Bio-FlexGen

Good practice report on Communication, Dissemination and Exploitation

November 30, 2025

6.8

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101037085.

Technical References

Project acronym	Bio-FlexGen
Project full title	Highly-efficient and flexible integration of biomass and renewable hydrogen for low-cost combined heat and power generation to the energy system
Call	H2020-LC-GD-2020
Grant number	No. 101037085
Project website	https://bioflexgen.eu/
Coordinator	Susanne Paulrud, Kent Davidsson

Deliverable No.	D6.8
Deliverable nature	[R, ADM, PDE, OTHER]
Workpackage (WP)	6
Task	Final report
Dissemination level [1]	PU
Due date	M51 (originally M36)
Number of pages	13
Keywords	Communication, dissemination, videos, sister projects, website, social media, success, recommendations, best practices, tips
Authors	Daniel Hölle
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Due date of deliverable	November 30, 2025
Actual submission date	November 30, 2025

[1] PU = Public
PP = Restricted to other programme participants (including the Commission Services)
RE = Restricted to a group specified by the consortium (including the Commission Services)
CO = Confidential, only for members of the consortium (including the Commission Services)

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Document history

V	Date	Beneficiary	Author
V0.1	22/09/2025	ESCI	Daniel Hölle
V0.2	30/10/2025	RISE	Susanne Paulrud
V0.3	07/11/2025	Comillas Pontifical University TU Berlin	José Pablo Chaves Ávila Thoralf Reichel
V1	11/11/2025	ESCI	Daniel Hölle

Summary

The Bio-FlexGen project represents a step forward in the integration of renewable hydrogen and biomass for efficient and flexible combined heat and power (CHP) generation. This report presents the best practices in communication, dissemination, and exploitation activities undertaken during the project to maximise its outreach, ensure stakeholder engagement, and foster the uptake of its innovative results.

The project employed a multi-faceted communication strategy designed to address diverse target groups, including industrial players, policymakers, researchers, and the general public. Key activities included the development of a cohesive visual identity, an engaging project website, and the production of high-quality materials such as animations, infographics, and journalistic articles. Social media platforms, particularly LinkedIn and Twitter, were used to share project updates and drive engagement, complemented by outreach at industry events, workshops, and collaborations with sister projects.

This report also outlines key takeaways and recommendations to inform the dissemination strategies of future renewable energy initiatives, ensuring that communication and exploitation activities continue to play a central role in the advancement of sustainable energy solutions.

Disclaimer

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1 Introduction

The Bio-FlexGen project aimed to advance renewable energy systems by integrating biomass and renewable hydrogen into highly efficient and flexible combined heat and power (CHP) plants. With the overarching goal of contributing to Europe's energy transition, the project addresses key challenges in sustainability, cost-efficiency, and system adaptability, all while supporting the objectives of the European Green Deal.

Communication, dissemination, and exploitation play pivotal roles in ensuring the project's outcomes are understood, embraced, and applied by diverse audiences. From policymakers to researchers, investors, and the general public, Bio-FlexGen's tailored strategies aimed to inform, engage, and inspire action.

The primary objectives of Bio-FlexGen's communication and dissemination activities are threefold:

- **Raise Awareness**: Inform stakeholders about the project's innovative solutions and their potential impact on the energy landscape.
- **Foster Engagement**: Create opportunities for dialogue and collaboration with target groups, including industry players and policymakers.
- **Promote Exploitation**: Facilitate the uptake of project results by showcasing their economic and environmental benefits.

This report reviews the most successful practices in communication and dissemination, offering insights into what worked best and why. By capturing lessons learned and presenting actionable recommendations, the Bio-FlexGen project aims to contribute to the broader field of renewable energy research and innovation. The activities outlined were carried out within Bio-FlexGen work package (WP6) by all project partners, coordinated by ESCI. The reporting deadline for the data presented in this deliverable was 31 August 2025. For the final video, however, data were included up to 11 November 2025, as the video was released on 30 September 2025.

2 Communication and Dissemination Strategy

The communication and dissemination strategy of the Bio-FlexGen project was designed to ensure the effective delivery of its outcomes to diverse target groups (for more details, please refer to D6.1 Communication and Dissemination Strategy). This strategy combined a structured approach to outreach with flexibility to adapt to evolving project goals and audience needs.

2.1 Strategic Approach

The Bio-FlexGen communication and dissemination strategy revolved around the following core principles:

1. **Audience-Centred Messaging**: Tailoring content and delivery methods to resonate with the specific interests and expertise of each target group.

