



**Co-funded by the European Union**

Emissions Trading System  
Innovation Fund



**Nordic  
Electrofuel**

Clean at scale

**Minimum Communication Requirement for  
101132987 E-fuel Pilot  
Large-scale Project  
LSC-2022**

**March 2024**

**We make it Green to Fly!**



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## 1. Introduction

The present document will outline the minimum communication requirement to European Union (EU) commission related to funding of the project nr 101132987 E-Fuel Pilot from Nordic Electrofuel AS (NELF). The minimum communication requirement will show the dissemination and visibility of the project which will englobe project summary, coordinator contact details, list of participants, EU emblem, funding statement, and project results. This document will also describe several relevant communication activities carried out using social media and other channels. Another important objective of the document is to acknowledge the legal obligation of using the EU logo and mention the EU funding in all NELF communication activities according to the Art 17 of the Grant Agreement, after NELF being granted the funding.

## 2. Obligation to use EU emblem and mention EU funding

As a beneficiary of a fund from EU Innovation fund (Large-scale Project – LSC 2022), is it NELF's legal obligation to use the EU emblem and mention the EU funding in all its communication activities forward. Unless the EU Commission requests, advises, or agrees otherwise or unless it is impossible for NELF, any dissemination of project activities in any form, including electronic will include:

(a) display the EU emblem and

(b) include the following text: **“Co-funded by the European Union”** will be written in full and placed next to the emblem.

NELF understands also that any dissemination of results with EU supporting emblem and / or with EU statement will reflect only NELF's view. The EU commission is not responsible for any use that may be made of the information it contains.

### 2.1 EU Emblem

Unless otherwise agreed with the granting authority, communication activities of NELF related to E-Fuel Pilot project (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant will acknowledge EU support and display the European flag (emblem) as outlined in the figure 1 below and use the funding statement described in point 2.2 of this document, translated into local languages, where appropriate and necessary.

NELF will ensure that the EU emblem will remain distinct and separate. It will not be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo will be used to highlight the EU support.

When displayed in association with other logos (e.g. sponsors or investors), the EU emblem will be displayed at least as prominently and visibly as the other logos.

For the purposes of the obligations under the Art 17 of the GA, NELF will not use the EU emblem without first obtaining approval from the granting authority. This does not, however, give NELF the right to exclusive use. NELF will neither appropriate the EU emblem or any similar EU trademark or logo, either by registration or by any other means.



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Figure 1 - EU emblem to be used in NELF communication activities.

## 2.2 Funding Statement

**Co-funded by the European Union.** Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Emission Trading System Innovation Fund. Neither the European Union nor the granting authority can be held responsible for them.

## 3. Minimum Information regarding the project

### **E-fuel Pilot: Innovative and cost-efficient production process for Power-to-Liquid using industrial off-gases**

Power-to-Liquid (PTL) processes are considered as a key technology for a fossil-free raw material and energy system. With multiple technical analyses being available and technical feasibility being proven by first pilot / demonstration plants, pathways towards commercial market entry are of increasing interest. Based on that awareness NELF wants to engage with various stakeholders and become a key player in Power to Liquid sector, nationally and internationally

### 3.1 Project summary

The objective of the E-Fuel Pilot project is to set up and operate a first-in-kind plant for synthetic fuel production at Herøya, Norway. The key innovation is the Power-to-liquid (P2X) e-fuel production process provided by Nordic Electrofuel AS (NELF), a breakthrough in flexibility, reliability, and simplicity. The P2X process will also be very energy efficient with carbon utilisation at close to 100%. The carbon source is the blast furnace waste gas from a local Ferro/Silicon-Manganese plant. The carbon capture and use (CCU) based process will use reversed water gas shift and Fischer-Tropsch technology to produce 8 000 tonnes/year of synthetic hydrocarbons (syncrude). A relative greenhouse gas (GHG) emission avoidance above 99% is expected, compared with the reference scenario.

