* IDEALFUEL -
Lignin as a feedstock for renewable marine fuels

GRANT AGREEMENT No. 883753

HORIZON 2020 PROGRAMME - TOPIC LC-SC3-RES-23-2019

“Development of next generation biofuel and alternative renewable fuel technologies for aviation and shipping”



Deliverable Report

D7.3 – Dissemination Plan

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**Publishable summary**

The EU H2020 project IDEALFUEL aims to develop an efficient and low-cost chemical pathway to convert lignocellulosic biomass into a Biogenic Heavy Fuel Oil (Bio-HFO) with ultra-low sulphur levels that can be used as drop-in fuel in the existing maritime fleet. This deliverable, D7.3, concerns the Dissemination Plan for the IDEALFUEL project. The Dissemination Plan describes the implementation strategy for the dissemination of the IDEALFUEL project and aims to maximise the impact of the project results. The Dissemination Plan also describes the target audience and means to reach this audience in the most efficient way.

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# Introduction

Deliverable D7.3 – Dissemination Plan, concerns the Dissemination Plan for the IDEALFUEL project. The document is the third deliverable of Work Package 7 – Dissemination, communication, and preparative exploitation activities incl. market uptake. The main objectives of WP7 are to ensure that the IDEALFUEL project activities and results are promoted to relevant target groups (stakeholders, end-users, interest groups, policymakers, industries) and to raise awareness of ongoing research and developments in the field of maritime biofuel.

Specifically, D7.3 will identify target audiences, optimised communication channels to reach these, and outline the dissemination activities during the IDEALFUEL project lifetime. It will also identify initial success indicators and describe dissemination management and monitoring processes.

The first plans for dissemination of the IDEALFUEL project are outlined in the Description of Action (DoA, Annex 1 to the Grant Agreement). This plan will be expanded here. The Dissemination Plan will be updated continuously throughout the project lifetime and will be evaluated and discussed at General Assembly meetings (approximately every 6 months).

## Dissemination versus Exploitation

It is important to distinguish between dissemination activities and exploitation activities. In its brochure “Making the Most of Your H2020 Project”[[1]](#footnote-1), the European IPR Helpdesk defines Dissemination as the public disclosure of the results of the project by any appropriate means and in any medium. The objective of dissemination is defined as the transfer of knowledge with the aim to enable others to use the results in their own work. On the other hand, Exploitation is defined as the utilisation of results in further research activities or developments other than those covered by the project. The objective of Exploitation is the effective use of project results for commercial purposes such as creating and marketing a product or process but also for improving policies for example via standardisation activities, and for tackling economic and societal problems.

The major difference between Dissemination and Exploitation is that dissemination activities are carried out during the project lifetime while exploitation activities mainly take place at the end and after the completion of the project once project results have been obtained. However, if potentially exploitable project results are obtained before the end of the project, activities to exploit these can begin earlier.

This document concerns the dissemination of the IDEALFUEL project. The exploitation of project results and the path to market will be described in D7.4 – Exploitation Plan (M48).

# Dissemination Strategy and Tools

The IDEALFUEL project is funded by public EU money, and the results and outputs of the project should therefore benefit the EU as a whole, for example by paving the way to exploitation of the project results towards European leadership in renewable fuel technologies. This includes making the project results known to the widest possible group of potential users and generally maximising the impact of the work carried out in the project as much as possible. The following sections will outline the overall project objectives to be disseminated, the dissemination approach, and describe the tools that will be used for communication.

## Dissemination Approach

The aim of the dissemination activities in the IDEALFUEL project is to ensure the highest visibility and awareness of the project activities and maximise the potential impact of the project results. These efforts will not just be focused on the 48-months project duration but will also be directed at building continuity of the IDEALFUEL collaboration extending the project lifetime. With this main goal, the Dissemination Plan establishes the rules and guidelines on how IDEALFUEL will share its outcomes with the target groups, networks, policy makers, relevant institutions, organisations, and stakeholders. These activities will pave the way to exploitation and future market uptake of the project results (documented in D7.4).

