



**PROJECT:**  
**SIDERWIN**

**Deliverable:**  
**D8.2**

**Title:**  
**Master Dissemination and Communication Plan and Updates**

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### Status

Final

In Progress. Please explain:  Iterative Process – This year’s results have been 100% achieved.

Delay – This year’s results were not fully achieved.

### Tracking Changes

|                 |     |                                   |
|-----------------|-----|-----------------------------------|
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| Second Draft    | 0.2 | Integration of partner’s feedback |
| Initial Version | 1.0 | Issue to EC (M6)                  |

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Confidential

Public

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### Executive summary

This document is a deliverable of WP8 of the European Commission funded project SIDERWIN (Grant Agreement no. 768788, under the H2020 framework and the SPIRE initiative) and presents the first release of deliverable D8.2 “Master Dissemination and Communication Plan and Updates”.

The deliverable has been elaborated during the first six months of the project life, under the responsibility of TECNALIA, and it is associated with Task 8.1 Communication and dissemination actions.

The deliverable aims at describing the initial Dissemination and Communication Plan of SIDERWIN project. The plan will serve to disseminate and outreach the project results. The initial dissemination activities will be mostly focused on the description of the project’s goals, the explanation of how it is planned to attain them, the forecast results and expected benefits.

Proper dissemination and communication is a key in order to ensure the maximum impact of the SIDERWIN project. The main goal of the planned dissemination activities is to increase the visibility of SIDERWIN on selected communities and target groups, at both European and International level, in order to promote the implementation and use of the project results (exploitation), always taking into account confidentiality and IPR protection aspects. All partners of the consortium will contribute to the SIDERWIN dissemination, according to their foreseen role and effort, and using all available tools and channels.

This deliverable outlines the SIDERWIN dissemination strategy in terms of identification and description of the dissemination key elements:

- the objectives of the dissemination (why, mission & vision)
- the subjects of the dissemination (what will be disseminated)
- the target audience (to whom it will be disseminated)
- the timing (when the dissemination will take place)
- the dissemination tools and channels (how to reach the target audience)
- the responsible for the dissemination (who will perform the dissemination)
- the rules for performing the dissemination activities
- the way to evaluate and assess the impact of the dissemination activities

It also includes a description of the actions foreseen for the first 18 months of the project, explaining in more detail the activities that have already been carried out (mainly the SIDERWIN visual identity, website and social networks).

It has to be underlined that, this deliverable is an initial version of the plan that will be updated in M18, M36 and M48. Therefore, the action framed in this plan is a dynamic one, which requires a continuous supervision carried out by the Dissemination and Exploitation Work package leaders.

## 1 Introduction

European Union countries have agreed on a 2030 Framework for climate and energy, including EU-wide targets and policy objectives for the period between 2020 and 2030. These targets aim to help the EU achieve a more competitive, secure and sustainable energy system and to meet its long-term 2050 greenhouse gas (GHG) reductions target [1].

The targets established for 2030 are:

- a 40% cut in GHG emissions compared to 1990 levels
- at least a 27% share of renewable energy consumption
- at least 27% energy savings compared with the business-as-usual scenario

Nowadays, there are no economically feasible steelmaking technologies available having the potential to meet the EU's climate and energy targets for 2030. At best, a 15% decrease in the overall CO<sub>2</sub> intensity of the sector could be achieved throughout the widespread dissemination of technologies that could reasonably become cost-effective in the future. Therefore, breakthrough technologies are urgent and indispensable.

With this in mind, SIDERWIN project proposes to develop a breakthrough innovation compared to the actual steel production process bringing together steel making with electrochemical process. The electrolysis process using renewable energies will transform any iron oxide, including those inside the by-products from other metallurgies, into steel plate with a significant reduction of energy use. This process decomposes under mild conditions but at intense reaction rate naturally occurring iron oxides, such as hematite, into iron metal and oxygen gas. By offering a CO<sub>2</sub>-free steel production process, the project will contribute to the reduction of the total greenhouse gas emissions.

The technology developed within the framework of SIDERWIN project can provide *environmental benefits* to reach the targets established by the EU, compared to traditional steelmaking plants, such as:

- a reduction by 87% of the direct CO<sub>2</sub> emissions
- a reduction by 31% of the direct energy use
- the ability to produce steel from by-products rich in iron oxides from non-ferrous metallurgy residues
- an increased integration with renewable energies with a more flexible process

SIDERWIN project is focused on:

- the development of an electrochemical processing route for primary steel production
- an industrially feasible new processing route
- an iron metal production from renewable energy
- raw material efficiency during steel production
- close to market research

Dissemination and communication of project results (both within and beyond the project's own community) are key activities in order to ensure the maximum impact of the SIDERWIN project and facilitate the exploitation activities.

## D8.2 Master Dissemination and Communication Plan and Updates by TECNALIA

This document is organised in the following sections:

- Section 1: introduces the main goals and features of the project
- Section 2: contains the information about the scope and objectives of this deliverable
- Section 3: presents the Dissemination and Communication Plan, illustrating the objectives of the dissemination and the main elements of the dissemination strategy (subject, timing, target audience, tools and channels and the dissemination management policy)
- Section 4: presents the planned activities for the first 18 months of the project (M1 - M18)
- Section 5: presents the conclusions of the document
- Annex I: presents the Technological Platforms and Associations with involvement of SIDERWIN partners
- Annex II: presents the Dissemination reports templates

## 2 Scope and objectives of this deliverable

This document is the deliverable D8.2 (a) of WP8 of the SIDERWIN project and is associated to Task 8.1. Communication and Dissemination actions. The scope of this document is to present the first version of the dissemination and communication plan for the SIDERWIN project, including the formulation of the SIDERWIN dissemination strategy and the action plan focused on the first 18 months of the project (M1 – M18).

A new release of the deliverable D8.2 (i.e. D8.2 (b)) shall be elaborated and published at Month 18, including a detailed report of the dissemination and communication activities performed during the first 18 months of the project and the action plan for the next months of the project, and also, if needed, an update of the dissemination strategy in accordance with the findings gained during the first 18 months of the project.

Finally, at the end of the project (M60), a survey of the dissemination and communication activities carried out along the whole project lifetime will be elaborated and published (deliverable D8.6 “Dissemination and communication actions survey”).

This plan represents the strategic vision of the Consortium in terms of the dissemination of the SIDERWIN project itself, and of its achievements and outputs as well. The main objective of the planned dissemination activities is to increase the visibility of SIDERWIN on selected communities and target groups, at both European and International level, in order to ensure the maximum impact of the project and to promote the exploitation of the project results.

This deliverable outlines the SIDERWIN dissemination strategy in terms of identification and description of the dissemination key elements:

- the objectives of the dissemination (mission, vision)
- the subjects of the dissemination (what will be disseminated)
- the timing of the dissemination (when dissemination will take place)
- the target audience (to whom it will be disseminated)
- the dissemination tools and channels (how it will be disseminated)
- the responsible for the dissemination (who will perform the dissemination)
- the rules for performing the dissemination activities
- the way to evaluate and assess the impact of the dissemination activities

It also includes a description of the actions foreseen for the first 18 months of the project (M1 – M18).



## 3 Dissemination and Communication Plan

### 3.1 Dissemination goal and strategy

The final goal of the dissemination and communication activities is to promote the SIDERWIN project and spread the SIDERWIN's results to the largest possible concerned audience (at the national, European and international level) in order to encourage the implementation and use of the project results (exploitation), always taking into account the confidentiality and IPR protection aspects.

In more detail, the objectives of the dissemination are:

- To raise public awareness about the project, its expected results and progress within defined target groups
- To disseminate the fundamental knowledge, the methodologies and technologies developed during the project
- To exchange experience with projects and groups working in the field, in order to join efforts, minimize duplication and maximize potential
- To pave the way for a successful (commercial and non-commercial) exploitation of the project outcomes

The objective of the dissemination strategy is to identify and organise properly the activities needed to achieve these objectives. The following sections describe the main pillars of the dissemination strategy: (i) subjects (what will be disseminated), (ii) target audience (who will most benefit from the project results and who would be interested in learning about the project findings), (iii) the timing (when dissemination will take place); (iv) tools and channels (how to reach the target audience) and (v) dissemination management and policy.

