



Development of Heating Technologies for the
Efficient Renewable Energy Consumption of
CO₂-Neutral Downstream-Processes

Dissemination and Communication Plan

Deliverable D6.1

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1. Introduction

1.1 Purpose and scope of the present document

Dissemination and Communication play an extremely important role in the success of a project funded by the European Union (EU) to make external stakeholders aware of the project potential and relevant outcomes as well as to maximize project outreach by ensuring that its objectives, activities and results are known to the relevant audience.

Therefore, a clear plan must be defined for all the dissemination and communication activities to be carried out along the lifetime of the project.

This document (Deliverable D6.1 - Dissemination and Communication Plan) describes the general plan for disseminating the results of E-ECO Downstream. It gives an overview about the strategy behind the dissemination and communication activities, and it provides a roadmap for the upcoming actions.

The general idea of WP6 is to ensure wide dissemination and significant impact of the results of E-ECO Downstream to a large audience, including the scientific and the industrial communities as well as the public society. To achieve this, a common set of dissemination materials and media will be made available, a specific strategy will be implemented, and active involvement of all project participants will be required.

In the first six months of the project, an initial set of communication material is being created, such as the document and presentation template, or other types of jointly used pieces. The E-ECO Downstream online presence is also completed with the design and development of the social media channels in LinkedIn, which complement the already launched project website.

The consortium also prepared an initial list of potential events to be targeted by E-ECO Downstream and defined the set of Key Performance Indicators (KPIs) to be continuously monitored with associated target values that must be reached to maximize the impact of the project.

1.2 Structure of the document

This report is divided into 7 main sections:

- Section 1 introduces the context of this document and its objectives;
- Section 2 defines the general structure of the Dissemination and Communication strategy that has been defined and is being executed from the beginning of the project.
- Section 3 describes the identified main audience for the dissemination and communication strategy.
- Section 4 describes the general objectives of dissemination, the planned dissemination activities, which will be carried out to ensure that the project's results are widely distributed to the targeted audience with appropriate mechanisms in a timely manner. The associated Key Performance Indicators (KPIs) together with their overall target values are also provided.

- Section 5 describes the objectives of communication, the planned communication activities, which will ensure that the key stakeholders for the project exploitation and market uptake are early engaged and actively participating to the various implementation phases. Moreover, this section provides the Key Performance Indicators (KPIs) for communication activities, their overall target values as well as the developed communication material and online media presence of the project (apart from the project web site, which is the object of a separate Deliverable D6.2, which will be delivered on Month 6).
- Section 6 provides a preliminary list of the targeted dissemination and communication events and depicts the way it will be continuously updated throughout the project duration.
- Section 7 provides concluding remarks for the document.

2. . Dissemination and Communication Strategy

The dissemination and communication activities will ensure that the project's results are widely distributed to the relevant audience with appropriate mechanisms in a timely manner, and that the key stakeholders for the project exploitation and market uptake are early engaged and actively participating to the various implementation phases.

The consortium partners aim at implementing an intensive, yet clear, strategy and conduct effective communication, dissemination, and exploitation activities from the very early stages of the project.

To enhance visibility and the impact of the project as well as of the individual partners, a global dissemination and communication strategy tailored to different stakeholders has been defined and is being executed from the very beginning of the project. The goal is to ensure adequate dissemination and communication of the project's results to the targeted audience by leveraging their active participation, involve potential new research, development and innovation actors for fruitful exchanges and future scale-up of the project outcomes as well as potential commercial partners which could be interested in the exploitation of some project results in the medium-long run.

The E-ECO Downstream dissemination and communication strategy is illustrated in **Figure 1**.

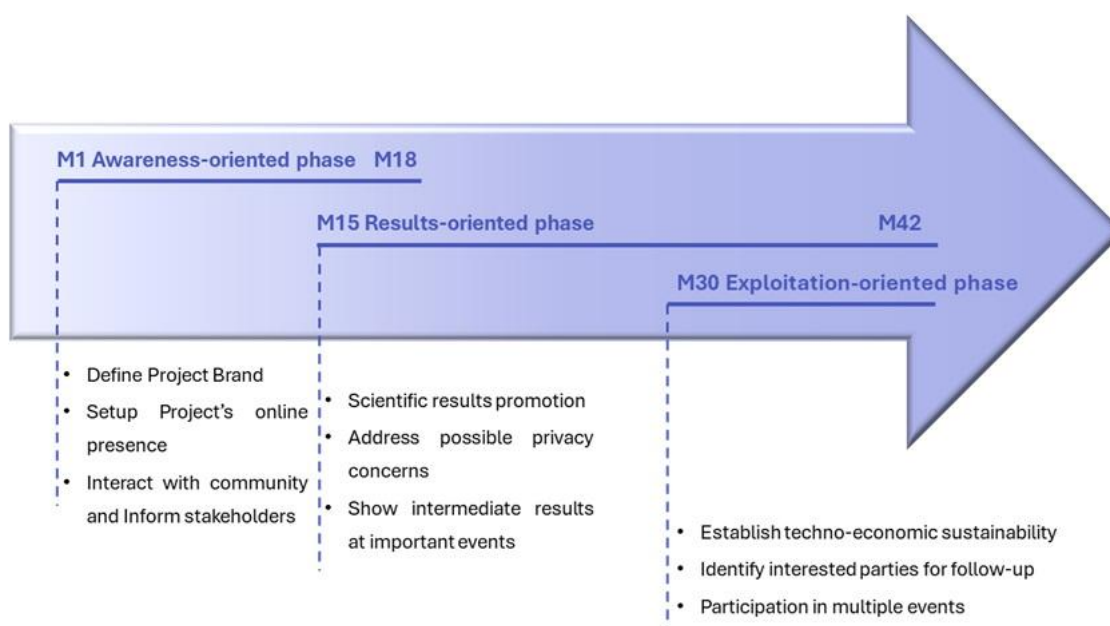


FIGURE 1: E-ECO DOWNSTREAM COMMUNICATION AND DISSEMINATION STRATEGY.

