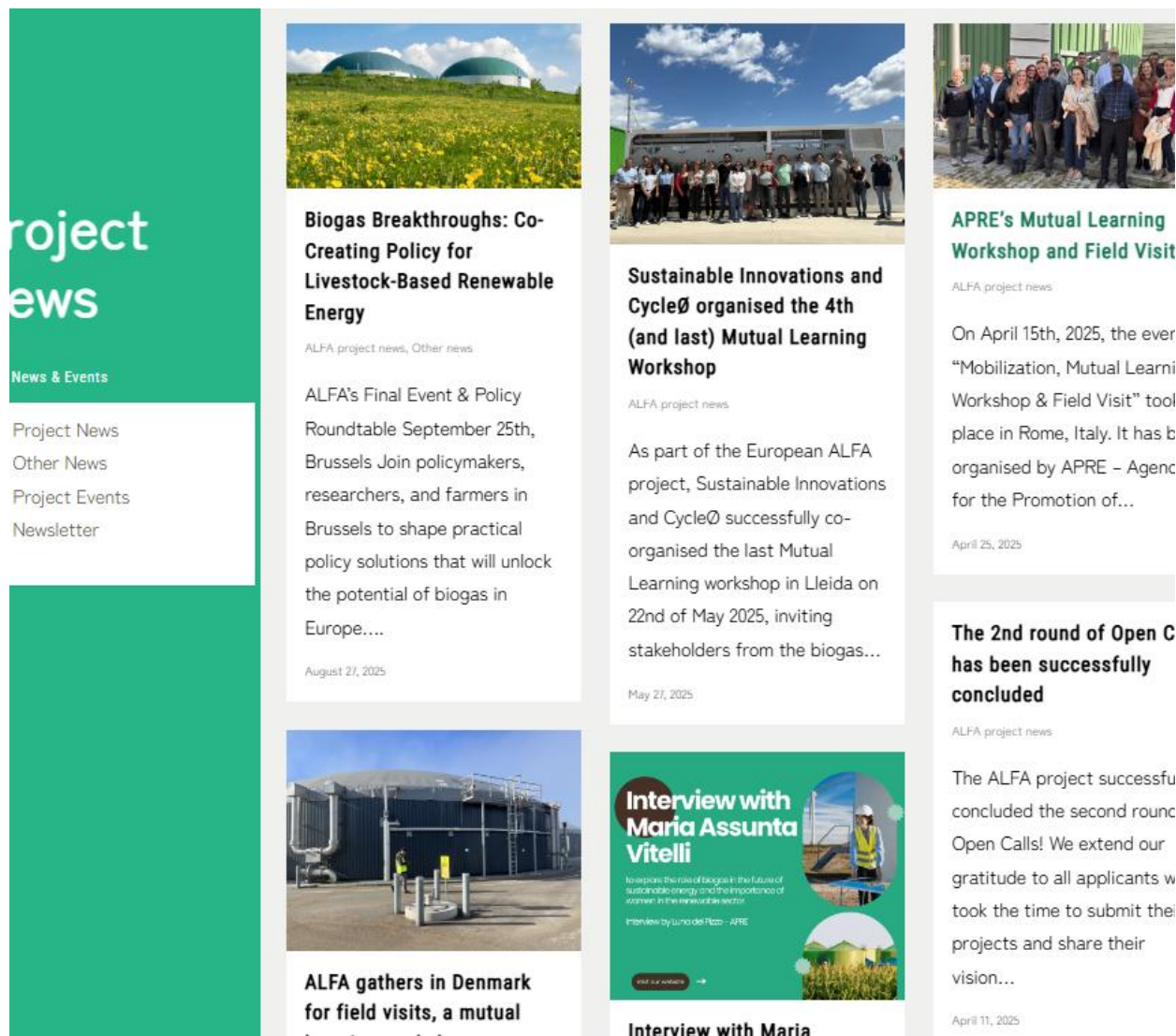


Figure 26. News

• Footer

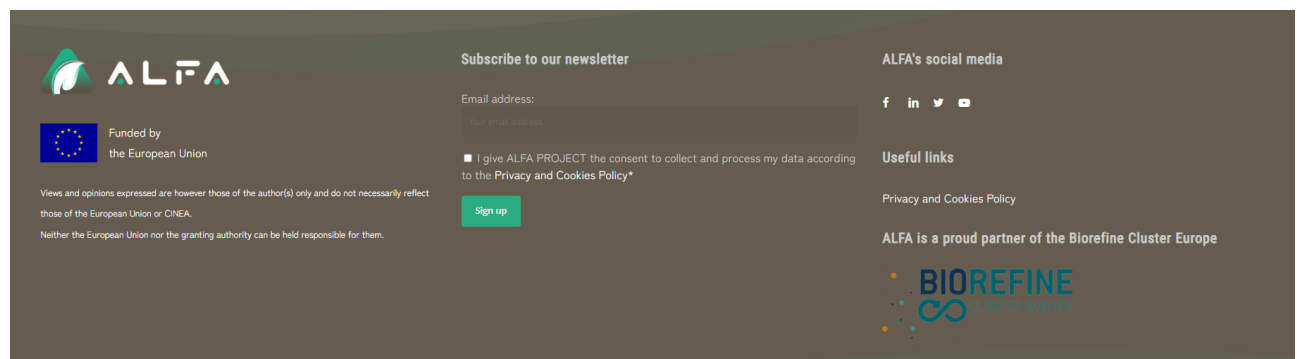


Figure 27. Footer

4.3.2 ALFA Engagement Platform

The ALFA Project has developed an Engagement Platform (<https://alfaep.eu/>), with Q-PLAN being responsible for the development, to promote the uptake of biogas solutions in the livestock sector,

blending traditional and contemporary promotion methods to ensure widespread visibility and user engagement. The platform aims to disseminate project objectives, success stories, and updates to a broad audience, while also cultivating collaboration, networking and knowledge exchange within the biogas sector. Towards this aim this platform is online from M10 (August 2023) and hosts a suite of tools and services, including (i) the Decision Support Tool, (ii) the Biogas Cases Atlas Map, (iii) the Biogas Forum, and (iv) the Knowledge Centre. These tools are described in detail in D2.3 “ALFA support tools – Initial Version”. The platform has developed based on an ongoing process of continuous updates and enrichments of the tools, with a final version described in D2.6 “ALFA Support Tools – Final Version”.

The platform serves as a hub for biogas stakeholders to access valuable resources and information, while targeting a diverse audience, including livestock and agriculture farmers, biogas experts, policymakers, and civil society. Livestock and agriculture farmers can benefit from the platform's decision support tool, which assists in implementing tailored biogas solutions on their farms. Biogas experts and other stakeholders utilise the Biogas Forum for collaborative knowledge exchange, contributing to sector growth. Policymakers gain valuable insights and data for informed decision-making in sustainable agriculture and greenhouse gas reduction, aligning with the EU's "Green Deal" objectives. Civil society benefits from the Knowledge Centre, fostering awareness and informed choices. Overall, through continuous development, updates, and enrichment of the ALFA tools, the platform ensures relevance and utility for its diverse audience. Additionally, the ALFA Engagement Platform includes a translated section, breaking language barriers enhancing, accessibility and expanding its reach across diverse communities.

In summary, the ALFA Engagement Platform contributes to the project's dissemination goals by providing a versatile, inclusive, and tailored approach to connecting with audiences at local, national, and European levels.

- ALFA Engagement Platform – Homepage

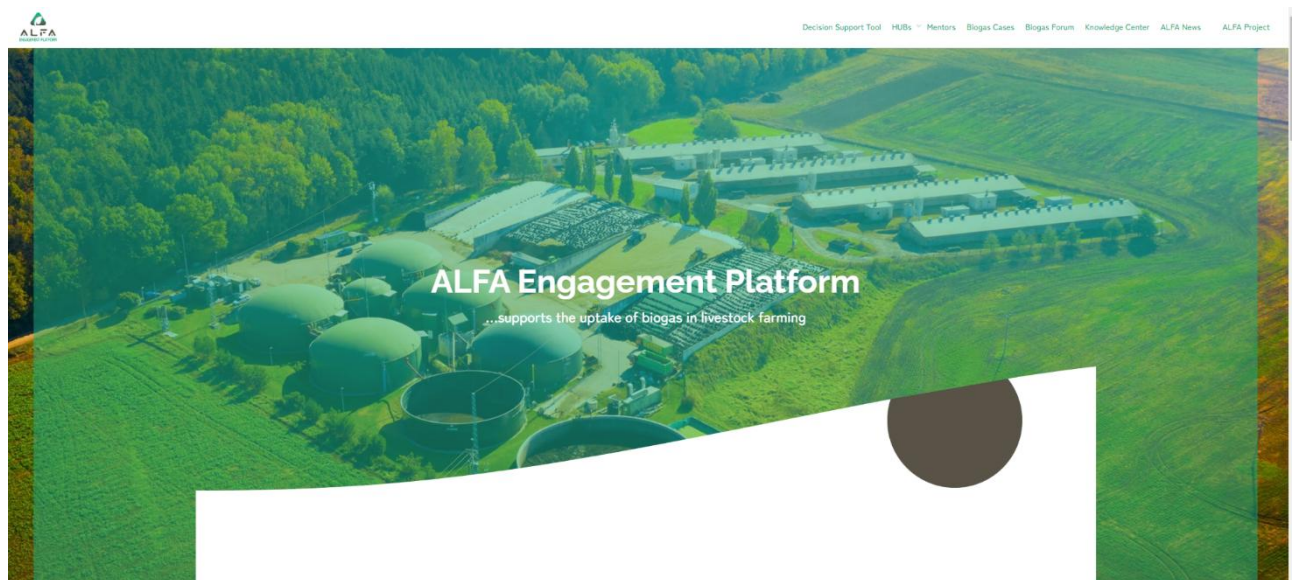


Figure 28. ALFA Engagement Platform – Homepage

- ALFA Engagement Platform – Hubs



Figure 30. ALFA Engagement Platform – Hubs

- ALFA Engagement Platform – Hubs Example – Belgium

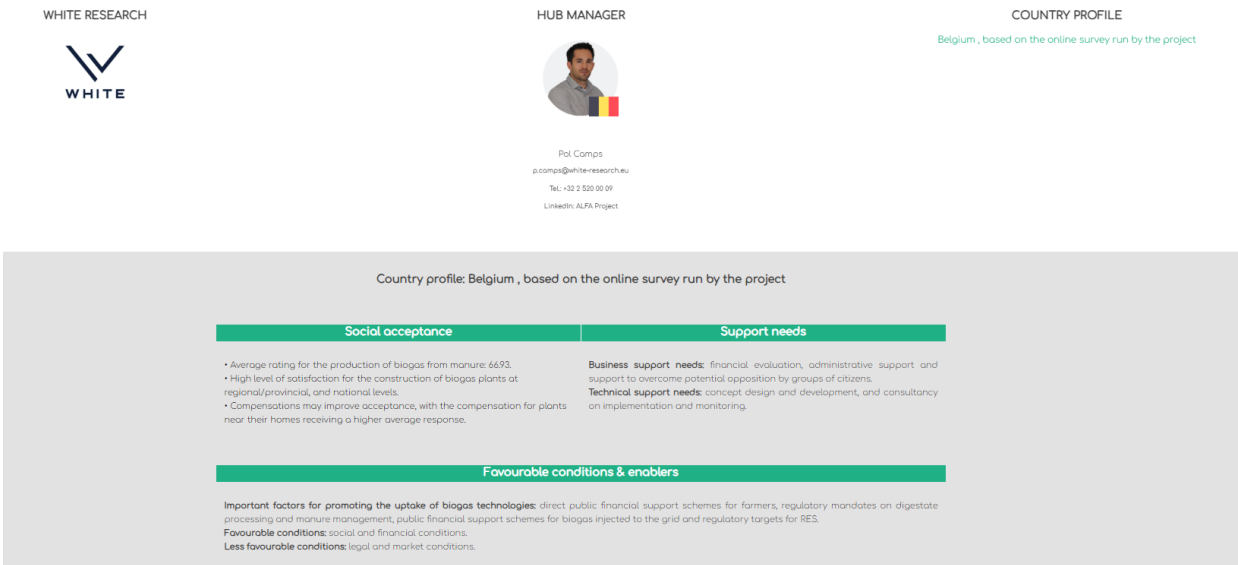


Figure 29. ALFA Engagement Platform – Belgium

- ALFA Engagement Platform – Biogas Cases

Biogas Cases

Explore our interactive map showcasing compelling case studies of biogas facilities, highlighting success stories and demonstrating the tangible value they bring to the livestock farming sector.

Show Your Success Story

Dive into a world of sustainable energy solutions, innovative practices, and impactful transformations, all visualized on our dynamic webpage map.

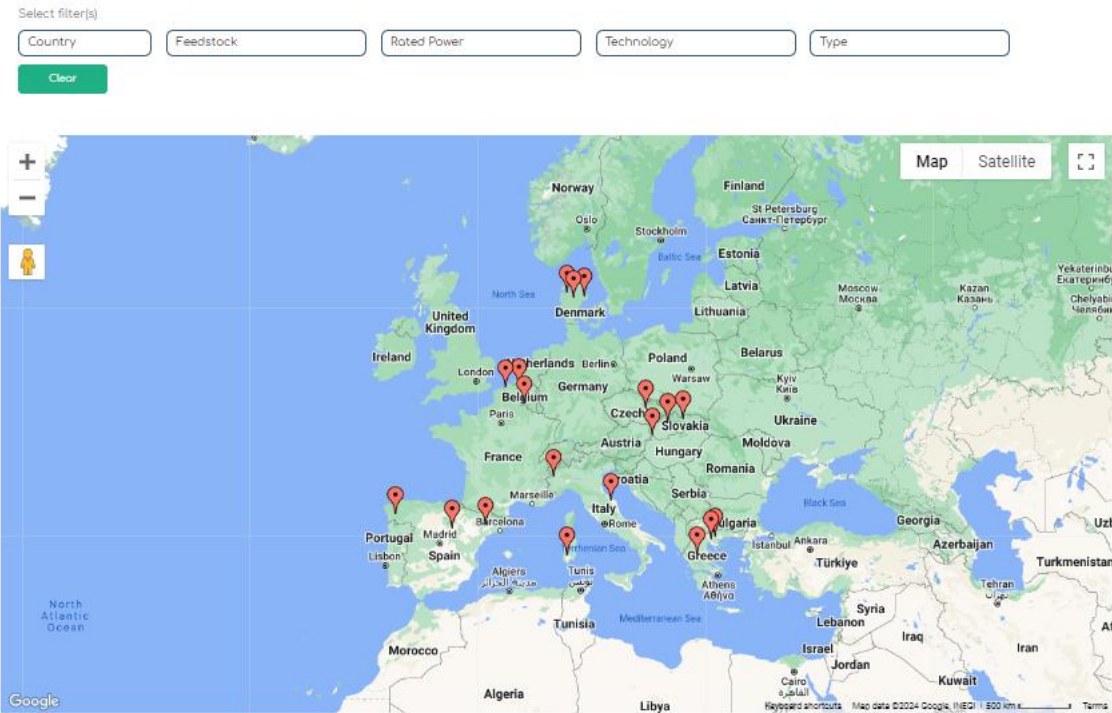


Figure 31. ALFA Engagement Platform – Biogas Cases

- ALFA Engagement Platform – Knowledge Center

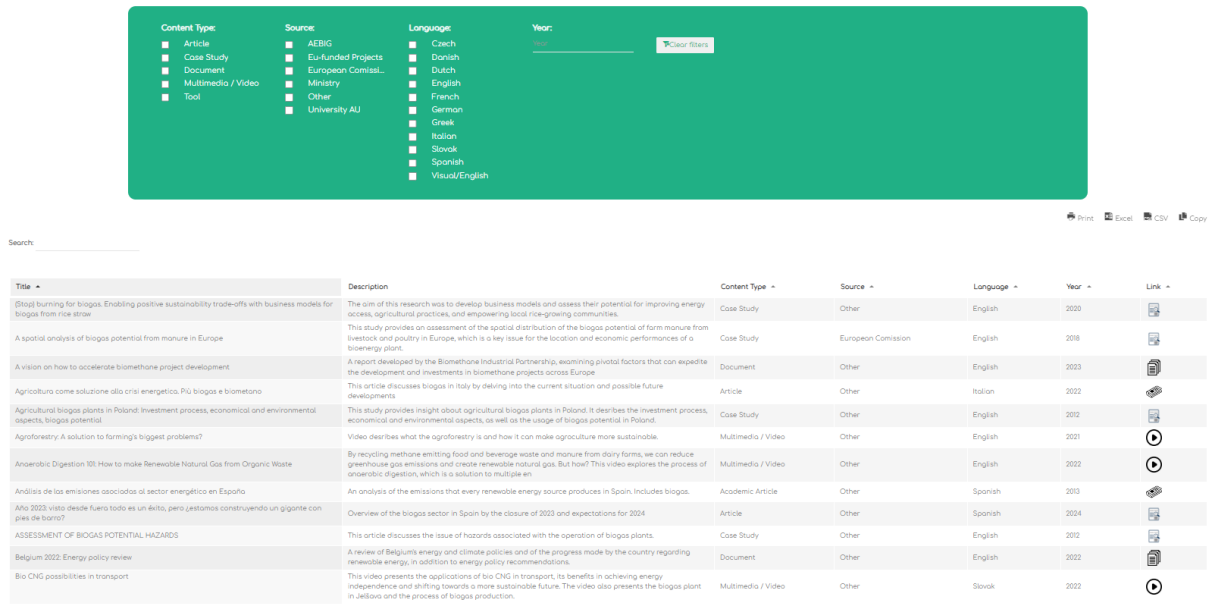


Figure 32. ALFA Engagement Platform – Knowledge Centre

4.3.3 Website Analytics

To monitor website and engagement platform analytics, including visits, events, average session duration, and other relevant metrics, we utilise the Google Analytics service. We maintain two separate accounts, one for each portal. This traffic monitoring helps us assess website performance, identify successful content, and make adaptations to our dissemination strategy.