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2. **Multi-Channel Outreach**: Leveraging a combination of online and offline channels to maximise reach and engagement.
3. **Visual Impact**: Creating visually engaging materials such as infographics, animations, and videos to simplify complex technical concepts.
4. **Collaborative Efforts**: Encouraging all project partners to actively contribute to dissemination activities using their networks and expertise.
5. **Continuous Evaluation**: Monitoring the effectiveness of communication actions and refining strategies to achieve optimal results.

2.2 Tools and Channels

To ensure broad dissemination, Bio-FlexGen employed a diverse set of tools and channels, including:

- **Project Website**: The central hub for all project-related content, featuring updates, results, and downloadable materials tailored to different audiences.
- **Social Media**: LinkedIn and Twitter served as key platforms for engaging with professional and general audiences, sharing updates, and promoting events.
- **Multimedia Content**: High-quality videos, animations, and infographics were developed to communicate the project's innovative technologies in an accessible and engaging manner.
- **Traditional Media**: Articles, brochures, and fact sheets were used to target specific stakeholders and enhance the project's visibility at conferences, workshops, and exhibitions.
- **Sister Project Collaborations**: Bio-FlexGen actively engaged with related EU-funded initiatives to amplify its impact and share knowledge.

3 Successful Actions and Best Practices

The Bio-FlexGen project implemented a range of communication and dissemination actions that proved effective in engaging stakeholders and amplifying the project's impact. The following sections highlight the most successful approaches, offering insights into the strategies and practices that resonated with target audiences.

3.1 Website

The Bio-FlexGen website served as the central hub for the project's communication efforts, providing visitors with a comprehensive overview of its objectives, progress, and outcomes. It features targeted content tailored to various audiences, including policymakers, researchers, and investors, ensuring that all stakeholders can access relevant and engaging information.

To enhance website traffic and user engagement, the site was regularly updated with fresh content such as news articles, videos, and project highlights. Search engine optimisation (SEO) techniques were applied to improve the website's visibility in search engine rankings, further boosting its accessibility to a broader audience.

Integrating the website URL across all communication materials was a key strategy for maximising its reach. Journalistic articles, press releases, social media posts, and the closing frames of project videos consistently featured the website link. For printed materials, QR codes were effectively used to direct audiences either to specific project pages or to dedicated landing pages with multiple links, streamlining access to additional resources.

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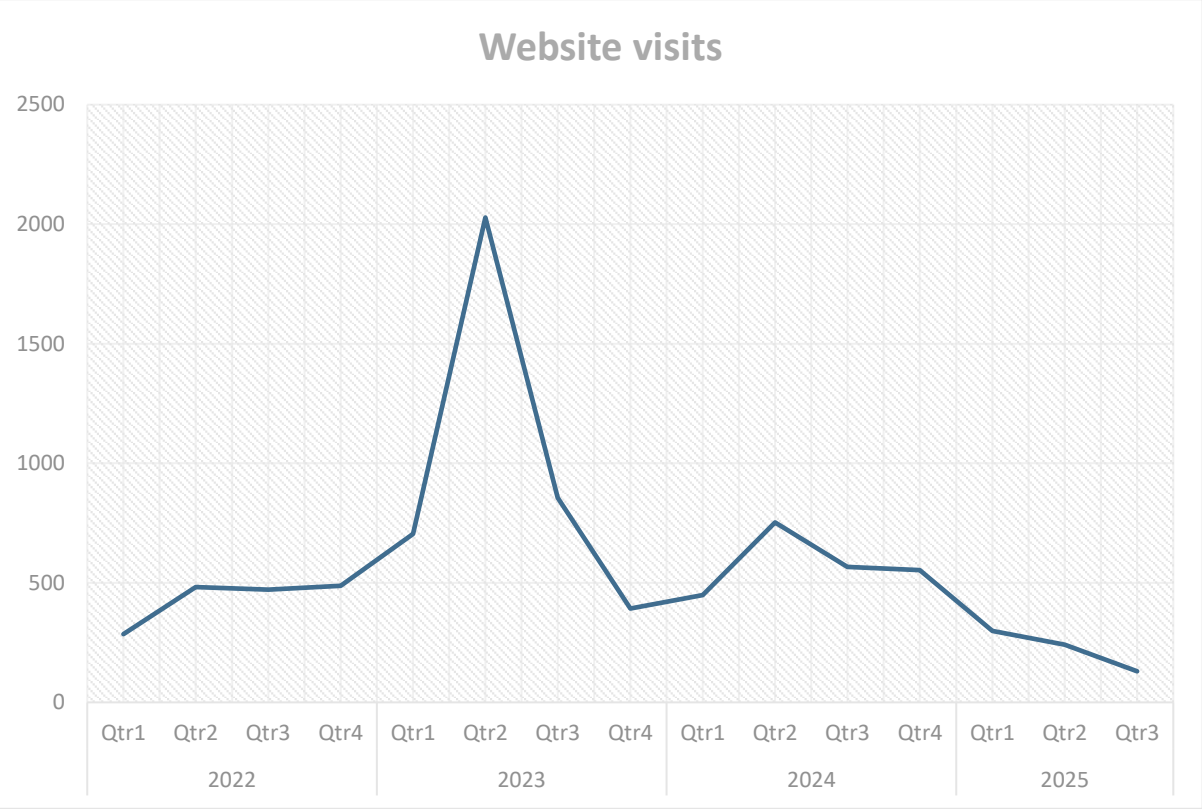
As of August 2025, the Bio-FlexGen website has attracted **8699** visits.