The Dissemination and Communication strategy encompasses the following three consecutive phases, which require different methods and activities to be carried out to achieve the specific goals:

- awareness-oriented phase;
- results-oriented phase;
- exploitation-oriented phase.

A detailed description of each phase is proposed in the following subsections.

2.1 Awareness-oriented phase

At the beginning of the project, the goal of this phase is to raise public, industry and research community awareness about the project and the problems it addresses. During this phase, the main tasks are the setting up of the marketing materials and awareness-raising presentations at different related events. Thus, the following main activities are being and will be carried out:

- Setting up a project brand identity, such as the logo, templates for documents and presentations, etc.
- Creating the project website, which showcases the project vision and objectives and presents the project members and any other relevant information.
- Designing dissemination material, such as flyers and posters, which will be distributed through partners' networks and project events.
- Giving introductory presentations at conferences and workshops about E-ECO Downstream to raise awareness among the scientific and industrial community and to establish the basic brand name of E-ECO Downstream.

2.2 Result-oriented phase

The aim of this phase is to promote project results to targeted stakeholders in the steel industry and research community. The planned activities are:

- Update the project website with publicly released deliverables and news to show the advancements and progress of the project and to keep interested parties up to date.
- Presentations at international conferences and workshops introducing the scientific and technical results of the E-ECO Downstream project.
- Showcasing the released outcomes/products in important events to demonstrate the benefits of the solutions and interact with interested parties to collect their feedback.

2.3 Exploitation-oriented phase

During this final phase, specific activities will be carried out to improve awareness related to E-ECO Downstream results. This phase targets potential users of project results.

To this aim, a continual interaction with the project exploitation plan will be implemented. The goal is to keep the project dissemination and communication strategy fully aligned and supportive with respect to the exploitation strategy.

Specific activities of this phase include:

- organization of events such as workshops and seminars to build and disseminate project results;
- publishing of the E-ECO Downstream results and products to increase awareness in the research and industrial communities;

- participation to important conferences and workshops, where the results of the project could be presented to targeted stakeholders;
- use of some project results, such as pilots and software simulators, to support contacts for future exploitation.

3. Target Audience for Dissemination and Communication activities

All partners are committed to mobilize the appropriate stakeholders to multiply the effects of dissemination and exploitation activities.

In order to maximize the impact of the dissemination and communication of the project's results, some main categories of target audiences have been identified, which will be useful to particularize the dissemination and communication activities, as well as to customize actions within an integrated and synergetic Communication, Dissemination and Exploitation strategy.

E-ECO Downstream preliminarily identified target groups that would benefit from the project's results and to whom the Dissemination, Exploitation and Communication (DEC) activities would be mainly directed to maximise the projects impact, by clustering them into Primary and Secondary Target Groups:

3.1 Primary Target Groups

The primary target groups addressed by the dissemination and communication activities developed in the project are listed below.

- **Steel Industries (SIs)** facing the challenges raised by strict requirements of the Green Deal objectives and thus looking for heating technologies targeting an efficient use of renewable energy sources and waste heat recovery, which foster sustainability of steel production. With the target of decarbonization of the downstream processes not only big steel producers are in the focus of the project but also SMEs i.e. rolling mills and forges, which operate reheating furnaces. Various SIs will benefit technological, economic, and ecological from the project outcomes:
 - a) The development of burner components for existing burners in reheating furnaces will enable SIs for a cost-efficient operation of reheating furnaces with fuels of transition like process gas (PG)/hydrogen (H₂)-, Natural Gas (NG)/H₂-mixtures and future fuels like 100 % carbon free H₂ and biofuels.
 - b) The investigation of hybrid heating in a pilot walking beam furnace, the identification and assessment of waste heat recovery processes for reheating furnaces with new fuels and the study of warm and hot charging in reheating furnaces will provide important KPIs for steelworks for future investments and plant adaptations.

Overall, the project outcomes will strengthen the steel industries competitiveness in the mid-term by open-up new technologies for a cost-efficient operation of downstream processes with future fuels and enabling decarbonization targets of the steel industry. The awareness of SIs is critical to ensure wide deployment of the solutions developed in E-ECO Downstream. Therefore, some representatives of SIs will be members in the Advisory Board.

- **Original Equipment Manufacturers (OEMs)**, namely companies that provide plants and equipment (i. e. burners and electric heating equipment) to SIs, will have technological and economic benefits from the project outcomes especially by the development of new burner components to adapt burners to a wide range of future

fuels, and new hybrid heating technologies, which will enlarge OEMs portfolio, and thus strengthen competitiveness.

- **Hydrogen Suppliers (HSs)** will benefit from the implementation of H₂ usage in downstream processes, which will open up new marketing opportunities, especially since the project addresses big steel producers as well as SMEs which were in the past not in the focus of solutions for efficient H₂ utilisation
- **Research and Technology Organisations (RTOs), High-Education Institutions (HEI)** and, in general, the **Scientific Community (SC)**, will benefit from the scientific impacts of the project by the open science strategy of the consortium. This community is committed to continue the research and, to develop and prototype innovative solutions and can be a good lever for transferring research outcomes outside the steel sector and for exchanging information. Some members of the Advisory Board of E-ECO Downstream will come from this target groups.
- **Associations, Platforms and Clusters (APCs)** as well as other kind of communities (e.g. ESTEP, EUROFER, A.SPIRE, VDEh, Pact-for-Skills, SusChem, Federacciai), which can be interested in deploying the developed technological solutions and/or in assessing their transferability to other industrial sectors.
- **Policymakers (P)**. will benefit especially from the roadmap and timeline for implementation strategies of the investigated technologies and from the evaluation of their CO₂ mitigation potential. This is of high importance for policy makers regarding energy infrastructure policy and to effectively integrate industry and energy systems to ensure steel production in Europe at lowest possible CO₂ emissions without the danger of losing production to countries where higher CO₂ emissions would occur ("carbon leakage").

