



HyTecHeat

HYbrid TEChnologies for sustainable steel reheating – HyTecHeat

HORIZON-CL4-2022-TWIN-TRANSITION-01-16, Modular and hybrid heating technologies in steel production (Clean Steel Partnership)

GA number:101092087

Deliverable 7.1: Communication & Dissemination plan

WP7: Communication & Dissemination..

Project Month: M6

Type: Report

Dissemination level: Sensitive

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HISTORY OF CHANGES

VERSION	PUBLICATION DATE	CHANGE
0		First version

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ABBREVIATIONS AND ACRONYMS

RIA	Research and Innovation action
CA	Consortium Agreement
GA	Grant Agreement
DoA	Description of Action
EC	European Commission
GA	General Assembly
H2020	Horizon 2020 The EU Framework Programme for Research and Innovation
PUDK	Plan of Use and Dissemination of Knowledge
SC	Steering Committee
WP	Work package
C6D	Communication and Dissemination

SUMMARY

Rina CSM as leader of work package 7 (WP7) is responsible for collecting Information related to dissemination of the project results, such as partners' scientific and conference publications, among others. To make this process more efficient Rina CSM prepared the Deliverable, Report and Events forms that will guide partners throughout the project duration to gather Information about dissemination activities. The forms will be used for collecting all the details on events and publications that have been attended or planned by the HYTECHEAT's consortium members, with the objective of promoting the project.

The Board will contact and keep updated the Stakeholders Network. It will also receive feedbacks from stakeholders via any media and communicate it to the Steering Committee. The Board will constantly feed the WP7 with updated versions of Table of Stakeholders.

The dissemination activities have been designed to target the key audiences and stakeholders and to maximise awareness of HYTECHEAT's objectives and project activities.

The Communication and Dissemination Plan gives an overview of all dissemination opportunities identified through traditional communication channels such as event attendance (conferences, seminars, workshops, etc.), project publications (brochures, press releases, articles in professional journals, etc.) and project presentations (to various stakeholders and the public).

1 INTRODUCTION

The aim of this preliminary report was also to inform partners about Information that would be constantly collected through the project and help them with the preparation of this kind of Information, for the final Communication & Dissemination Plan, due at the end of the project (M42).

This procedure of gathering Information throughout the project, will be constantly improved and updated. This will include activities such as; constant updating and digitalisation of the forms and direct communication with the partners, with the aim to collect as much as possible, relevant Information.

2 HYTECHEAT'S VISUAL IDENTITY

The logo is used on all internal and external documents, deliverables, reports, dissemination materials, websites, and presentations. The logo forms the basis of the HYTECHEAT's brand and the colours and style will be used throughout the project. There is one version of the logo:



Figure 2-1: HYTECHEAT's logo, which does not contain any specific MOTTO or visual text to ensure inclusivity.

2.1 COLOR CODES USED IN HYTECHEAT'S PROJECT

The following color codes have been selected for whole project visual identity, that will be used in documents and deliverables:



Figure 2-2: HYTECHEAT's table of colour codes that will be used for logo's and trough documents and deliverables.

2.2 TEMPLATES


















Common layouts for project documents should be used. Dedicated templates for deliverables and PowerPoint presentations have been drafted and all project partners can access to them via the HYTECHEAT's TEAM SharePoint site and will be uploaded in the intranet. In APPENDIX A: HYTECHEAT's deliverable template and APPENDIX B: HyTecHeat's presentation template the standard prepared template for deliverables and presentations are attached.

3 PRELIMINARY COMMUNICATION AND DISSEMINATION PLAN

Rina CSM prepared preliminary forms which will represent the set base for collection and circulation of dissemination information related to HYTECHEAT's project. The forms will be circulated among partners to acknowledge their progression for activities.

3.1 DISSEMINATION AND COMMUNICATION STRATEGY

The following dissemination and communication strategy will be implemented throughout the project.

Target group	Key message	VISUAL IDENTITY	SCIENTIFI C PUBL.	WEBSITE	SOCIAL MEDIA	OTHER MEDIAS	EVENTS
GENERAL PUBLIC	Impact on jobs, environment						
RESEARCH	HyTecHeat technology						
INDUSTRY & STAKEHOLD ERS	HyTecHeat results and outputs						
POLICY MAKERS	Impact on industry, citizens, social barriers						

Each partner must disseminate their results as soon as possible by disclosing them to the public by appropriate means, including in scientific publications and on the HYTECHEAT website, which will serve as the project's online repository, and on the same social media selected in the communication plan. The sharing of information will be carried out according to the data protection policy and to the degree of confidentiality of the deliverables.

Each beneficiary must ensure open access (online access for any user, free of charge) to all peer-reviewed scientific publications relating to their results. The HYTECHEAT website will be a platform to enable open access to project outputs. More specifically, relevant results will be disseminated in the communication media (see above) and in scientific publications in technical papers, trade journals, conferences and workshops, and project brochures directed to stakeholders.

