



Funded by
the European Union

PUBLIC PERCEPTION AND BUSINESS MODELS JOINT EVENT

**Organised by the Carbon Capture,
Utilisation and Storage (CCUS) &
Alternative Fuels Horizon 2020/
Horizon Europe CLUSTER projects**

**Supported by CINEA - European Climate, Infrastructure
and Environment Executive Agency**

Joint event for CCUS & Alternativefuels CINEA cluster projects organised by:

Martina Fantini fantini@eucore.eu (CLEANKER, CALBY2030 & HERCCULES)

Jose M. Serra jsalfaro@itq.upv.es (eCOCO2)

Laura Almar laualia@itq.upv.es (eCOCO2)

Ana M. García C anamgarcia@itq.upv.es (eCOCO2)



**Funded by
the European Union**

14th November 2023, Brussels

Rue du Trône 62, 1050 Ixelles, Belgium

CSIC Room 3, 7th floor

Setting the scene

Public perception and business models are key to enabling innovative technologies, guiding the decisions of the policymakers at national and European Commission levels. In addition, more and more Horizon calls require these two aspects to be dealt with in relation to the technology that will be developed in the project.

With more than 20 selected Horizon projects and more than 50 key stakeholders involved in the audience, this joint workshop represents a unique opportunity to strongly impact both on the activities still to be implemented by the ongoing projects and the design of new projects at higher TRL (close to commercial scale). Bringing together stakeholders from various technical projects will provide an excellent networking opportunity for policymakers, building relationships with industry experts, project representatives, investors and policy makers, thus facilitating collaboration, knowledge sharing, and future partnerships.

What is expected, is:

- i. a very high resonance at European level;
- ii. learning together to prevent certain phenomena that could occur at different territorial scales and facilitate open dialogue and engagement;
- iii. gain valuable knowledge about successful strategies, challenges faced, and lessons learned in managing real-world examples of R&I projects;
- iv. Public perception:
 - a. gain insights into the factors influencing public perception, allowing policymakers to design policies that are more effective, well-received, and aligned with public expectations;
 - b. better understanding of perceived risks and potential conflicts related to public perception, enabling policymakers to proactively mitigate and manage such challenges;
 - c. inspire policymakers to explore innovative approaches and adapt policies to identify emerging trends, evaluate policy effectiveness, and to make necessary adjustments to better align with public expectations;
 - d. demonstrate a commitment to understanding public perception and addressing concerns.
- v. Business models:
 - a. provide investors with a platform to explore and identify potential investment opportunities in innovative technologies;
 - b. gain insights into emerging markets, disruptive technologies, and high-growth sectors, allowing them to make informed investment decisions;



Funded by the European Union

- c. gain a deeper understanding of the risk and return profiles associated with investing in innovative technologies;
- d. excellent networking opportunity for investors to connect with industry experts, entrepreneurs, and innovators in the field of technology;
- e. opportunity to evaluate different business models and assess their scalability potential.

Agenda

9:00 – 9:30	Registration
9:30 – 9:35	Welcome and workshop overview <i>Jose Serra, Martina Fantini (on behalf of eCOCO2 & CLEANKER/Calby2030/HERCCULES)</i>
9:35 – 9:40	CINEA Introduction <i>Speaker - TBD</i>
Session 1: Public Perception Chair: Martina	
9:40 – 9:50	Case Study - C4U <i>Speaker: Heleen Coninck / Vincent de Gooyert</i>
9:50 – 10:00	Case Study - ACCESS <i>Speaker: Marielisa Padilla or Sanchez Berbegal, Jose Alberto</i>
10:00 – 10:10	Case Study - ConsenCUS <i>Speaker: Zoe Morrison</i>
10:10 – 10:20	Case Study - Calby2030 <i>Speaker: Jose L. Oviedo</i>
10:20 – 10:35	Case Study – PilotSTRATEGY and HERCCULES <i>Speaker: Elisabeth Duetschke</i>
10:35 – 10:45	Case Study – eCOCO2 <i>Speaker: Linda Engelmann</i>
10:45 – 10:55	Case study - MOF4Air <i>Speaker: Spyros Karytsas</i>
10:55 – 11:30	Coffee Break
11:30 – 11:40	Case Study - Sun-To-X <i>Speaker: Jonas Pigeon</i>
11:40 – 11:50	Case study – 3D <i>Speaker: Lolita Troilo</i>
11:50 – 12:05	Case Study – NEGEM and AURORA <i>Speaker: David Reiner</i>
12:05 – 12:15	Case Study – CO2SMOS <i>Speaker: Imke Haverkämper</i>
12:15 – 12:25	Case study - CO2Fokus <i>Speaker: Adriana Díaz</i>
12:25 – 12:40	Case Study – DigiMon & BioNET