3.2 Secondary Target Groups

A few additional target groups were also identified for some of the dissemination and communication activities developed in the project.

- **Society (S)** is interested in assessing the impact of the technologies and strategies developed in E-ECO Downstream on sustainability of the steel production. This includes social impacts and effects on present and future workforce, for instance in terms of health and safety conditions by reducing the effects of global warming, possible skill gaps to be filled to implement the investigated technologies as well as their potential for attraction of young talents.
- As industrial progress relies on valorisation human resources, **Workers (W)** also need to be informed about the outcomes of the project, being end-users and implementers of the investigated technologies and solutions, and thus are crucial for a successful transformation of steel production
- **Businesses and Traders (BTs)** as well as **Users (U)** of steel products will have access to more sustainable materials and products, thereby enhancing their own sustainability performance and thus, strengthen their competitiveness.

3.3 Specific interest of the target groups in the project

For each target group, the main specific interests in the project have been identified, to suitably address the dissemination activities targeting.

Table 1 provides an overview of the identified target groups and their main potential interests in the project.

The consortium elaborated specific objectives for dissemination and communication activities, which are aligned with the overall strategy defined in Section 2 and addressing the different target audiences identified in the present Section. Moreover, KPIs have been defined for each cluster of activities, which will be monitored throughout the whole project duration. These aspects are treated in detail in the following Sections 4 and 5.

TABLE 1. TARGET AUDIENCES FOR DISSEMINATION AND COMMUNICATION.

Target Group	Interest in E-ECO Downstream
Steel Industries (SI)	<ul style="list-style-type: none"> • Being regularly informed about the project and its progress • Testing the burner components within existing burners in their reheating furnaces to promote cost-efficient operation of reheating furnaces with different NG/H₂ blends. • Identify and assess potentials for waste heat recovery for reheating furnaces with new fuels and evaluate whether hybrid heating solutions can be implemented for their processes. • Providing feedback on the benefits that the steel industry can get from E-ECO Downstream solutions
Original Equipment Manufacturers (OEMs)	<ul style="list-style-type: none"> • Testing the new burner components developed in the project to adapt burners to a wide range of future fuels, and new hybrid heating technologies • Collaborating with project's partners to bring the project's solutions on the market/future scale up
Hydrogen suppliers (HSs)	<ul style="list-style-type: none"> • Assessing the implementation of H₂ usage in downstream processes, which will open up new marketing opportunities addressing both Large Companies and SMEs. • Enlarging the portfolio of their customers.
Research & Technology Organisations (RTO), High-Education Institutions (HEI), Scientific Community (SC)	<ul style="list-style-type: none"> • Improving knowledge on renewable carbon and alternative non-fossil energy sources in the electric steelmaking route • Exploring synergies with other related research activities solutions for the steel sector • Sharing knowledge on the project to organise new training courses / improve the existing offers.
Associations, Platforms & Clusters (APC)	<ul style="list-style-type: none"> • Promoting some of the investigated technological solutions, so that their members can use them • Exploiting the integrated simulation tools developed in WP3 • Assessing techno-economic transferability of the project outcomes • Synergies with other research activity on the use of renewable carbon and alternative non-fossil energy sources for the steel sector
Policymakers (P)	<ul style="list-style-type: none"> • Discovering the developed technological solutions and evaluate their CO₂ mitigation potential • Obtaining useful indications for future energy infrastructure policy and effective integration of industry and energy systems.
Society (S)	<ul style="list-style-type: none"> • Assessing the impact of the technologies and strategies developed in the project on sustainability of the steel production. • Identifying possible skill gaps to be filled to implement the technologies investigated in the project as well as their potential for attraction of young talents
Workers (W)	<ul style="list-style-type: none"> • Being informed about the outcomes of the project. • Using the solutions developed in the project
Businesses and Traders (BTs) and Users (U)	<ul style="list-style-type: none"> • Enhancing their own sustainability and strengthening their competitiveness by adopting more sustainable materials and products.

4. Dissemination

4.1 Dissemination objectives and impacts

Dissemination is focused on the **public disclosure of the project results to specific target groups**, and has the following main Dissemination Objectives (DOs):

- DO1. to raise awareness and interest of potential users on the project results;
- DO2. to foster interaction with stakeholders and potential users (the ecosystem) to obtain key feedback and enhance exploitation opportunities.
- DO3. to transfer knowledge of the developed solutions to the scientific community and exchange experiences which can support improvements and refining of the research activities;
- DO4. to foster the acceptance of E-ECO Downstream solutions in the EU steel industry;
- DO5. to ensure a broad applicability of the project results also beyond the steel sector.




























































According to the overall strategy, which is presented and discussed in Section 2, in the initial phase of the project, dissemination will focus on presenting the project to raise awareness among all target audiences. Following the generation of research outputs, dissemination activities will be mostly tailored to each target group. By the end of the project, especially the software simulation tools developed throughout the project will be exploited for dissemination activities, including training and knowledge transfer, to foster the wide adoption of E-ECO Downstream results in the steel sector and explore opportunities for transferability of part of the expected outcomes also to other sectors.

