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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 & Alternative fuels CINEA cluster projects organised by:

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

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

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

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



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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;



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- 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: Vincent de Gooyert</i>
9:50 – 10:00	Case Study - ACCSESS <i>Speaker: 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



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	<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?)



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- 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...)



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VENUE

Place



Rue du Trône 62, 1050 Ixelles, Belgium

The Spanish National Research Council (CSIC)

CSIC Room 3, 7th floor





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HOW TO GET¹:

TRANSPORT

From the Zaventem Airport to the city centre and the Office you may travel by train, bus or taxi. From the Charleroi Airport by bus, train or taxi (the last two are not recommended due to the time needed and the price, respectively).

1. FROM THE ZAVENTE AIRPORT – BRUXELLES NATIONAL

BUS

The most comfortable way to reach the Office is the number 12 bus (express). The stop is in the ground floor, going down one level using the mechanical stairs from the Arrivals terminal. Exit the bus at the last stop – Place Luxembourg. The map shows indications on how to go from the bus stop to the Office. . Click here for the timetables of line 12. The first bus departs at 05:40 from the airport and the last one at 19:50. From 20:00, this route is covered by line 21. The duration of the journey is 45 minutes and the frequency of the service is 20 minutes, except on Saturday, Sunday, bank holidays and from 20:00 on working days. The price of the ticket is 6€ at the bus and 4.5€ at the ticket machine in the bus stop.

TRAIN

To go directly to the city centre, it is better to use the train, which has three stops in the city: Bruxelles Nord, Gare Central and Gare du Midi. From any of these stops you may reach the Office by changing in underground stations. The closest underground station is Trône. Click here for the underground map. The train ticket is 8.70€ and may be purchased at the airport station.

TAXI

The taxi stop is at the arrivals terminal. The journey from the airport to the city centre is between 40 and 45€. It is important to know that taxis in Brussels cannot be stopped in the street; you must go to the taxi stop (Place Luxembourg is the closest one to the Office) or order it by phone (Taxi Vertes is the most important station: +32 2 349 49 49).

2. FROM THE CHARLEROI AIRPORT (BRUXELLES-SUD)

BUS

Every half and hour to Gare du Midi. Price per journey 14€. Tickets may be purchased outside the airport terminal.

TRAIN

Trains are not recommended, since a local bus is required (around 20 minutes) to reach the Charleroi station, from which you can take a train to Brussels.

TAXI

Taxis are not recommended, unless needed, due to the high cost of the journey (around 100€).

¹ Information taken from the website of the CSIC Office in Brussels: https://www.d-bruselas.csic.es/en/donde_estamos/



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HOTELS near the venue²

Marriott Executive Apartments Brussels: Rue du Parnasse 15, 1050 Bruxelles, Belgium, (+32) 2 505 29 29

Thon Residence Parnasse: Rue d'Idalie 8, 1050 Ixelles, Belgium, (+32) 2 505 98 00

Radisson Red Bruxelles: Rue d'Idalie 35, 1050 Bruxelles, Belgium, (+32) 2 626 81 11

Moxy Brussels City Center: Rue du Prince Albert 2, 1050 Bruxelles, Belgium, (+32) 2 486 63 88

Hotel Chambord: Rue de Namur 82, 1000 Bruxelles, Belgium, (+32) 2 548 99 10

Hotel Sofitel Brussels Europe: Pl. Jourdan 1, 1040 Bruxelles, Belgium, (+32) 2 235 51 00



*Marriott Executive Apartments
Brussels*



Moxy Brussels City Center



Hotel Chambord



Hotel Sofitel Brussels Europe

² Please note that the hotels listed are suggestions. We encourage you to check out other hotels as well if you prefer.



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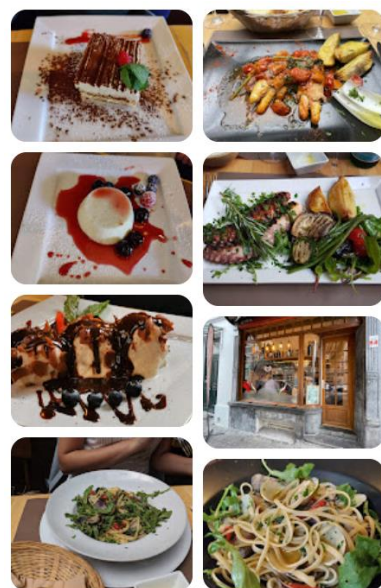
PLACE(S) SUGGESTED FOR LUNCH:

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

