

Communication support at MissionGreenFuels

V1.0 - October 2025

Communication support from MissionGreenFuels

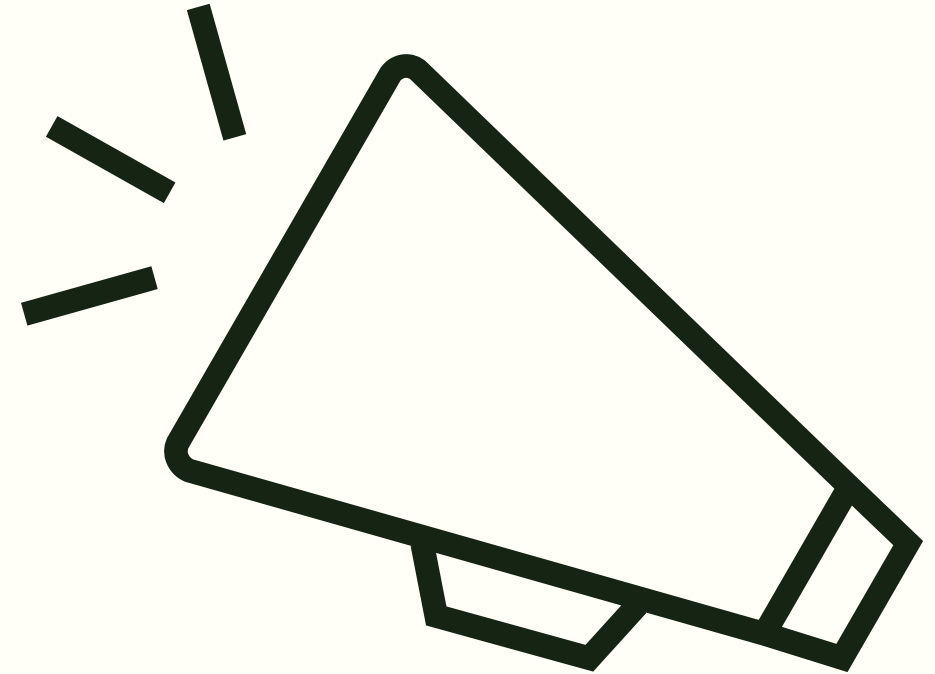
At MissionGreenFuels, we are happy to support communication efforts for our portfolio projects.

The projects are responsible for dissemination throughout the projects, but MissionGreenFuels can help with further distribution of news stories and results.

Please note, that the projects are responsible for leading on content, while MissionGreenFuels provides communication support. Therefore, please keep us informed when relevant stories or milestones arise, allowing us to support your work.

Examples of different types of communication support:

- **Sharing of story on available channels** – e.g. MissionGreenFuels' LinkedIn and newsletter
- **Press release** – sharing e.g. results with relevant media
- **Workshops** – support with conducting workshops with a mission orientated approach. An example of this: [From Iron Fields to Energy Democracy](#) about citizen engagement in the green transition
- **Project videos and photos** – to be shared across multiple platforms



Examples of communication support

1. A project has released a scientific paper. MissionGreenFuels helps share the paper through its own channels and supports the dissemination via a press release to relevant media outlets.
2. A project partner is speaking at a conference about the project. MissionGreenFuels receives information about the presentation ahead of the event and prepares a LinkedIn post. During the conference, the project partner takes a few photos and sends them to MissionGreenFuels, which then shares the story.
3. A project received a vital piece of equipment, marking an important milestone. MissionGreenFuels is onsite to capture video and photos of the delivery, which are shared across multiple channels including the website, newsletter, and LinkedIn.
4. Two portfolio projects with a shared interface host a joint workshop. The workshop focuses on how the results of the projects strengthen other initiatives in the portfolio and contribute to the overall development of the partnership. MissionGreenFuels provides communication coverage of the event.
5. A project partner wins an award or receives recognition for work related to the project. MissionGreenFuels shares the news on LinkedIn and in the newsletter, showcasing the impact and excellence within the partnership.
6. A project develops a new tool or digital platform. MissionGreenFuels helps communicate the launch, its purpose, and how it supports the green transition, targeting relevant user groups.