### 3.2 Subject of Dissemination

The following general subjects of dissemination have been identified up to now:

- SIDERWIN project itself: goals, approach, pilot plant and expected benefits
- The techniques and methodologies used for the technical development of the project in all the involved areas (simulation, modelling, monitoring, control, automation, optimization...)
- The sustainability indicators and Key Performance Indicators in the process industry

### 3.3 Timing of Dissemination

Dissemination activities are planned in accordance with the stage of development in the project. Although a number of dissemination actions will take place during the first months of the project, the most significant dissemination activities will take place as final research results are available. It is also important to take into account that plant owners' investment decision might require extensive time, so timely communication on the project results will ease the successful commercialisation of the results.

The dissemination will follow the **AIDA** principle: **A**wareness to attract the attention of the target audience, **I**nterest of the target audience, **D**esire of the target audience to know more about the

project and **Action** to lead the target audience towards get involved in the project and to promote its results to facilitate their exploitation. According to this principle, three phases are considered:

- Initial phase (Awareness) (month 1 – month 12): focused on increasing the visibility of the project and mobilising stakeholders and multipliers. At this phase, the main activities will be related to the implementation of the dissemination tools (website, social networks, visual identity), preparation of dissemination material, general presentations of the SIDERWIN project and launching of the SIDERWIN Special Interest Group.
- Intermediate phase (Interest/Desire) (month 13 – month 36): focused on informing and engaging to the target stakeholders when preliminary results become available. At this phase, the project results and their future applications will be presented in journals and conferences to specialized audience with the objective of stimulating the interaction with the concerned scientific and industrial community and determining the stakeholders' expectations.
- Final phase (Action) (month 37 – month 60): focused on encouraging further exploitation of the SIDERWIN outcomes (transfer to other industries, replicability...). At this phase, the results of the validation of the SIDERWIN approach at the pilot plant and the transferability analysis will be presented in journals, conferences and industrial events. One of the main dissemination actions at this phase will be the organization of the SIDERWIN workshop at the end of the project, as it is explained later.

### 3.4 Target audience

Taking into account the goal of the SIDERWIN project, the target audience for the dissemination activities has been divided in the following groups:

1. *Industrial Community*: raise awareness of and interest in the project results to promote the exploitation and co-operation opportunities.

SIDERWIN project addresses specifically the steel sector and the aluminium sector as providers of raw material within the circular economy approach, but other industrial sectors could also use the new technologies developed in the project to reduce the carbon emissions and residues and increase their competitiveness.

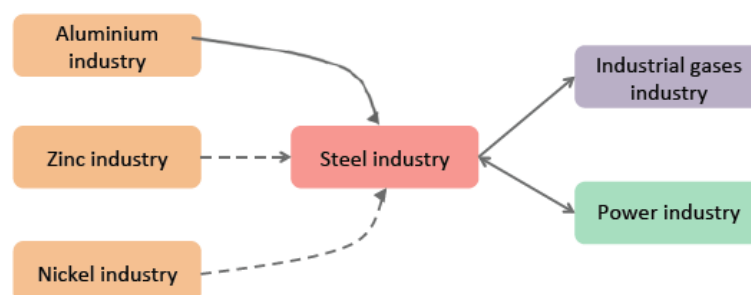


Figure 1 Synergies between the steel industry and other European industries thanks to SIDERWIN technology

The project will disseminate the results to business stakeholders to make them aware of the expected impact of the project and promote the exploitation of its results. So, from the exploitation side, the target audiences from the industrial community will be:

## D8.2 Master Dissemination and Communication Plan and Updates by TECNALIA

- a. Steel industry: European Union is the second largest producer of steel in the world after China. Its output is over 177 million tonnes of steel a year, accounting for a 11% of global output [ 3 ]
- b. Aluminium industry: The aluminium industry's presence spans across Europe, with a total of more than 600 plants in all 28 EU Member States, including alumina, metal supply (primary and recycling) and semis production (i.e. extrusion presses, rolling mills) [ 4]
- c. Other metallurgies where iron oxides are produced as by-products of their processes
- d. Mining industry and particularly iron ore industry
- e. Electricity producers from renewable energy sources
- f. Oxygen gas producers

The message for this audience would be:

“Increased economic competitiveness and reduced environmental impact due to a breakthrough production process by applying electrochemical method to steelmaking, reducing CO<sub>2</sub> emissions and direct use of energy. This will allow producing steel from by-products rich in iron oxides from non-ferrous metallurgy residues such as the aluminium industry allowing further processing of these by-products and increase the integration with renewable energies by flexible and interruptible operation.”

2. *Scientific Community* (universities and research centres): enlarge the knowledge and facilitate the communication among European researchers in the research field of the SIDERWIN project (industrial process modelling, control and optimization, alternative raw material, techno-economic and environmental assesment).
3. *Financial Community*: financial instruments are a key point for investments in low carbon technologies. The project will disseminate the results to existing Public-Private Financial and Insurance schemes available for Energy Intensive Industries (i.e. Public funds, Private Equity Funds, Mezzanine) with the aim to promote the direct investments by innovative financial-insurance schemes.
4. *Policy makers*: raise awareness of the relevance and economic impact of exploited research results obtained by EU-funding (the European Commission's DG develops policies and actions for the re-industrialisation of Europe and an innovative, modern, and sustainable economy). Dissemination among national and European decision-makers is to encourage them to develop/support policies that promote the development and implantation of low carbon technologies as the technologies developed in SIDERWIN.
5. *“Internal” Community (SIDERWIN partners)*: Ensuring effective internal communication and dissemination among the consortium partners is a key element for the development of the project, and also because some of the partners represent “influencers” due to their great position on the associated industrial sectors. Particularly SIDERWIN consortium partners comprise important market players in various segments and this constitutes a natural channel for the dissemination of the project and its results to other potential users. Therefore, it is important to communicate information about the project and its results to partners' managers, consultants and people responsible for their marketing and sales and to encourage them to share this information further to their customers and business partners.

6. *General public*: the goal is that the audience can be aware of the general impacts of the project for the society in general (i.e. sustainability, environmental impact), and let them aware of the positive impacts generated and the relevance of the EU funded research industry. In order to disseminate the sustainability assessment of the investigated technology and scenarios, QUANTIS will develop and maintain a user-friendly web-based footprinter, based on the results of WP7. Footprinters are easy-to-visualise, user-friendly and robust web-tools of high scientific quality allowing users to better understand the materiality of environmental impacts and/or compare products and technologies (e.g. SIDERWIN vs. baseline) based on scenarios. In order to make the results more accessible to the large public, benchmarks will be developed to express the potential gains per indicator with respect to the selected baseline. QUANTIS has developed several of these tools and examples are provided below:

- <http://lifenet.bayer.fr/#>
- <http://footprinters.ch/test-rivages/>
- <http://footprinters.ch/test-usdairy/carbon/>
- [https://www.morningstarfarms.com/just\\_what\\_the\\_world\\_ordered/what-we-do.html#calculator](https://www.morningstarfarms.com/just_what_the_world_ordered/what-we-do.html#calculator)
- <https://www.nescafe.com/the-future-of-coffee>, <http://footprinters.ch/test-st/mems/>.

Dissemination activities must be tailored in such a way to reach the audiences most efficiently through appropriately selected dissemination tools and channels.

### 3.5 Dissemination tools and channels

This section describes the main tools and channels that will be implemented/used by the SIDERWIN partners for the dissemination of the project and its results. Some of the tools are of general purpose, while other ones are oriented to specific target groups.