The following main dissemination activities are envisaged:

- Scientific and technical papers.
- Presentations, lectures, posters in conferences, congresses and workshops.
- Internal seminars and dissemination events.
- Webinars and seminars on the E-ECO Downstream outcomes.
- Attendance to exhibitions and trade fairs.
- Presentations in events promoted by EU initiatives, platforms, and associations.
- Collaboration and synergies with other projects funded within the Horizon Europe (HEU) programme, especially within the Clean Steel Partnership (CSP) calls.
- E-ECO Downstream final workshop.

Table 2 schematically depicts which of the different target groups identified in Section 3 are impacted by the above-listed dissemination activities.

TABLE 2. OVERVIEW OF THE IMPACTS OF THE PLANNED DISSEMINATION ACTIVITIES ON THE IDENTIFIED TARGET AUDIENCES.

Dissemination activity	SI	OEM	HS	RTO HEI	SC	APC	P	S	W	BT	U
Scientific and technical papers											
Presentations, lectures, posters in conferences, congresses, and workshops											
Internal seminars and dissemination events											
Webinars and seminars on E-ECO Downstream outcomes											
Attendance to exhibitions/trade fairs											
Presentations in events promoted by EU initiatives, platforms, and associations											
Collaboration and synergies with other HEU projects											
E-ECO Downstream final Workshop											

4.2 Dissemination messages and associated KPIs

Each envisaged dissemination activity conveys a specific key message, closely linked to the project development as well as to its intermediate and final outcomes. Consequently, different time schedules are identified for each activity. For instance, the consortium was committed since the very beginning of the project to disseminating the concepts and main objectives of the project in workshops and dissemination events targeting the European steel community, to stimulate curiosity and explore potential synergies with other ongoing EU-funded projects. However, the consortium will not be able to produce scientific publications until at least some partial outcomes of the project are available.

Table 3 summarizes the key dissemination message and the timeline of each dissemination activity.

TABLE 3. OVERVIEW OF KEY MESSAGES AND TIMELINES OF THE DISSEMINATION ACTIVITIES.

Dissemination activity	Key Dissemination Message	Time Plan
Scientific and technical papers	Project scientific and technical outcomes related to specific technologies/solutions	>M18
Presentations, lectures, posters in conferences, congresses and workshops	Discussion of the results and potential of technologies and solutions investigated in E-ECO Downstream with expert peers	>M18
Internal seminars and dissemination events	Communication of project results, involvement of end-users, matching training and upskilling demands	>M24
Webinars and seminars on E-ECO Downstream outcomes	Industrial challenges and technology approach. Main features and operation of the investigated solutions	>M30
Attendance to exhibitions/trade fairs	Attendance to Exhibitions /Trade fairs Synergy potential of E-ECO Downstream results with SI, OEMs & RTOs	>M30
Presentations in events promoted by EU initiatives, platforms, and associations	Synergy potential of E-ECO Downstream results with other activities of key stakeholders/organizations	>M18
Collaboration and synergies with other CSP and HEU projects	Synergy potential of E-ECO Downstream results with other research initiatives	>M24
E-ECO Downstream final Workshop	Main results and expected benefits of their deployment for the targeted markets	>M36

Finally, some numerical targets or KPIs have been identified to assess the level of success of each dissemination action. Such KPIs will be monitored throughout the project duration, together with the project AB, to timely identify possible corrective actions, whenever needed.

Table 4 summarizes the identified targets for each dissemination activity.

Dr. Ismael Matino from SSSA is the Dissemination Leader and for E-ECO Downstream.

TABLE 4. KPIS AND TARGET VALUES IDENTIFIED FOR THE DISSEMINATION ACTIVITIES FORESEEN IN THE PROJECT

Dissemination activity	KPI Dissemination
Scientific and technical papers	<ul style="list-style-type: none"> • 15 articles in well reputed scientific Journals in Open Access mode • About 9000 downloads for the published papers overall
Presentations, lectures, posters in conferences, congresses and workshops	<ul style="list-style-type: none"> • 12 papers published in proceedings of international conferences and workshops • 18 presentations/posters discussed in international scientific events • A total of at least 10,000 persons in the general audience reached in the attended scientific events
Internal seminars and dissemination events	<ul style="list-style-type: none"> • 8 internal partners' events; • 15 links to the project's website • 4 pilot training sessions related to the outcomes of the project and some of the developed tools
Webinars and seminars on E-ECO Downstream outcomes	<ul style="list-style-type: none"> • 3 webinars and seminars • 150 persons overall attending the held webinars and seminars
Attendance to exhibitions/trade fairs	<ul style="list-style-type: none"> • 3 posters/presentations within exhibitions or trade fairs attended • 3,500 overall number of the audience of the attended exhibitions and trade fairs
Presentations in events promoted by EU initiatives, platforms, and associations	<ul style="list-style-type: none"> • 4 presentations • A total audience of at least 200 experts and industrial representatives reached in the presentation events
Collaboration and synergies with other CSP and HEU projects	<ul style="list-style-type: none"> • 10 projects contacted for potential synergies in terms of knowledge exchange and future project scale-up • 5 joint activities put in place with some of the previously identified and contacted projects
E-ECO Downstream final Workshop	<ul style="list-style-type: none"> • 6 presentations held during the Workshop both by E-ECO Downstream beneficiaries and by external experts • 100 attendees

5. Communication







































5.1 Communication objectives and impacts

Communication activities mostly aim at **promoting the project itself and its impacts among the identified groups**. The following main Communication Objectives (CO) have been defined:

- CO1. to raise awareness in the steel community of the benefits of the E-ECO Downstream technologies and solutions in terms of socio-economic and environmental sustainability of the steel production cycle;
- CO2. to raise awareness and favour opportunities for transferability of concepts in other industrial sectors;
- CO3. to raise awareness among EC, Public Authorities and Policy Makers to foster cooperation in spreading the benefits of the E-ECO Downstream technologies and solutions;
- CO4. to involve workers and young talents in further development and deployment of the E-ECO Downstream technologies and solutions and create among them awareness on their impact by also promoting connected career opportunities;
- CO5. to promote gender equality and integrate gender dimension in R&I activities.