Table 1 Website visits per quarter



Integrating the website URL across all communication materials, including via QR codes on printed items, maximises visibility and streamlines access to project resources.

3.2 Social media

Social media platforms, particularly LinkedIn and X, played a key role in driving engagement and fostering dialogue among stakeholders. Posts highlighting project milestones, events, and results effectively reached a wide audience, fostering dialogue and sharing expertise.

To ensure consistent performance and cultivate an engaged community, content was shared regularly, with an average of one to two posts per week. Emphasis was placed on quality over quantity, with content tailored to the interests of the target audience. Posts included updates on project publications and events, as well as curated external content related to, for example, biomass, bioenergy, and hydrogen. To date, over **540** posts have been published across platforms, generating around **111,000** impressions. Analysis of impressions and engagements revealed that the most successful posts included videos or animations of the core technology. This post about the gasifier, for example, received 104 likes and 4,827 impressions.

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Other successful posts applied storytelling techniques, such as world-building, highlighting challenges, and showcasing resolutions, which are particularly well-suited for low-TRL projects developing new technologies. The inevitable hurdles faced during innovation provide compelling narratives that naturally lend themselves to engaging content.

Regular high-quality and informative posts keep followers engaged.

LinkedIn emerged as the project's best-performing social media platform, achieving 612 followers and generating 103,549 impressions. In contrast, the X account experienced comparatively lower engagement, gaining 241 followers and 6,755 impressions. Several factors contributed to this disparity:

1. Partner interaction on X was lower than on LinkedIn, as fewer consortium members actively used the platform.
2. Changes to X's algorithm since Elon Musk's acquisition have negatively impacted engagement metrics, a trend observed across other research accounts.

For future projects, exploring alternative micro-blogging platforms, such as Bluesky, is recommended.

The success of social media posts and channels heavily depends on the support of consortium partners. Their interactions significantly enhance the project's reach by tapping into their professional networks. To maximise this potential, partners should be consistently encouraged to engage with project posts, either personally or through their organisations. Notifications, such as emails, can serve as timely reminders about the publication of new posts or the scheduling of upcoming content. This ensures posts remain visible and continue generating engagement, avoiding the risk of being overlooked due to platform algorithms.

Establishing social media channels also depends on the consortium partners. They should be regularly encouraged to engage with the activity.