#### 3.5.1 SIDERWIN Website

The SIDERWIN website (<https://www.siderwin-spire.eu>) will be the main interface for communication to the public. It contains information on the SIDERWIN objectives, the consortium, the proposed activities and the foreseen/achieved results. It will also allow having access to the dissemination material and to facilitate the interaction between partners and interested parties by means of the contact formulary. In order to maximize its visibility, free or affordable methods to increase page ranking on search engines will be used. Links from the homepages of all the partners will also be established to the SIDERWIN site.

#### 3.5.2 Social networks

In order to reach a broad target audience while establishing two-ways communication channels, the presence of the SIDERWIN project in social media will be encouraged. A Twitter account ([https://twitter.com/siderwin\\_spire](https://twitter.com/siderwin_spire)) will be used as an instant dissemination instrument for reaching the general public. In order to reflect the relation of the project with the SPIRE community, references to @Spire2030 in the SIDERWIN tweets will be included whenever possible. On the other hand, a LinkedIn (<https://www.linkedin.com/in/siderwin-spire->

[15b185154/](#)) page will be used for reaching stakeholders and industry professionals. Official LinkedIn groups will be joined to raise awareness among Process Industry professionals.

The website will have direct access to these social networks by clicking over the icons situated on a visible part of the website. In this way, it will be easy for every user to participate in these social networks when the website is visited.

Finally, YouTube could be used for the publication of videos produced within the course of the project, provided that this does not imply any property right conflict.

### **3.5.3 Visual Identity and dissemination material**

The visual identity (logo and style) of the project will help external audience to easily identify SIDERWIN and contribute to the project visibility by providing a clear identity from the very beginning of the project. Communication and dissemination tools (such as project website, Twitter, LinkedIn page,...), dissemination material (such as flyers, presentations, posters,...) and deliverables will apply the visual identity defined for the project.

Different dissemination material will be produced along the project lifetime, such as:

- Project flyers (hardcopy and electronic version) in order to provide our audiences with an attractive and written project overview and summary of the main project objectives and results. Two flyers are scheduled in the project: one at the beginning of the project focused on the project's objectives and vision, and another one a few months before the end of the project highlighting the key results of the pilot plant. The flyers will be able to be distributed in printed form (handed out at conferences or other events) or in electronic version (PDF file). The flyers will also be available for download through the project website.
- Short Project presentations (electronic version) describing the objectives and the main achieved results for presenting the project in different forums, such as internal presentations inside of the partners, presentations at schools/universities, visits with clients, etc. These presentations will be available for download through the website and could be uploaded in SlideShare.
- Videos to communicate the project's vision, objectives and results. Two videos are scheduled: one animation at start of the project and one video focusing on the results at the pilot plant. These videos will be accessible through the website and could be uploaded in YouTube.

Finally, the deliverables will also offer a good mean for disseminating the performed activities and achieved results. Public deliverables will be accessible through the website, meanwhile confidential deliverables will be used to spread the knowledge within the partners' organizations.

### **3.5.4 Special Interest Group (SIG)**

The "SIDERWIN Special Interest Group" will be created at the beginning of the project to engage stakeholders with the SIDERWIN consortium. The SIG will be an informal group of external stakeholders interested in the project (i.e. possible beneficiaries, end users, ...). Participation in this group will be under accepted subscription and will be managed through the website to ease the contact of the interest people/entities.

For this purpose, a specific section will be incorporated in the website vertical navigation bar where a form to be completed by people/entities interested in being part of the SIG will be available. This section of the website would also list all the people/entities that will become members of the SIG. They will receive information about relevant news, events and results of the project.

### **3.5.5 Channels offered by the European Commission and SPIRE**

The SIDERWIN consortium will make use of the tools offered by the European Commission and SPIRE in order to maximise the diffusion of the project.

#### *European Commission*

The EC offers different tools such as:

- The “projects and results” service from CORDIS that provides: (i) “project information” based on the project’s grant agreement, (ii) “report summaries” that come from the publishable summaries of periodic and final reports submitted by the project participants and approved by the project officer and (iii) “Results in Brief” written by CORDIS science editors based on each report summary
- CORDIS Wire to publish articles on the CORDIS News and Events service
- research\*eu Results Magazine that features highlights from the most exciting EU-funded research and development projects

#### *A.SPIRE*

A.SPIRE is the European Association which is committed to manage and implement the SPIRE Public-Private Partnership. It represents innovative process industries, 20% of the total European manufacturing sector, and more than 130 industrial and research process stakeholders from over a dozen countries spread throughout Europe. A.SPIRE’s offers different communication tools/channels for dissemination of project outputs such as:

- A dedicated page on the SPIRE website where information about all SPIRE projects and links to project-dedicated websites are published
- A section of the SPIRE website, SPIRE Newsletter and Twitter account where project related announcements can be published
- Annual projects brochure
- SPIRE event (such as Impact workshop, SPIRE projects’ conference, etc.)

### **3.5.6 National and European technology platforms and associations**

The link of the SIDERWIN partners with a number of relevant national/European platforms and associations, closely related with the SIDERWIN objectives, provide a great chance for disseminating the project activities and increasing the number of reached stakeholders. The Annex I collects information of some of these platforms and associations together with the type of involvement of the partners. An updated list of the platforms and associations where the partners are involved would be available in the collaborative platform of the project.

### **3.5.7 Scientific and trade journals**

Scientific publications are an effective way to disseminate high-level project information and to attract the interest of representatives of the various target groups. Similarly, publications in trade journals can attract the attention of potential beneficiaries of the SIDERWIN results. The industrial and academic partners will individually and in collaboration publish and present scientific advances in scientific journals (peer reviewed or not) and trade magazines, taking into account confidentiality and IPR protection aspects.

Table 1 provides some examples of scientific and trade journals where the SIDERWIN partners could submit papers along the project.

### **3.5.8 National and international conferences**

National and international conferences are a good opportunity to share the results with experts in the field and, therefore, to achieve an effective dissemination of the project. Table 2 provides some examples of national and international conferences where the project and its results could be presented.

### **3.5.9 Workshops and trade fairs**

Finally, workshops and large events such as trade fairs will be attended by the partners to disseminate both the techniques developed during the project and the achieved results to the targeted beneficiaries of the SIDERWIN project. Table 3 provides some examples of potential events.

### **3.5.10 Media and social media coverage**

SIDERWIN news in the media (newspapers, magazines, radio...) are expected to inform to general public about the project and reflect the impact of EU research and innovation funding on European industry and environment.

### **3.5.11 SIDERWIN workshop**

At the end of the project, the final SIDERWIN workshop will be organized to show the achieved results and to give the opportunity to meet potential interested clients (either on public or private field), investors and researchers. Target audience could include different players in the scientific, industrial, financial and social fields, as well as journalists. Announcement of the SIDERWIN workshop will be done through all the available channels (web, Twitter, LinkedIn, EU/SPIRE tools, related Platforms and Associations, etc.) to reach the maximum audience as possible.

### **3.5.12 Other activities**

Presentations of the project at the universities will be carried out, mainly by the academic partners, in order to promote the research fields of the SIDERWIN project.

Direct proactive communication with stakeholders during visits/meetings and internal meetings inside of the partners organizations will help raising awareness of the goal/benefits of the project.