The Dissemination Plan will elaborate the communication strategy outlined in the DoA and describe in more detail the targeted audiences (scientific community and network, stakeholders, industry, end-users, general public) and how these audiences will be reached. The Dissemination Plan places emphasis on the dissemination of tangible results and the importance of tailoring the communication of these to the various audience groups for maximal impact. The Dissemination Plan will also describe the procedure for dissemination as agreed in the Consortium Agreement. It is set up following the Commission Guidelines for Communicating EU Research*[[2]](#footnote-2)*.

## IDEALFUEL Objectives

The overall goal of IDEALFUEL is to enable the utilisation of lignin from lignocellulosic biomass as maritime fuel in a sustainable manner. IDEALFUEL aims to develop an efficient and low-cost chemical pathway to convert lignocellulosic biomass into a Bio Heavy Fuel Oil (Bio-HFO) with ultra-low sulphur levels that can be used as drop-in fuel in the existing maritime fleet. IDEALFUEL will develop its technology and processes from the current lab-scale (TRL3) via bench-scale (TRL4) to pilot scale (TRL5) and will prove the performance and compatibility of the Bio-HFO over the whole blending range in maritime fuel systems and marine engines. IDEALFUEL will also carry out a Well to Propeller impact assessment and Life Cycle Analysis to check and proof the soundness of the environmental, society, and sustainability aspects of the developed technologies, processes, products, and logistics.

## Tools for dissemination

Several dissemination tools have been developed for the IDEALFUEL project. These include the project visual identity and project logo, the project public website, and a number of project templates (posters, flyers, presentations, (e-)newsletters, deliverables, milestones). The work with these tools is documented in deliverables D7.2 – Corporate Identity. An overview of the tools is including in this document.

### Project Logo and Visual Identity

A graphical project identity has been designed for IDEALFUEL. The graphical identity includes the project logo, fonts, and colours. These elements will be incorporated in the design of all dissemination material related to the project. The purpose of the visual identity is to provide the project with consistent and easily recognisable dissemination material. The IDEALFUEL logo and colour scheme are presented in Figure XXX

INSERT LOGO AND COLOUR CODES

### Templates

Standard templates for the dissemination of IDEALFUEL project results have been designed for presentations and posters (MS PowerPoint) and Deliverable and Milestone reports (MS Word). These templates include the project logo and project colour scheme. To ensure that IDEALFUEL project results are presented in a consistent way, project partners are encouraged to always use the project templates when dissemination project results both internally and externally. If needed, addition templates for specific dissemination activities will be develop as the project evolves.

### Website

The IDEALFUEL project website is the first point of contact for third parties interested in the project and its activities. The website was launched in September 2020 and is hosted at [www.IDEALFUEL.eu](http://www.IDEALFUEL.eu). The website is designed to provide an easily accessible overview of the project objectives, concepts, results, and consortium partners. The texts on the project website are updated regularly, with an expected average of at least 8 updates per year.

### Newsletter

Newsletters reporting on ongoing and archived project results and activities will be published at roughly every half year throughout the project lifetime. The newsletters will be distributed to the contacts registered in the Dissemination Database (see section 2.5). Newsletters aim to communicate about the project to a wide audience and will therefore be written in general, non-scientific terms. For exports and especially interested parties, the newsletters will provide links to the project technical reports where possible (i.e., if not containing confidential or otherwise protected information).

### Social media

The IDEALFUEL project results will be promoted on LinkedIn. The project page is hosted at [www.linkedin.com/company/idealfuel](https://www.linkedin.com/company/idealfuel). Posts on project results and achievements will be linked to the IDEALFUEL project partners’ social media pages. In this way, the existing communication structure of the project partners will be engaged. The posts will be designed to draw attention to the project activities via short texts and attractive images and will provide links for further reading were possible (e.g., project reports). Texts will be posted on social media regularly, with an expected average of at least 1 post per month. Several tags will be used when texts are posted on social media including: #idealfuel, #biofuel, #lignin, #ships, #H2020, #INEA, #EUfunding, #research, #innovations.