The plant will convert blast furnace gas directly to e-fuel, at lower cost (CAPEX and OPEX) and higher efficiencies compared with current state-of-the-art projects. As well as sourcing carbon from blast furnace waste gases, the project process is also suitable for other CO/CO<sub>2</sub> sources, such as metal and cement production or waste incineration. A patented solution to achieve increased cost efficiency (named POX-rWGS), will also be tested, which includes a new gas-gas syngas cooler that allows higher recovery of heat. The E-Fuel Pilot project will demonstrate the technical and economic feasibility of the concept, paving the way for a future full-scale plant.

The refined syncrude products will be used to replace fossil-based products in the aviation and other hard-to-abate sectors. The products can be used in existing engines and infrastructure without any modifications. Additionally, other benefits will be derived during use. For example, kerosene from syncrude has a cleaner combustion which significantly reduces particulate emissions, contributing to reducing cirrus clouds which are severe for global warming. The project plans to avoid 228 163 tonnes of CO<sub>2</sub> equivalent of absolute emissions in the first 10 years of operation.

## 4. Project timeline and foreseen project results

Our project is mature in terms of technical documents related to FEED (Front-End Engineering Design) and Post-FEED which implies the revision and revaluation of the FEED documents. From last year 2023 until present we are concentrated in achieving the FC (Financial Close) and EPCI (Engineering, Procurement, Construction, and Installation) contractor award. The plan is to finalize those processes during this year 2024 and move forward to 2 years construction phase in 2025 and enter into operation in 2027. This timeline is shown in the figure 2 below.



Figure 2 – E-Fuel Pilot project timeline

The E-Fuel Pilot will contribute to the overall objective of the RE-Power EU goal of reducing fossil fuel consumption in industry and transport sectors. It will contribute to the decarbonisation of the aviation and maritime sectors, in line with the policy objectives of the ReFuelEU Aviation and FuelEU Maritime regulation, as well as other national goals.

The project will also have relevant socio-economic impact at regional level. The E-fuel Pilot project will contribute to creating 270 direct jobs and an estimate of 700 indirect jobs, including engineering activities. The next possible step is an “accelerator” plant with significantly increased production volume and further innovations.

## 5. Participant and coordinator contact details

NELF is the only participant in the E-Fuel Pilot project. Our CEO is the main contact person as illustrated below.



**Gunnar Holen** (CEO)

Contact details:

Email: [gunnar.holen@nordicelectrofuel.no](mailto:gunnar.holen@nordicelectrofuel.no)

Mobile: +47 952 55 835

The information listed above on points 3, 4 and 5 in this document is also published on our website with a dedicated web page for the E-fuel Pilot project here: [https://nordicelectrofuel.no/e-fuel\\_pilot/](https://nordicelectrofuel.no/e-fuel_pilot/)

## 6. Communication activities carried out using social media and other channels

NELF is aware that nowadays the use of internet-based social media is important to reach out to different layers of stakeholders across sectors and countries. Therefore, alongside with other communication tools such as press, our website and/or support from an external communication service, the internet-based social media (LinkedIn and Facebook) represent one of our main strategical tools for communication plan and dissemination activities. Hence, NELF is monthly updating its LinkedIn and Facebook accounts with new information about relevant achievements and plans.

The extensive use of social media is aimed at increasing the awareness of potential users, spark interest in the project, and encouraging them to take part in project events and download the project's outputs. Each channel will reach a specific audience, and the messages will be adapted accordingly. Social media will act as an accelerator of the discussion; different social media channels will trigger snowball/networking effect and enable the project to reach beyond its 'usual suspects' audience. The various social media profiles are selected to reaching out to a wide and relevant audience. The content shared on each platform will include different types of outputs and will redirect and feed traffic to the main website.

However, bearing in mind that communication and dissemination regarding the E-Fuel Pilot project and our ambitions on future escalation to larger E-fuel plants must go beyond the regular social medias, NELF is also regularly communicating and disseminating on TV, press, webinars, summits, and conferences, locally, regionally, and globally.