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Table 1. Scientific and trade journals

| Journal/Magazine Name                          | Type       | Journal/Magazine topics   | Indexed (Yes/No) | Other relevant information |
|--|------------|---|------------------|----------------------------|
| Computers & Chemical Engineering               | Scientific | Modelling, numerical analysis and simulation; Mathematical programming (optimization); Process dynamics, control and monitoring; Plant operations, integration, planning/scheduling and supply chain; Enterprise-wide management and technology-driven policy making  | Yes              |                            |
| DYNA Magazine                                  | Scientific | Industrial innovation, engineering and management   | Yes              |                            |
| Electrochimica Acta                            | Scientific | Analytical Electrochemistry; Bioelectrochemistry; Electrochemical Energy Conversion and Storage; Electrochemical Materials Science; Electrochemical Process Engineering and Technology; Molecular Electrochemistry Physical Electrochemistry  | Yes              |                            |
| International Journal of Life Cycle Assessment | Scientific | Journal devoted entirely to Life Cycle Assessment (LCA) and closely related methods. It is a forum for scientists developing LCA and LCM (Life Cycle Management); LCA and LCM practitioners; managers concerned with environmental aspects of products; governmental environmental agencies responsible for product quality; scientific and industrial societies involved in LCA development, and ecological institutions and bodies. | Yes              |                            |
| Journal of Applied Electrochemistry            | Scientific | Technologically orientated aspects of electrochemistry  | Yes              |                            |



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| Journal/Magazine Name                    | Type       | Journal/Magazine topics  | Indexed (Yes/No) | Other relevant information  |
|--|------------|--|------------------|---|
| Journal of Cleaner Production            | Scientific | Cleaner production and technical processes; Sustainable Development and Sustainability; Sustainable Consumption, Environmental and sustainability assessment   | Yes              |   |
| Journal of Electroanalytical Chemistry   | Scientific | Electrochemical science in all its aspects   | Yes              |   |
| Journal of Sustainable Metallurgy        | Scientific | Metallurgical processes and related research aimed at improving the sustainability of metal-producing industries, with a particular emphasis on materials recovery, reuse, and recycling   | Yes              |   |
| Journal of the Electrochemical Society   | Scientific | Energy storage and conversion; Corrosion; Electrodeposition; Electrocatalysis; Double layer phenomena; Sensors; Bioelectrochemistry; Electrochemical engineering; Electroanalytical chemistry  | Yes              |   |
| SIDENEWS                                 | Trade      | Steelmaking  | No               | Managed by SIDEREX (the Spanish Association of Steelworks Exporters) whose main goals are to promote Spanish steel exports. |
| Simulation Modelling Practice and Theory | Scientific | Theoretical aspects of modelling and simulation; methodology and application of modelling and simulation in any area; distributed and real-time simulation; tools for high performance computing simulation, including dedicated architectures | Yes              |   |

## D8.2 Master Dissemination and Communication Plan and Updates by TECNALIA

Table 2. National and international conferences

| Conference Name  | Scope         | Conference topics  | Type of audience  | Organiser  |
|--|---------------|--|---|--|
| COM – Conference of Metallurgists                                      | International | Environment; Hydrometallurgy; Light Metals; Management in Metallurgy; Materials; Minerals Science and Engineering; Pyrometallurgy  | Researchers and practitioners   | MetSoc   |
| ESTAD – European Steel Technology and Application Days                 | International | Steelmaking, Rolling, Environmental and energy   | Researchers and practitioners from equipment suppliers, plant manufacturers & steelmakers | ASMET, AIM, A3M, Steel Institute VDEh and Jernkontoret |
| ECCC – European Continuous Casting Conference                          | International | Steelmaking (Continuous Casting)   | Steelmakers, Researchers  | ASMET  |
| EUROSIM Congress   | International | Simulation and modelling   | Researchers and practitioners   | Federation of European Simulation Societies            |
| ICSTI – International Congress on Science and Technology of Ironmaking | International | Cokemaking; Iron ore production and handling; Sintering; Pelletising; Blast furnace ironmaking; Direct reduction; Smelting reduction; Environmental control in coke and ironmaking; CO2 reduction and energy saving; Recycling of in-plant residues; Automation and digitalization in coke and ironmaking; Modelling and simulation in coke and ironmaking | Researchers and practitioners   | ASMET  |

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| Conference Name  | Scope         | Conference topics   | Type of audience                       | Organiser                    |
|--|---------------|---|--|------------------------------|
| IFAC-MMM – Symposium on Automation in Mining, Mineral and Metal Processing | International | Process modelling; Control and optimization; Advanced process control; Data mining and statistical analyses; Artificial intelligence, machine learning systems                  | Professionals, researchers and experts | IFAC MMM                     |
| Life Cycle Management (LCM) conference                                     | International | Life cycle sustainability and circular economy  | Researchers and practitioners          | Changes with each conference |
| Materials Science and Technology   | International | Materials Science   | Material researchers and industries    | AIST, ASM, TMS               |
| Society of Environmental Toxicology and Chemistry (SETAC)                  | International | Dedicated to the use of multidisciplinary approaches to examine the impacts of stressors, chemicals, and technology on the environment. Sessions related to developments in LCA | Researchers and practitioners          | SETAC                        |

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Table 3. Events (Workshops and Fairs)

| Fair/workshop Name   | Scope         | Event topics   | Audience profile                                 | Web   | Organiser                             |
|--|---------------|--|--|---|---------------------------------------|
| Electrochemical Society Meetings                                   | International | Solid-state and Electrochemical Science and Technology | Professionals, researchers, experts and students | <a href="https://www.electrochem.org/meetings/">https://www.electrochem.org/meetings/</a> | The Electrochemical Society           |
| METEC – International metallurgical trade fair                     | International | Metallurgy; Steelmaking                                | Researchers and practitioners                    | <a href="http://www.metec-tradefair.com/">http://www.metec-tradefair.com/</a>             | GIFA, METEC, THERMPROCESS and NEWCAST |
| STAHL - International annual meeting of steel makers and suppliers | International | Steelmaking  | Professionals, researchers and experts           | <a href="http://www.stahl-online.de/">http://www.stahl-online.de/</a>                     | Steel Institute VDEh                  |

### 3.6 Dissemination management

A special section in the collaborative platform of the project will be created for the management of the dissemination activities (planning, monitoring, storing dissemination material, ...).

#### 3.6.1 Distribution of responsibilities

According to the Article 29.1 of the Grant Agreement “*each beneficiary must — as soon as possible — ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium)*”. Therefore, every possible opportunity will be embraced, by individual partners or on collective basis through joint appearance by more than one partner, to make SIDERWIN project known among technicians and general public as well.

TECNALIA will act as Dissemination and Communication Manager of the project coordinating and supervising all the dissemination activities. On the other hand, all partners of the consortium will contribute to the SIDERWIN dissemination according to their foreseen role and effort and using all available tools and channels (thus for instance by participating and giving presentations at conferences and workshops, publishing papers, networking, attending to fairs and showcases where technical achievements and prototypes can be shown to stakeholders, etc.) for the purpose of the project results adoption and successful future commercialization of SIDERWIN outputs.

#### 3.6.2 Dissemination policy and rules

Dissemination activities in the SIDERWIN project are deeply joined with the intellectual property rights protection and confidentiality aspects that are clearly stated in the articles 23a and 36 of the Grant Agreement respectively and adjusted in the Consortium Agreement. It is important to find out a good equilibrium among the interests of academia and industry partners. Usually, the academia partners tend to publish all information they have at disposal, which is caused by academia common motivation systems, while the industrial partners’ decision whether, when and where to publish can depend on commercial considerations.

The basic regulation of the dissemination activities in the Consortium Agreement states that:

*During the Project and for a period of 3 year after the end of the Project, the dissemination of own Results by one or several parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 29.1 of the Grant Agreement subject to the following provisions:*

- *Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication.*
- *Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.*

*An objection is justified if:*

- (a) *the protection of the objecting Party’s Results or Background would be adversely affected*
- (b) *the objecting Party’s legitimate academic or commercial interests in relation to the Results or Background would be significantly harmed.*

*(c) The proposed publication contains Confidential Information of the objecting Party.*

*The objection has to include a precise request for necessary modifications.*

*If an objection has been raised the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication) and the objecting Party shall not unreasonably continue the opposition if appropriate measures are taken following the discussion.*

*The objecting Party can request a publication delay of not more than 90 calendar days from the time it raises such an objection. After 90 calendar days the publication is permitted, provided that appropriate measures are taken that remove the justification of the objection.*

***A Party shall not include in any dissemination activity another Party's Results or Background without obtaining the owning Party's prior written approval, unless they are already published.***