### Sounding Board workshops

The Sounding Board of IDEALFUEL is comprised of key representatives from authorities, policymakers, shipping companies, fuels industry, and standardisation bodies. These experts will help guide the process of defining the recommendations for implementation of the Bio-HFO developed within IDEALFUEL. The Sounding Board will be invited to 2-4 specific workshops during the project lifetime and will provide feedback on intermediate results, milestones, critical risks, and input from an end user/stakeholder perspective. Via their networks, the Sounding Board members will act as information multipliers and help spread the project results in their respective areas of expertise. The Sounding Board members will also be engaged when drafting the exploitation plan for the project results (D7.4).

## Timing and Quantification of Dissemination Activities

The timing of the dissemination activities is crucial for an effective communication of the project results. The Work Package Leaders and the Project Coordinator will therefore monitor the timeline of the planned project tasks and activities in order to optimise the timing of dissemination activities. Table 2.1 presents an overview of general IDEALFUEL dissemination activities and their success indicators (adapted from the DoA).

Table . Quantification of general IDEALFUEL Dissemination Activities

| **Dissemination measure** | **Purpose** | **Key performance indicators** | **Targeted Audience** |
| --- | --- | --- | --- |
| Project updates on IDEALFUEL website | General information |  8 updates/year 1000 views/year | General public |
| Organisation of GA and WPLB meetings | Knowledge exchange  |  2meetings/year 1 month | Consortium members |
| Organisation of workshops with the Sounding Board | Knowledge exchange  |  1 workshops/year | Sounding Board Members  |
| Participation in Conferences, meetings | Knowledge exchange  |  20 conferences  | Marine, Bio-fuel community, Standardisation Committee |
| Open Access publications | Research | > 5-10 publications | Scientific Community |
| Online publishing (online magazines, newspapers, newsletters, blogs, social media) | General information |  7 newsletters (half-yearly) 1 social media update/month  | General Public |

## Dissemination Contact Database

Project partner UNR will collect contact details of stakeholders and other interested parties in a “Dissemination Database”. Contacts and information will be added to the dissemination database throughout the project lifetime. The source of the contacts for dissemination purposes are the partners (their clients, collaborators), registrations on the IDEALFUEL website (via the [‘keep updated’ button](https://idealfuel.eu/subscribe-2/)), possible linked projects, and the Sounding Board.

In the database, the following information will be collected (whenever possible) for each contact:

* Name
* Email address
* Organisation
* Marketing department
* Type of organisation (research institute, university, NGO, public entity/local authority, legislation/standardisation committee, EU Commission/project/country, shipping industry, fuel supplier, manufacture, other)
* Connection to IDEALFUEL (participant, stakeholder, EC, affiliated entity, client)
* Country and Postal Address

The dissemination database will be managed in compliance with the General Data Protection Regulation (GDPR). Project partners providing contact information for the Dissemination Database are responsible for ensuring that these contacts are correct and that contacts have agreed to receive information about the IDEALFUEL project.

## Monitoring of Dissemination activities

A complete overview of dissemination activities relating to the IDEALFUEL project will be kept by project partner UNR. The dissemination activities carried out so far (M1-M12) are listed in Appendix A. This document will be updated throughout the project lifetime and will be used as the basis for reporting in the EC system. All dissemination activities will be categorised according to the following types of activities:

* General dissemination activity
* Publication (scientific, general)
* IP Rights and Results (patents)
* Exploitable foreground

Partners will be invited to report on planned and achieved dissemination activities to the WP7 Leader (UNR) and Project Coordinator (TUE) on a regular basis. In addition, partners will be requested to report on planned and achieved dissemination activities every 6 months as part of the internal project progress monitoring. In addition to tracking dissemination activities, the number of visitors to the project website will also be monitored as part of the internal project progress reporting.