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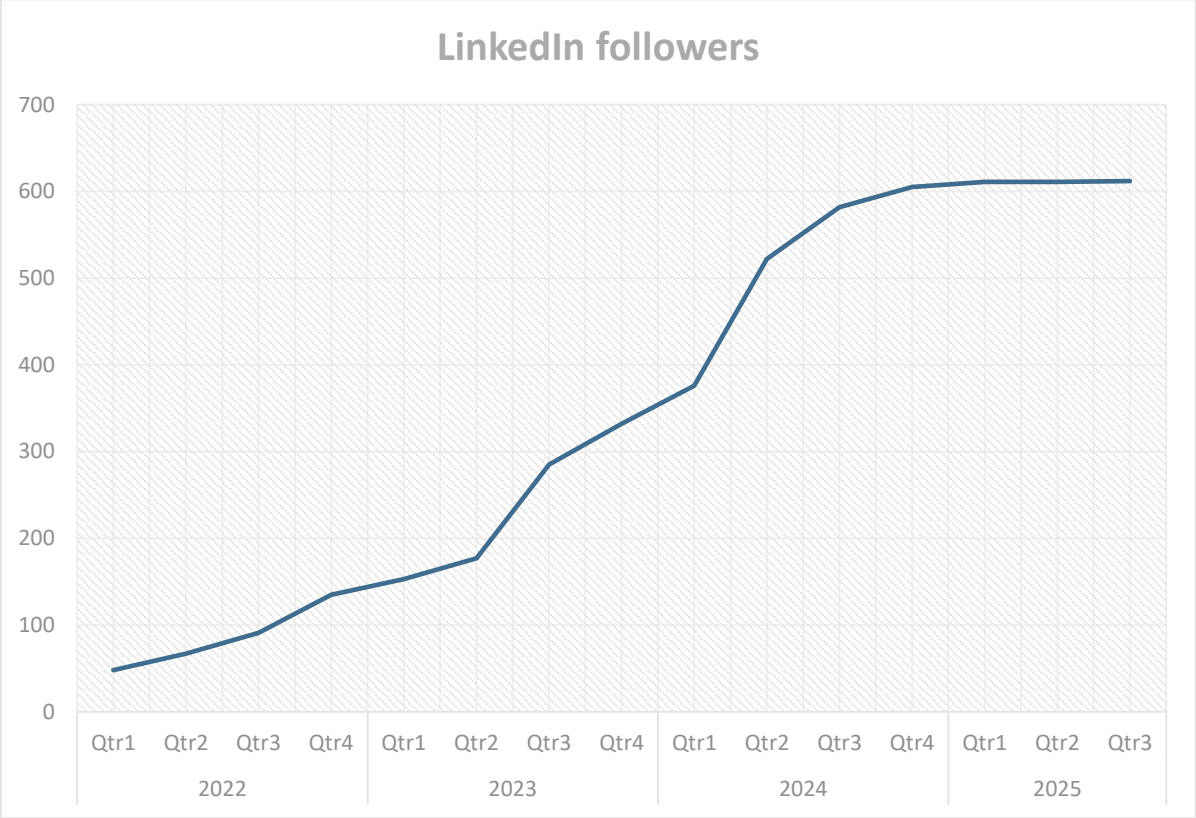