The project partners will follow the open access principle, according to the article 29.2 of the Grant Agreement. They will publish their results based on the green model ([http://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/hi/oa\\_pilot/h2020-hioa-pilot-guide\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/oa_pilot/h2020-hioa-pilot-guide_en.pdf)) and use their organisation's existing institutional repositories to offer free online access to scientific journal articles and reports to increase the visibility and availability of SIDERWIN output. The Dissemination manager (TECNALIA) has its own repository following the 'green' open access model. According to the Grant Agreement,

*the bibliographic metadata must be in a standard format and must include all of the following:*

- *the terms "European Union (EU)" and "Horizon 2020";*
- *the name of the action, acronym and grant number;*
- *the publication date, and length of embargo period if applicable, and*
- *a persistent identifier.*

According to the article 29.4 of the Grant Agreement, unless the Commission requests or agrees otherwise or unless it is impossible, it is necessary to include the European emblem and the following statement of financial support in all the dissemination documents and applications for protection of results:

*"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 768788".*



When displayed together with another logo, the EU emblem must have appropriate prominence. According to the article 29.5, any dissemination of results must include the following Disclaimer excluding Commission responsibility:

*"This [insert type of activity] reflects only the author's views and the Commission is not responsible for any use that may be made of the information contained therein"*

Finally, in addition to the acknowledgement to the EU, all the dissemination material will include:

- the acronym of the project: SIDERWIN
- the logo of the project, if feasible
- the project's website URL (<https://www.siderwin-spire.eu/>)

### 3.6.3 Dissemination activities planning and follow-up

As described in the previous sections, a key element for the dissemination of the project results is their presentation in: scientific and technical publications, trade journals and magazines, national and international relevant scientific conferences, workshops, exhibitions, fairs and the media (Press releases, radio, TV...).

For the planning and follow-up of these activities, a section in the collaborative platform of the project has been designed in order to create and store the “Dissemination reports” of each activity. The goal of these reports is to collect the most relevant information of each activity and to allow its monitoring from the moment of its planning until its execution. In this way, the partners will start filling the report as soon as they decide to perform an activity, and then, when the activity is finished, they will finish the report.

Five different types of reports have been defined depending on the type of activity: (i) paper on a journal/magazine, (ii) presentation in a conference, (iii) participation in an event (fair, workshop...), (iv) presence in the media (press, TV,..) and (v) any other type of activity. The templates for each one of the reports are included in the Annex II, but mainly they include:

- general information about the event (name, type, scope, audience...)
- information about the action (title, topic, authors...)
- feedback gathered by the respective partners from the target audience (if applicable) and eventually gained contacts for further dissemination purposes

### 3.6.4 Evaluation and assessment

The evaluation of the SIDERWIN dissemination activities and the assessment of their impact will be carried out through different means. On the one hand, the partners have set up several Key Performance Indicators (KPI), together with their main metrics and a numerical target for each one of them for the first 18 months of the project (see Table 4). The target has been estimated taking into account the individual partner’s input and considering a minimum threshold to have proper dissemination. It is foreseen that the number of dissemination actions (papers, conferences, workshops, fairs,...) will increase as the project progresses and results are achieved. If needed, new KPIs/metrics could be defined along the project.

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**Table 4. Key Performance Indicators and metrics for the evaluation of the dissemination activities, and target values for the first 18 months of the project (M1-M18)**

| ID                | Indicator   | Metrics   | Target Value (M1-M18) |
|-------------------|---|---|-----------------------|
| KPI1              | General public awareness through the website and social media | Number of visits on the project website   | 50 visits per month   |
|                   |   | Number of presentations uploaded to the Website/SlideShare  | 2                     |
|                   |   | Number of videos uploaded to Website/Youtube  | 1                     |
| KPI2              | Awareness of the Scientific Community interest                | Number of papers in scientific journals   | 1                     |
|                   |   | Number of presentations in scientific conferences/workshops   | 2                     |
| KPI3              | Awareness of the industrial Community interest                | Number of papers in trade journals  | 5                     |
|                   |   | Number of participations at events with industry (fairs, exhibitions, workshops...)   | 3                     |
|                   |   | Number of Interest expressions from industry to receive more information + industrial members of the Special Interest Group (SIG) | 10                    |
| KPI4 <sup>1</sup> | SIDERWIN final workshop                                       | Number of people attending the final SIDERWIN workshop  | 70                    |

During the WP8 meetings and/or the Project progress meetings organised every 6 months, the real and planned values of the KPIs will be analysed, and, if needed, contingency plans could be defined in case the threshold is not reached. The update of the deliverable 8.2 Master Dissemination and Communication plan and Updates at month 18, 36, 48 will also analyse the real performance of the KPIs up to that moment and will include new target values for the next period time. Finally, at the end of the project, the deliverable “D8.6. *Dissemination and communication actions survey*” will analyse all the activities performed and collect the final performance of the KPIs.

On the other hand, for the updates of the Dissemination and Communication plan, the partners will carry out an internal evaluation of the project dissemination effectiveness in order to detect the potential weaknesses and propose further actions to improve the dissemination plan. This internal evaluation will be performed through a specific questionnaire implemented in the Collaborative Platform and based on questions like:

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<sup>1</sup> This indicator does not apply to the first 18 months period, but it is included to have an overview of all the KPIs defined for the project



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1. Do the dissemination activities address all the relevant target groups?
2. Are the individual target groups addressed by means of proper communication channels and tools?
3. Are the dissemination activities carried out timely, in accordance with the schedule of principal project outcomes?
4. Is the dissemination material suitable and enough?
5. Does the website provide useful content to all the identified target groups (measured by the number of visitors and feedback provided by them)?
6. Are the number of dissemination activities towards research community sufficient (i.e. the number of papers in journals, workshop and conference proceedings etc.)?
7. Are the number of dissemination activities towards the industrial community sufficient (i.e. number of presentations at industrial events)?
8. Are the number of dissemination activities towards the general public sufficient (web activities, articles, papers, presentations)?

In addition, all events organised by the consortium will be evaluated afterwards by questionnaires to participants. These evaluations will be used as input to improve later such events.

## **4 Work plan for the first 18 months**

This section describes the main dissemination and communication activities planned for the first period of the project (from month 1 to month 18). Some of these activities have already been carried out while most of them are in progress.

### **4.1 Design of the SIDERWIN logo and visual identity**

The SIDERWIN logo was designed by a professional marketing company at the beginning of the project. It is worth mentioning that the selection of the project logo was an open process within the consortium, where all the partners had the opportunity to choose their favourite one among the different logo proposals, as well as to make suggestions through the questionnaire sent by TECNALIA, as WP8 Leader.

The final logo took into consideration some of the changes proposed by the SIDERWIN partners.

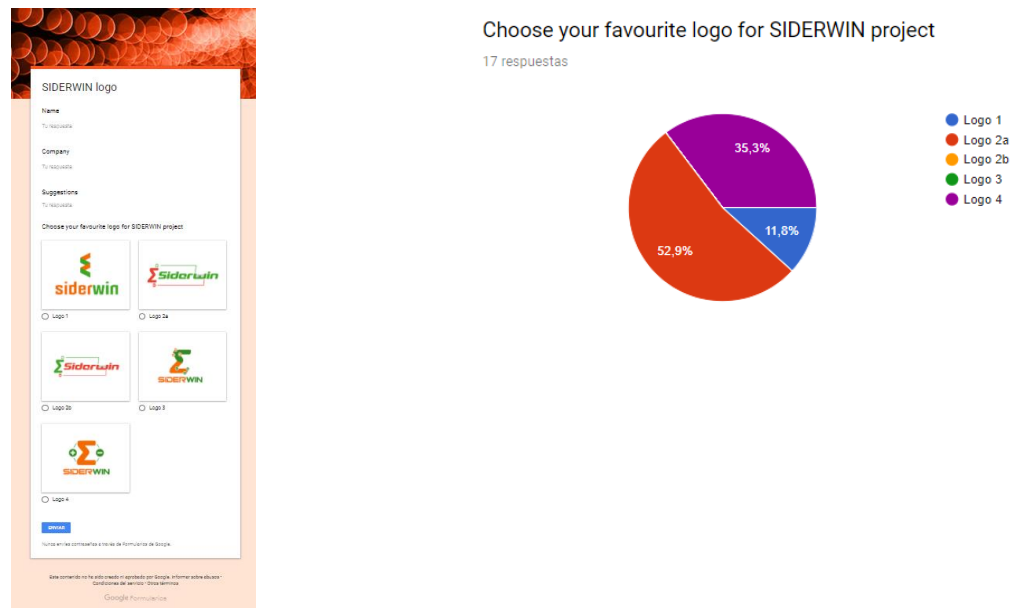


Figure 2. a) SIDERWIN logo questionnaire; b) SIDERWIN logo votation answers

Two versions of the logo are available, the main one (Figure 3.a) includes the name of the project, and there is also a simplified version focused on social networks profiles (Figure 3.b).