Table 5 schematically depicts which of the different target groups identified in Section 3 are impacted by the above-listed communication activities.

TABLE 5. OVERVIEW OF THE IMPACTS OF THE PLANNED COMMUNICATION ACTIVITIES ON THE IDENTIFIED TARGET AUDIENCES.

Communication activity	SI	OEM	HS	RTO HEI	SC	APC	P	S	W	BT	U
Project website with dedicated contents. Link to partners' website. Sharing public deliverables, reports and training material											
Newsletters and bulletins											
Press releases to newspapers and social media.											
Presentations in events organized by or relevant to EU, platforms, and associations. Publications on EC's communication channels											
Communications and seminars dedicated to students and young minds											
Communications and seminars dedicated to gender equality											

5.2 Communication material

A logo for the project was established at the proposal stage, which is placed on the first page and in the header of the present document and will be used throughout the project duration. Such logo represents the basis for the E-ECO Downstream branding toolkit. In the first three months of the project, an initial set of several dissemination and communication materials was created. This is mainly the document (**Figure 1**) and presentation templates (**Figure 2**).

5.2.1. Document template

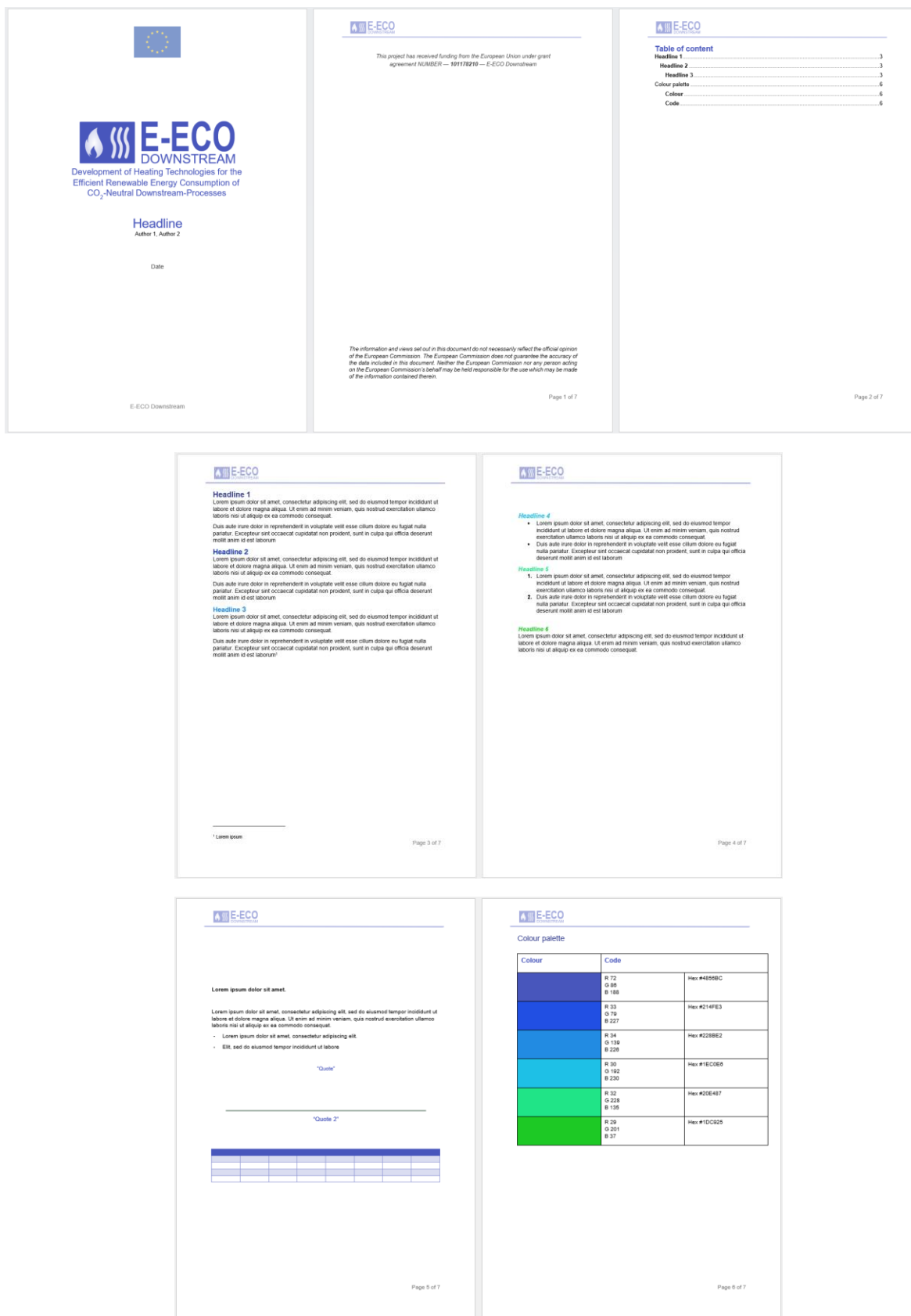


FIGURE 1. WORD DOCUMENT TEMPLATE

5.2.2. Slide template



FIGURE 2. POWERPOINT SLIDE TEMPLATE

5.2.3. Banners

As part of the project brand identity, the use of attractive banners and pictures in the various communication tools and social medial channels is key to increase the project outreach (**Figure 3**). Further banners and branded pictures will be developed throughout the whole lifetime of the project.



FIGURE 3. PROJECT BANNERS AND PICTURES

Other types of material including the newsletter template, posters, flyer, roll-up, and stickers will be further developed throughout the project.