Funded by
the European Union

	<i>Speaker: Danny Otto</i>
12:40 – 12:55	Q&A
12:55- 14:00	Lunch
Session 2: Business Models	
Chair: Jose	
14:00 – 14:10	Case study – C4U <i>Speaker: Amelia Mitchell</i>
14:10 – 14:20	Case study – GICO <i>Speaker: Enrico Bocci</i>
14:20 – 14:30	Case study – 3D <i>Speaker: Paula Coussy</i>
14:30 – 14:40	Case study - VIVALDI <i>Speaker: Jorge Senan Salinas (BETA Technological Center) and Elvira Serra (Isle Utilities)</i>
14:40 – 14:55	Q&A
14:55 – 15:15	Short Break
End-of-day summary	
Chair	
15:15 – 15:30	Summary of issues emerging in case studies for Session 1 <i>Rapporteurs: Elisabeth Duetschke</i>
15:30 – 15:45	Summary of issues emerging in case studies for Session 2 <i>Rapporteurs: Enrico Bocci</i>
15:45 – 16:00	Formalization/agreeing on the major challenges Rapporteur: Laura Almar
16:00 – 16:10	Concluding remarks and greeting Speaker: Jose and Martina
16:10 – 16:45	Coffee Break
17:00	End

Guidelines for the projects on presentation contents

There will be a lot of projects and the aim of the day is to have the instruments to compare different approaches used to carry out activities, explore any synergy and have a sort of good practices and recommendations to apply in on-going and future project proposal. Keeping this in mind, in our opinion the structure of the presentations should follow this outline:

Session 1 - Public perception: present the case study of your project highlighting:

- i. Baseline (what is the context? What is your object of investigation (e.g., public perception/acceptance/social readiness)? Why is public perception and/or acceptance needed for the successful adoption and implementation of your technology? What is the context of your research, i.e., is there previous research in that area and what does it indicate?)



Funded by the European Union

- ii. Methodology followed (What were your assumptions/research questions? What are your target groups and why? What are the operative tools you put in place to engage with them?)
- iii. Summary of results obtained, exploring also replicability conditions, if any (e.g., Do the results apply to a specific geographic area? Is this specific of CCUS / alternative fuels?)
- iv. We would also add a final slide on policy implications (e.g. “Take-away for policymakers”) and, if relevant and easy to answer for your project, “How could the policy makers in the audience be engaged?”

Session 2 - Business models: present the case study of your project highlighting:

- i. Baseline (what is the current situation? Which are the most critical economic barriers/market gaps at national and European levels? Is there any gap in legislation affecting economic roll out? etc)
- ii. Methodology followed (which were your assumptions? Which are the operative tools you used/put in place to carry out your analysis? etc.)
- iii. Results obtained highlighting what’s the time horizon validity of the study, what are the critical assumptions that could totally jeopardise the study, market size, trends, and potential growth opportunities etc. Maybe also a SWOT matrix would be a nice summary
- iv. I would also add a final slide on “how the policymakers and the investors in the audience could be engaged?”

VERY IMPORTANT: IN ORDER TO FACILITATE THE DISCUSSION AND THE FOLLOW UP, IT WOULD BE NICE TO HAVE A SUMMARY OF YOUR TALK (HALF A PAGE SHOULD BE ENOUGH) WELL IN ADVANCE, E.G. BEGINNING OF OCTOBER. IF YOU WILL NOT MANAGE, THE SHORT SUMMARY TOGETHER WITH A SHORT BIOGRAPHY AND THE SLIDES HAVE TO BE SENT BY THE 27th OF OCTOBER

Guidelines for the projects on the possibility of bringing project gadgets

Feel free to bring any gadget eventually available displaying the logo of your project (e.g. flyers, pens, USB key etc.). We can reserve a desk to leave all of this (we are 20-30 projects, so, please, nothing too big...)



Funded by
the European Union

VENUE

Place



Rue du Trône 62, 1050 Ixelles, Belgium

The Spanish National Research Council (CSIC)

CSIC Room 3, 7th floor





Funded by
the European Union

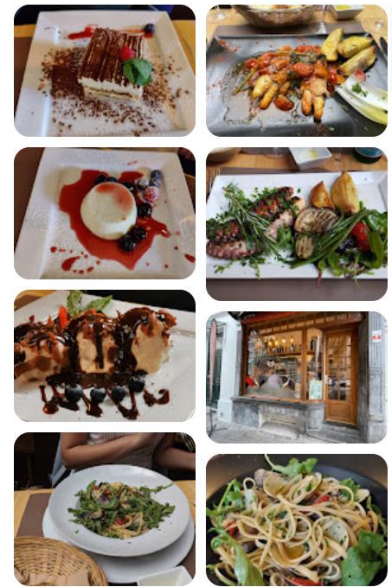
PLACE(S) SUGGESTED FOR LUNCH:

SUGGESTION 1

Il Pasticcio

Rue Marie de Bourgogne 3, 1050 Ixelles, Belgique

www.ilpasticcio.be/la-carte.html



SUGGESTION 2

Mexicanito GourMex

Rue Saint-Boniface 29, 1050 Ixelles, Belgique