Figure 3. a) Main SIDERWIN logo; b) Short SIDERWIN logo

The SIDERWIN logo will be incorporated in all the deliverables, reports and dissemination material/tools.

#### 4.2 Implementation and update of the SIDERWIN Web page

The SIDERWIN website <https://www.siderwin-spire.eu/> is available since month 3 of the project and it was described in the deliverable D8.1. Project website. Oriented to the dissemination, the website provides essential information related to the project and the partners through different sections (see Figure 4):

- *Home*: provides an overview of the project
- *Objectives*: provides a description of project objectives and the background
- *Workpages*: describes the eight WP and the relation between them
- *Consortium*: present the involved partners and a link to their websites
- *Documents*: provides access to public documents of the project (public deliverables, open access papers, etc.) and dissemination material (flyers, presentations, videos,...)
- *Cocreation area*: provides a link to the Collaborative platform

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- **News:** provides general information (both internal and external) related to the project
- **Events:** provides information about events organised/attended by the consortium (meetings and dissemination events)
- **Special Interest Group:** manage the subscription of the interested people/entities on being part of the SIG (not available yet).
- **Contact us:** provides the public audience the contact points where asking for more information about the project

The screenshot shows the SIDERWIN website interface. At the top left is the SIDERWIN logo with the tagline "Development of new methodologies for InDustrial CO2-free steel pRduction by electroWINning". Below the logo is a navigation menu with links: Home, Objectives, Work Packages, Consortium, Documents, Cocreation area, News, Events, and Contact Us. The main content area features a heading "Development of new methodologies for InDustrial CO2-free steel pRduction by electroWINning" and a sub-heading "SIDERWIN is a European project under the Horizon 2020 framework and the SPIRE initiative". It includes a paragraph about steel production's CO2 emissions and a small image of a steel-making process. Below this is a section titled "Based on this premise, SIDERWIN project proposes a breakthrough innovation..." followed by a list of benefits: 87% reduction in direct CO2 emissions, 31% reduction in direct energy use, production from non-ferrous metallurgy residues, and increased integration with renewable energies. A "MEMBERS PRIVATE AREA" login form is visible on the left. The right side of the page displays logos of partners: ArcelorMittal, CMI, EDF, CFD numerics, Quantz, tecnalia, universidade de aveiro, HITLINES, N-SIDE, DYNERGIE, and NTNU. The footer contains copyright information for TECNALIA, general project information, and a list of participants: ArcelorMittal, CMI, EDF, TECNALIA, HITLINES, N-SIDE, DYNERGIE, and NTNU.

Figure 4. Screenshot of SIDERWIN homepage and footer

The SIDERWIN website provides links to H2020 and SPIRE websites and, also to the SIDERWIN Twitter account and LinkedIn page. It also allows using the Google Analytics utilities in order to monitor the website access: number of visitors, duration of the visits, geographical area, pages of the website more visited, ...

The website will be updated regularly by the website-manager upon with inputs of partners.

### 4.3 SIDERWIN at social networks

The Twitter account for the project @SIDERWIN\_Spire and the LinkedIn profile are already available (see Figure 5) and will be used to publish announcement and relevant information about the project.

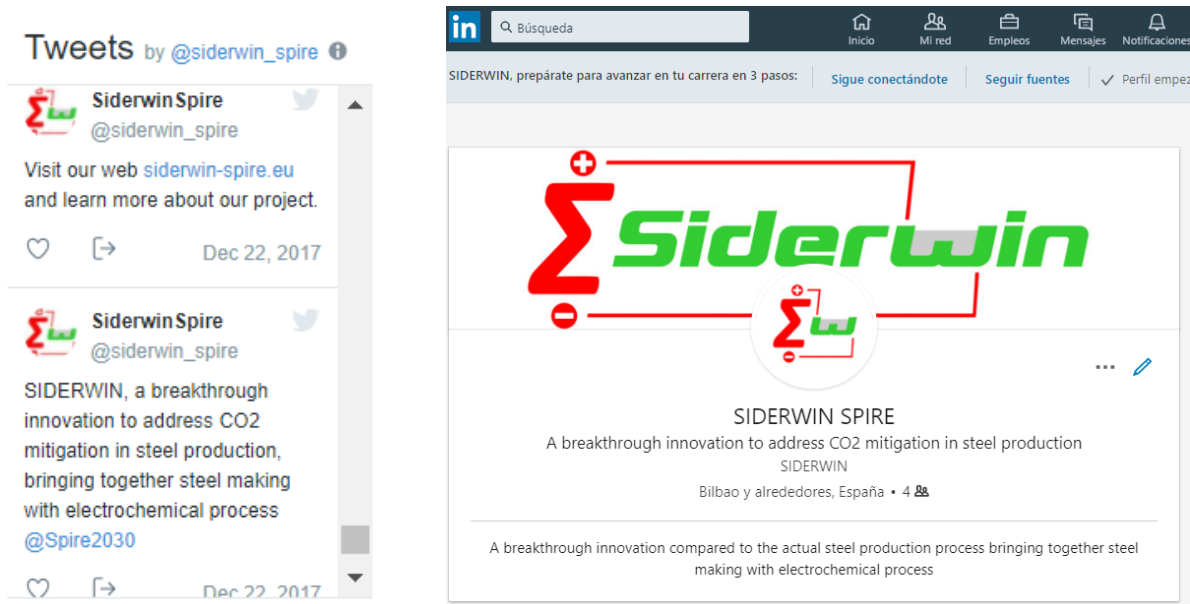


Figure 5. SIDERWIN Twitter account and LinkedIn profile

Official LinkedIn groups will be joined to raise awareness among interested stakeholders.

### 4.4 Preparation of dissemination material

A first flyer of the SIDERWIN project will be prepared for M9. It will present the goals, the approach, the consortium and the main (expected) benefits. 1,000 copies of the flyer will be printed and an electronic version will be available through the website. A second flyer will be produced a few months before the end of the project.

A general presentation of the project will also be produced and uploaded to the website and SlideShare. It will describe the motivation and objectives, the approach, the pilot plant, the potential impact and the consortium of the project. New presentations will be produced during the project development.

Finally, a short video (around 3 minutes) will be produced by the month 9 in order to present the project (goals, pilot plant and potential benefits) in a way easily understandable by the target end users.

### 4.5 Creation and management of the Special Interest Group (SIG)

The rules for the management of the SIG are been agreed between the partners and the mechanism for the subscription of the members will be implemented and available through the website, where a special section will be created for this purpose in the vertical navigation bar. The SIG will be launched by the month 10.

#### **4.6 Preparation of contributions for the EC and SPIRE dissemination channels**

The partners will prepare the material needed to make use of the utilities offered by the EC and SPIRE explained in the above section. Until the moment of submitting this document:

- A short description of the project together with the logo and link to the SIDERWIN website has been published in the projects page of the SPIRE website (<https://www.spire2030.eu/projects/our-spire-project>)
- Information of the project has been submitted and published in the last SPIRE newsletter 2018/15.

#### **4.7 Publications in scientific and trade journals**

The partners will publish the project activities and results in different scientific and trade journals. Table 5 shows the publications that have already been planned up to now. The target of publications for the first 18 months (M1-M18) is indicated in Table 4 of section 3.6.4.