- Website and Engagement Platform Analytics:

The website analytics are connected to the key performance indicator (KPI) 'unique visits to the website,' where visitors are counted once based on their IP address. The number of unique visits to the website stands at 10 000, indicating moderate engagement with our stakeholders. Total views amount to 17 000, with 52 000 events recorded, suggesting that various sections of the website were accessed a total of 52 000 times during the period from January 2023 until October 2025. The spike in the unique visits to our website directly correlates with its launch, with a count of over 350 new users accessing our platform.

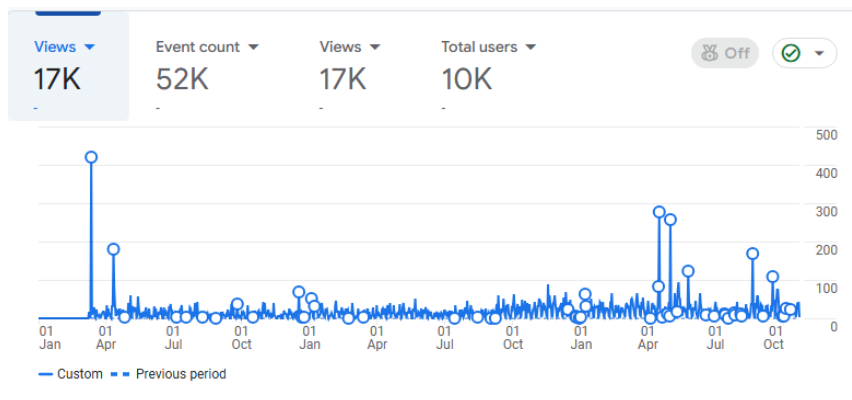


Figure 33. Website Analytics

Likewise, Engagement Platform Analytics are tracked using Google Analytics. The data indicates that the Engagement Platform has attracted 4,761 users throughout the project, with an event count of 48, 843.

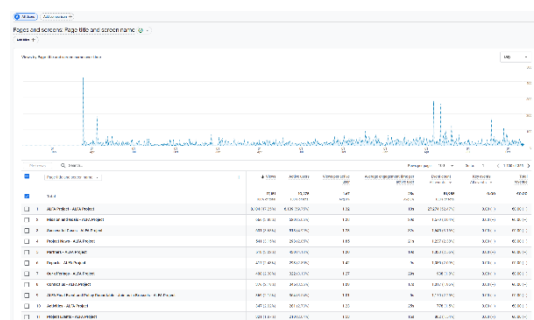


Figure 34. Engagement Platform Analytics

Overall, the Website and Engagement Platform collectively attracted approximately 15, 036 unique visits, engaging with website elements a total of 21,912 times. Unfortunately, the Google Analytics 4 Platform does not provide accurate values, in order to know which is the exact number. The visibility of the website and the engagement platform can be explained based on the following factors:

- i) The website was continuously updated with project and external news and events related to ALFA's progress, internal events, presence in external events, and general updates on biogas regulatory frameworks, as well as citizens' and experts' perceptions on biogas.
- ii) The website integrated the project's social media accounts by regularly posting website articles on these platforms.
- iii) The website information was distributed through engagement and research activities, such as including the website QR code in the project's presentations and promotional material.
- iv) When the 1st Round of Open Calls was launched, which attracted significant interest from stakeholders seeking our support services.
- v) When the Knowledge Centre was launched – a repository of biogas-related materials and know-how.
- vi) When the Biogas forum was launched – a platform for various stakeholders to interact, communicate, and share best practices and opinions on established topics.

Of note, during the last year of the project, a dissemination campaign was launched by the ALFA team to utilise dissemination channels and events as opportunities to bring users to the website, linking efforts to project activities such as seminars, webinars, and the multipliers workshops, alongside collaboration with a wider range of projects and initiatives. In addition, the final event of the project attracted many visits as well.

- Users by country: It appears that the website receives visitors from various parts of the world, with a significant portion originating from Europe, as anticipated.

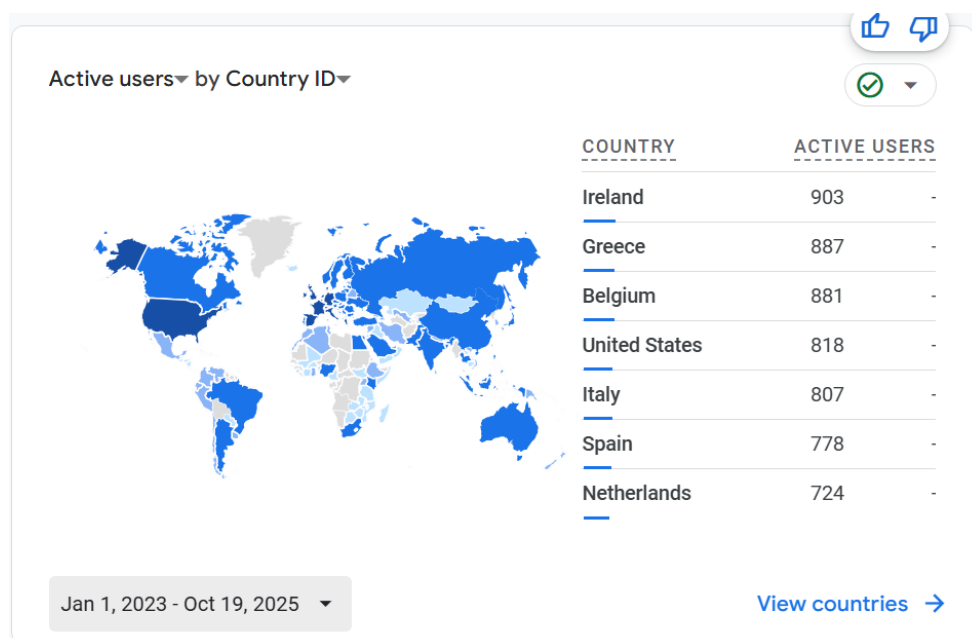


Figure 35. Website Users per Country

- **Top Campaigns:** Based on traffic acquisition data, which assesses where new sessions originate, it is apparent that a majority of new and returning users have accessed the website directly by typing its name. Following closely is organic search, indicating that users have found the website through search engines. To drive more traffic to the website, efforts were made to transition from direct entry to enhancing organic search and organic social media entrance. This can was achieved by increasing the visibility of the website's name in our social media campaigns. Unfortunately, the generic nature of the name "ALFA" makes it challenging for users to find via web search, particularly those who do not have active cookies redirecting them to our website.

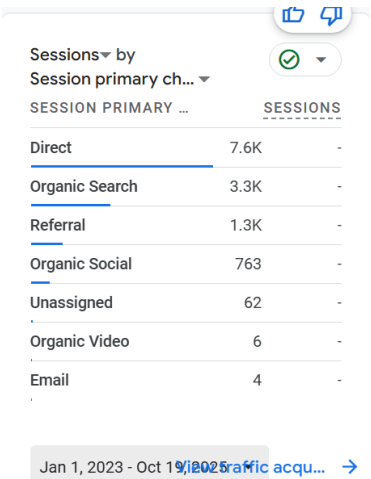


Figure 36. Website Traffic Acquisition

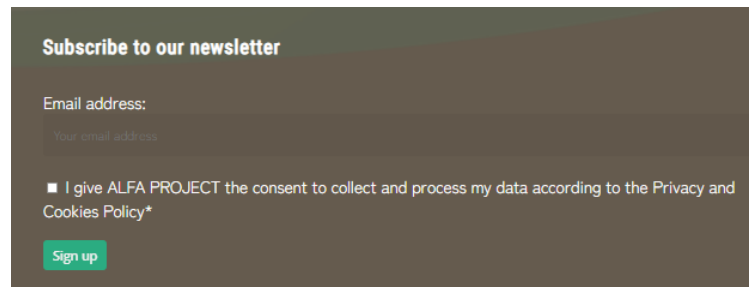
4.3.4 Newsletters

As part of the project, a bi-annual newsletter has been produced and distributed to the project's community. This newsletter offers stakeholders updates on the project's progress, an overview of its concept, and details about upcoming activities. Additionally, the newsletter serves to engage stakeholders who may not be familiar with social media or other digital channels. Moreover, newsletters provide an opportunity for those who may not be actively involved in the project's development to gain insight into our progress.

Developed and distributed using Mailchimp and the LinkedIn newsletter feature, the newsletters have been drafted, revised and released by White Research, while all partners are required to provide input and content as requested. Although the content of each issue will be agreed upon by the partners, in general, they have each indicatively include the following topics: i) A brief overview of the ALFA project; ii) An update on the progress of the project, including project meetings and important milestones; iii) Recent results and ongoing activities related to the project; iv) Plans and events for the future development of the project; v) A section highlighting relevant projects and initiatives in our field; vi) News and updates from the industry.

ALFA has published six issues of its [newsletter](#) to date. Five of these were produced according to the overall dissemination and communication plan, while the sixth created ad hoc to promote the launch of the Open Call for ALFA's free support services to relevant stakeholders, leveraging on the networks of existing newsletter subscribers. In addition, the seventh one will be published at the same time of the submission of this report in the end of October 2025.

Regarding newsletter subscriptions data management, all GDPR provisions are being strictly followed. Subscribers need to consent to the project's Privacy Policy, and they have the option to unsubscribe from the newsletter at any time.



Subscribe to our newsletter

Email address:

☒ I give ALFA PROJECT the consent to collect and process my data according to the Privacy and Cookies Policy*

[Sign up](#)

Figure 38. Subscription Form

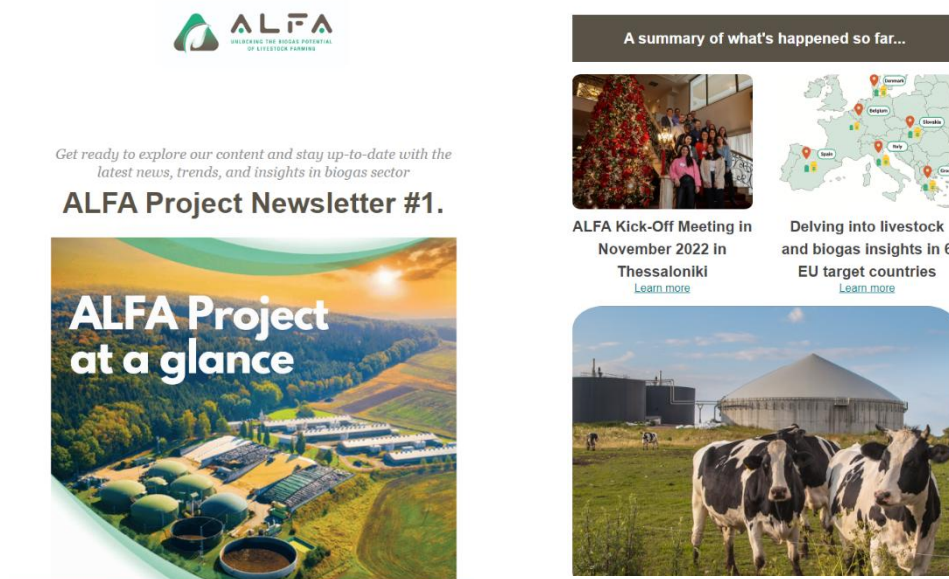


Figure 37. Newsletter #1

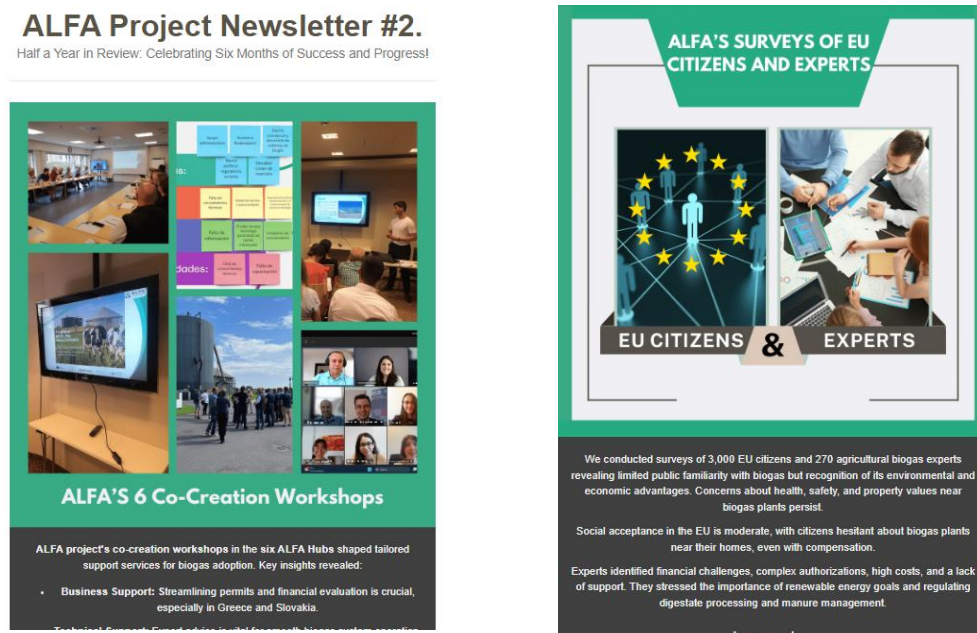


Figure 39. Newsletter #2

ALFA Project Open Call: Deadline Extended until February 29, 2024!

ALFA OPEN CALLS: DEADLINE EXTENSION UNTIL FEB 29, 2024!

Are you ready to participate?
Two Rounds free of charge Business and Technical Support!

Don't miss your chance to access tailored support for your biogas project. Applications are accepted until February 29, 2024, with language options available in English, Greek, Spanish, Danish, Italian, Slovak, and for Belgium, French, and Dutch.

Benefit from personalized guidance, technical expertise, market insights, mentoring, and networking opportunities to enhance the feasibility of your investment decisions in biogas technology.

[Apply now](#)

BUSINESS SUPPORT SERVICES

- 1. Market Research**
Identification of target market. Analysis of external environment (PEST-LE). Market overview (opportunities, trends, competitive analysis) and market attractiveness (Porter's 5 Forces).
- 2. Business Modeling and Planning**
Development of innovative business models tailored to the participant's needs and specifications (for the energy and the digestate). Based on the Business Model Canvas methodology.
- 3. Corporate and Sustainable Finance**
Assessment of the profitability of the potential investment made to "reinvest" in a biogas system (IRR, RO, NPV, Payback, DSCR, etc.).
- 4. Access to finance**
Identification of European, regional and national financing opportunities to implement biogas technologies in livestock farming, with step-by-step directions on how to secure it.
- 5. Farmer to farmer advice**
Necessity and knowledge exchange from farmers (who already have been incorporated biogas solutions in their production) among livestock farmers who are interested in such an activity (supported cases).

TECHNICAL SUPPORT SERVICES

- 1. Concept design and development of biogas systems**
The conceptual design includes critical aspects of biogas production such as the determination of plant size and design as well as the selection of appropriate technological solutions.
- 2. Evaluation of biogas potential based on preliminary calculations**
Selection of suitable resources (substrates) that will provide high biogas production through the implementation of preliminary calculations. Design and layout should be taken into consideration as it is highly associated with biogas productivity.
- 3. Energy and environmental analysis**
Evaluation of the environmental impacts stemming from biogas production through Life Cycle Analysis. LCA will contribute to the identification of the most environmentally demanding stage and investigate strategies in terms of technical, cultural parameters such as different feedstock types, production with respect to environmental aspects.
- 4. Consultancy on the implementation and monitoring of the biogas solutions**
Contribution to the monitoring of biogas plants and to the optimization of efficient operations. Cooperation with the collaborating farmers to minimize potential concerns and obstacles.
- 5. Technical Support for Farmers in the evaluation and comparison of plant supplier's quotes**
Support the choice of optimal technical solution for biogas and biomethane production in their farms.

Figure 41. Ad-Hoc Newsletter

ALFA Project Newsletter #4

What happened in the last 6 months?

THE 1ST ROUND OF OPEN CALLS HAS SUCCESSFULLY ENDED

25 applicants have been selected...

Stay tuned
for the second round of Open Call for free of charge Business and Technical Support!

Following our recent open call, we received significant interest, with 37 applications from 11 countries, both from EU and non-EU nations. Our ongoing service delivery will primarily target the project's Hubs. The applicants are livestock or agriculture farmers, some with established biogas installations, and biogas plant owners or members from energy communities.