5.3 Communication messages and associated KPIs

Such as in the case of communication, also each envisaged dissemination activity conveys a specific key message, closely linked to the project development as well as to its intermediate and final outcomes. Consequently, different time schedules are identified for each activity.

Table 6 summarizes the key communication message and the timeline of each communication activity.

TABLE 6. OVERVIEW OF KEY MESSAGES AND TIMELINES OF THE COMMUNICATION ACTIVITIES.

Communication activity	Key Communication Message	Time Plan
Project website with dedicated contents. Link to partners' website. Sharing public deliverables, reports and training material	E-ECO Downstream: an exemplary project for the decarbonization of industry by replacement of natural gas and further fossil energy with hydrogen, electrical heating or renewable carbon sources (e.g., biogas) and optimal heating management with maximum heat recovery from off-gas. Impact on energy and resource efficiency, environment, sustainability, and jobs creation.	>M6
Newsletters and bulletins	E-ECO Downstream: an exemplary project for the decarbonization of industry by replacement of natural gas and further fossil energy with hydrogen, electrical heating or renewable carbon sources (e.g., biogas) and optimal heating management with maximum heat recovery from off-gas. Spreading main achievements & benefits of project outcomes, providing updates to external stakeholders	>M6
Press releases to newspapers and social media.	Spreading main achievements & benefits of project outcomes	>M6
Presentations in events organized by or relevant to EU, platforms, and associations. Publications on EC's communication channels	Spreading knowledge on project's activities and benefits of the project outcomes and overcoming barriers limiting expected impacts of project results	>M30
Communications and seminars dedicated to students and young minds	Impact of project results on daily activities. Career opportunities related to project technologies	>M24
Communications and seminars dedicated to gender equality	Contribution of all genders in the project and their importance. Career opportunities Participation in activities and collaboration with initiatives promoting gender equality and contributions in Science, Technology, Engineering and Mathematics (STEM)	>M24

Finally, some numerical targets or KPIs have been identified to assess the level of success of each communication action. Such KPIs will be monitored throughout the project duration, together with the project AB, to timely identify possible corrective actions, whenever needed.

Table 7 summarizes the identified targets for each dissemination activity.

TABLE 7. KPIS AND TARGET VALUES IDENTIFIED FOR THE COMMUNICATION ACTIVITIES FORESEEN IN THE PROJECT.

Communication activity	KPI Communication
Project website with dedicated contents. Link to partners' website. Sharing public deliverables, reports, and training material	<ul style="list-style-type: none"> • 10,000 views by M42 • A total audience of at least 70000 persons reached • ≥ 10 public website news
Newsletters and bulletins	<ul style="list-style-type: none"> • 2 press releases per year • 2-3 newsletter per year with news, events, and information of interest • 5,000+ readers
Press releases to newspapers and social media.	<ul style="list-style-type: none"> • 500 social media followers • ≥ 10 news via social media • ≥ 1500 views of posts • a reached audience of at least 5,000 people
Presentations in events organized by or relevant to EU, platforms, and associations. Publications on EC's communication channels	<ul style="list-style-type: none"> • at least 1 clustering events at EU level • at least 1 publication on EC communication mean
Communications and seminars dedicated to students and young minds	<ul style="list-style-type: none"> • an overall audience of at least 300 students reached
Communications and seminars dedicated to women's role	<ul style="list-style-type: none"> • at least 1 presentation on gender equality in project event • at least 1 session on career opportunities

Dr. Oliver Hatzfeld from BFI is the Communication Leader for E-ECO Downstream.

BFI will prepare and continuously update the project website (foreseen for Month 6 - see also Deliverable D6.2 and Task 6.3). Certain deliverable reports, depending on the confidentiality of the information contained, will be made available in the public area after specific compliance checks.

The newsletters with reports of project results will be released every semester. A format for the newsletter is being developed among the project branding material (see Section 5.2). All partners report here about their investigations and results. Newsletter will be spread via LinkedIn and via the networks of all the partners.

Moreover, as far as press releases, social media and newsletters are concerned, to ensure appropriate spreading of news related to the project, each partner nominated one or two "*focal communication points*", namely persons which will be in charge to share posts and news on the social media of each company/institution involved in the project. **Table 8** reports the focal points of the beneficiaries and their email addresses at the date of release of the present document. This list will be regularly revised and updated to ensure that the included persons are always active in spreading the news concerning the project.

TABLE 8. LIST OF THE FOCAL POINTS FOR COMMUNICATION FOR EACH BENEFICIARY OF THE PROJECT.

Beneficiary		Focal point	Role	email
1	SSSA	Valentina Colla Francesco Ceccarelli	Coordinator Communication manager of SSSA	valentina.colla@santannapisa.it francesco.ceccarelli@santannapisa.it
2	BFI	Oliver Hatzfeld	Communication manager of BFI	oliver.hatzfeld@bfi.de
3	SWERIM	Andreas Johnsson Margaretha Sönnergaard	WP 4 leader Communication manager of Swerim	Andreas.johnsson@swerim.se Margaretha.sonnergaard@swerim.se
4	FERALPI			
5	ADI	Antonio Curci	ADI reference for Project Communication management	antonio.curci@adiinas.com
6	KUP			
7	KAN	Erik Ström	Contact person at Kanthal	erik.strom@kanthal.com
8	VDM	Christina Somsen	VDM reference for Project Communication management	christina.somsen@vdm-metals.com

5.4 Online media

With the aim of increasing the project outreach, the use of online media is key to maximise the multiplier and click-through effects. To ensure dissemination across Member States, the project consortium will rely on the existing and targeted online presence of all the partners.

Social media are cost-efficient, responsive and easy to measure communication and dissemination tools, and allow easily reaching the selected target groups. They also help increase online and offline visibility, as well as recognition from the scientific community and audiences with diverse interests. A further benefit of using social media is the ability to inform the audience on the project's progress in real time.