#### **4.8 Presentations at national and international scientific conferences**

The partners will present the project activities and results at national and international conferences. Table 6 shows the presentations that have already been planned up to now. The target of presentations at conferences for the first 18 months (M1-M18) is indicated in Table 4 of section 3.6.4.

#### **4.9 Participation at exhibitions, fairs and workshops**

The partners will attend different events such as workshops, exhibitions and fairs. Table 7 shows the events that have already been planned up to now. The target of participations at events for the first 18 months (month 1-18) is indicated in Table 4 of section 3.6.4.

#### **4.10 Other activities**

Finally, the partners will conduct internal presentations at their organisations to show the goals/progress of the project and will contribute to the project dissemination with communications in the media and in their day-to-day during visits with clients or meetings with other parties.

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Table 5. Planned SIDERWIN publications in scientific and trade journals

| Journal/Magazine information |                       |                                     |                  | Paper information  |   |                                |              |
|------------------------------|-----------------------|-------------------------------------|------------------|--|---|--------------------------------|--------------|
| Journal Name                 | Type                  | Journal topics                      | Indexed (Yes/No) | Paper title  | Paper topics  | Partner coordinating the paper | Planned date |
| SIDENEWS                     | Trade                 | Steelmaking                         | No               | SIDERWIN: producción de acero mediante electrólisis para reducir emisiones CO2 | General presentation of the project   | TECNALIA                       | M9           |
| Electrochimica Acta          | International Journal | Electrochemical Process Engineering | Yes              | N/A  | Main results on optimisation of electrowinning process for producing iron by electrodecomposition of hematite particles in aqueous sodium hydroxide solutions | NTNU                           | N/A          |
| Electrochimica Acta          | International Journal | Electrochemical Process Engineering | Yes              | N/A  | Results concerning the possibilities to use iron containing raw materials from the industrial processes for electrowinning of nickel and zinc                 | NTNU                           | N/A          |

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Table 6. Planned SIDERWIN presentations at conferences

| Conference information  |                        |               |   | Presentation information |                                      |                                       |
|---|------------------------|---------------|---|--------------------------|--------------------------------------|---------------------------------------|
| Conference Name   | Where/When             | Scope         | Type of audience  | Type                     | Presentation topics                  | Partner coordinating the presentation |
| BR2021 - Bauxite Residue Valorisation                         | Limerick, Ireland 2021 | International | Researchers and practitioners                               | Paper                    | SIDERWIN results focused on WP6      | NTUA                                  |
| ECEEE2020 - European Council for an Energy Efficiency Economy | N/A 2020               | European      | Governments, industrialists, companies, research institutes | Paper                    | SIDERWIN results focused on Task 7.2 | EDF                                   |

Table 7. Planned SIDERWIN presentations at events (fairs, workshops ...)

| Event information     |                |       |                   |                  | Action information |                   |                     |                                       |
|-----------------------|----------------|-------|-------------------|------------------|--------------------|-------------------|---------------------|---------------------------------------|
| Event Name            | Where/When     | Scope | Type of audience  | Size of audience | Presentation title | Presentation type | Presentation topics | Partner coordinating the presentation |
| AXELERA Technical Day | Lyon June 2018 | N/A   | Industry/Academic | N/A              | N/A                | N/A               | N/A                 | CFD-Numerics                          |

## 5 Conclusions

This report corresponds to the first release of the “Master Dissemination and Communication plan and updates” for the SIDERWIN project, and describes the key elements of the strategy that has been defined by the consortium for achieving proper project dissemination:

1. **the objectives** (*why*, mission & vision) → to spread the SIDERWIN’s results to the largest possible concerned audience (at the national, European and international level) in order to promote the implementation and use of the project results (exploitation).
2. **the subjects** (*what* will be disseminated) → the SIDERWIN project itself and its results together with the all the techniques/methodologies used for the project technical development.
3. **the timing** (*when* dissemination will take place) → three main phases are considered: 1) initial phase (*Awareness*) focused on increasing the project visibility and mobilising stakeholders and multipliers; 2) intermediate phase (*Interest/Desire*) focused on informing and engaging to the target stakeholders when preliminary results become available; 3) final phase (*Action*) focused on encouraging further exploitation of the SIDERWIN outcomes (transfer to other industries, replicability...).
4. **the target audience** (*to whom* it will be disseminated) → Industrial Community, Scientific Community, Financial Community, Policy makers, “Internal” Community (SIDERWIN partners) and General public.
5. **the tools and channels** (*how* to reach the target audience) → website, social networks, channels offered by the EC and SPIRE, dissemination material distribution, SIDERWIN Special Interest Group creation and mainly the presentation of the SIDERWIN results at scientific & trade journals, conferences, workshops and trade fairs. The report provides a list of potential journals, conferences and fairs where the SIDERWIN results could be presented.
6. **the responsible** (*who* will perform the dissemination) → all partners of the consortium will contribute to the SIDERWIN dissemination during the whole project lifetime
7. **the rules** for performing the dissemination activities
8. **the way to evaluate and assess the impact** of the dissemination activities, defining KPIs for the first 18 months of the project

The report also includes a description of the actions foreseen for the first 18 months of the project (M1-M18). The main results of the activities performed until the writing of this report are:

- SIDERWIN Logo and visual identity designed and used in dissemination material and tools
- SIDERWIN Website implemented: <https://www.siderwin-spire.eu/>
- SIDERWIN at social networks:
  - Twitter account: @SIDERWIN\_Spire
  - LinkedIn profile: SIDERWIN SPIRE



## References

- [ 1 ] <https://ec.europa.eu/energy/en/topics/energy-strategy-and-energy-union/2030-energy-strategy>
- [ 2 ] <http://www.spire2030.eu/spire-vision/spire-roadmap>
- [ 3 ] [https://ec.europa.eu/growth/sectors/raw-materials/industries/metals/steel\\_en](https://ec.europa.eu/growth/sectors/raw-materials/industries/metals/steel_en)
- [ 4 ] <https://www.european-aluminium.eu/>

## Annex I: Technological platforms and Associations with involvement of SIDERWIN partners

|   |   |        |
|---|---|--------|
| Acronym                                 | Axelera   |        |
| Name                                    | AXELERA   |        |
| Web                                     | <a href="https://www.axelera.org/">https://www.axelera.org/</a> |        |
| Profile                                 | Cluster   |        |
| Domain                                  | Chemical and environmental sectors                              |        |
| Scope                                   | French  |        |
| Partners involved & Type of involvement | CFD – Numerics  | Member |

|   |   |  |
|---|---|--|
| Acronym                                 | ESTEP   |  |
| Name                                    | European Steel Technological Platform                   |  |
| Web                                     | <a href="https://www.estep.eu">https://www.estep.eu</a> |  |
| Profile                                 | Technological Platform                                  |  |
| Domain                                  | Steel   |  |
| Scope                                   | European  |  |
| Partners involved & Type of involvement | AM  | Member                                   |
|   | TECNALIA  | Working groups (Automotive, Environment) |

|   |   |        |
|---|---|--------|
| Acronym                                 | EURELECTRIC   |        |
| Name                                    | The Union of the Electricity Industry                               |        |
| Web                                     | <a href="http://www.eurelectric.org">http://www.eurelectric.org</a> |        |
| Profile                                 | European electricity association                                    |        |
| Domain                                  | Electricity industry  |        |
| Scope                                   | Europe  |        |
| Partners involved & Type of involvement | EDF   | Member |