ALFA Biogas model
Program v. 1

ALFA DECISION SUPPORT TOOL

Here's how it helps:

- Assess Feasibility:** Explore the potential for biogas or biomethane production using your farm's resources.
- Streamlined Process:** The tool aggregates data and calculates expected gas production based on selected biomasses.

Parameters you can customize include your farm's details, animal inventory, resource usage, and scaling opportunities. Please note that while the tool offers estimates and initial guidance, it requires input from a technical expert for thorough evaluation and further advice.

[Check it out here...](#)

Figure 40. Newsletter 4

Welcome to the ALFA Project Newsletter
Newsletter #6, December 2024

Check out our capacity building and awareness raising activities...

CAPACITY BUILDING SEMINAR #1

APRE'S SEMINAR IN MOSTRA MERCATO MACCHINE AGRICOLE 2024

APRE held a capacity-building seminar on sustainable biogas at the "Mostra Mercato Macchine Agricole 2024" in Tarquinia on May 3, as part of the ALFA project. APRE's Silvia Virginia Camillo and Flaminia Rocca introduced ALFA, showcased the Decision Support Tool, and led interactive quizzes. Expert speakers covered topics like biogas production, regulatory challenges, and sustainability. The event concluded with a roundtable discussion, fostering knowledge exchange in the biogas sector.

White Research's contributions at EUBCE 2024: Advancing Biogas Acceptance and Awareness

At the 2024 European Biomass Conference & Exhibition (EUBCE), White Research presented a poster on factors influencing biogas acceptance, highlighting how moral values and trust in farmers shape attitudes toward biogas from manure. An oral session, led by Pol Camps, focused on challenges to biogas adoption, particularly technical, financial, and legal barriers, with a focus on Belgium.

White Research, a project partner, authored two conference papers on biogas acceptance in livestock farming: "Follow the Expert and Inform the Citizen: The Role of Familiarity and Awareness on (Mis)perceptions and Attitudes Towards Biogas" and "Socio-demographic and Psychological Factors Behind Citizen Acceptance of Biogas in Livestock Farming". These papers are published in open-access conference proceedings.

Figure 42. Newsletter 5

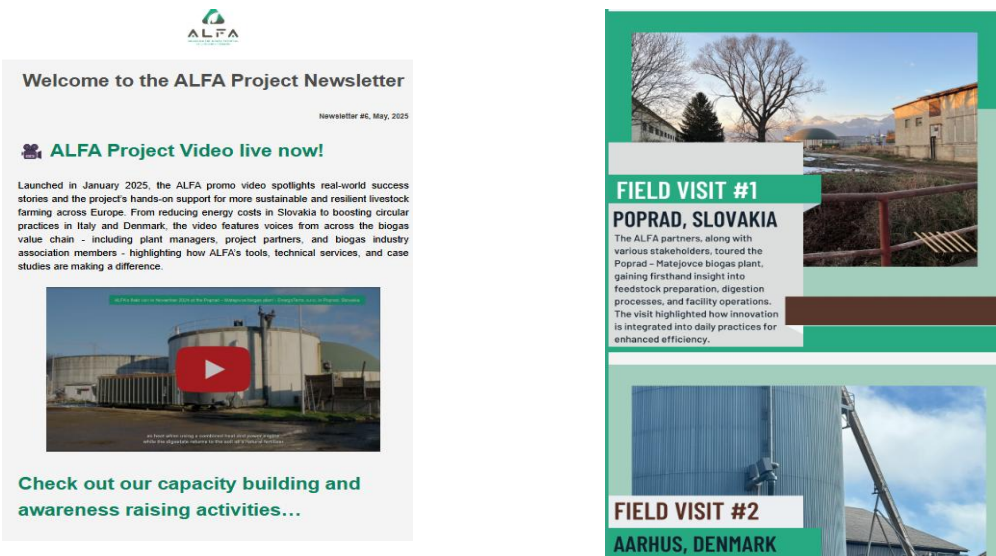


Figure 43. Newsletter #6

4.3.5 Social Media Accounts (SMAs)

During the initial stages of the project, particularly in November 2022 (M1), social media accounts were established on Facebook, X (former Twitter), LinkedIn, and YouTube to promote the project and engage stakeholders. However, due to the EU passing the Digital Services Act which highlighted the risks of using X, the project decided to move to BlueSky to promote transparency and data access for researchers. These accounts have been utilized to disseminate project outcomes and share information with diverse stakeholders. Each social media channel is tailored to target specific audiences and objectives, aiming to maximize the impact and effective utilization of research results. The project's social media platforms have demonstrated extensive stakeholder reach. Through our primary Social Media Accounts (LinkedIn, Facebook, and former X/Twitter), we have reached over 100,000 stakeholders, as indicated by the impressions metric. Additionally, social media serves a dual purpose, acting not only as an attraction point but also as a platform through which the website and engagement platform gain visibility and visits.

The target audiences addressed by each social media channel and the specific objectives are presented in the following table:

Table 4. ALFA Social Networks and Target Audiences

Social Network	ALFA Target Audience	Objectives
Facebook	<ul style="list-style-type: none"> • Livestock farmers • Biogas end-users • Tech providers and advisors • Policymakers • Environmental organisations • Community organisations • Energy companies • Universities and research institutions • Non-governmental organisations (NGOs) • Energy/Agricultural cooperatives • Consumers interested in sustainable living practices • General public 	<ul style="list-style-type: none"> ➤ Build a community of stakeholders interested in promoting biogas as a sustainable energy source ➤ Connect with potential stakeholders and update them on the project's progress and events ➤ Emphasis is placed on farmers, as they are the primary users of this medium. ➤ Publish relevant posts
X (former Twitter), then BlueSky	<ul style="list-style-type: none"> • Biogas end-users • Tech providers and advisors • Energy companies • Energy/Agricultural cooperatives • EU policy makers • Policy advisors • Governments/Local authorities • NGOs • Environmental organisations • Research centres/groups • Individual researchers • Universities/Educational institutions 	<ul style="list-style-type: none"> ➤ Share updates and knowledge about the project and its developments. ➤ Promote the project's events and activities. ➤ Promote content from other relevant Horizon Europe/ H2020 projects

LinkedIn	<ul style="list-style-type: none"> • Tech providers and advisors • Agricultural companies and cooperatives • Energy companies and cooperatives • EU policy makers • Policy advisors • Governments/Local authorities • NGOs • Environmental organisations • Research centres/groups • Individual researchers • Universities/Educational institutions • Financial institutions • Consultancy firms • Waste management companies 	<ul style="list-style-type: none"> ➤ Connect with professionals and organisations in the biogas industry ➤ Share updates and knowledge about the project and its developments ➤ Foster collaborations and partnerships with other organisations ➤ Promote the project's events and activities ➤ Establish the project as a thought leader in the biogas industry
YouTube	<ul style="list-style-type: none"> • Livestock farmers • Biogas end-users • Tech providers and advisors • Policymakers • Environmental organisations • Community organisations • Energy companies • Universities and research institutions • NGOs • Energy/Agricultural cooperatives • Consumers interested in sustainable living practices • General public 	<ul style="list-style-type: none"> ➤ Upload and promote the project's promotional video ➤ Increase the visibility of the project

White Research has been responsible for the management of ALFA's SMAs, while all partners have been expected to contribute by, throughout the length of the project:

- Becoming a follower (like or follow the page/profile);
- Promoting the accounts in their networks;
- Suggesting relevant profiles that ALFA should connect with;
- Sharing interesting articles and news;
- Promoting posts and news through the SMAs of their own organisations.

To increase consortium participation in ALFA's communication and dissemination efforts, the dissemination team planned social media posts on a monthly basis. This approach allowed for

discussions, waiting periods, and iteration of partner input based on feedback. Additionally, we dedicated mailing communications for social media postings and monitored these activities. Furthermore, a significant aspect of a successful social media campaign is the visual content that accompanies the text. White Research provided ALFA partners access to its Canva Pro Account, enabling them to translate content into their language and engage local stakeholders more effectively.

Facebook

The ALFA [Facebook](#) page, established in M1, is utilised to promote the project's progress and share news about relevant topics within the biogas industry. Posts include both text, static image, GIF, and video content. The Events feature of Facebook, enables the followers to be directly invited to events organised by the project.

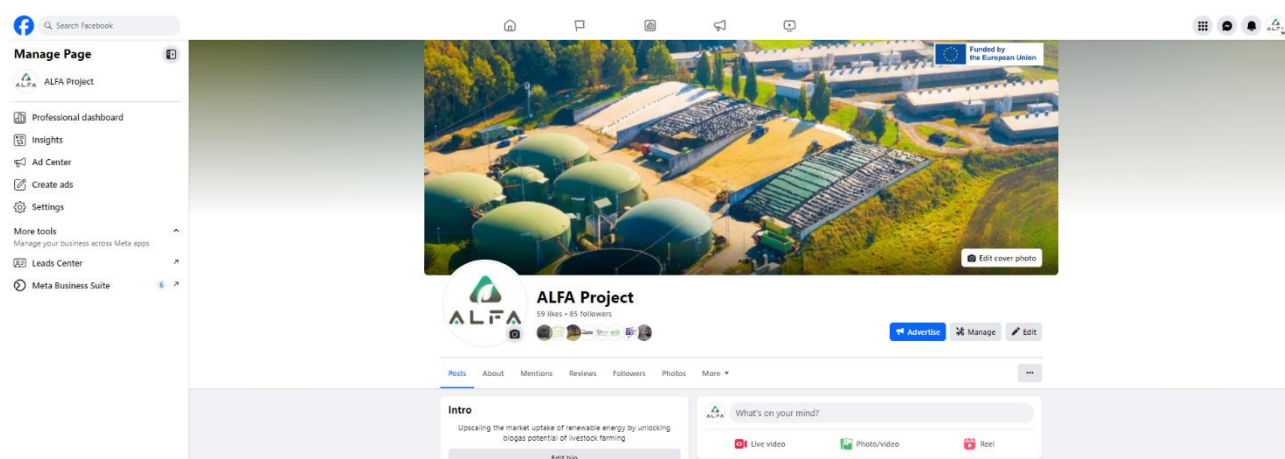


Figure 44. Facebook posts preview

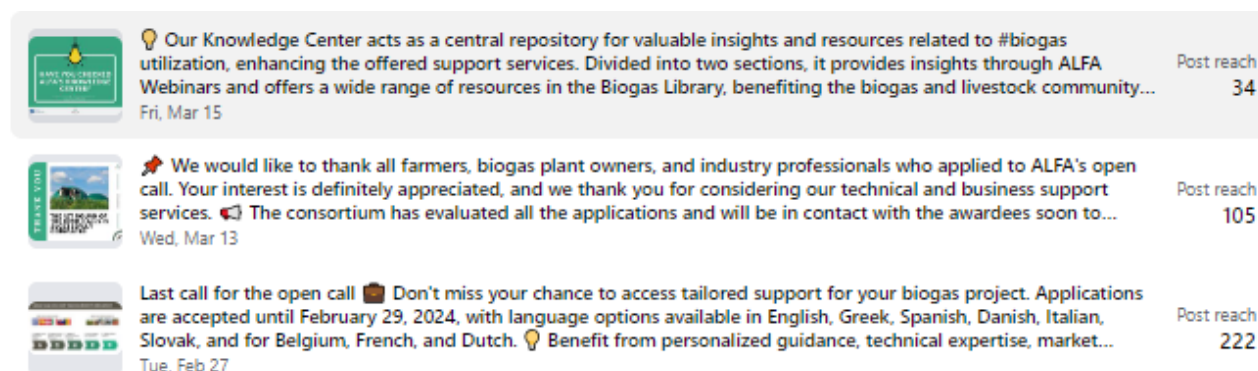


Figure 45. ALFA's Facebook Homepage

To monitor the performance of the ALFA page, Facebook Analytics is used, as they are accessed via the Meta Business Suite. Overall, the page will serve as:

- A hub for news and discussion of issues related to biogas production and renewable energy;
- A platform for sharing updates on the project's developments and achievements (e.g., published reports, scientific publications, key events, activities, important achievements);
- A connection to other relevant groups and pages.

We can observe that Facebook has been a successful medium for us. It has gained 113 followers over its lifespan, since November 2022. The effectiveness of our dissemination strategy is evaluated based on the total engagement of these posts, which has reached just under 6,000 visits (5,900). Given that the ALFA Project targets various stakeholders, including farmers, Facebook serves as a

valuable medium to reach this specific audience, as they primarily use it to receive news and updates on improving their farming operations, in addition to its general usage for connecting with their social circle and entertainment. Furthermore, it's noteworthy that the European Dairy Farmers association, one of ALFA's partners, maintains a digital presence primarily through their Facebook page, highlighting the significance of this platform in the sector.

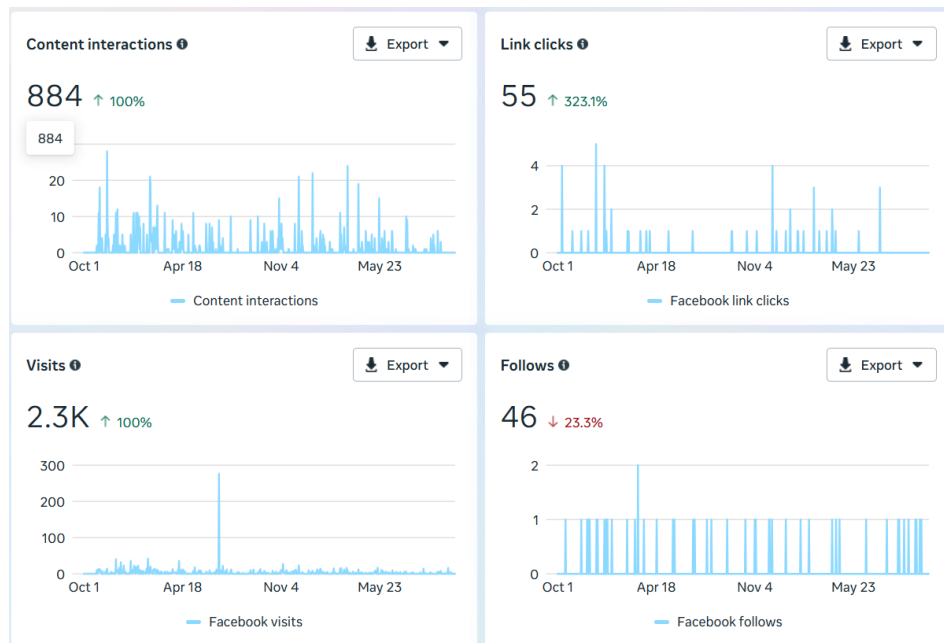


Figure 46. Facebook Analytics

X (former Twitter)

The ALFA X (former Twitter) account, launched in M1, was a valuable tool, early on, for ALFA to disseminate information and engage stakeholders. By using hashtags, the project's messages reached a wider audience, and the platform's concise format allowed for effective communication with stakeholders. In addition to staying informed about industry news and the results of related projects, the X account also allowed ALFA to establish new partnerships and promote events. In this context, the X account has:

- Disseminated the project's key messages and provided links to other project-related resources and will also keep users updated on the project's development and upcoming events;
- Collected and updated news from other relevant projects, initiatives and organisations;
- Engaged and created a community of followers interested in the project's topic and overall, in the biogas for livestock farming industry.

The project partners, who have digital presence to the medium, were expected to engage with the Twitter account on a regular basis by sharing its content through their business accounts and suggesting relevant content. The account's performance was being tracked using Twitter analytics, until the function become no longer available for free accounts, which also marked the switch to BlueSky.