**LinkedIn**

Being a social network for professionals, LinkedIn allows the creation of dedicated communities and groups to discuss specific topics and spread information to a wide professional audience. In this sense, a group has been created and used to connect with key stakeholders as well as relevant projects and initiatives to build synergies and foster knowledge transfer. Selected articles, news pieces and other communications content are being shared on this platform. Via LinkedIn, E-Fuel Pilot project will, in the future, host a permanent group (membership on request) community to share experiences, events, studies, news and relevant information with peers.

Below are some examples of presentations with EU emblem and statement on the communication events held after securing the grant from EU innovation fond. These communication events have been published on our LinkedIn page. See the following link: <https://www.linkedin.com/company/nordicelectrofuel/posts/?feedView=all>

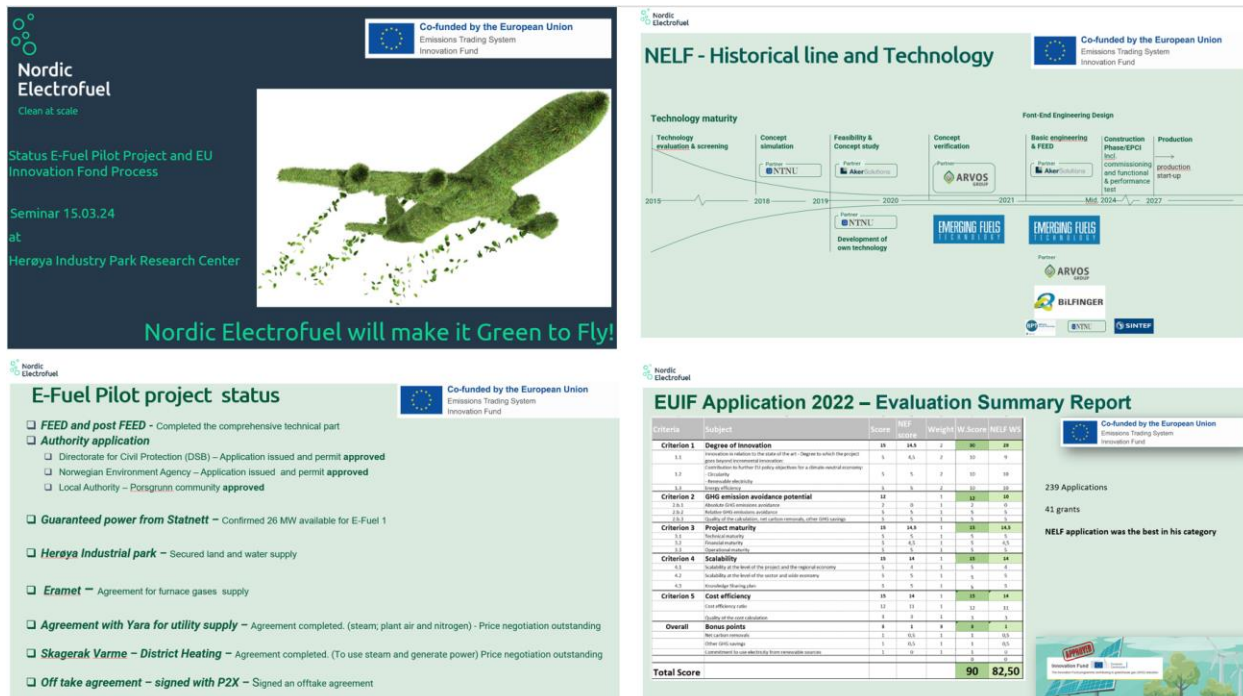


Figure 3 – Some slides from the presentation showed in the seminar at Herøya Industrial Park on 15 of March 2024





Figure 4 – Cover page with EU emblem from the presentation showed in the meeting with P2X Europe on 3rd of March 2024

#### Facebook (FB)

Today, several communities and the public use FB as a communication tool. NELF is also using FB to communicate about the project activities and objectives in order to reach those communities. Example of communication through our Facebook is illustrated below.