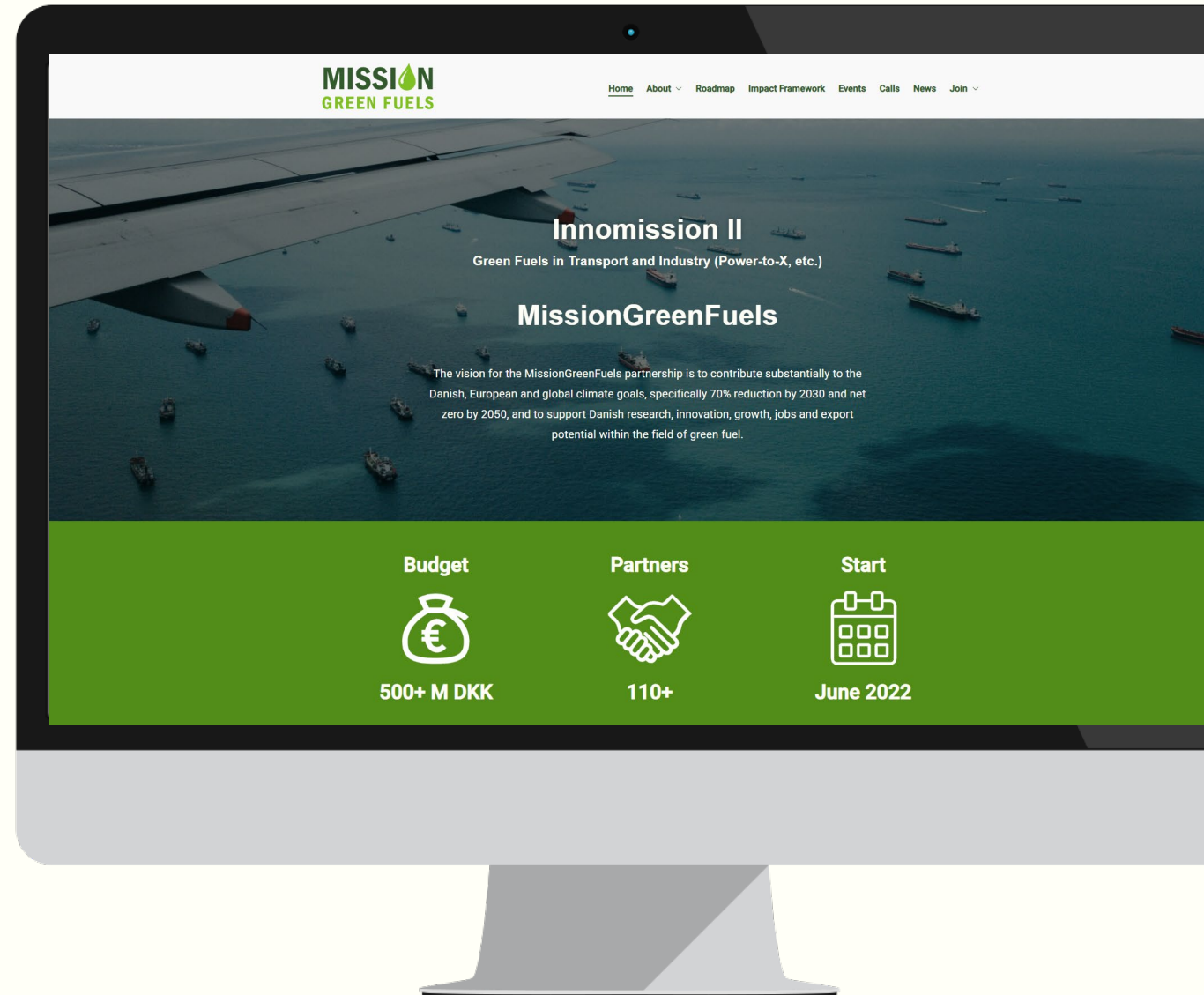
When, what, and how?

- Please make sure to let the MissionGreenFuels secretariat know when projects are reaching relevant project milestones, deliverables, or have other stories that are of interest inside and outside the partnership.
- Initially, we will talk about how the story should be shared and make a plan for the communication effort.
- Please note that for **all** stories visual elements are a must. This could be a photo, a video, a graph, an illustration, etc.
- To enhance the chances of getting a good story out broadly, as it is important to have time to prepare. Therefore, we recommend that projects provide information about upcoming stories at least one month in advance. If something arise, and you are not able to provide us with the information one month in advance, please make sure to let us know anyway as we might still be able to provide a smaller communication effort.
- If you would like to receive quotes from MissionGreenFuels' management – Director or Chairperson, for a communication purposes, please provide one week's notice.