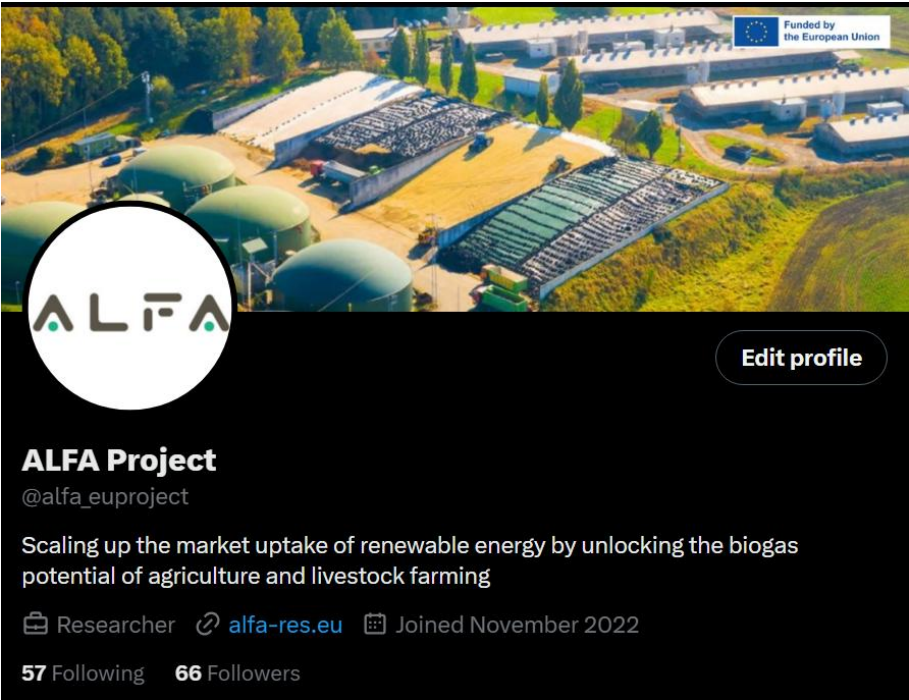


Figure 47. ALFA’s Twitter Homepage

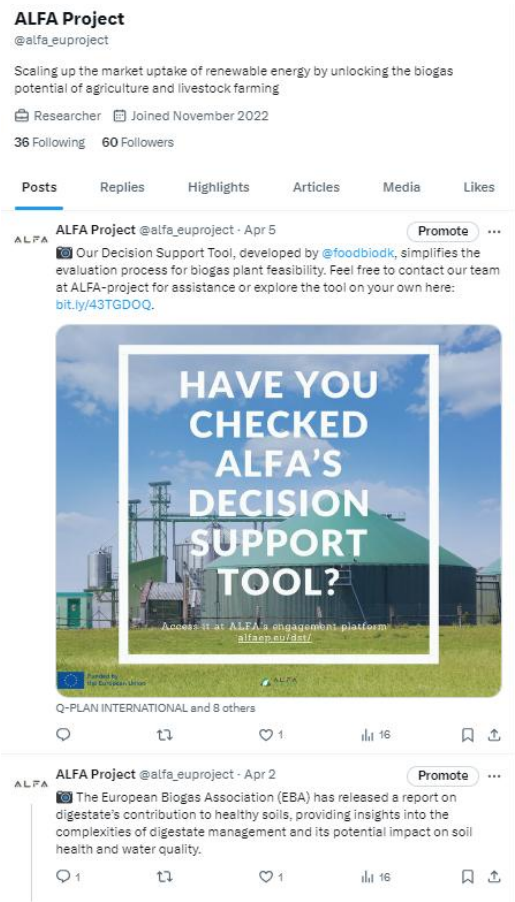


Figure 48. X Post Preview

Up until April 2024, ALFA's Twitter account had accumulated over 1,500 tweet impressions, with an engagement rate of 4.0%, while over its lifecycle, the account has received 57 followers. The utilization of Twitter has demonstrated its value as a social media channel for reaching a wider community through retweeting news, upcoming events, and project activities. It also allowed us to track interesting conversations on other Twitter accounts and actively engage in them to enhance ALFA's visibility and network. However, as mentioned above, it was decided that X/Twitter would not longer be used for the project, with a switch to BlueSky having been made (see below for more).

Your posts earned **1.5K impressions** over this **91 day** period



Figure 49. X Analytics (before X was not longer used)

LinkedIn

[LinkedIn](#) was chosen as the platform to promote the project to a professional audience, among others to farmers, biogas organisations, plant owners, and energy associations. The project's profile was created in M1 to present the project and provide updates on its progress which will be assessed using the metrics and insights provided by LinkedIn.

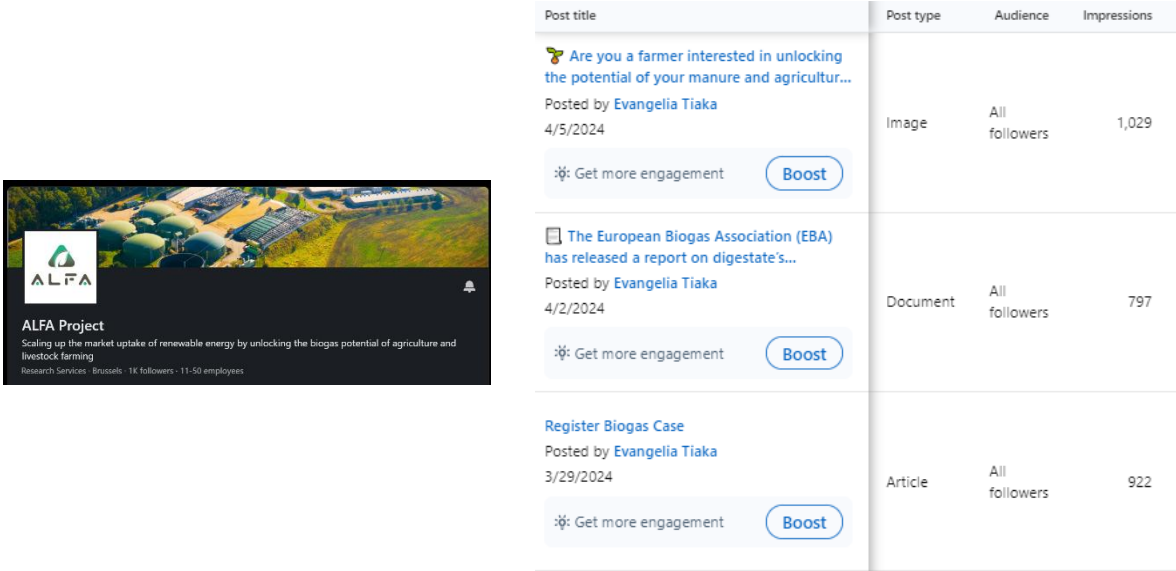
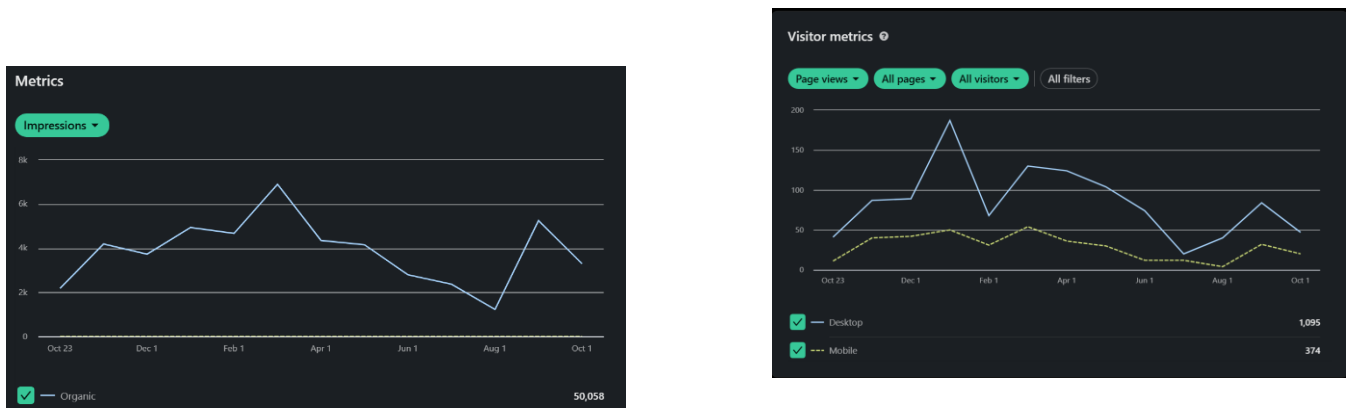


Figure 50. ALFA's LinkedIn Homepage

As showcased in the interim version of this deliverable (D5.3), the social media KPIs were already successfully surpassed back then, at the halfway point of the project, thanks in large part to LinkedIn. Now, at the end of the project, ALFA's account has over 1 362 followers. The following graph illustrates the progress of our LinkedIn account followers, which account for more than 86 % of our total followers. This highlights LinkedIn as the social media platform that engages the most stakeholders. In total, we have accumulated more than 129,000 impressions across the project, with over 1,000 page views in the last year (note: LinkedIn metrics below shown cover only the last year as LinkedIn does not allow data extraction for more than a year).



A peak moment for our LinkedIn profile was the post dedicated to presenting ALFA's 6 Hubs in Greece, Belgium, Denmark, Slovakia, Spain, and Italy, which attracted over 16,000 impressions, 165 reactions, and brought in more than 100 followers overnight when posted in April 2023. This indicates that the project's offerings are highly engaging, with our strategic approach reflecting the rationale behind it, effectively attracting individuals interested in the topic.



Regarding the type of stakeholders engaged, Program and Project Management professionals constitute the main audience (beyond “Others”), followed by individuals in Media Communication, Community and Social Services, and Business development, respectively. Given the project's developmental objective, it is logical that these professions are primarily interested in our content.

Moreover, our active participation in two clusters, including the Biorefine Cluster and another one organised independently based on the CINEA biomethane project cluster, has significantly enhanced our visibility. This involvement is detailed further in section 4.7, illustrating how inter-following and interacting between the projects within these clusters has contributed substantially to our account's visibility and reach with similar projects. The participation of the projects in our social media, as well as inter-following between participants, significantly contributed to our account's visibility.

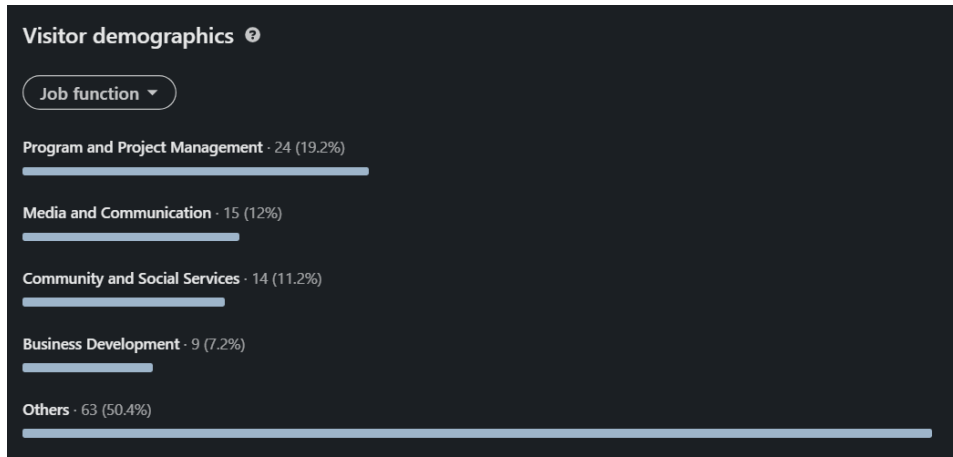


Figure 53. LinkedIn Visitor Demographics

It is worth mentioning that the project’s partners have made a significant contribution to this progress by inviting their connections to follow the account and reposting its posts, thereby increasing the visibility of the account’s content, and gaining new followers.

BlueSky Channel



Figure 54. ALFA's BlueSky Header

As mentioned multiple times above, ALFA switched from using X/Twitter to using BlueSky as an alternative due to concerns about transparency data access for researchers. However, starting a new social media channel and all the work around it (i.e. searching for profiles, optimising short texts, etc.), seemed counterintuitive in light of the success of the project’s LinkedIn account, as mentioned above. Therefore, it was decided to concentrate the vast majority of social media efforts on the project’s LinkedIn account to maximise reach.

YouTube Channel

The [YouTube](#) channel for the project, which was created in M1, has been used to increase the project’s visibility through the use of videos. The promotional video for the project has been promoted through the channel in order to raise awareness of the project. The ALFA YouTube channel, through

multiple videos, focuses presenting the actions of the project, with a particular emphasis on the results. For example, there are videos/recordings of the webinars, the promotional video(s), as well as partner videos in other languages (e.g. Spanish and Danish), highlighting the diversity of topics covered through audio-visual means. In addition to the videos, the goal of the channel is to build a strong online community by connecting with the channels of other EU-funded projects.

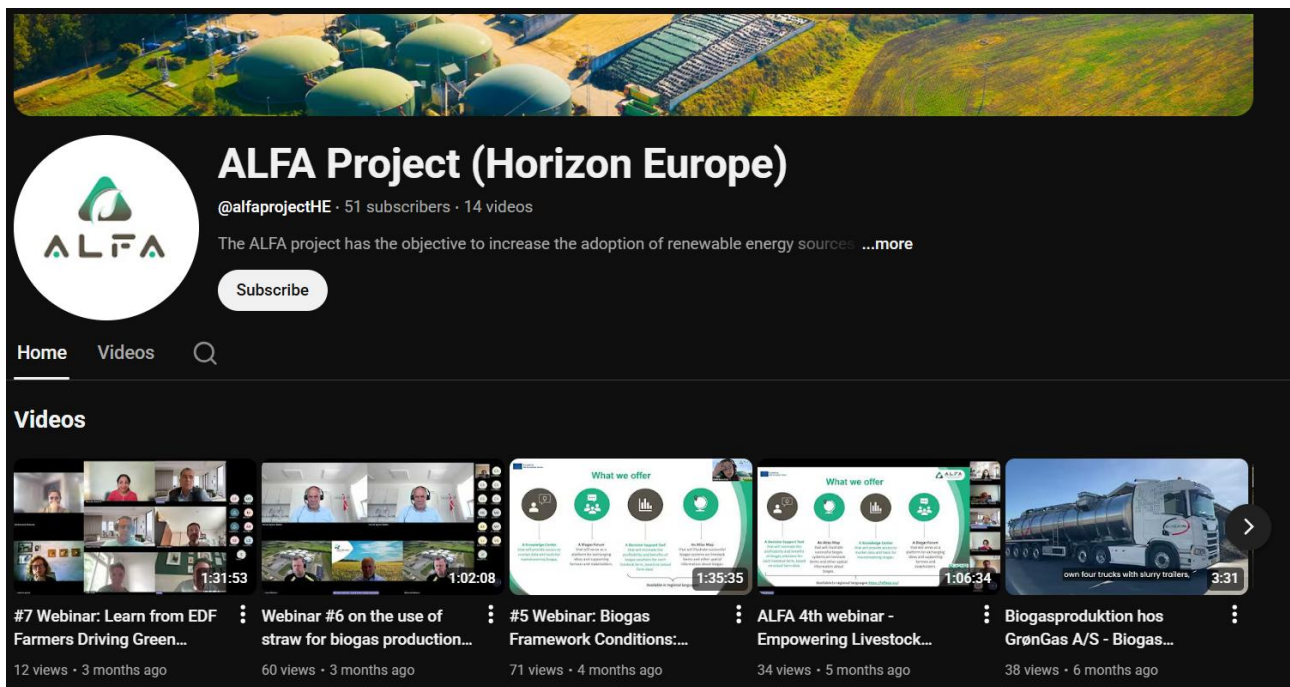


Figure 55. ALFA's YouTube Homepage

4.4 Events

4.4.1 ALFA Events and Activities

The ALFA partners have organised and participated in several events in order to promote the project's outcomes and expand its impact on the sector. These events, which have been organised as part of the ALFA project, have raised awareness about the concept of the project, promoted the project's results, and facilitated the engagement of key stakeholders who support the project's activities and provide feedback on the produced outcomes. The extended networks of the partners, our social media followers, as well as key assets of the project such as the Engagement Platform were being utilised to attract participants to our events. Among other types of events and activities, ALFA held a total of **six co-creation workshops** (*one per target country*) that were crucial to the project's development and progress.

The following types of events were scheduled as part of the project's plan:

Table 5. ALFA project's events

Event	WP, Task, responsible partner	Short description	Estimated date
Six Co-creation workshops – 1 per Hub	WP2, T2.2, WR, and all Hub managers	Aimed to gather insights from experts and potential beneficiaries to shape tailored support services for biogas adoption. Over two months, these workshops actively engaged stakeholders, providing key insights.	Completed
Site visit at Heirbaut ALgricuture (Belgian Hub)	WP3, T3.5, WR	ALFA's Belgian hub co-hosted an event with the AgRefine research project at the premises of an innovative farm with a biogas plant, more specifically the successful case of Heirbaut ALgricuture. The event included an on-site visit to the farm.	Completed
Seven Seminars & Six webinars	WP3, T3.4, SIE, Support: QPL, AOCO2, APRE, FBCD, CERTH, WR, PED	Aspired to build capacity to uptake biogas technology & systems	M14-M33 Completed
Networking events	WP4, T4.2, PED, Support: All partners	Events to foster interest and engagement of additional actors providing also networking opportunities	M21-M33 Completed
Four Mutual learning workshops & field visits	WP4, T4.2, PED, Support: APRE, FBCD, SIE, and all partners	Workshops to share knowledge and foster good practice exchange	M21-M33 Completed
EU policy roundtable	WP4, T4.3, WR, Support: All partners	Engaged in a policy roundtable to explore the evolving role of biogas in circular agri-food systems and policy	M35 Completed
Final Dissemination Event	WP5, T5.1, WR, Support: All partners	Presented project results to stakeholders and engaged them for post-project impact and sustainability	M35 Completed

6 Co – Creation Workshops

The co-creation workshops aimed to collaboratively develop support services for promoting biogas adoption in livestock farming. Six workshops were conducted across hubs over a 3-month period, with substantial participation and contributions from stakeholders. The workshops had an average of 18 external attendees, with useful input from stakeholders. The effectiveness of the six co-creation workshops across ALFA hubs highlights the importance of stakeholder engagement. The insights enabled us to receive feedback concerning ALFA's preliminary research findings, as well as input for refining our support services and the strategy for their delivery.