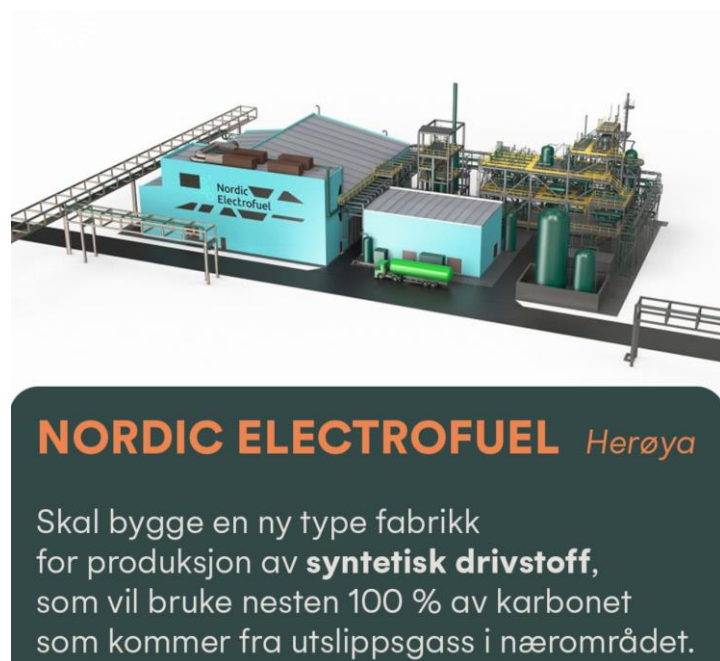


Figure 5 – communication on our Facebook

Currently we are using LinkedIn as our primary social media communication channel and we are planning to increase and have parallel communications activities on Facebook.

Apart from social media we also use our website to show relevant publications and information related to the project. For example, one of Norway’s leading financial newspapers, Finansavisen, published a great article on Nordic Electrofuel on 2. April 2024, as it can be seen in our website, <https://nordicelectrofuel.no/wp-content/uploads/2024/04/Article-in-Finansavisen-2-April-2024.pdf>. In this article the grant from EU innovation fond was highlighted, “Got the EU jackpot”.

## 7. Communication and dissemination plan

The communication and dissemination plan is developed for local, national, and international stakeholders based on two aspects:

- a) NELF proactiveness to reach and engage as large as possible additional stakeholder groups.
- b) Events where NELF is already a regular attendant.

### 7.1 Plan for local and national communication and dissemination activities

NELF will approach local media through an already established working relationship with local partners, especially local authorities, to maximise visibility at local level and reach a wide audience. The communication activities are strengthened before and during the organisation of local events with the intention to understand the content to be communicated, the audience, possible achievements, and the right way to achieve the objectives. Based on the last year’s activities, we prepared a local and national media and press plan for 2024, shown in the table below, and will subsequently do so for each year of the project.

Table 1: Preliminary publishing plan for 2024

Media plan and press for 2024				
Main strategic entry points	Target group	Suggested media	High level pitch	Timing
News and participation in public debate	Key politicians and opinion leaders, investors	Various relevant media	Participate in the ongoing debate about future need of energy in Norway. Share knowledge about what is important to succeed	Frequently
Relevant contents to ensure constant visibility	Investors, engineers and stakeholders	NTB kommunikasjon	Regular updates; news; project progress; ensure NELF in the news	Frequently
Profiling of CEO Gunnar Holen	Investors and business audience	Finansiavisen	Early phase startup, success criteria for innovation, scale up opportunities, visions and technology	Q1 - 2024
Profiling of chairman Rolf Bruknapp	Investors, startup communities and potential new collaborators	Podcast	Talk about the company, share reflections from the journey process at Herøya and share ambitions	Q1 - 2024
Startup experiences and reflections	Engineers, investors and new partners	Technical Magazine - TU (Teknisk Ukeblad)	Share thoughts around fails during the project and how these experiences have been used for further development	Q2 - 2024
Technology and innovation	NGOs and opinion leaders with the climate debate	Energy and climate media	Opportunities with E-Fuel products; Type of technology and timeframe	Q3 - 2024
Local engagement in Porsgrunn	New MPs from telemark - local industry and value chain on green shift	Telemarksavisa (TA), Varden, Herøya Industripark Newsletter	Plans with Eramet; project schedule: how NELF may affect local region; new jobs and community development	Q4 - 2024