# Dissemination Goals, Target Audiences, and Communication Channels

The following paragraphs describe the internal and external dissemination target audiences, together with the channels that will be used to reach them. If more target audiences are identified during the project, they will be included in the communication strategy and future updates to this document.

## Dissemination to Internal Stakeholders

The internal stakeholders are the project Consortium partners. Project information is shared and exchanged between the project partners via monthly WP Leader Board meetings and half-yearly General Assembly (GA) meetings. The **goal** of the communication is to ensure that the project is progressing smoothly, meets its targets in terms of timelines and achievements, and that all project activities are documented properly. The main **channel** for communication to the internal stakeholders is email and Mett where partners can access and share information.

In general, GA meetings will be conducted face-to-face (as soon as allowed by the Covid-19 pandemic situation) while WPLB meetings will be conducted via teleconference. After each WPLB and GA meeting, the meeting agenda, meeting minutes, and meeting list of participants will be distributed to the Consortium and uploaded to Mett.

## Dissemination to the Scientific Community

IDEALFUEL will disseminate its results and findings to the scientific community and other experts in the field of biofuels through presentations at workshops and conferences and through scientific journal publications. Dissemination of results to the scientific (research and academic) community will primary be carried out by the project research partners (TUE, OWI, CSIC). The work carried out in IDEALFUEL will allow for significant progress in the field of sustainable biofuel technology for the maritime sector. Through the IDEALFUEL project, the Consortium research partners can showcase their recent technology development and share their scientific studies with the broader international maritime transport, fuel, and engine community. Visibility of the research partners in the IDEALFUEL project may also encourage new master and PhD students to join the field of biofuel technology.

### Goals

The main goal for dissemination of project results to the scientific community is to inform on the advances made in the framework of the IDEALFUEL project in the field of biofuel technology. In addition, this communication is intended to attract the interest of research teams and industries in the field to explore the potential for future collaborations. Also, collaboration and networking with other projects, networks, and initiatives will be investigated for mutually added value. These activities will allow the IDEALFUEL partners to learn for stakeholders and colleagues outside of the Consortium and discuss common issues and get feedback on the IDEALFUEL results.

### Channels

The channels for dissemination of IDEALFUEL project results aimed at the scientific community include, but are not limited to, the following:

* Publications on advances and results in (inter)nationally renowned peer-reviewed scientific and technical journals via (Open Access) scientific articles,
* Presentations of project results at (inter)national conferences, e.g., EUBCE – European Biomass Conference and Exhibition, International Conference on Biorefinery (ICB), GREENPORT, etc.
* Networking at conferences, workshops, and other technology event to advertise the project’s results and identify related initiatives and projects to open new collaboration paths,
* Announcements of developments on the project website,
* Announcements of developments on the websites of the Consortium partners,
* Organisation of a Final Event at the end of the project to demonstrate the developed technology.

Based on the professional contacts of each of the IDEALFUEL research partners, and their association to relevant scientific networks, the impact of the disseminated IDEALFUEL results to the scientific community will be maximised.

## Dissemination to External Stakeholders

External stakeholders are the broadest target audience for dissemination of IDEALFUEL results. This group includes biofuel technology stakeholders (biomass producers, biofuel producers/refineries, chemical industries), legislative and regulatory authorities, standardisation committees (e.g., IMO), policy makers (national and EU), initiatives and networks (e.g., SUNERGY), and potential end users (e.g., maritime transport industry, shipyard owners, fuel suppliers, ship engine producers).

A selection of these external stakeholder will form the **Sounding Board.** The Sounding board members will be persons interested in the IDEALFUEL technology both in terms of technology development and deployment. The Sounding Board will be invited to specific workshops organised within the project to provide feedback on project results and input about relevant international technical as well as political and strategic developments in the field.