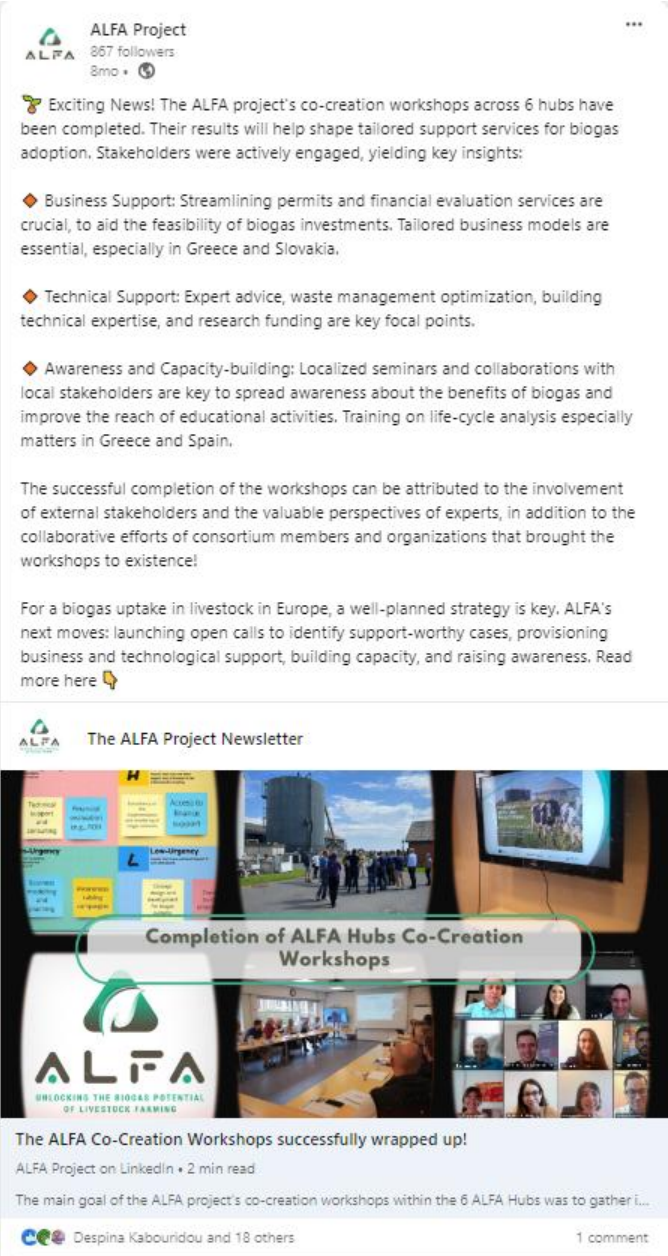


Figure 57. Workshops Article shared for the completion of our Co-Creation Workshops



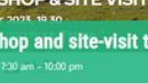
Figure 56. Visuals created for the promotion of Co-Creation

White Research's/Belgian's Hub visit to Heirbaut ALgriculture as part of the Awareness Raising Campaigns

During the event to Heirbaut ALgriculture (October 2023), we disseminated ALFA's results from our stakeholder consultations/interviews and co-creation workshops. The event facilitated the synergy with the [EU-funded AgRefine Project](#), which aims to engage livestock farmers more effectively. It was highlighted how our findings supported other strategies for farmers to reduce environmental impact and increase profitability. Additionally, we promoted ALFA's future activities and support measures, the expansion of our network of potential beneficiaries, the awareness-raising actions concerning biogas in livestock farming, and the emphasis-put on the importance of site visits to successful biogas plants to overcome market adoption barriers.



Figure 59. Photos from the field visit



WORKSHOP & SITE VISIT

05 October 2023, 19:30

Workshop and site-visit to Heirbaut alGriculture

5 October 17:30 am - 10:00 pm

The ALFA and alGReLine projects will join forces to co-host a free event on the 5th of October at 19.30h, combining informational sessions from both projects with a guided visit to the Heirbaut alGriculture farm, which runs a small biogas plant and an algae farm.

We invite interested livestock farmers in Flanders to participate. You can gain valuable insights regarding viable business model options for on-farm bioenergy systems, and about how to manage farm resources like manure and grass to unlock new revenue sources. You will also be able to provide your views and expertise to support alGReLine's further research. In addition, you can learn about the opportunities that the ALFA project will provide to support the investment in and deployment of biogas systems in livestock farming. Lastly, during the event, participants will be provided with drinks and food from the farm's own products.

📍 Site visit to Heirbaut alGriculture
(🕒 19:30 - 20:30)

In their dairy farm in Temse, Kris and Ginny Heirbaut operate a small biogas plant using the manure from their cows. This consists of a pocket digester that converts the methane gases from the manure into green electricity. They also cultivate algae, a nutrient-rich food that they use in their locally produced food products. Their micro-algae installation contributes to circularity by recycling the CO2 of the digester and converting it into carbon and dioxide, they bring back oxygen in the air.

In addition to making their dairy farm more sustainable, the resulting energy and algae-based products also provide extra sources of revenue for the farm.

00 DAYS	22 HOURS	34 MIN	47 SEC
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DETAILS

Date:
5 October

Time:
7:30 am - 10:00 pm

Event Category:
[Workshop](#)

VENUE

Heirbaut
alGriculture

Veldstraat 218
Temse, 9140
Belgium + [Google Map](#)

ORGANIZER

Figure 58. Website post for the event

Capacity-Building Seminars and Webinars

As part of our ongoing dissemination efforts, we supported the promotion of the ALFA project's Capacity Building Activities (both seminars and webinars) through multiple outreach channels. Prior to the event, we actively shared announcements on our social media platforms, published event details on the ALFA website under the "Events" section, highlighting the activities' goals in a

dedicated article. During and after the activities, we ensured that key takeaways and highlights were captured and disseminated widely. To further increase accessibility and reach, the full webinar recordings were uploaded to our YouTube channel, allowing broader engagement beyond the live audience.

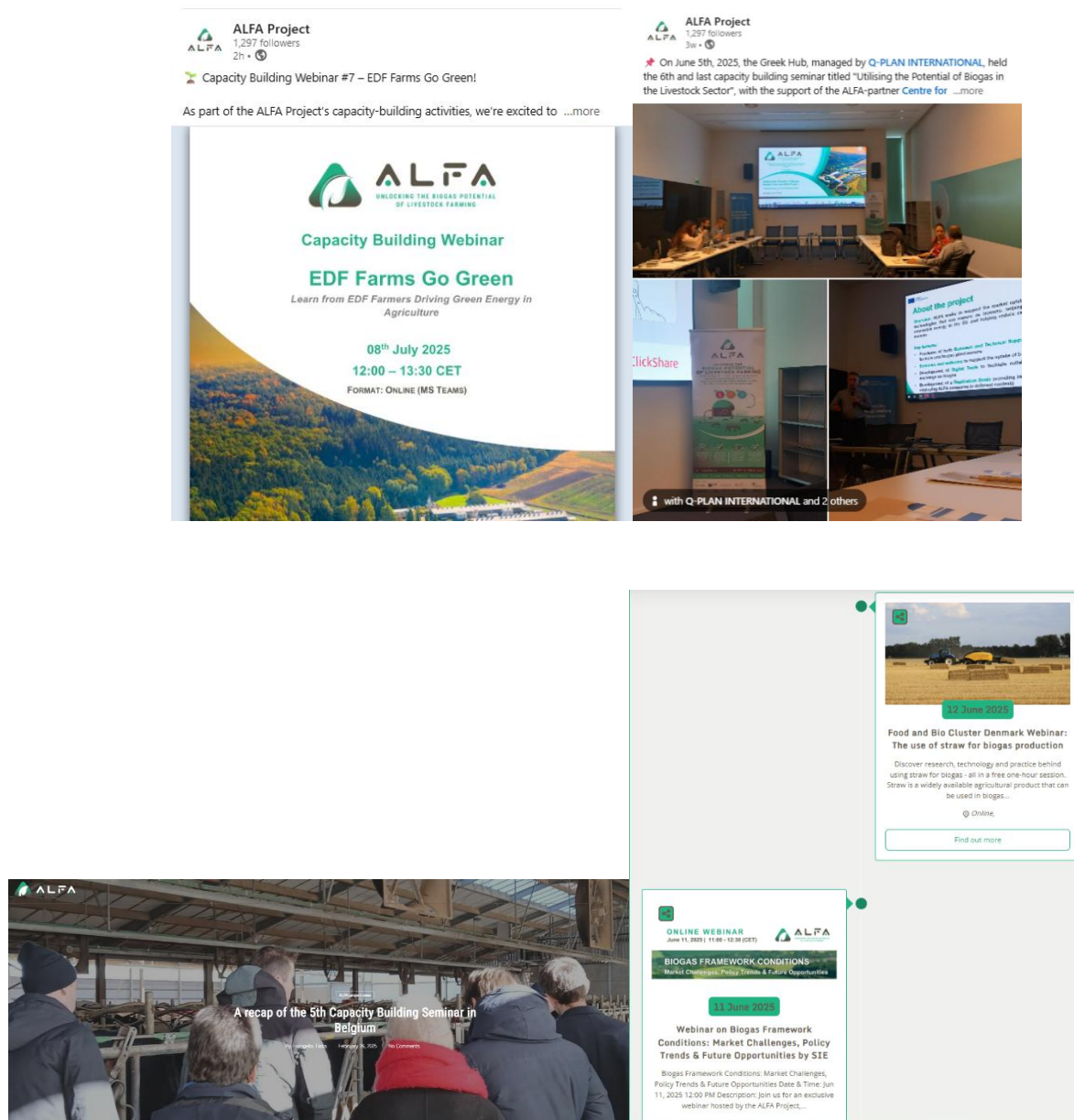


Figure 60. Dissemination of Capacity Building Webinars via social media and online platforms

Mutual Learning Workshops

Similarly, the Mutual Learning Workshops and field visits was supported with a focused communication effort aimed at attracting relevant stakeholders and maximising impact. Through targeted posts and visual content on our social media channels, website updates, and post-event coverage, we ensured that the outcomes of each workshop reached a wide audience.

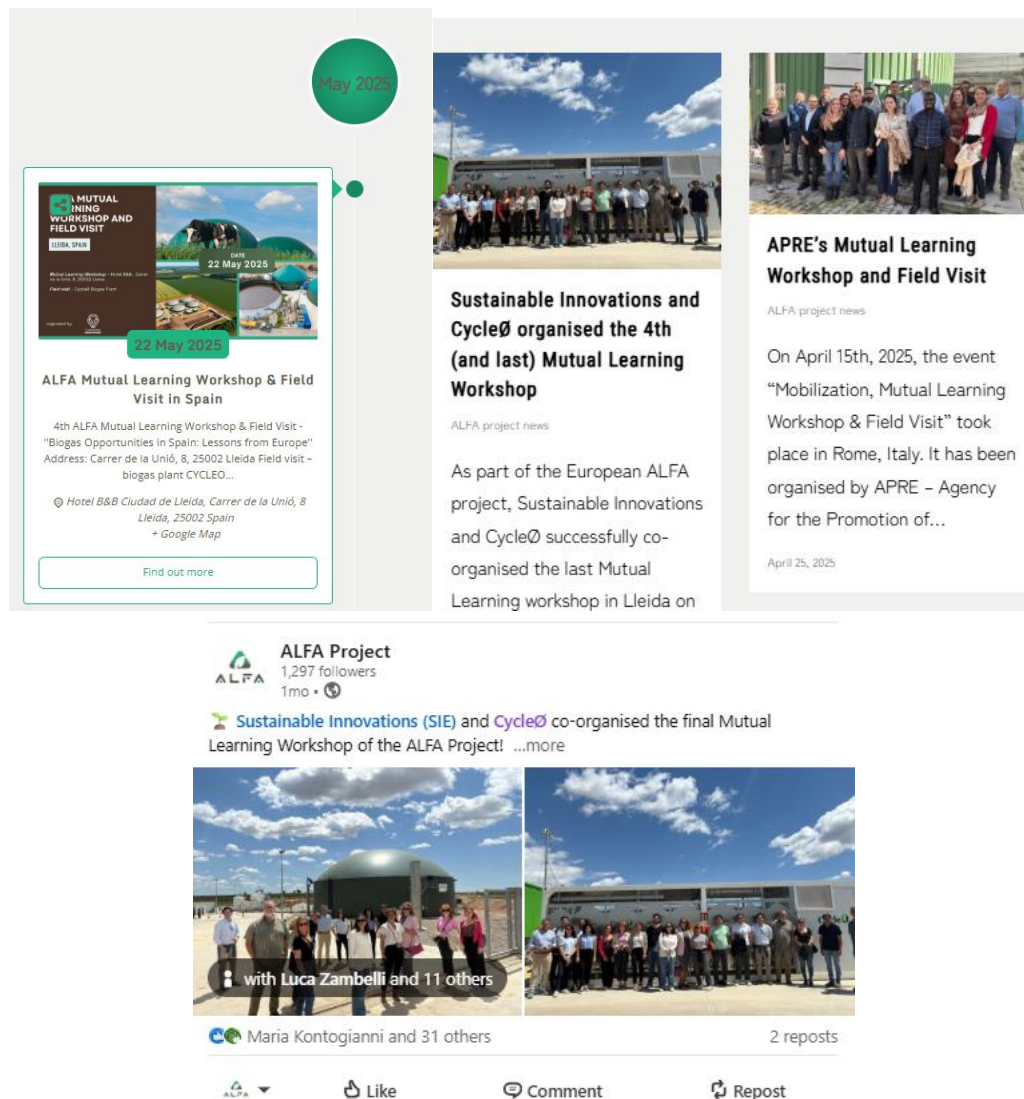


Figure 61. Dissemination of Mutual Learning Workshops via social media and online platforms

4.4.2 External Events

As well as organising events within the project, the consortium partners have been attending external events and conferences with the objective of reaching a broad audience relevant to the sector. During these events, the partners have:

- Presented the project (concept, objectives, approach, etc.);
- Promoted the project's findings;
- Promoted ALFA actions and events;
- Expand the project's synergies and contacts network with relevant projects and initiatives;
- Engaged with relevant stakeholders in project's activities;
- Promoted the project's dissemination channels (website, SMAs etc.).

In order to maintain the project's visual identity at external events, consortium partners used the official promotional materials (leaflets, posters, PowerPoint templates, etc.). After the event, the partners completed the External Events and Conferences Reporting template (Annex IV) or the D&C

manager to produce D&C content. Additionally, partners sent their final presentation to WR in case it can be uploaded to the project's website for dissemination purposes.

The following table provides a list of external events on which ALFA was represented and promoted:

Table 6. ALFA's participation in external events

No.	Event's Name	Date
1	W4RES meets the Energy Community of Gallese	30 – 31/01/2022
2	Klub Mladých Farmářův 2023/Young Farmers' Club 2023	10/02/2023
3	Verde. Tec: Environmental Technologies Exhibition	18/03/2021
4	European food biomass & bioeconomy summit - Matchmaking event	22-23/05/2023 -
5	ASK 4 Green: An Advocacy for Social Key-instances in Green Transition (organised by APRE)	08/06/2023
6	ALFA project presentation on the event „Sharing our experiences - Transferring experience from international projects to agricultural policy-making “	17/08/2023
7	H2020 and HE cluster meeting for biofuels and biomethane projects	02/10/2023
8	Ch4+BioCH4 fair	12/10/2023
9	The 9 th SBA Professional Conference - The Future of Slovak Biogas 2023	19-20/10/2023
10	European Biomethane Week 2023	24-26/10/2023
11	European Dairy Farmers Congress	27-29/10/2023
12	POLIS Conference 2023	29-30/11/2023
13	Webinar on Manure Innovation Agenda	5/12/2023
14	Italian Biogas Consortium Event	13 – 14/03/2024
15	EDF Farm Economics Workshops	21/03/2024
16	Verde. Tec: Environmental Technologies Exhibition	29/03/2024

17	Biorural Project – Webinar Series – Accelerating biobased solutions in European rural areas	16/04/2024
18	Riscarti Festival	26.04.2024
19	Tarquini Fair	03.05.2024
20	Innovation MeetUp BioEconomy	19.06.2024
21	“Innovative Biomethane Production Routes in Europe”, a workshop under the BIOMETHAVERSE project	20/06/2024
22	EUBCE 2024 – 32 nd European Biomass Conference & Exhibition	24-27/06/2024
23	HE cluster meeting for aviation/maritime fuels and biomethane projects	15/10/2024
24	EBA’s Biomethane Week 2024	21-25/10/2024
25	Biogas and Biomethane: Key Pillars of Circular Economy for the Green Transition	05/11/2024
26	10 th SBA Annual Conference "THE FUTURE OF SLOVAK BIOGAS 2024"	7-8/11/2024
27	Future of Biogas Europe 2024	26-28/11/2024
28	Ecomondo 2024	5-8/11/2024
29	BioCH4 Forum	27/11/2024
30	Thursday Talks - Waste to Energy... and more! BCE Webinar	23/01/2025
31	Forward Green 2025	13-15/03/2025
32	McTER – Energy Efficiency and Cogeneration: Tools to Address Future Energy Challenges	08/05/2025
33	Spring online school EU Implementation of Bioenergy Technologies for Waste Recycling	09/05/2025
34	Innovation Village 2025	29/05/2025
35	GreenMeUp project’s final event Insights, achievements and future perspectives on the European biomethane market	11/06/2025

36	50 th edition of the AGROKOMPLEX Nitra exhibition	03- 07/09/2025
37	Decarbonising the Dairy Sector: Energy Efficiency, Heat Pumps & Biogas Across the Value Chain	16/10/2025
38	Slovak BioEconomy Valley Conference	23- 24/10/2025

Final event

To culminate all of ALFA's public facing events and showcase its research, a combined final event and policy roundtable was organised in Brussels on September 25th 2025.

