

**Project 'BIN2GRID'**

Turning unexploited food waste into biomethane supplied through local filling stations network

Grant agreement No: 646560



# ***Social Networking Platforms of the Bin2Grid Project***

**WP 7 – Task 7.4 / D 7.4**

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Bin2Grid website: [www.bin2grid.eu](http://www.bin2grid.eu)

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## **1. General Information**

The overall objective of Bin2Grid concept is to promote segregated collection of food waste as energy source, conversion to biogas, and its upgrading to biomethane and utilization in associated network of filling stations. Along the project it will be given to define strategies for establishing efficient network of food and beverage waste collection methods and practices. Besides a vast range of food waste producers will be taken under consideration in specific target cities. Having in mind that chemical energy of biogas is fully used when it has been upgraded to biomethane and used as a biofuel, particular attention will be given to advanced biogas to biomethane upgrading techniques for purification and technical requirements for its usage through local filling stations as a biofuel, particularly in the public transportation sector.

WIP is the work package leader of WP7. The focus of the WP relays on business planning and preparation of business strategies which will facilitate investments in the target cities. One of the main tasks for WP7 is to promote WtB project beyond the Bin2Grid target cities.

The task 7.4 refers to the creation of online communities in Facebook, Twitter, and LinkedIn.

## 2. Creation of Bin2Grid online community Facebook

The Bin2Grid Facebook community has been created during the first months of project. By the month 18, the community reached 115 members. News, events and videos were disseminated within the community. GET as a project partners developed two videos from the last study tour in Paris and these videos were disseminated within the community. WIP believes that in the second face of the project more news, events, and in particular results from the project will be published, this will attract more users into our community.

The screenshot displays the Facebook interface for the Bin2Grid public group. At the top, the navigation bar includes a search icon, the user profile 'JM', and links for 'Home' and 'Find Friends'. The group cover features the Bin2Grid logo and a background image of industrial silos. Below the cover, the group name 'Bin2Grid' and 'Public Group' are visible, along with 'Joined', 'Share', and 'Notifications' buttons. The main content area shows a post by JM Ugalde from June 14 at 4:21pm, featuring a Bioenergy Insight article titled 'E.ON Denmark launches new 300,000-tpy AD facility | Bioenergy Insight'. The article text describes Bioenergy Insight as a publication providing news, analysis, and technical articles related to biomass, biogas, and biopower industries. The post has 1 like and 1 comment. The right sidebar shows 115 members, an 'ADD MEMBERS' section, and a 'CREATE NEW GROUPS' section with a 'Create Group' button.

Figure 1 Bin2Grid's Facebook community

### 3. Creation of the online community in LinkedIn

The Bin2Grid community in LinkedIn has been responsive and nowadays counts with 68 members. WIP has been active in disseminating activities and relevant information within the LinkedIn community, this means that the outreach information needs to be more professional attractive.

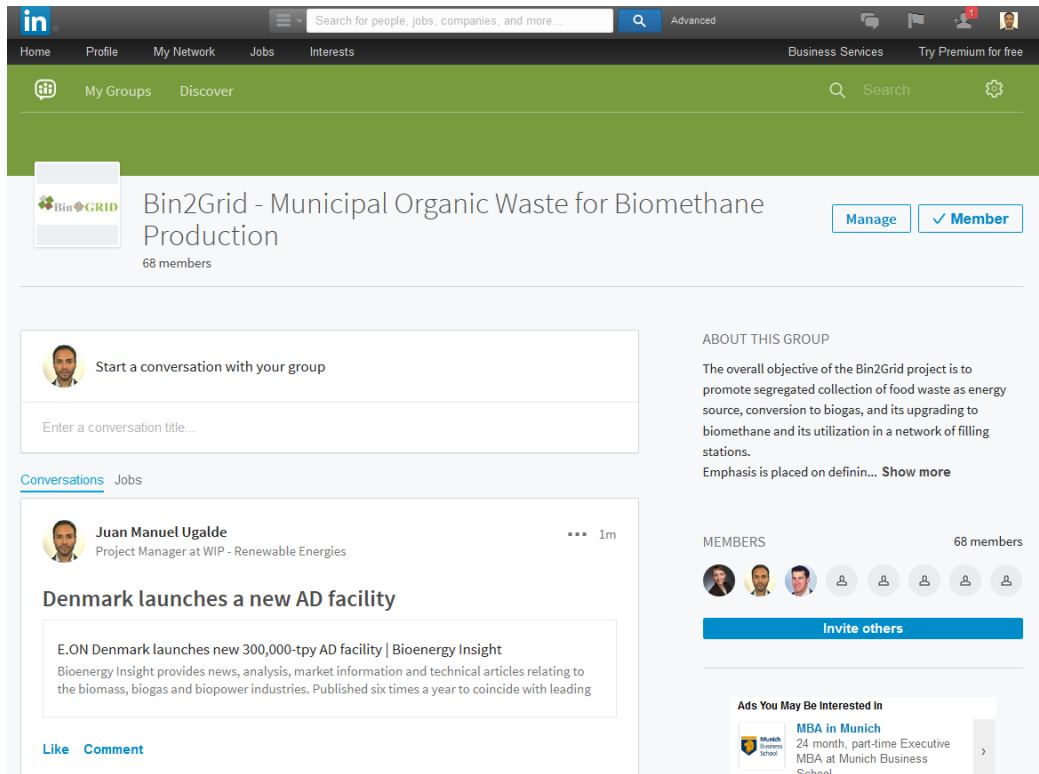


Figure 2 Bin2Grid's LinkedIn community

#### 4. Creation of the online community in Twitter

The Bin2Grid community on Twitter has been so far very active until now, with 25 followers. However the project partners have been twitting and disseminating activities under the hashtag “Bin2G”. A successful example of twitter and its dissemination was during the last study tour in Paris. The project partners disseminated pictures, videos and information using the “Bin2G” hashtag, these has been opening the opportunity to the project to receive more attention in other communities like Facebook and our website. We are certain that the project results will attract more users now when the implementation phase reaches its peak. Until now WIP has been working in building different networks to reach other users and groups that are monitoring the projects work.



Figure 3 Bin2Grid's Twitter community



Figure 4 Bin2Grid Twitter, re-tweets from partners