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|  |   |        |
|--|---|--------|
| <b>Acronym</b>                                     | EUROFER   |        |
| <b>Name</b>  | The European Steel Association                                |        |
| <b>Web</b>   | <a href="http://www.eurofer.org/">http://www.eurofer.org/</a> |        |
| <b>Profile</b>                                     | Technological Platform  |        |
| <b>Domain</b>                                      | Steel   |        |
| <b>Scope</b>                                       | European  |        |
| <b>Partners involved &amp; Type of involvement</b> | AM  | Member |

|  |   |   |
|--|---|---|
| <b>Acronym</b>                                     | European Aluminium  |   |
| <b>Name</b>  | European Aluminium Association  |   |
| <b>Web</b>   | <a href="https://www.european-aluminium.eu/">https://www.european-aluminium.eu/</a> |   |
| <b>Profile</b>                                     | Association representing the Aluminium industry in Europe                           |   |
| <b>Domain</b>                                      | Aluminium   |   |
| <b>Scope</b>                                       | European  |   |
| <b>Partners involved &amp; Type of involvement</b> | Mytilneos   | Member of the Alumina and Primary Aluminium Producers |

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|  |   |                              |
|--|---|------------------------------|
| <b>Acronym</b>                                     | FoF / EFFRA   |                              |
| <b>Name</b>  | FoF - Factories of the Future<br>EFFRA - European Factories of the Future Research Association  |                              |
| <b>Web</b>   | <a href="https://ec.europa.eu/research/industrial_technologies/factories-of-the-future_en.html">https://ec.europa.eu/research/industrial_technologies/factories-of-the-future_en.html</a><br><a href="http://www.effra.eu">www.effra.eu</a> |                              |
| <b>Profile</b>                                     | FoF – PPP of H2020<br>EFFRA - Association representing the FoF PPP Private Side   |                              |
| <b>Domain</b>                                      | Advanced manufacturing  |                              |
| <b>Scope</b>                                       | European  |                              |
| <b>Partners involved &amp; Type of involvement</b> | TECNALIA  | Member of the Advisory Group |

|  |   |                                  |
|--|---|----------------------------------|
| <b>Acronym</b>                                     | MANUFUTURE  |                                  |
| <b>Name</b>  | Future Manufacturing Technologies                                   |                                  |
| <b>Web</b>   | <a href="http://www.manufuture.org/">http://www.manufuture.org/</a> |                                  |
| <b>Profile</b>                                     | European Technological platform                                     |                                  |
| <b>Domain</b>                                      | Process Industry, advanced manufacturing                            |                                  |
| <b>Scope</b>                                       | European  |                                  |
| <b>Partners involved &amp; Type of involvement</b> | TECNALIA  | Member of the Steering Committee |

## D8.2 Master Dissemination and Communication Plan and Updates by TECNALIA

|  |   |  |
|--|---|--|
| <b>Acronym</b>                                     | SPIRE   |  |
| <b>Name</b>  | Sustainable Process Industry through Resource and Energy Efficiency |  |
| <b>Web</b>   | <a href="https://www.spire2030.eu/">https://www.spire2030.eu/</a>   |  |
| <b>Profile</b>                                     | PPP of HORIZON 2020   |  |
| <b>Domain</b>                                      | Process Industry  |  |
| <b>Scope</b>                                       | European  |  |
| <b>Partners involved &amp; Type of involvement</b> | AM  | Member   |
|  | NTNU  | Member   |
|  | N-SIDE  | Member   |
|  | TECNALIA  | Participant of the Steering Committee and all the working Groups (Feed, Process, Application, Waste) |

|  |   |  |
|--|---|--|
| <b>Acronym</b>                                     | UFE   |  |
| <b>Name</b>  | Union Française de l'Electricité  |  |
| <b>Web</b>   | <a href="http://www.ufe-electricite.fr">http://www.ufe-electricite.fr</a> |  |
| <b>Profile</b>                                     | French electricity association  |  |
| <b>Domain</b>                                      | Electricity industry  |  |
| <b>Scope</b>                                       | France  |  |
| <b>Partners involved &amp; Type of involvement</b> | EDF   | Chairmans of the following Commissions: Marchés et Système Electrique; Electricité Renouvelable et Territoire; Prospective et Innovation |

## Annex II: Dissemination reports

This annex collects the templates for the Dissemination reports of the different types of activities.

| Publications in magazines/journals      |                                    |  |
|---|------------------------------------|--|
| Journal information                     | Name of the Magazine/Journal       |  |
|   | Journal/Magazine type              | (Scientific, Trade journal, General magazine...)       |
|   | Indexed                            | Yes/No   |
|   | Impact factor (and quartile)       | i.e. 2.35 (Q2)   |
|   | Web                                |  |
| Paper information                       | Paper title                        |  |
|   | Paper topics                       |  |
|   | Partner coordinating the paper     |  |
|   | Other partners involved            |  |
|   | Planned date                       |  |
|   | Status                             |  |
|   | Comments                           |  |
| To be filled after publishing the paper | Bibliographic Citation             | Authors/Title/Journal/Date                             |
|   | DOI                                | i.e. 123456/abc.1234.1.123 (preferably as a HTML link) |
|   | ISBN/ISSN                          |  |
|   | Release date                       |  |
|   | Date to be in "open access"        |  |
|   | Link to the paper in "open access" |  |

## D8.2 Master Dissemination and Communication Plan and Updates by TECNALIA

| National and International Conferences   |                                       |  |
|--|---------------------------------------|--|
| <b>Event information</b>                 | Name of event                         |  |
|  | Web                                   |  |
|  | Organiser                             |  |
|  | When                                  |  |
|  | Where                                 |  |
|  | Scope                                 | (National, European, World)                            |
|  | Audience Profile                      |  |
|  | Target Audience Number                |  |
| <b>Presentation information</b>          | Presentation title                    |  |
|  | Presentation topics                   |  |
|  | Presentation type                     | (paper/poster)   |
|  | Partner coordinating the activity     |  |
|  | Other partners involved               |  |
|  | Status                                |  |
|  | Comments                              |  |
| <b>To be filled after the conference</b> | Bibliographic Citation                | Authors/Title/Conference/Date                          |
|  | DOI                                   | i.e. 123456/abc.1234.1.123 (preferably as a HTML link) |
|  | ISBN/ISSN                             |  |
|  | Link to the paper/poster, if feasible |  |
|  | Number of attendees                   |  |
|  | Picture of the event?                 |  |
|  | Any comment/feedback                  |  |

## D8.2 Master Dissemination and Communication Plan and Updates by TECNALIA

| Event (Fairs, exhibitions, workshops...) |                                   |                              |
|--|-----------------------------------|------------------------------|
| Event information                        | Name of event                     |                              |
|  | Web                               |                              |
|  | Organiser                         |                              |
|  | When                              |                              |
|  | Where                             |                              |
|  | Scope                             | (National, European, World)  |
|  | Audience Profile                  |                              |
|  | Target Audience Number            |                              |
| Presentation information                 | Presentation type                 | (stand, poster, speech, ...) |
|  | Presentation title                |                              |
|  | Presentation topics               |                              |
|  | Partner coordinating the activity |                              |
|  | Other partners involved           |                              |
|  | Status                            |                              |
|  | Comments                          |                              |
| To be filled after the event             | Number of attendees               |                              |
|  | Picture of the event?             |                              |
|  | Any comment/feedback              |                              |



## D8.2 Master Dissemination and Communication Plan and Updates by TECNALIA

| Dissemination in the media (radio, newspaper, TV...) |                                    |
|--|------------------------------------|
| Media type   | (radio, newspaper, TV...)          |
| Name of the media                                    |                                    |
| Scope  | (Local, national, European, World) |
| Audience Profile                                     |                                    |
| Date   |                                    |
| Presentation title                                   |                                    |
| Objective of the dissemination                       |                                    |
| Partner coordinating the activity                    |                                    |
| Other partners involved                              |                                    |
| Any comment/feedback                                 |                                    |

| Other Dissemination activity      |                                    |
|-----------------------------------|------------------------------------|
| Type of activity                  |                                    |
| When                              |                                    |
| Where                             |                                    |
| Scope                             | (Local, national, European, World) |
| Audience Profile                  |                                    |
| Presentation title                |                                    |
| Objective of the dissemination    |                                    |
| Partner coordinating the activity |                                    |
| Other partners involved           |                                    |
| Comments                          |                                    |