Event Organisation

For the organisation of the event, WP lead WR took the lead, and it was decided to combine both the final event *and* the policy-roundtable into one event, in order to increase efficiency, considering the fact that the attendees to the later would be at the former. Indeed, a stakeholder analysis was performed on *who* to invite, isolating which key individual stakeholders and organisations would be interested in the event. Based on that, email invitations were sent out on behalf of the project, as well as members of the consortium were invited to share the event across their respective professional networks. A social media campaign also accompanied this effort to maximise outreach, where specific posts were developed to raise awareness on the event and invite our online audience to attend and participate. The content of the event was very much a co-creation effort of the consortium, as every partner not only presented their work on the project, but also contributed to the *technical* aspects of the event, especially on recommending key note speakers and content. Of note, due to networking efforts by the project, ALFA was able to secure a key note speech from the European Commission, which highlighted the role that ALFA plays in shaping and contributing to the uptake of biogas in small-scale livestock farms across Europe.

Description of the Event

The full-day event successfully united key experts, policymakers, civil society and industry representatives, with the objective of first learning about the projects, its results, and its applications, followed by a policy roundtable to understand the current policy limitations and help develop policy recommendations at the national and European levels. The event kicked off with a commendation from Dr. Biljana Kulisić of the European Commission's DG ENER, who acknowledged ALFA's crucial role in supporting the uptake of biogas and biomethane across the bloc. The morning session, moderated by ALFA's Coordinator, Ioannis Konstas, was dedicated to showcasing the project's practical results, including the ALFA Decision Support Tool, the Atlas Map, and successful collaboration case studies from farms in Italy and Slovakia.

A core feature of the day was the deep dive into the project's regional approach, leveraging its six regional Hubs across Europe (BE, DK, IT, GR, ES, SK) to address local barriers and successes. Project partners presented findings on social barriers, detailing survey results on EU citizens' perceptions of biogas and biomethane, while also reflecting on the extensive awareness-raising and stakeholder engagement activities (such as Mutual Learning Workshops and site visits) that took place across the Hubs. Insights from national associations, including AEBIG and the Slovak Biogas Association, provided a vital contrast between national and European landscapes. This session reinforced ALFA's legacy of providing financial, business, and technical support services to farmers over its three-year implementation period.

The afternoon session pivoted to a dynamic Policy Co-creation workshop, focusing on the shared goal of co-creating actionable policy recommendations to significantly scale up biogas adoption within EU livestock farming, where participants collaboratively developed a roadmap for scaling biogas across Europe. Discussions centered on identifying concrete "quick-wins" and "long-term" policy reforms, specifically targeting challenges like permitting simplification, fair market incentives, and the crucial need to shift from mere "social acceptance" to active "social involvement" through community participation and education. The outcomes were benchmarked against Denmark's best-practice experience, allowing attendees to assess replicable success factors.

The event concluded with a high-level Policy Roundtable featuring experts from Foodrise EU, the European Biogas Association, Biogas Danmark, and the Hellenic Biogas Association, who explored the evolving role of biogas in circular agri-food systems, sustainability challenges, and practical enabling factors like access to finance and advisory support for farm-based projects.

More details on the event can be found in the press release, [linked here](#). In essence, the ALFA Final Conference & Policy Roundtable allowed for participants to engage with a wide range of experts and key stakeholders linked to biogas uptake, as well as co-create policy recommendations, all facilitated by the project. Promotional materials were also featured at the event, such as the [Policy Brief](#) as well as the Replication Guide, alongside the Project Bookmark, which invited audience members to scan the QR code and access more information about the project along with other useful resources.



Figure 62. Photos from ALFA's Final Conference & Policy Roundtable on September 25th, 2025, in Brussels

4.5 Publications

4.5.1 Scientific Publications

In principle, the ALFA project, as a coordination and support action, does not have the publication of articles in academic journals as a central dissemination goal. However, scientific publications such as articles or conference papers can promote significant project achievements arising from its research activities. These publications can be important channels for presenting ALFA's outcomes to academic, research, and industrial target audiences, creating knowledge impact and enabling other researchers and stakeholders to use the project's results in their own work, thus contributing to further dissemination of the project. At present, our focus has been primarily directed towards disseminating the project's services, consequently, resulting in a lack of scientific publications.

Nevertheless, two articles have been published by WP lead WR, both in the context of the Proceedings of the 32nd European Biomass Conference and Exhibition

- P. Camps-Aragó et.a, 2024. Follow the Expert and Inform the Citizen: The Role of Familiarity and Awareness on (Mis)Perceptions and Attitudes towards Biogas
- P. Camps-Aragó et.a, 2024. Socio-demographic and Psychological Factors Behind Citizen Acceptance of Biogas in Livestock Farming

Given the ALFA consortium's commitment to promoting open access to scientific knowledge, collective efforts will be made to ensure unrestricted access to peer-reviewed articles stemming from the project. To this end, measures outlined in the Open Data Strategy of the EC, adhering to the FAIR principles, will be implemented. ALFA's research outputs will be made available to the public digitally and online, without including any charges. For that reason:

- Research deliverables will be disseminated via the project's web portal.
- Scientific publications will be promptly accessible through esteemed repositories such as Open Research Europe or the European Open Science Cloud.

4.5.2 Non-scientific Publications

All partners in the ALFA project were encouraged to produce press releases, articles in mass media, and presentations on TV or radio, or other media, in an effort to increase the project's visibility and reach potential stakeholders outside of the consortium. It was also the responsibility of all partners to identify publishing opportunities and take necessary actions to promote the project's assets and results. While this strategy did not set a minimum number of non-scientific publications, progress was tracked through the Dissemination Reporting Template (Annex II) and the ALFA Publication template on a monthly basis.

Project partners have taken the opportunity to feature ALFA in their respective organisations' outreach activities, for example the two annual reports of EDF and EBA. Since those partners have great networks on livestock farming and biogas/biomethane sectors respectively, it was a great opportunity for the project's visibility to stakeholders beyond our reach, engaging even more people to our project. In addition, White Research has uploaded a press release concerning the successful wrapping up of the 1st round of the Open Calls, thanking all the participants, establishing that way an appreciation relationship with the project's stakeholders. Other partners such as APRE, EBA, SIE, and AzzerOCO2, have contributed as well, as can be seen in the figure below.

Title	Subject	Main Partner	Author(s)	Other Partners Involved	Date of release	Type of Publication (e.g., academic journal, magazine, etc.)	Name of Publication
Unlocking Biogas Potential in the European Livestock S	Results D1.1 and D2.2	WR	EDF	all	22.12.2023	Annual Report	EDF Business Annual Report
EBA Activity Report 2023	EBA's work in EU projects	EBA	EBA			Annual Report	EBA Activity Report 2023
White Research Press Release	Open Call End	WR	WR		28.03.2024	Press Release	Press Release on Open Calls End
El biogás como motor de cambio en España: herramientas	Open Call (Spanish Hub)	SIE	SIE		14.01.2024	Press Article	OK Green https://okdi
Ruminantia Press release	Open Call 1st round	APRE	APRE			Online magazine	Ruminantia Magazine
Ruminantia Press release	Open call extension	APRE	APRE			Online magazine	Ruminantia Magazine
Ruminantia Press release	Promotion of Capacity Building event in Tarquinia strategy behind the ALFA Project and how it is unlocking the biogas potential from livestock farmers	APRE	APRE		26.4	Online magazine	Ruminantia Magazine
Turning farm waste into renewable energy – The ALFA Story		EBA	EBA		03.05.2024	EBA article	Biogas Breakthroughs: Europe's Green Energy Future
Bando per il sostegno di progetti di biogas nel settore zc	Short article on the project with a focus on the second	AzzerOCO2	AzzerOCO2		19/12/2024	On line Magazine	Qualenergia https://www
Nuovo bando ALFA: un supporto gratuito per installare c	Open Call 2nd round	APRE	APRE		22/11/2024	Online magazine	Ruminantia Magazine https://www
un passo avanti per la consapevolezza sul biogas in Eu	Survey 2nd round	APRE	APRE		14/01/2025	Online magazine	Ruminantia Magazine https://www
Progetto ALFA: il progetto europeo che promuove l'adoz	Short article introducing the ALFA project, promoting	APRE	APRE		27/01/2025	On line Magazine	mcTERnews https://www

Figure 63. Publications

4.6 Roles and Responsibilities

The partners in the ALFA consortium played a significant role in helping to achieve the aims and objectives of the project's dissemination activities. Their contribution naturally occurred as a result of the project's development, as most activities, outcomes, and milestones involve the engagement of stakeholders from the biogas supply chain or produce communication assets. In order to

consistently disseminate content from the project's activities, partners are expected to and have enhanced the project's online presence by providing content for the website, newsletters, and social media accounts, and by promoting the posts and other material resulting from this content.

To achieve the greatest possible exposure for the project, partners have been committed to participate in relevant events/conferences and publish in online/offline sources of information external to the ALFA's communication channels (e.g., websites, newspapers, journals, magazines, conferences, etc.). Partners have also contributed to these goals through the organisation of a project event. The specific responsibilities of each partner are outlined in Table 8.

Table 7. Partners' responsibilities per type of dissemination activity

Type of dissemination activity	Dissemination channels	Partners' Responsibilities
Online	SMA	<ul style="list-style-type: none"> ➤ Follow project's SMAs and invite people from their network to follow, as well ➤ Like, repost and promote posts published through the project's SMAs
	ALFA's newsletter	<ul style="list-style-type: none"> ➤ Occasionally provide content for the newsletter ➤ Promote the newsletter through their network ➤ Reach potential subscribers (e.g., participants of other project activities)
	Project's website	<ul style="list-style-type: none"> ➤ Provide content for the website's news section ➤ Promote the website throughout their network
Offline	Events	<ul style="list-style-type: none"> ➤ Organise events and raise awareness about the project ➤ Distribute the promotional material of the project (leaflet, poster, etc. ➤ Participate in external events and conferences

4.7 Synergies with Other Projects and Initiatives

By communicating with other projects and initiatives on similar themes at local, national, and EU levels, the consortium can shape cooperation conditions and benefit from the experience and knowledge of these initiatives. This can lead to the strengthening of the project's impact activities through additional networking and awareness of potential joint activities and ways for mutual benefit collaborations, ultimately enhancing the common wider objectives of ALFA and similar initiatives.

Joint dissemination activities, particularly with EU-funded projects, will also be sought. These collaborations could take various forms:

- Reference of mutual projects on their respective websites;
- Support each other through social media accounts;

- Sharing news, invitations to external events, press releases, and other dissemination actions through social media communication channels;
- Attending events hosted by similar projects;
- Exploration of the possibility of co-organising an event;
- Inviting participation in events organised by the ALFA consortium.

In particular, the impact of ALFA's communication and dissemination actions is further stepped up by establishing additional synergies with existing innovative projects, networks and initiatives with similar thematic focus. During the full lifespan of the ALFA project, EBA has established, with the support of all partners, communication pathways with relevant stakeholders to exchange knowledge, cooperate, and create synergies for more efficient and effective use of resources. This type of cooperation will contribute to increase the visibility of Horizon Europe collaborative projects and similar initiatives fostering innovation, while mutually benefiting ALFA and the counterparts involved.

This identification process was implemented following a 3-step approach:

- **Mapping**

EBA drafted, in a collaborative mode with the rest of ALFA partners, a first list of potential initiatives including sister projects and projects that were part of the same innovation call. This first step aimed also at identifying thematic areas of interest and formats of potential synergies. Over 40 synergies were outlined in the preliminary list, 3 times more than the minimum target of 10 synergies included in the Grant Agreement.

- **Consolidation**

In a second step, the list was consolidated, included details on the relevant initiatives, type of synergies and contact organisations, and it was also expanded to nearly 50 potential synergies. Some of the initial synergies were excluded as they had a more indirect thematic focus. Likewise, four thematic areas were prioritized, although other topics are also considered:

- Agri-food sector;
- Renewable energy with focus on biogas and biogas upgrading as renewable energy;
- Energy communities and energy transition;
- Bioeconomy networks.

There are four preferred synergy formats:

- Participation as speaker in mutual events (e.g. Green Me Up, AgRefine, Biomethaverse, FER-PLAY, Value4Farm projects);
- Joint activities such as seminars, workshops or field trips (e.g. HarvRest, CarbonNeutralLNG, FlexSNG projects);
- Informal communication partnerships and cross-promotion to ensure ALFA's visibility via the networks of the supporting organisations (e.g. ALFA's Membership to the Biorefine Cluster Europe, AGROBRIDGES, LIFE SMART AgroMobility);
- Joint meetings to scope for synergies (e.g. BIoStar2C, METHAREN, SEMPRES-BIO).

In total, 38 synergies have taken place throughout the project lifetime (see Table 9 in the next pages).

In addition, ALFA has organised and participated in a dedicated cluster of biomethane projects, which represents a collaborative network of Horizon Europe projects dedicated to advancing the production and utilization of biomethane and gaseous biofuels. It includes various projects, apart from ALFA, namely GREENMeUp, ETIP-B2022-2025, BIOSTAR2C, FlexSNG, PRODIGIO, BIOMETHAVERSE, HYFUELUP, METHAREN, Value4Farm and SEMPRES-BIO. Together, we have worked towards promoting the development and adoption of biomethane and gaseous biofuels as sustainable alternatives within the energy sector. Through mutual cooperation and knowledge exchange, the goal of the biomethane cluster has been to accelerate the transition towards a more environmentally friendly and renewable energy landscape.

Moreover, ALFA has participated in the Biorefine Cluster Europe initiative, led by the University of Ghent, which serves as a nexus for biorefinery projects, offering a collaborative platform for initiatives aligned with its core categories, including biobased (waste)streams for the circular economy, bioprocesses, sustainable bio-energy production, and resource recovery from biomass.

- **Expansion**

The table below provides an overview of the synergies that have been established throughout the project lifetime, distinguishing between completed and ongoing projects. Since the project is completed, synergies between ALFA and other projects can still take place, more closely related to other projects benefiting from ALFA outputs.

Table 8 Established Synergies

No.	Name	Description	Status	Project status	Part of a project cluster
1	NRG2peers	Aims to promote community-based nudging mechanisms for peer-to-peer transactions of renewable energy and to sustain prosumer-friendly business models.	Finished	Ended	-
2	W4RES	Gender-focused, aims at scaling-up the involvement of women in the market deployment and uptake of Renewable Heating and Cooling (RHC) solutions.	Finished	Ended	-
3	BECoop	Unlocking the community energy potential to support the market uptake of bioenergy heating technologies.	Finished	Ended	-

4	Transition2BIO – Transition towards bioeconomy	Transition2BIO will built upon the most relevant communication and education EU funded projects and initiatives. It will contribute to the implementation of the updated 2018 EU Bioeconomy Strategy. Also, it aims to promote the transition towards a more sustainable production, consumption and lifestyle by implementing an integrated package of activities. They will be addressing a wide range of target stakeholders, namely: demand side, supply side, multipliers and supportive environment.	Finished	Ended	-
5	BIOWAYS – Increasing awareness of bio-based products	The BIOWAYS mission is to promote the huge potential of bio-based research results and raise public awareness of bio-based products, using a variety of communication techniques and through public engagement activities and the development of educational tools and materials.	Finished	Ended	-
6	BIOVoices – Accelerating the bio-based sector	This is where the BIOVOICES project comes in by ensuring the engagement of all these relevant stakeholder groups through a platform, that will involve a plurality of voices with different perspectives, knowledge, and experiences whilst also animating open dialogue, co-creation	Finished	Ended	-