A list of stakeholders that can be informed about project developments will be shared with all project partners in our internal project workspace (Mett).

### Goal

The goal for dissemination to external stakeholders is to engage these in the project achievements and hereby increase the probability for widescale market acceptance of the developed technology, processes, and products. Informing external stakeholders, and sharing tangible knowledge with them, also provides the project partners with concrete opportunities for promoting IDEALFUEL results, receiving feedback, and engaging in dialogue with potential end users and future manufactures/suppliers. As such, the dissemination of IDUELAFUEL results to external stakeholders is a unique opportunity for the project industrial partners (VERT, T4F, BLOOM, WinGD, GOOD, TKMS, VARO) to showcase their state-of-the-art technology and products and boost their reputation and visibility at the frontier of the (inter)national market for biofuel technology and sustainable usage. This is in line with the ambition of the EU to stimulate industry and science in Europe by funding research and innovation actions such as IDEALFUEL. To ensure that the project results and developments can make a smooth transition to market, it is important that the external stakeholders understand the project ambition and the products and knowledge that the partners will deliver in the project. Visibility of the partners and activities in IDEALFUEL may also encourages new talent to join the companies and create more jobs.

### Channels

The channels for dissemination of IDEALFUEL project results aimed at external stakeholders include, but are not limited to, the following:

* Posts on the project website,
* Flyers and newsletters containing links to the project website,
* Posts on social media,
* Participation in professional exhibitions and trade fairs with project related stands to disseminate the project results directly to industry/end users and ensure a mass deployment of the developed product at the end of the project,
* Organising a Final Event at project end to promote the final project results and pave the way for future exploitation activities,
* Organise workshops with the Sounding Board to address and promote international cooperation.

## Dissemination to the General Public

It is the ambition of the IDEALFUEL project to disseminate its results to non-specialist members of the public, e.g., consumers interested in the “green transition” or users of popular science media. The **goal** of this dissemination is to promote public interest, understanding, and engagement in new research and technology developments in the EU. The stimulation of research activities through EU funding schemes is critical for the competitiveness of European industries and research institutes. To maintain and extend public support of these developments, dedicated dissemination activities towards the public is curial. In this respect, the IDEALFUEL project results provide an opportunity to showcase the benefits of innovations in biofuel to the public. In time, this development will result in sustainable and cheap biofuel products that will benefit the EU and its citizens with a greener maritime transport sector. Promoting and showcasing exciting aspects of new technology can also inspire students at all levels of the educational systems throughout the EU member states to pursue an education in the field of research and technology development. The **channel** for dissemination of results to the general public is the project website, social media, newsletters and project overview and facts sheets.

## Dissemination to Stimulate Exploitation

The dissemination activities described in this document prepare for the project exploitation phase (mainly at the end and after the completion of the project) that will bring the developed biofuel product to market. The details of the exploitation efforts will be described in a dedicated deliverable, D7.4 (expected in M48).

## Feedback to the European Commission

Throughout the project lifetime, activities and progress in IDEALFUEL will be reported to the European Commission (EC) and the appointed Project Officer. With this feedback, the EC can:

* Monitor the project progress,
* Help to amplify the massages of project results and developments,
* Offer opportunities for policy input,
* Identify new opportunities for future projects or topics,
* Improve the quality of European innovation support.

The Project Officer will be invited to all IDEALFUEL General Assembly meetings and workshops.