MissionGreenFuels' channels:

- **Website:** missiongreenfuels.dk
 - Project page – to be continuously updated throughout the project. It is the projects responsibility to request updates to the page.
 - News – announcements of e.g. papers, project focus stories
- **LinkedIn profile** with +1.800 followers (premium engagement rates): [Linkedln](#)
- **Biannual [newsletter](#)** to partners



Other channels:

Besides MissionGreenFuels own channels, there are other channels that should also be considered to create further attention to a story:

Energy Cluster Denmark:

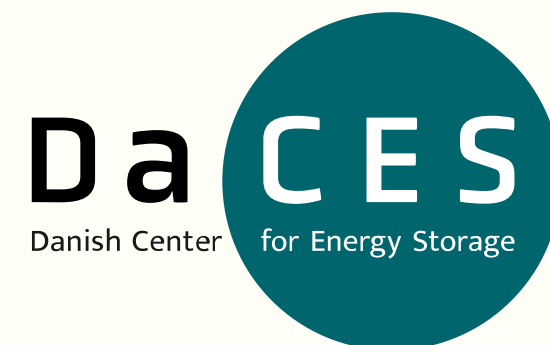
- LinkedIn: +19.000 followers
- Newsletter: +3.500 subscribers

DaCES:

- LinkedIn: +2.000 followers
- Newsletter: +650 subscribers

Innovation Fund Denmark:

- LinkedIn: +40.000 followers
- Newsletter: unknown



Make sure to mention MissionGreenFuels

- To create awareness of the MissionGreenFuels partnership, please make sure to include MissionGreenFuels in your communication. You can do so by writing "This project has received funding from MissionGreenFuels through Innovation Fund Denmark", "These results are made possible by funding from MissionGreenFuels through Innovation Fund Denmark" or similar.
- When possible and relevant, make sure to include the MissionGreenFuels logo in your communication and dissemination of project findings and results.
- When writing LinkedIn posts regarding the project and its results, make sure to always tag MissionGreenFuels. In that way, we can help create larger reach on the post by commenting, linking, or sharing the post.

Please note that you need to be aware of the requirements regarding communication and dissemination as stated in the terms and conditions and/or investment agreement. These may vary from one call to another.



Communication contacts

Anne Kvist

Communications at MissionGreenFuels

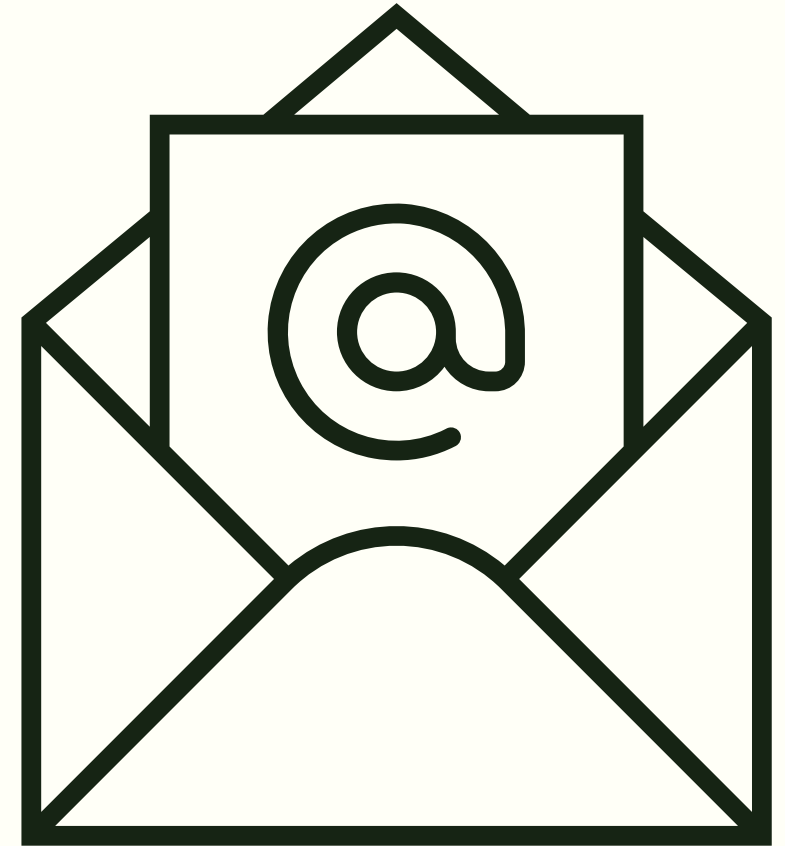
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MissionGreenFuels' secretariat

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Please make sure to cc your MissionGreenFuels Project Support when reaching out regarding communication support.



**We look forward to sharing
good stories and great progress**