		4and mutual learning between them.			
7	BIOBRIDGES – Market uptake of bio-based products	BIOBRIDGES project was conceived to tackle the key challenge of improving the marketability of bio-based products (BBPs) by fostering close cooperation and partnerships among bio-based industries, brand owners and consumers' representatives.	Finished	Ended	-
8	WENDY	Aims at unravelling the factors triggering social acceptance of wind farms.	On	Ended	No
9	METHAREN	Aims to demonstrate a more sustainable and circular biomethane production system that can manage the intermittency of renewable energy sources.	On	Active	Biomethane Cluster
10	FER-PLAY	FER-PLAY is facilitating the uptake of alternative fertilisers, to protect ecosystems, decrease EU dependence on fertiliser imports, foster circularity and improve soil health. The project will map and assess alternative fertilisers made from secondary raw materials, such as manure, and highlight their multiple benefits in order to promote their wide-scale production and use on field.	On	Ended	Biorefine Cluster
11	CO2SMOS	CO2SMOS aims to develop a platform of technologies to transform CO2 emissions produced by biobased industries into a set a of high added-	On	Ended	No

		value chemicals with direct use as intermediates for biobased products.			
12	HYFUELUP	HYFUELUP (Hybrid Biomethane Production from Integrated Biomass Conversion) will develop an advanced technology for biomethane production using gasification and methanation. The biomethane produced will then be liquified and used for the decarbonization of long-distance road freight transport and maritime transportation.	On	Active	Biomethane Cluster
13	BIOMETHAVERSE	BIOMETHAVERSE aims to diversify the technology basis for biomethane production in Europe, to increase its cost-effectiveness, and to contribute to the uptake of biomethane technologies. To this aim five innovative biomethane production pathways will be demonstrated in five European countries: France, Greece, Italy, Sweden, and Ukraine.	On	Active	Biomethane Cluster
14	TITAN	TITAN project will develop an innovative process that will enable production of cost-competitive hydrogen together with integrated carbon sequestration. It will be achieved by the direct conversion of biogas (CO ₂ containing methane-rich feedstock) into hydrogen and valuable carbon materials. The project will also consider further	On	Active	No

		valorisation to power, chemicals and fuels.			
15	Eqator	ēQATOR aims to develop scalable, electrically-heated catalytic reactor technologies that will allow the conversion of biogas into syngas with improved efficiency compared to the state-of-art. Focusing on dry-reforming, it utilizes both the CO and the methane from biogas, which bridges biogas production with downstream conversion technology into higher-added value products such as methanol, fuels and hydrogen.	On	Active	No
16	ETIP Bioenergy	The European Technology and Innovation Platform Bioenergy – Support of Renewable Fuels and Advanced Bioenergy Stakeholders. This 2022-2025 project aims at triggering collaborative efforts of stakeholders from research to innovation to implementation in the field of renewable fuels and bioenergy.	On	Ended	Biomethane Cluster
17	Green Me Up	GREEN bioMEthane market UPtake	On	Ended	Biomethane Cluster
18	SKILL BILL	SKILL BILL: Skill to Boost Innovation and professional fulfillment in a sustainable economy	On	Ended	No
19	Biorefine Cluster Europe	The Biorefine Cluster Europe interconnects projects and people within the domain of biobased resource	On	Active	-

		recovery, striving to contribute to a more sustainable resource management.			
20	EUREC	Association of European Energy Research Centres	On	Active	-
21	Bioenergy Europe	Bioenergy Europe is a non-profit, Brussels-based international organisation bringing together 40 associations and 157 companies, as well as 11 academia and research institutes from across Europe.	On	Active	-
22	SUSTRACK – designing a sustainable track towards circular bio-based systems	SUSTRACK is a three year project aimed at supporting policymakers in their efforts to develop sustainable pathways to replace fossil and carbon-intensive systems with sustainable circular biobased systems at the EU and regional scale, contributing to achieving the European Green Deal's objectives.	On	Ended (October 2025)	No
23	CARINA – Carinata and Camelina to boost EU farming systems	"CARINA is a cross-national 4-year long Innovation Action (01/11/2022-31/10/2026), supported by the European Union within the framework of the Horizon Europe programme.	On	Active	No
24	Gen B – Educating young in bioeconomy	"GenB is a project on Informing and educating young people on more sustainable behaviours and choices to build a future generation informed and interested in bioeconomy.	On	Ended	No

25	ROBIN – Circular bioeconomies	The project “ROBIN – Deploying circular BIOecoNomies at Regional level with a territorial approach” is set to empower Europe’s Regions. Especially with regard to the adaptation of their governance models and structures in ways that accelerate the achievement of their circular bioeconomy targets. In such a way, social innovation and accounting for different territorial contexts will be promoted.	On	Ended	No
26	BioGov.net – Mobilizing communities in bioeconomy	The strategic objective of “BioGov.net – Mobilizing European Communities of Practice in bio-based systems for better governance and skills development networks in bioeconomy” is to support the establishment of the innovative governance models in bioeconomy training and skills development.	On	Ended	No
27	European Bioeconomy Library	A transparent, readily available, user-friendly bioeconomy knowledge base platform.	On	Active	-
28	SEIFA	Investing platform for the investors and investees interested in the SEIF fund (sustainable investments in decarbonisation of built environment in heavy industry and renewable energy projects).	On	Active	-
29	AgRefine	A Disruptive Innovative Cooperative Entrepreneurial education, training and skills development	On	Ended	Biorefine Cluster

		programme rolling out the next generation of Agri Biorefinery and Valorisation Bioeconomy leaders.			
30	CarbonNeutralLNG	"Developing a cost-effective and carbon efficient process for carbon neutral LNG production	On	Active	Biomethane Cluster
31	SEMPRE-BIO	"Demonstrate novel and cost-effective biomethane production solutions and pathways. Increase the market uptake of biomethane related technologies	On	Active	Biomethane Cluster
32	FlexSNG	"Flexible Production of Synthetic Natural Gas and Biochar via Gasification of Biomass and Waste Feedstocks	On	Ended	Biomethane Cluster
33	PRODIGIO	PRODIGIO will boost the efficiency of solar energy conversion into biogas by increasing the performance of i) microalgae production systems and ii) anaerobic digestion systems, thanks to the development of early-warning signals for improved systems monitoring and control.	On	Ended	Biomethane Cluster
34	BIOSar2C	Revision of standards for biomethane quality to ensure harmonisation of requirements for trace components at a level which enables development of the biomethane industry	On	Active	Biomethane Cluster
35	HarvRESt	Working towards harnessing the vast potential of RES for sustainable farming	On	Active	No

36	LIFE SMART AgroMobility	New management model for discharges of livestock origin through treatment and subsequent use	On	Ended	-
37	Value4Farm	Aims to revolutionise farming practices and drive the defossilisation of agriculture. The project establishes three renewable-based local value chains centred around biogas to match the diverse energy needs of local farmers.	On	Active	Biomethane Cluster

5. Set Up and Operation of ALFA's Advisory Board

The ALFA Advisory Board (AB) was designed to include 12-15 members representing various stakeholder categories and countries involved in the ALFA project (and beyond), with a goal of equal representation across categories and genders wherever possible. The breakdown of categories is as follows:

- Livestock farmers;
- Biogas producers;
- Policy makers and public authorities/agencies;
- Biogas customers;
- Biogas technology providers & advisors;
- Researchers and academia, experts - including one each from Slovakia and Greece, with at least one female member.
- Industry and Civil Society associations and clusters - including two each from Slovakia, Italy, and Denmark, with one female member and three male members.

This composition has ensured a diverse representation and expertise within the ALFA Advisory Board, which has facilitated comprehensive discussions and decision-making processes. Facilitating the collection and presentation of personal data of ALFA Advisory Board (AB) members on the ALFA website and Social Media platforms resulted in increased visibility and outreach for these members. This exposure subsequently led to their recognition and engagement as key contributors to various project tasks. For instance, they contributed to the project's co-creation workshops, first by supporting their promotion through their networks and secondly by having actively participated and provided input based on their expertise. Regular updates on project advancements and dissemination of results among ALFA AB members played a crucial role in enhancing their understanding and integration of project outcomes into their respective initiatives. This has fostered collaborative efforts for broader dissemination of project findings.

Active engagement of ALFA AB members in promoting the Open Call has proven to be beneficial, particularly in generating interest and participation in ALFA support services. The proactive involvement of AB members has been recognized for its potential impact on the success of the Open Call. ALFA AB members have effectively disseminated information about the Open Call through various channels, including incorporation into newsletters distributed to their national constituents, sharing within their professional networks, and direct communication with potential beneficiaries.

The final composition of ALFA's AB including their affiliated organisations are the following:

Table 9. Advisory Board Members

No	First Name	Last Name	Organisation	Country
1	Katarina	Blicklingova	Bioeconomy Cluster	Slovakia
2	Elli	Heracleous (Dr.)	International Hellenic University	Greece
3	Bruno	Sander Nielsen	Biogas Denmark	Denmark
4	Stefan	Rauh (Dr.)	Biogas Fachverband e.V.	Germany
5	David	Kanco	Slovak Biogas Association	Slovakia
6	Jan	Halewyck	Boerendbond	Belgium
7	Alexandros	Yfantis	Hellenic Association of Biogas Producers	Greece
8	Lorenzo	Maggioni	Biomethane Expert	Italy
9	Jan Roelof	Jalvingh	Freelancer	The Netherlands
10	Henrik B.	Møller	Aarhus University	Denmark
11	Fernando	Suárez	AEBIG	Spain
12	Vasileios	Diamantis	Department of Environmental Engineering, Democritus University of Thrace	Greece
13	Luca	Zambelli	Consultant	Italy
14	Philippe	Taveniers	Biogas Association	Belgium

Note: At earlier stages of the project, Andrea De Asco was also part of the AB and participated in several activities as an AB member; however, she stepped down when she left Cycle0.

The listed individuals hold a broad range of expertise and roles within the energy and biogas sectors. This includes both well-known female professionals serving as Directors, Associate Professors in Energy Systems, and Senior Marketing Managers, as well as male counterparts such as a Senior Biogas Consultant, Managing Directors, Project Managers, and others. Their collective knowledge covers various facets of energy systems, biogas production, marketing, research, policy advising, and environmental engineering, underscoring the diverse skill set present within the ALFA project. Together, they provided guidance and insights to advance the project's goals of promoting sustainable biogas adoption and addressing energy challenges in a neutral and inclusive manner.

6. Monitoring, Evaluating, and Reporting

6.1 Monitoring and Evaluation

A monitoring process was established at the beginning of the project in order to secure the successful implementation of the DCP and ensure that the DCP's goals are met. This process has allowed us to identify any potential gaps or problems, the special needs of relevant stakeholders, and good practices that we can adopt.

To evaluate the impact of the DCP activities, a set of KPIs has been chosen. The metric targets and needs are being modified based on the project's results and are included in this updated deliverable (M36). Just a quick note that the project by M18 has already surpassed most of the dissemination metrics, so the adaptation may refer to those who may appear with a weaker performance. The dissemination manager (WR), with the support of the consortium partners, has monitored the quantitative metrics during the reporting periods. In some cases, the dissemination manager has also requested qualitative feedback from the involved partners after the implementation of events to evaluate more effectively the strategy and make any necessary modifications.

The key indicators for our dissemination and communication activities are presented Table 11:

Table 10 ALFA Key Performance Indicators

Assessed element	Metric	Target	Current Status (M36)
Unique visits to ALFA's website & engagement platform	Nr of visits (total)	> 15,000	15,036
Social media accounts (LinkedIn, YouTube, Facebook, X/Twitter then BlueSky)	Nr of followers	> 1,000	1,589
Newsletter	Nr. of published Newsletters	6	7
Promotional material distributed	Nr. of posters/leaflets printed and distributed or downloaded	> 300	7,424
Participation in external events/conferences	Nr. of events	15	39
Promotional video	Nr. of views (total)	> 500	516 ¹
Stakeholders Reached by ALFA's activities	Nr. Of Stakeholders Reached	-	42, 510
Stakeholders Engaged by ALFA's activities	Nr. Of Stakeholders Engaged	-	13,443

¹ Combines the views of both promotional videos (the one with interviews and the one without)

6.2 Reporting

To ensure the project's success, it is necessary to keep track of the dissemination, communication, and engagement activities carried out by all partners. Therefore, the reporting and documentation for the DCP is crucial. Throughout the project, all consortium partners have reported their dissemination and communication activities on a monthly basis by completing the template provided by WR (available online in the project's repository).

At the end of every project semester, throughout the project lifetime, all partners were requested to present the main dissemination actions they carried during that semester by completing the Dissemination Reporting template attached in Annex II. These actions may include organising events, participating in events, informal meetings, interviews, communication campaigns (such as sharing newsletters or promotional materials, social media posts, articles, etc.), and publications. In addition, partners were also asked to complete the Event's Reporting template for any events they organised or participated in during the semester, detailing the main dissemination actions that took place. The dissemination monitoring tools, and their specified reporting frequency are listed in the following table:

Table 11. ALFA Reporting tools and frequency

Reporting Document	Reporting Content	Reporting Frequency
ALFA_Dissemination Reporting.xlsx <i>Annex II: Dissemination Reporting Template</i>	Dissemination reporting template	Monthly
ALFA_Internal events reporting template.docx <i>Annex III: Events Reporting Template</i>	Each single event organised by the partners or where the partners participated.	Within 30 days after the event takes place.
ALFA_External conferences and events.xlsx <i>Annex IV: External Conferences and Events Reporting Template</i>	Any external event/conference that is relevant to our project and with potential benefit from attending it	Every time a partner identifies/participates in a conference or an event that could be relevant to the project.

Dissemination Reporting Template: This template documents all dissemination and communication activities of the project. All partners should update it on a monthly basis. By keeping track of the activities, any issues or gaps will be noticed early, and measures can be taken to address them.

Events Reporting Template: All partners should fill out this template whenever they organise or participate in an event (e.g., workshop, conference, meeting, etc.). The template should be sent to White Research no later than 30 days after the event. Additionally, partners should always inform White Research of upcoming events in advance for promotional purposes.

The External Conferences and Events Reporting Template: This template aids in identifying events (workshops, conferences, webinars) that align with the ALFA vision. Whenever a useful event

or conference is identified (e.g., to attend or present at), partners should fill out the template and send the information to White Research.

If any risks are identified that could impact communication and dissemination activities, or if issues arise during the implementation of publicity actions, each project partner should immediately contact White Research.

7. Timeline and Implementation Plan

Promotional material and templates were developed at the beginning of the project as part of the dissemination and communication activities. Throughout the project, ALFA has deployed a range of online and offline dissemination activities and promote its results. Additionally, the project's findings will continue to be promoted even after the project ends. The actions were divided into four phases to ensure the effective timing of dissemination, communication, and stakeholder engagement, as shown in Figure 64. The four stages are described thoroughly within the next paragraphs:

1. Early in the project – Phase one (Completed): The Dissemination & Communication Plan was based on the identification of targeted stakeholder groups and key messages of the project. Suitable metrics for monitoring the successful implementation of the DCP strategy were also selected. The consortium partners were informed about their responsibilities and required contributions in regards to dissemination efforts.

This phase was primarily focused on the general promotion of the project, with a particular emphasis on raising awareness to ensure widespread communication. During the first four months, the logo and visual identity were created along with the project's website. The project's social media accounts were also launched and dissemination material (leaflets, posters, templates, letterhead) is produced. Later on, the promotional package was supplemented with evidence and success stories from the project to communicate its benefits. By M6, all project tools and channels were in place. Additionally, some initial synergies with other relevant projects/initiatives were established. Finally, the project was also disseminated at networking events that partners participated in.

2. During the project – Phase two (Completed): Our focus in this phase was ensuring that information about the project's results and milestones reach our target audiences. For that, we worked on clustering and cooperating with complementary projects and initiatives related to renewable energy production. We have also established and engaged an active community interested in the ALFA project through the project's social media accounts and website, where we are sharing the project's results. Six newsletters have already been released, alongside promotional videos and infographics which have been produced.

This phase includes a range of dissemination events, including co-creation and capacity building workshops, mutual learning workshops, webinars, networking events, and awareness raising campaigns. Practice-based evidence from real success stories has been collected and disseminated to demonstrate the advantages of bio-based solutions and products. The consortium partners are supporting dissemination efforts by participating in external events and conferences, and leveraging existing platforms, networks, and initiatives.

3. At the end of the project – Phase three (Completed): During the final phase of the project, we have focused on promoting the key results and developing recommendations and tools based on the project's major findings. These resources have been designed to help regional actors effectively to support relevant actors in setting up efficient market-uptake support measures. The

project's social media accounts will remain active to ensure that the project's outcomes continue to be disseminated.

On top of that, certain workshops have taken place with the aim of sharing experiences gained throughout the project and exchanging relevant knowledge and information on biogas production systems. This has culminated in the final dissemination event, and associated workshops and policy roundtable, which have present the final results and findings of the project.

4. Beyond the end of the project – Phase four: The project's legacy will be preserved through ongoing promotion and exploitation efforts by consortium partners, including future activities and new projects in which various relevant stakeholders will be involved.

The dissemination efforts throughout the entire project and beyond can be summarised in the following diagram

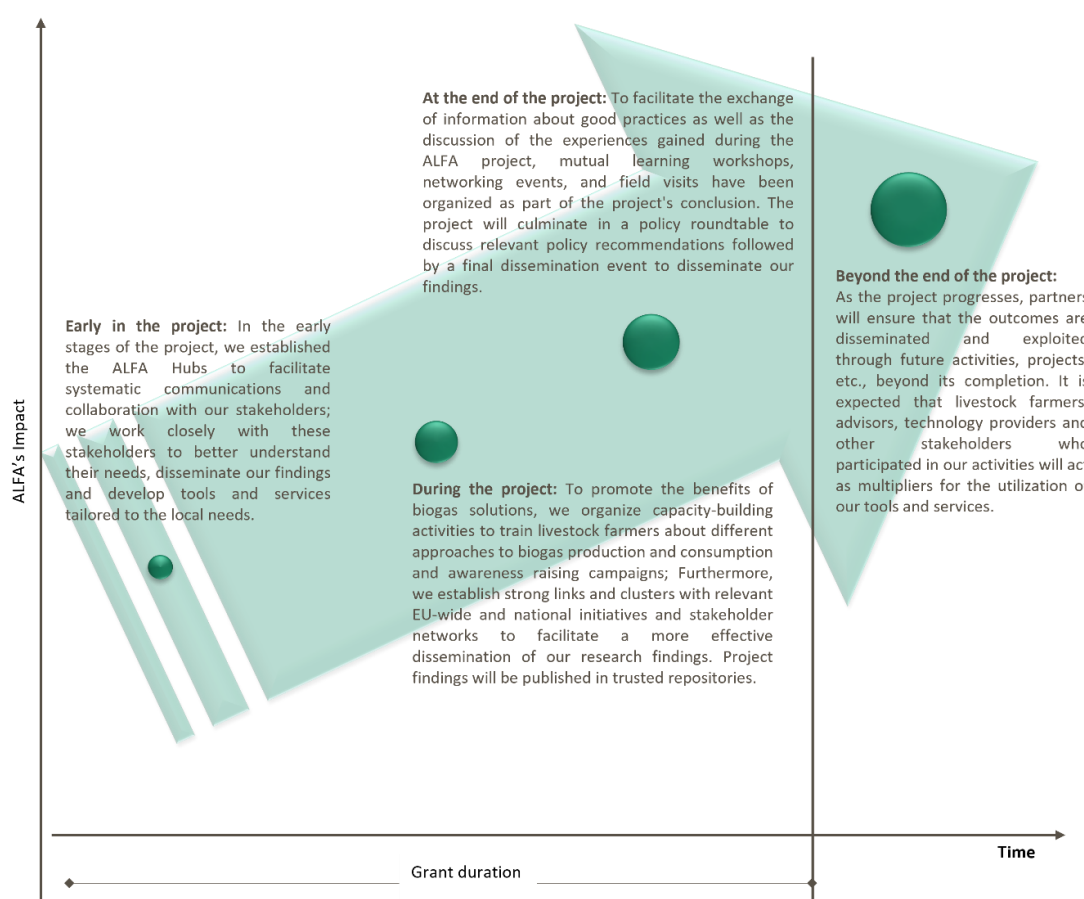


Figure 64. The four stages of dissemination and stakeholder engagement activities

Additionally, the implementation plan for the communication, awareness raising, and dissemination tools is outlined in Table 13.