# Dissemination Rules and Organisation

## Roles of Partners in Dissemination Activities

### Role of the Dissemination WP Leader

### Role of the Exploitation Manager

### Role of the Project Partners

## Rules for Dissemination and Publication

## Dissemination Acknowledgement and Disclaimer

# Conclusion

# Risk Register

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Risk No. | What is the risk | Probability of risk occurrence1 | Effect of risk1 | Solutions to overcome the risk |
| WPx.x | Describe the risks here!! And please refer to the section of the text in the document dealing with this. | Indicate the level | Indicate the level | Give a description how to overcome the risk / describe give possible solution(s) |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

1) Probability risk will occur: 1 = high, 2 = medium, 3 = Low

# Acknowledgement

The author(s) would like to thank the partners in the project for their valuable comments on previous drafts and for performing the review.

**Project partners:**

|  |  |  |
| --- | --- | --- |
| # | Partner short name | Partner Full Name |
| 1 | TUE | Technische Universiteit Eindhoven |
| 2 | VERT | Vertoro BV |
| 3 | T4F | Tec4Fuels |
| 4 | BLOOM | Bloom Biorenewables Ltd |
| 5 | UNR | Uniresearch B.V. |
| 6 | WinGD | Winterthur Gas & Diesel AG |
| 7 |  |  (Formerly SeaNRG, is now GOODFUELS #12) |
| 8 | TKMS | Thyssenkrupp Marine Systems GMBH |
| 9 | OWI | OWI – Science for Fuels gGmbH |
| 10 | CSIC | Agencia Estatal Consejo Superior De Investigaciones Cientificas |
| 11 | VARO | Varo Energy Netherlands BV |
| 12 | GOOD | GoodFuels B.V. |

|  |  |
| --- | --- |
| http://elastic.studioh2o.nl/image.php/userdata/image/ec_1.gif?width=150&height=150&image=/userdata/image/ec_1.gif | *This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 883753* |

# Appendix A – Overview of Dissemination Activities (M1-M12)

# Appendix B – Quality Assurance Review Form

The following questions should be answered by all reviewers (WP Leader, reviewer, Project Coordinator) as part of the Quality Assurance procedure. Questions answered with NO should be motivated. The deliverable author will update the draft based on the comments. When all reviewers have answered all questions with YES, only then can the Deliverable be submitted to the EC.

NOTE: This Quality Assurance form will be removed before publication.

|  |  |  |  |
| --- | --- | --- | --- |
| Question | WP Leader | Reviewer | Project Coordinator |
|  | NAME (Organisation) | NAME (Organisation) | NAME (Organisation) |
| 1. Do you accept this Deliverable as it is?
 | Yes / No (elaborate) | Yes / No (elaborate) | Yes / No (elaborate) |
| 1. Is the Deliverable complete?
* All required chapters?
* Use of relevant templates?
 | Yes / No (elaborate) | Yes / No (elaborate) | Yes / No (elaborate) |
| 1. Does the Deliverable correspond to the DoA?
* All relevant actions preformed and reported?
 | Yes / No (elaborate) | Yes / No (elaborate) | Yes / No (elaborate) |
| 1. Is the Deliverable in line with the IDEALFUEL objectives?
* WP objectives
* Task Objectives
 | Yes / No (elaborate) | Yes / No (elaborate) | Yes / No (elaborate) |
| 1. Is the technical quality sufficient?
* Inputs and assumptions correct/clear?
* Data, calculations, and motivations correct/clear?
* Outputs and conclusions correct/clear?
 | Yes / No (elaborate) | Yes / No (elaborate) | Yes / No (elaborate) |
| 1. Is created and potential IP identified and are protection measures in place?
 | Yes / No (elaborate) | Yes / No (elaborate) | Yes / No (elaborate) |
| 1. Is the Risk Procedure followed and reported?
 | Yes / No (elaborate) | Yes / No (elaborate) | Yes / No (elaborate) |
| 1. Is the reporting quality sufficient?
* Clear language
* Clear argumentation
* Consistency
* Structure
 | Yes / No (elaborate) | Yes / No (elaborate) | Yes / No (elaborate) |

1. <https://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E.pdf> [↑](#footnote-ref-1)
2. <https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf> [↑](#footnote-ref-2)