A project website will be developed by Month 6 (it will be described in a dedicated Deliverable D6.2) by BFI and will be linked to the LinkedIn account of the project to increase awareness of the activities carried out and to ensure stakeholder participation. All social media accounts are intended to be updated regularly with posts relevant to the project and its activities, with a response rate on possible inquiries/comments, to ensure audience engagement and maximum number of followers/connections/likes.

All partners are expected to promote the project through their organisation accounts and provide material for dissemination through these channels. The E-ECO Downstream consortium and other interested and supportive parties may also use their own communication channels to enhance the dissemination of the E-ECO Downstream project among their networks. E-ECO Downstream will support its distribution by providing connections and

relative links. However, to harmonise the use of online media, it is important to provide some guidance.

In general, all partners are requested to rely on the E-ECO Downstream branding toolkit and logo to ensure a consistent presentation of the project across different online tools. In addition, all publications and other materials made available online will:

- display the EU emblem
- include the following text “*This project has received funding from the European Union under grant agreement NUMBER — 101178210 — E-ECO Downstream.*”

The project partners are also encouraged to use LinkedIn, and to include the project hashtag #E-ECO Downstream in all their posts on social media related to the project. To benefit on existing trends, the partners are also invited to use other emerging hashtags to join topic-specific conversations (such as for instance #CleanSteel, #hydrogen, #heatrecovery #energyefficiency etc.).

The number of connections/followers/ likes is easy to identify, however LinkedIn analytics will be used to identify the followers’ country of origin, occupation and interaction with the posts. These data will help evaluate, adjust and refine the E-ECO Downstream communication and dissemination strategy to better engage the target audience.

5.4.1 LinkedIn

The E-ECO Downstream project LinkedIn page is available via this link:

[\(8\) E-ECO Downstream project: Overview | LinkedIn](https://www.linkedin.com/company/e-eco-downstream-project/about/?viewAsMember=true)

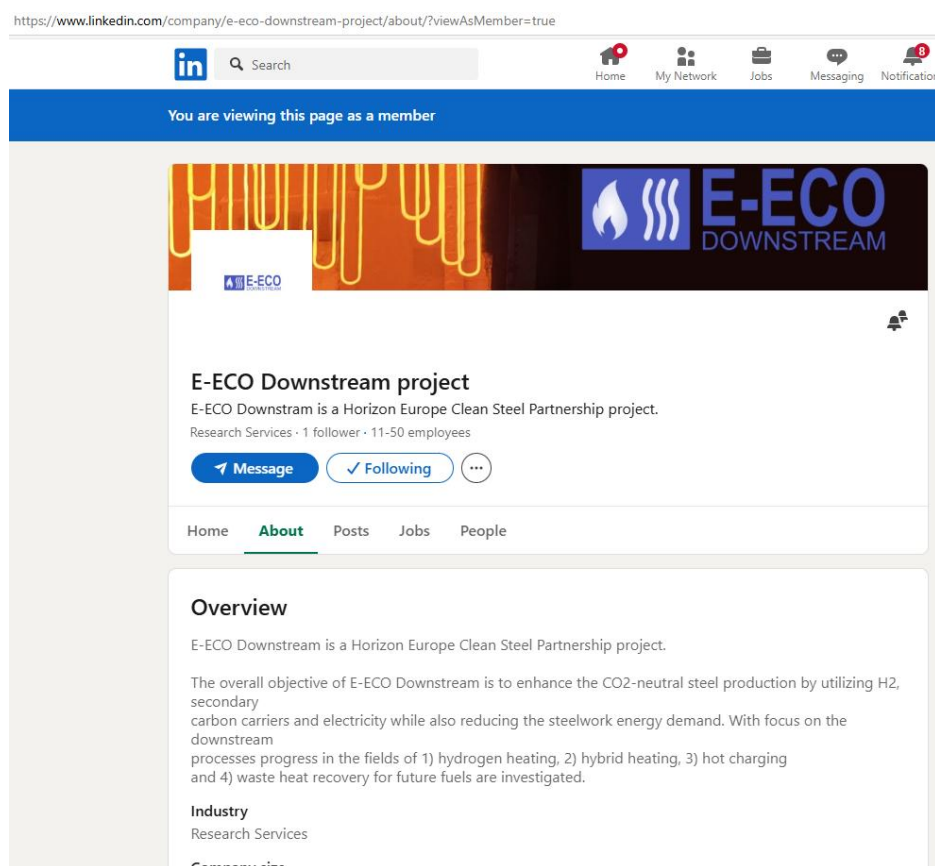


FIGURE 4. LINKEDIN HOMEPAGE OF E-ECO DOWNSTREAM.

5.5 Newsletters

The project newsletter is a communication tool that will be used to share information about the project such as outcomes, publication of deliverables, events, etc. with the project members and their networks, stakeholders, and even beyond. The newsletter will also be utilised to maximise participation in events and foster engagement towards the project.

The project newsletters will be prepared by all partners and distributed to the Consortium by BFI for final approval. In order to gather the contents, all partners will provide short summaries of their work and key findings whenever applicable.

A PDF version of the project newsletters will also be available on the project website under the news section.

A preliminary format was defined based on the logo and visual identity established for the project also for newsletters, which is depicted in **Figure 5**.



FIGURE 5. PRELIMINARY FORMAT FOR THE PROJECT NEWSLETTERS.

6. Targeted events

During the project execution, the E-ECO Downstream consortium will analyse the events being planned and have a list of the potential targets for E-ECO Downstream. The target events include conferences, workshops, exhibitions and other dissemination and communication opportunities, where the consortium can make presentations to share the results of the work carried out in E-ECO Downstream, as well as trade fairs, exhibitions and dissemination and communication initiatives organised by the EU. This list will be refined and enhanced during project's lifetime to reflect relevant ongoing global developments.