Figure 1 LinkedIn followers per quarter

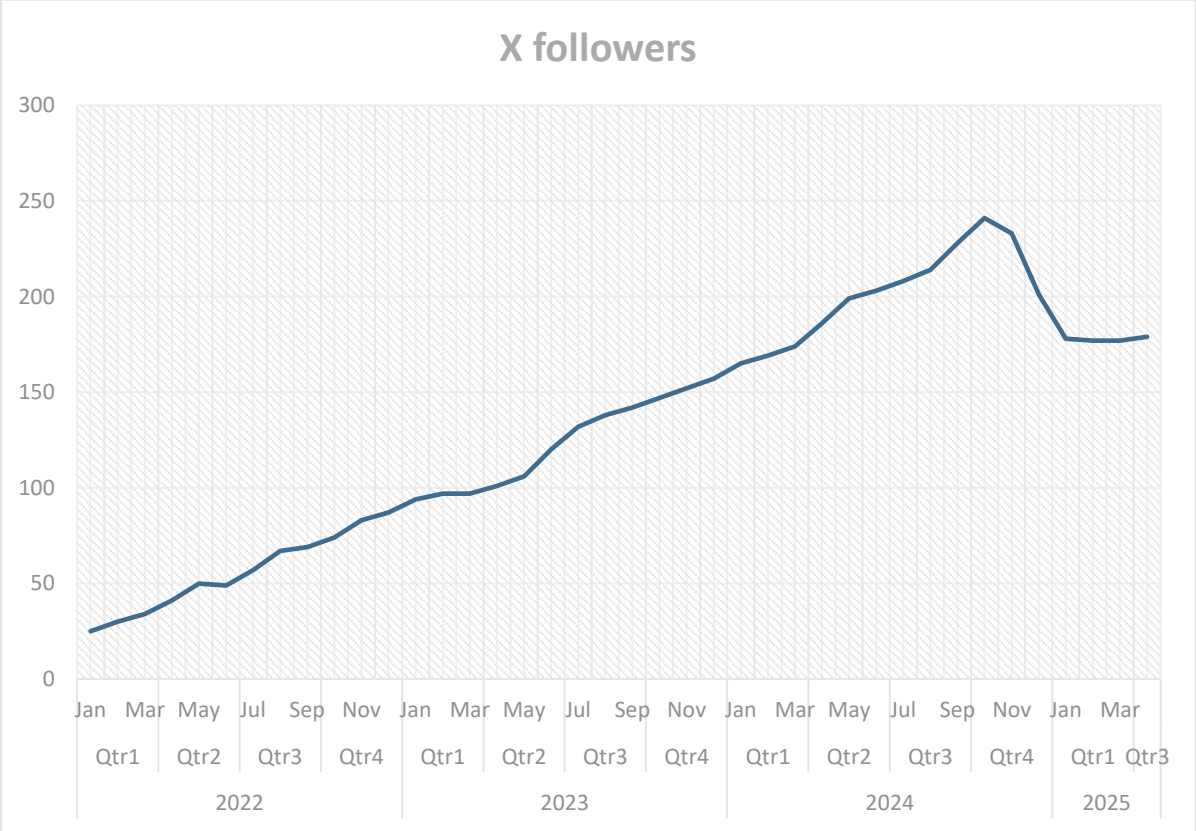

Figure 2 X followers per quarter

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3.3 Videos and Animations

The creation of multimedia content, including videos and animations, proved to be one of the most impactful communication tools. These materials conveyed the technical aspects of the project in an engaging and easily digestible format, broadening the reach of Bio-FlexGen's message.

Developing a successful YouTube channel is generally more challenging than maintaining other social media platforms due to the platform's algorithm favouring consistent, weekly uploads. However, the production of high-quality video content requires considerable time and financial resources. To overcome these challenges, Bio-FlexGen videos were published on the existing YouTube channel of ESCI, which regularly features content from various research projects. This strategic decision allowed Bio-FlexGen to leverage an established audience and achieve higher viewership compared to starting a new channel from scratch.

To maximise visibility and engagement, videos were embedded on the Bio-FlexGen website and their YouTube links were actively shared with project partners. Generating initial engagement—such as views, likes, and shares—was crucial to triggering the algorithm to recommend the content to a broader audience. Partners were encouraged to watch the videos in full and share them within their networks. On LinkedIn, videos were uploaded directly to the platform rather than sharing external links, as native video uploads are prioritised by the LinkedIn algorithm and help retain user engagement.

Embedding videos on the project website and sharing YouTube links with partners helps generate initial engagement, which is essential for triggering the platform's recommendation algorithms.

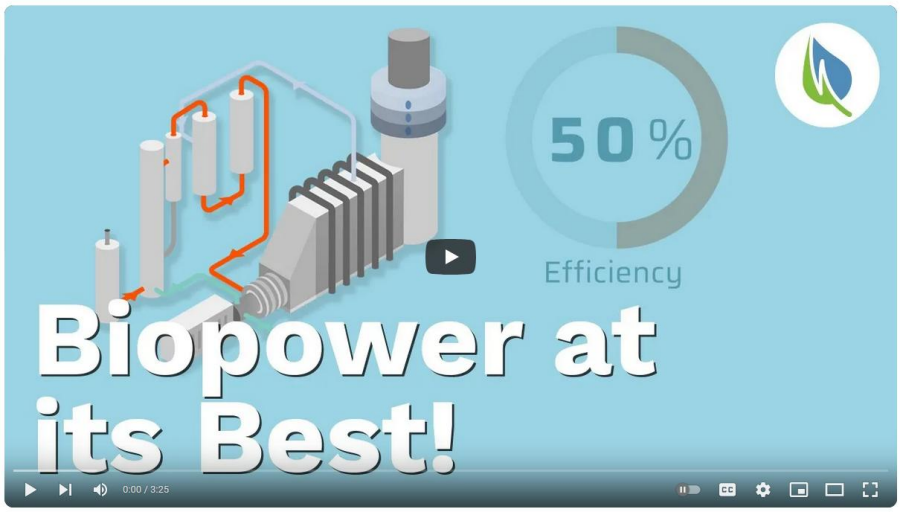

Figure 3 Animated video on YouTube

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Figure 4 LinkedIn Post with an animation

The animated explanatory video was particularly successful, effectively introducing the project's technologies to a wide audience and receiving over 2,500 views and positive feedback (see Figure 3). Similarly, the animations showcasing specific Bio-FlexGen technologies were well-received, collecting over 250 likes and more than 20 comments on LinkedIn (see Figure 4 for an example).