### 7.2 Plan for national and international conferences & webinars

The conferences and webinars will provide a synthesis of the main policy and practice-oriented activities of the project, serving to increase its visibility, foster the exploitation of results, and present it to the general public, target groups and relevant stakeholders. In the table below the communication and dissemination plan for 2024 related to conferences and webinars is presented. However, the events listed in this plan are reflecting NELF proactiveness and awareness. NELF is often invited to speak in several other local, national, and international events initiated by different organisations / institutions. These events are not known at this moment and therefore not included yet in this plan.



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Our plan is to have in average 3 participations on conferences, webinars or meetings per month. But at present not all events are planned and outlined from the hosting institutions which implies that some events in this plan do not have specific dates and locations yet. Consequently, the respective fields for the unknown events are marked with "TBD" (To Be Decided) in the table below.



Table 2: Communication and dissemination plan for conferences and webinars (January-June 2024)

Knowledge Sharing Plan 2024					
Month	Date	What	Where	About the event	More information
Jan	22 and 23	3rd annual CCUS and Carbon Sinks Conference	Amsterdam, Netherlands	3rd annual CCUS and Carbon Sinks conference in Amsterdam. 3rd Annual CCUS 2023 provides an opportunity for collaboration and knowledge sharing in the industry. It prepares a unified and practical strategy for developing and implementing CCUS techniques in the energy sector. Furthermore, it will discuss the perspectives on the status of the CCUS development and its potential. It welcomes key market players to join the discussion and peer-to-peer networking with an exclusive group of experts to share their thoughts on the current CCUS status and its development potential in the near future	Our CEO is a speaker in this conference today 23.01.2024  ( <a href="https://ccus-carbon-capture.com/">https://ccus-carbon-capture.com/</a> )
Feb	27 and 28	SAF investor London	London, UK	The conference will bring together innovators and customers, financiers and regulators, suppliers and advisers. SAF Investor London 2024 is not about arguing the case for sustainable aviation fuel. It is about bringing the dealmakers together who can make change happen. This two-day conference will be structured with TED-style presentations, interactive panel discussions, Q&A, audience polling, and fireside chats – broken up with plenty of networking time over coffee breaks, lunches and cocktail receptions.	Dates are planned  <a href="https://www.safinvestor.com/event/142346/saf-investor-london/">https://www.safinvestor.com/event/142346/saf-investor-london/</a>
	TBD				
Mar	12 and 13	2nd Annual Advanced Biofuels Forum	Amsterdam, Netherlands	Get a thorough understanding from sustainable and eco-friendly biofuels : ethanol maximization through algae. Discover the German market for waste-based and advanced biofuels. Discuss on the benefits of 2G biorefineries' performance. Explore the role of advanced biofuels in transport defossilization. Understand how biofuels can add to the mix of renewables in industrial-scale production plants. Understand the challenges in continuous hydro processing of biocrudes from organic wastes.	Dates are planned  <a href="https://www.leadventgrp.com/event/s/2nd-annual-advanced-biofuels-forum/details">https://www.leadventgrp.com/event/s/2nd-annual-advanced-biofuels-forum/details</a>
	TBD				
Apr	10 and 11	Energy Tech Summit	Bilbao, Spain	Recognized as the #1 industry conference in Europe, Energy Tech Summit connects impactful investors, disruptors, and government leaders.	Dates are planned  <a href="https://energytechsummit.com/who-attends/">https://energytechsummit.com/who-attends/</a>
	TBD				
May	29 and 30	World E-Fuel Summit	Amsterdam, Netherlands	E-Fuel World Summit is a unique annual opportunity for all members of the eFuels community, representatives from various industries and applications "automotive, aviation, maritime, off-Road motorcycle, electric utilities, gas Industry, energy Intensive branches...", governments and trade unions, financial institutions, journalists to meet together and discuss the future of these promising chemical energy sources, to build partnerships, to establish and to grow business relationships.	Dates are planned  <a href="https://www.leadventgrp.com/event/s/world-e-fuel-summit/details">https://www.leadventgrp.com/event/s/world-e-fuel-summit/details</a>
Jun	03 and 04	Carbon capture summit	Amsterdam, Netherlands	At the Carbon Capture Summit 2024, is where industry leaders will meet to explore next-generation technologies for carbon capture, utilisation, storage, and transportation to meet net-zero emissions targets.	Dates are planned  <a href="https://www.europe.carbon-capture-conference.com/">https://www.europe.carbon-capture-conference.com/</a>
	10 to 13	Industrial Week Conference	Porsgrunn - Norway	Industrial week creates the arena where industry, technology, politics, people and society meet to find solutions and set the course of various industrial topics. With a large trade fair, inspiring conference, lots of seminars, breakfast meetings and workshops connected with informal meeting places, social happenings and exciting events in the branch villages, whether you are in industry, in politics, in academia or a citizen, you will be updated on the green shift; the challenges, the technologies, the plans and the achievements.	Dates are planned  <a href="https://industriuka.no/">https://industriuka.no/</a>
	11 and 12	The Danish CCUS Summit	Copenhagen, Denmark	The program and venue are yet to be announced, but you can already pre-register for the event.	Dates are planned  <a href="https://www.conferencemanager.dk/thedanishccusummit2024">https://www.conferencemanager.dk/thedanishccusummit2024</a>
	20 and 19	Sustainable Aviation Fuel Summit	Brussels, Belgium	The Sustainable Aviation Fuels Summit, brought to you by Biofuels International, the leading global publication covering SAF, will bring together airlines, fuel producers, airports, fuel service providers, regulators and other engaged parties for this two-day event.	Dates are planned  <a href="https://advancedbiofuelsusa.info/sustainable-aviation-fuel-summit-2024-june-18-19-2024----brussels-belgium">https://advancedbiofuelsusa.info/sustainable-aviation-fuel-summit-2024-june-18-19-2024----brussels-belgium</a>