Table 9 provides an initial list of events already identified by the consortium. Such list will be periodically updated along the project duration (it will be a fixed item in the periodic Project Steering Committee meetings of the project as well as for the 6-monthly General Assemblies).

Once the contribution of the project to one of the events is confirmed, it will be preliminarily announced in a dedicated section of the project website.

If the participation to a dissemination event will generate a publication (e.g., an extended abstract or a paper), open access to such publication will be ensured and the publication or the link to the source file will also be made available through the project website.

To punctually track all the communication and dissemination initiatives carried out by the different partners, the Consortium elaborated a simple module to be filled and sent to the Project Coordinator, Dissemination and Communication Managers by each partner or group of partners for each attended dissemination and communication event. Such module is reported in **Appendix A** of the present document.

TABLE 9. PRELIMINARY LIST OF RELEVANT EVENTS (QUESTION MARKS ARE INCLUDED WHEN THE EXACT DATES OR LOCATIONS ARE STILL NOT DEFINED).

Event	Date	Location	Description
ESTEP Annual Event 2025	28-30.10.2025	Udine (IT)	E-ECO Downstream overall concept and first developments
Formnext 2025 hub for Additive Manufacturing	18.-21.11.2025	Frankfurt (D)	E-ECO Downstream overall concept
41 th Congress of the Italian Association of Metallurgy	??.09.2026	??? (IT)	Preliminary results related to WPs1-4
ESTEP Annual Event 2026	??.10.2026	Europe	Preliminary results related to WPs1-4
15 th European Conference on Industrial Furnaces and Boilers INFUB-15 2026	07.04.2026	Portugal	Preliminary results elated to WPs1-4
Microscopy of Oxidation 12	18.05.2026	Loughborough (UK)	Preliminary results related to WP1 and WP4
5 th International Conference on Hydrogen Atom Transfer ICHAT 2026	31.05.2026	Roma (IT)	Preliminary results related to WPs 1-4
5 th International Conference on Ingot Casting, Rolling and Forging ICRF 2026	??.10.2026	Italy	Preliminary results related to WPs 1-4
American Iron & Steel Technology Conference and Exposition (AISTech) 2027	??.05.2027	?? (USA)	Preliminary results related to WPs1-4
European Conference on Heat Treatment and Surface Engineering ECHT 2027	??.05.2027	Isola d'Elba (IT)	Main outcomes related to WPs 3-4
European Steel and Application Days METEC-ESTAD 2027	??.06.2027	Dusseldorf (D)	Preliminary results related to WPs1-4
Life Cycle Management (LCM) 2027	??.09.2027	Europe	Preliminary results related to LCA (WP5)
ESTEP Annual Event 2027	??.10.2027	Europe	Main outcomes related to WPs 1-4
16 th European Conference on Industrial Furnaces and Boilers INFUB-16 2028	??.04.2028	Portugal	Main outcomes related to WPs 1-4
American Iron & Steel Technology Conference and Exposition (AISTech) 2028	??.05.2028	?? (USA)	Main outcomes related to WPs 1-4
2028 Congress of the Society of Environmental Toxicology and Chemistry SETAC 2028	??.05.2028	Europe	Final results of LCA (WP5)
42 th Congress of the Italian Association of Metallurgy	??.09.2028	??? (IT)	Final project outcomes,
ESTEP Annual Event 2028	??.10.2028	Europe	Final project outcomes

7. Conclusions

This deliverable presents the E-ECO Downstream Dissemination and Communication Plan, an internal instrument to provide a consistent framework for all activities needed to disseminate and sustain the concepts, achievements, as well as technical and knowledge results developed within the project.

The Consortium recognizes that dissemination, communication, and engagement activities are an essential and pervasive activity throughout the project life and integrated within all its work packages. Therefore, the present document illustrates in clear terms the rationale behind the Dissemination and Communication strategy and clarifies all dimensions necessary to communicate the core messages and results of the project in a very effective and comprehensive way.

Various activities will be realized throughout the project's lifetime to help E-ECO Downstream achieving its objectives. Promotion of the project using online tools and via participation in the events, workshops, several scientific publications in journals and conferences as well as high-quality promotional material constitute some of the main actions towards the afore-mentioned objectives.

The dissemination and communication plan will be constantly evaluated and revised during the project duration and the updates will be presented in the interim reports.

Appendix I: D&C Report Template

Event information	
Event name (and acronym)	
Type of event	
Date	
Location	
Geographic coverage	
Type of audience	
Approximate size of audience	
Short description	
Information about dissemination activity	
Presentation title	
Presenter	
Other partners involved	
Hashtag(s) for Social Media	
Attachments (e.g. agenda, invitation)	

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List of acronyms and abbreviations

Acronym	Full Name
AB	Advisory Board
APCs	Associations, Platforms and Clusters
BFI	VDEH-Betriebsforschungsinstitut
BT	Businesses and Traders
CO	Communication Objective
CSP	Clean Steel Partnership
DO	Dissemination Objective
EAF	Electric Arc Furnace
EC	European Commission
ESTEP	European Steel Technology Platform
EU	European Union
HEI	High-Education Institution
HEU	Horizon Europe
HS	Hydrogen Supplier
KPI	Key Performance Indicator
OEM	Original Equipment Manufacturer
P	Policymakers
RTO	Research and Technology Organisation
SC	Scientific Community
S	Society
SI	Steel Industry
SSSA	Scuola Superiore Sant'Anna
STEM	Science, Technology, Engineering and Mathematics
TRL	Technology Readiness Level
U	Users
W	Workers
WP	Work Package