Using a storytelling approach, the video highlights both the team behind the project and its core technologies. This format proved highly effective, reaching more than 6,200 views on YouTube and nearly 1,200 views on LinkedIn, where it received 39 likes, 5 comments, and 8 reposts.

High-quality animations and explanatory videos are powerful tools for simplifying complex technical concepts and engaging diverse audiences.

3.4 Clustering with Sister Projects

Collaboration with related EU-funded projects emerged as another success factor for Bio-FlexGen's dissemination efforts. By participating in events and workshops alongside sister projects, the consortium leveraged shared knowledge and resources to amplify its reach and enhance its overall

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impact. These partnerships facilitated the exchange of best practices, showcasing the collective contributions of European research to advancing renewable energy innovation.

Bio-FlexGen became an active member of the **Clean Energy working group**, hosted by the Green Deal Projects Support Office and officially supported by the European Commission. This cluster unites leading research and innovation projects in renewable energy, offering a dynamic platform for sharing insights, aligning efforts, and addressing common challenges in the energy sector.

Within this cluster, Bio-FlexGen collaborated closely with sister projects such as HYPERGRYD, SENERGY NETS, WEDISTRICT, ConnectHeat, and REWARDHeat. Joint activities included workshops and the development of policy briefs, which created valuable opportunities to engage with new stakeholders, improve visibility, and strengthen a sense of community within the renewable energy sector.

Collaboration with EU-funded sister projects significantly enhances the reach and impact of dissemination efforts.

3.5 Exploitation Activities

In Bio-FlexGen, several modelling tools were developed to assess the economic feasibility of the Biomass-fired TopCycle (BTC) technology across multiple sectors, including industrial applications (cement and chemical industries), district heating, and the electricity system, where BTC competes to provide both energy and ancillary services. These tools form a solid foundation for further development, enabling the exploration of diverse decarbonisation pathways for the targeted industries and assessing the contribution of BTC and other biomass-based technologies within the broader energy mix, alongside carriers such as hydrogen and renewables.

A particularly successful element of the project's exploitation strategy was the strategic use of LinkedIn to share concise, visually engaging video content highlighting key project milestones and results. This communication approach generated significant interaction and visibility, expanding the professional network far beyond the original consortium. By fostering direct engagement with potential users, collaborators, and stakeholders, it effectively transformed communication outputs into tangible exploitation opportunities and enhanced awareness of the project's technological potential.

Strategic use of targeted digital communication, particularly concise, high-quality video content on LinkedIn, can effectively transform outreach activities into concrete exploitation opportunities by directly engaging potential users, collaborators, and stakeholders beyond the project consortium.

Equally important was the active dissemination of results through continuous participation in conferences, workshops, and scientific events. Feedback collected from these exchanges played a vital role in refining exploitable results and ensuring they remained aligned with real-world needs. Such dialogue with the research community and industry practitioners not only validated the project's methodologies but also opened new opportunities for follow-up initiatives, joint publications, and future collaborations with related EU projects and industrial actors.

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4 Key Takeaways

The communication, dissemination, and exploitation activities of the Bio-FlexGen project generated several important lessons that can guide similar EU research and innovation projects in the renewable energy domain:

- **Visual storytelling maximises engagement**
  High-quality videos and animations were among the most powerful tools for explaining complex technical concepts and illustrating the project's relevance. A storytelling approach showing the people behind the technology proved particularly effective in fostering interest in the project
- **Strategic use of LinkedIn drives exploitation outcomes**
  Concise, visually engaging video content on LinkedIn successfully transformed communication outputs into exploitation opportunities. Direct engagement with potential users and collaborators expanded the professional network far beyond the original consortium.
- **Active partner involvement multiplies reach**
  The success of social-media and dissemination campaigns depended heavily on partner participation. Structured encouragement, such as reminder emails, ensured posts remained visible and helped achieve strong engagement metrics across platforms.
- **Clustering strengthens credibility and impact**
  Collaboration with sister projects under the Clean Energy working group provided valuable synergies, increased policy visibility, and positioned Bio-FlexGen within a wider community of renewable-energy innovators. Joint activities such as policy briefs and workshops enhanced the project's relevance and long-term influence.
- **Monitoring and adaptability underpin success**
  Regular evaluation of communication channels and responsiveness to emerging trends, such as shifting away from low-performing platforms, allowed the consortium to focus resources where they had the most measurable effect.

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