Table 3: Communication and dissemination plan for conferences and webinars (July – December 2024)

Knowledge Sharing Plan 2024					
Month	Date	What	Where	About the event	More information
Jul	TBD	CCU & CCS Debate	Norway	Event arranged by Norwegian universities and / or academic institutions	Debate about CCS and CCU
	TBD				
	TBD				
Aug	28 and 29	World CCUS Symposium	Bergen, Norway	The World CCUS Symposium is a conference dedicated to deploying CCUS (Carbon Capture, Usage and Storage) technologies for the global transition toward a low-carbon future. This event will bring together academic partners, professional societies, innovative entrepreneurial ventures, service corporations, and dedicated environmental advocacy organisations to discuss about CCUS topics; capture, transportation, utilisation, socioeconomic considerations, etc	Dates are planned <a href="https://www.clocate.com/world-ccus-symposium/101271/">https://www.clocate.com/world-ccus-symposium/101271/</a>
	TBD				
	TBD				
Sep	TBD	CCUS breakfast meeting	Norway	The breakfast meeting is the place where CCUS topics are discussed openly with different institutions and audience	Dates not confirmed yet
	TBD				
	TBD				
Oct	TBD				
	TBD				
	TBD				
Nov	06 to 13	Carbon Capture, Utilisation and Storage (CCUS) - Workshop	Online	Carbon Capture, Utilisation and Storage (CCUS) is a workshop dedicated to master the technology pathways, its business drivers, economics and deployment strategies.	Dates are planned <a href="https://www.clocate.com/carbon-capture-utilisation-and-storage-ccus/93757/">https://www.clocate.com/carbon-capture-utilisation-and-storage-ccus/93757/</a>
	TBD				
	TBD				
Dec	TBD				
	TBD				
	TBD				