	Continuous usage during the entire project
	Month of delivery – Estimated duration
	Further usage throughout the project

Table 12. ALFA's Gantt chart of dissemination and awareness raising activities

Activity	Project month	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
Planning stage																																					
Dissemination, Awareness raising and Communication plan																																					
Promotional material																																					
Logo																																					
Poster																																					
Presentations																																					
Leaflet																																					
Reports																																					
Digital Presence																																					
Website																																					
Newsletter																																					
Promotional video																																					
Social Media (X/Twitter, Bluesky, Facebook, LinkedIn, YouTube)																																					
Events																																					
Co-creation workshops																																					
Capacity building seminars																																					
Networking event																																					
Mutual learning workshop																																					
EU Policy roundtable																																					
Final dissemination event																																					
External events																																					
Synergies																																					
Monitoring & Reporting																																					
D&C activities reporting																																					
Internal events reporting																																					
External events reporting																																					
Six-month reporting																																					

8. Discussion on the Results

This chapter provides an examination of the communication and dissemination outcomes achieved by the ALFA project over the course of the entire project. By analysing key performance indicators (KPIs), the distribution of promotional material, stakeholder engagement activities, collaborative initiatives, and ongoing challenges, this assessment offers an understanding of the project's communication strategy and its impact.

Analysis of the Communication Key Performance Indicators (KPIs):

An evaluation of the project's KPIs reveals both achievements and areas for improvement. While the project has surpassed targets in certain areas, such as social media followership, others, like website traffic, present light challenges. Despite moderate engagement reflected in website analytics, strategic adjustments are warranted to address evolving online dynamics and optimize communication efforts over the remaining project duration.

Table 13. Social Media Followers

Social Media	M6	M12	M18	M36
LinkedIn	636	695	907	1,356
Twitter/X	36	53	59	57
Facebook	45	72	87	113
YouTube	1	2	13	51
BlueSky				12
SUM	718	822	1,066	1,589

Table 14. Other Communication KPIs

Other Communications KPIs	Total
Unique Visits on the Website and the Engagement Platform	15,036
Mailchimp newsletter subscribers	443
LinkedIn newsletter subscribers	366
Number of posts	281

Promotional Material Distribution:

The dissemination of promotional material has been fundamental in conveying project objectives and activities to a wide-ranging audience. With over 7,000 pieces of promotional material distributed through diverse

channels, including physical events and online platforms, the project has effectively raised awareness and engaged stakeholders. However, further refinement of distribution strategies may enhance targeted outreach and maximize impact.

Table 15. Promotional Material Distributed

Assessed element	Metric	Target	M6	M12	M18	M36
Promotional material distributed	Nr. of posters/leaflets printed and distributed or downloaded	> 300	1,168	1,714	2,452	7,424

Stakeholder Reach and Engagement:

Stakeholder engagement remains a solid basis of the project's communication approach, cultivating collaboration and dialogue across scientific, policy, and industry domains. The success of co-creation workshops, participation in external events, and active engagement on social media platforms highlights the project's commitment to a 360-communication approach.

Our engagement efforts have resulted in substantial interaction across various stakeholder groups, with a total of 58, 232 stakeholders actively engaged. This breakdown includes 202 people from research communities, 785 farmers, 385 from industry and other businesses, 29 EU and international organisations 118 national/regional/local policymakers and authorities, 2,434 from civil society, and 7,997 citizens/general public, demonstrating our broad reach and inclusive approach.

Collaborative Efforts and Synergies:

Collaboration with other projects and initiatives has significantly amplified the project's visibility and reach within the biogas, renewable energy, and sustainability ecosystems. Through the identification of synergies and joint activities, the project is facilitating knowledge exchange and mutual promotion, enhancing its impact. Continued exploration of collaborative opportunities will be essential for leveraging collective expertise and resources to the benefit of all stakeholders involved.

Metric	Target	Actual Number (M36)
External Events Attended	15	38
Synergies	15	37

9. Post-Project Sustainability

The previous sections have outlined the goals, objectives, and activities of ALFA's communication and dissemination tasks. Whilst this very much presents what goes on *during* the project and the availability of materials and information once the project is over, it is important to identify the means by which the target audiences and key stakeholders will uptake the projects' results.

This refers to the use of results in further innovation and research activities after the project has been completed with the goal to valorise the result at the organisational level and maximise impact for stakeholders.

Specifically, ALFA results will still be disseminated through various means, to ensure that stakeholders and interested parties are made aware of the project as well as have access to project results:

- 1) The ALFA project website will be maintained for at least 2 years after project completion, with all the project's reports, deliverables, and other information maintained there for interested parties to view and/or download.
- 2) The Engagement Platform will stay live and users will maintain access to the different tools (such as the Knowledge Center, the Decision Support Tool, the map of success cases, or the biogas forum);
- 3) Certain datasets and generated knowledge will be accessible in open-access repositories such as Zenodo, as well as open-access publications (e.g., the results of the research survey on barriers and misperceptions of biogas);
- 4) Individual dissemination and communication activities by partners (e.g. mentioning the project in their annual reports or in event attendance).

For example, the exploitation plan for the stakeholder's perceptions and needs report (a report analysing an online survey to unveil the public perception of biogas investigating the needs to stakeholders to invest in biogas solutions), revolves around making the report publicly available to all interested stakeholders through the ALFA Engagement Platform and the Knowledge Centre tool for at least three years after the project ends.

This goes alongside uploading the report to highly acknowledged open access repositories such as Zenodo, Cordis, and the Horizon Results Platform. The data collected in the analysis in the report could also be used for future research in other projects and/or partners. Indeed, potential users of the report can be actors in the biogas farming chain, policymakers, research groups, and relevant initiatives interested in the sector in each targeted region of the ALFA project. Similarly, consortium members can also use this knowledge to further improve their support to organisations in their local biogas ecosystem after the project ends.

10. Conclusions

The Dissemination and Communication Plan (DCP) outlined in this document serves as a guide for project partners to execute dissemination activities and convey key messages throughout the ALFA project. It includes a comprehensive list of planned communication activities, designated channels for dissemination, and core messages.

This final edition of the Dissemination and Communication Plan (DCP) has outlined the guidelines and execution for the dissemination activities of the project by project partners as well as the development and amplification of ALFA's key messages. It includes a comprehensive list of communication activities, designated channels for dissemination, and core messages. It also brings to attention how the results will be disseminated and made available to stakeholders *after* the project is over, ensuring that the usability of the project's results do not end when the project ends.

Reflecting on the communication and dissemination outcomes at the 36-month **milestone/end of the project**, it's **evident** that the project has reached and even gone beyond its KPIs.

With over 42, 510 stakeholders reached, 13,443 engaged with, a website with almost 15,000 unique visits, and a social media following of over 1,500 followers across all platforms, and almost every single KPI reached and gone beyond, ALFA's dissemination and communication activities played a significant role in amplifying the reach of the project and fostering the upscaling the market uptake of renewable energy by unlocking the biogas potential of livestock farming.

The ongoing success on dissemination and communication has required a balanced approach, leveraging data insights and adapting strategies to evolving stakeholder needs. In addition, continuous evaluation and refinement of communication strategies have proven essential to effectively convey the project's message to diverse audiences. In the future, this DCP and ALFA's best practices can serve as a stepping stone and/or guidelines for future dissemination and communication activities related to biogas uptake in livestock farms, as well as in other EU-funded projects and beyond.

Annexes

Annex I: Dissemination guidelines

This document provides you with some key guidelines about communication and dissemination activities reporting and introduces three main dissemination monitoring tools that you are kindly asked to use throughout the project.

Main guidelines

- Actively contribute to the dissemination of project results and key messages.
- For all your external communications related to the project please include in your email signature the project logo, linked to project's website.
- Do not forget to include the EU funding disclaimer:



**Funded by
the European Union**

1. When displayed with another logo, the EU emblem must have appropriate prominence.
 2. You can download the needed EU emblem in the desired resolution following this link:
 3. https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/
- Whenever possible, use the templates that will be provided to you, i.e., letterhead, presentation, publication. A leaflet and a poster are under development and will be provided to you for dissemination and communication purposes. Other communication materials (e.g., infographics) will be prepared ad-hoc if needed.
 - **Always** inform **WHITE RESEARCH** and **Q-PLAN** regarding every dissemination and communication activity that you plan to carry out (e.g., organisation of an event, articles on websites or magazines, participation in an external event, etc.). This will enable us to publicise it through the project's communication channels in a timely manner
 - You will need to report to us with some detail all the dissemination actions you undertook, so we can include it in WP5's reports and monitor the KPIs
 - Always report about meetings and events you organised and/or participated in
 - Inform **WHITE RESEARCH** and **Q-PLAN** about relevant events (e.g., conferences, workshops, seminars etc.) in which ALFA partners may be interested in participating to promote or present the project. You can find in the project's repository an .xlsx file named "**ALFA_External**

conferences and events”. All partners are kindly requested to fill in this specific .xlsx file, each time they identify an event relevant to project and share it with WHITE RESEARCH.

- In compliance with the General Data Protection Regulation (GDPR) requirements, always gather stakeholders’ consent, when collecting, using and storing personal data during events/conferences. Please consider that pictures which make individuals identifiable are also considered personal data. Partners are responsible to gather and store participants’ consent for the activities they undertake. You will not need to send these personal data and consent forms to WHITE RESEARCH.

The above-mentioned points will be updated when necessary, in order to be in line with the project’s requirements and progress.

The ALFA report **“Dissemination and communication plan”** (First version due in M3; Update in M18) includes these guidelines and will also outline the overall project’s dissemination strategy and plan.

Dissemination Monitoring tools

ALFA’s Dissemination Reporting Template

ALFA’s Dissemination Reporting Template is available in an .xls format in the project’s repository. All of the consortium partners are required to update this file on a monthly basis. The European Commission collects the information needed from the Dissemination Manager, and therefore it is essential to report carefully the following data for each activity:

- Partner
- Date of activity
- Place of activity
- Type of activity
- Title of conference, workshop, publication, website article, etc.
- Type of audience
- Size of audience per type of stakeholder group/per gender
- Countries addressed
- Role and description of your organisation’s involvement
- Type of project material used
- Quantity of project material used
- Other ALFA partners or external organisations responsible/involved
- Short description of the action as well as of the dissemination activities

ALFA Internal Events Reporting Template

The ALFA Internal Events Reporting Template should be sent to both WHITE RESEARCH and Q-PLAN INTERNATIONAL within 30 days after the event's completion date. The following information should be reported:

- Basic info about the event (Title, Date, Venue, Organisers, Type and number of attendants, Duration);
- Goals and relevance for the project;
- Organisation;
- Dissemination activities;
- Short minutes of the events (structure);
- Event's outcomes;
- Evaluation;
- Appendixes (List of participants and scanned copy of the list signed by all participants – if possible, in compliance with the GDPR, agenda, photos, presentations).

External Conferences and Events

ALFA's External Conferences and Events Reporting Template is available in an .xlsx format in the project's repository. This template should be filled in for any of the identified events (e.g., conferences, workshops, seminars, etc.) that may be relevant to ALFA and in which the partners of ALFA may be interested in attending and promote/present the project. This reporting template should be shared with both **WHITE RESEARCH** and **Q-PLAN INTERNATIONAL**.

Reporting Frequency

Reporting Document	Reporting frequency
ALFA_Internal events reporting template.docx	Within 30 days after the event takes place.
ALFA_External conferences and events.xlsx	Every time you identify/participate in a conference or an event that could be relevant to the project.
ALFA_Dissemination Reporting.xlsx	Monthly

Note: For dissemination purposes, WHITE RESEARCH should be informed about your participation in an event at least 3-5 days before the event takes place, so we can further promote it through the project's website and social media.

Website and Social Media use guidelines

This section provides you with some key initial guidelines regarding your expected contribution and use of the ALFA website and social media accounts (SMAs).

Website

- Collect photos and, whenever relevant, videos for all ALFA activities (in compliance with the GDPR) and share them with WHITE RESEARCH to make them usable on the website and on the ALFA SMAs.
- Actively contribute to the news section of the website. Please send each news item to WHITE RESEARCH. A news item can be anything, like a link to other similar projects/activities, an article about a new regulation, a notice regarding a new policy or initiative, an article about an event, etc.
- Inform WHITE RESEARCH regarding every event you organise or take part in for the purposes of the project (e.g., conferences, workshops, seminars etc.) at least 3-5 days before the event takes place and provide WHITE RESEARCH with a link to the event so that it can be posted online in the dedicated section of the website
- Inform WHITE RESEARCH about news articles (e.g., newspaper article, blogpost, TV interview, etc.) mentioning the ALFA project and provide WHITE RESEARCH with a link/scan for giving it more visibility online.

Social Media Accounts

- Connect with all ALFA SMAs (i.e. [Facebook](#), X (former [Twitter](#)), [LinkedIn](#) and [YouTube](#), and [BlueSky](#)) and use them accordingly: monitor announcements and posts, comment, like and repost.
- Do make your own posts to foster discussion and maintain the accounts' activity and always make sure to tag the project's official account.
- If you would like WHITE RESEARCH to publish a post on one or more of ALFA's SMAs (e.g., promote an event that is coming up in your city, announce the achievement of a milestone, etc.), please share with us the post using the dedicated Excel file ("ALFA External Conferences and Events.xlsx").
- Promote the ALFA SMAs within your network of contacts.
- Inform WHITE RESEARCH about any relevant initiatives accounts you may detect during the project, so that we can expand our network on SMAs.

- If you create a short video, make any edits necessary in order to improve the project's identity (add the project's name, logo, and the funding disclaimer). WHITE RESEARCH is then accountable for uploading the video on ALFA's YouTube account.

The above-mentioned points will be updated, when necessary, to be in line with the project's requirements and progress.

Reporting frequency: Monthly basis

Important: Specify the type of activity as well as the type of the audience(s) addressed using the categories provided in the drop-down menu.

[illegible]

Annex III: Events Reporting Template

Event's Aggregate Data

Title	
Date	
Venue	
Organisers	
Audience (number and type)	
Duration	

Stakeholders reached

What type of stakeholders were engaged?

- Define the type(s) of stakeholders reached (policy, SMEs, general public etc.)
- How many people attended?
- How many women attended?

Event's goals, objectives and relevance with ALFA

What were the key objectives of this event/activity? (e.g., to gather ideas, gather data, find new stakeholders, etc). Was the event relevant to ALFA? To what extent?

Organisation of the event

In case of organising a project's event. For participation in external events do not complete this section.

How was the event/activity organised?

- What steps were taken to set up the activity/event?
- What was the location of the event and why was this area selected?

Dissemination activities

How was the event/activity promoted? Was project material used for promotion? Was the ALFA project promoted during the event?

Structure of the event (short minutes)

Description of the event's sessions.

- What did the event/activity consist of?
- What tools were used? Why were these selected?

For participation in external events, please report what you did at the event.

Outcomes of the event

What information or data was gathered as part of this activity? (a brief summary of the information/data gathered is sufficient)

What ideas were generated? (brief explanations are sufficient)

Evaluation of the event

What are the main impressions and observations that you made?

- Were there any challenges with this event/activity?
- What were the key successes of this activity?
- If re-deploying this event/activity how will/would you do it differently?

ANNEX: Attachments

The list of participants (if consent to store and share data was given)

- A scanned copy of the list of participants signed by each participant (if possible)
- The agenda of the event
- Photos (please make sure to have the consent of participants to use them)
- Presentations (if applicable)
- Copies of materials used to promote the event (e.g., links to press releases, videos, posts, leaflets etc.

Annex IV: External Conferences and Events Reporting Template

A	B	C	D	E	F	G	H	I	J	K
No.	Event's name	Thematic Focus	Abbreviation	Date	Location	Registration fees	Deadline for submission	Website	Specific requirements for participation (e.g. abstract submission, ...)	Added by (Partner)
1										
2										
3										

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

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