Dissemination activities will have, about the communication, the following additions:

- Informative articles (factsheets/brochures) targeting stakeholders (as mentioned above) at least every 12 months
- Press releases will be issued at the project's launch at European and national levels; for the international conferences and during the main European brokerage and informative events; extra press releases will also be present.
- A specific blog page to foster discussion on the topic in a more engaging approach. The blog will be launched at M6 and updated during the entire duration of the project. Every project partner will be asked to blog about a chosen, project-related topic twice a year.
- All papers published within the project will be made accessible through authors' ResearchGate accounts

The results, once ready, will be presented at international conferences (examples have been reported in the Communication section), and peer-reviewed journals of coatings and medical sectors. Patents will be considered. A detailed dissemination plan/report will be produced at M6, kept updated every six months, and delivered at the project's end with the planned activities.

3.1.1 Communication and dissemination materials

All communication and dissemination materials will include the following specific format and the EU emblem (flag):

3.1.2 Dissemination and communication levels

The strategy will differentiate two dissemination and exploitation levels according to the target audience:

- Internal for project partners.
- External for policymakers, industry associations, EU authorities and the wide public in general.

3.1.3 Project visibility via social media

Two social media accounts have been created to spread project visibility and disseminate results and achievements (on going, continuously updated):

- LinkedIn (<https://www.linkedin.com/company/hytecheat-h2020project/>)
- Twitter (<https://twitter.com/Hytecheat>)
- Researchgate (under implementation, within 15th of June)

Project pages will be spread among contacts of partners and stakeholders

Monthly update foreseen

3.1.4 News

News will be produced and published by all Partners regularly, in conjunction with key results and events. Partners are invited to share project news within their network of contacts and on their website of the University.

In addition, newsletters will also be produced and distributed. An online newsletter effectively keeps interested parties informed about the project's progress, achieved results and relevant events at local and international levels. The main project targets are university academics and managers, higher education institutions, researchers and stakeholders in higher education, etc. The main channel of distribution will be the Partner network of contacts.

Group will ensure a wide project outreach. The main goal will be to spotlight the project and its main initiatives to a large interested audience:

Each news/newsletter should include:

- Basic Information about the project
- Key Information about the result achieved or the event to be promoted
- Contacts and useful resources.

3.1.5 Events Planning

An effective dissemination plan must include the organisation of and participation in key events and thematic conferences. Presenting HYTECHEAT's results to an audience will be essential to:

- Engage stakeholders through discussion and confrontation
- Present the project as a living creature, involving the audience in its development
- Understand the response of target groups to the project proposals
- Measure the impact of project outcomes
- Receive feedback and inputs for future implementation

3.1.5.1 [Thematic Conferences](#)

Each partner will identify national, regional and European conferences focusing on international credit mobility. Participation in conferences and workshops represents an opportunity to promote the project, learn about new developments in higher education, and connect with other universities and research centres. This is particularly true for the South-Mediterranean region, where Partners intend to explore the possibilities given by open education and create a network of higher education institutions for a regional Agenda.

The active participation of HYTECHEAT's Partners may vary from poster sessions where brochures can be distributed, and networking can take place to officially prepared project presentations to a target audience.

Project partners are encouraged to look for events that would be interesting and relevant to the project and, if possible, to attend them.

Partners are invited to continually update and share their participation and presentation of HYTECHEAT's at international conferences with the group. Partners are also required to evaluate the impact of their involvement (feedback) and to complete a brief report of the event to be shared with all (see section 3.1.6).

3.1.5.2 [Local Events and workshops](#)

As said before, participation in international conferences addressing key thematic areas is encouraged. As well it is crucial to disseminate HYTECHEAT's to a more local and immediate audience to maximise the potential positive effects opened by the project running.

Local Meetings are essential to raise awareness and share knowledge inside institutions.

Partners firmly believe that such local events have the potential to promote the work done under the project and engage other Universities outside the Consortium to implement a change in their institutions. This would also ensure the sustainability of the HYTECHEAT's initiative beyond its immediate scope and duration.

Partners are invited to identify other events at a national and regional level to promote HYTECHEAT.

3.1.5.3 [Meetings with stakeholders](#)

Partners will perform a consultation with stakeholders for dissemination and long-term planning. Face-to-face communication is considered a must for visibility and dissemination and is intended not only as formal meetings but also as informal meetings. Indeed, informal interactive and flexible meetings with stakeholders are as important as official consultations to let partners get direct feedback and inputs. The idea is to identify and contact several stakeholders interested in supporting the project's activities.

3.1.5.4 [Final Project Event](#)

The final conference will be organised at the end of the project (M42-May 2026)). The Final Conference (150 participants) will aim to present and disseminate the project's final results, put these results into a wider perspective (EU), and reflect on the project's sustainability.

3.1.6 Form for reported dissemination activities

This form will be available in HYTECHEAT's intranet via Google Forms and constantly updated by partners.

Table 3.1: Form for partners dissemination activities acknowledgement.

Partner	Date	Title	Event/Publication	Location	Comments	Type of audience	App. Size of audience

This form aims to capture Information on all events attended by HYTECHEAT's partners, with details on date, type of event and audience reached, location and which partners were involved. There is also a small section for future planned events, if known. This section gathers Information on the type of dissemination and communication activities the HYTECHEAT's partners have participated or organised, such as: conferences, workshops, exhibitions, trade fairs, etc. Collects details of the completed activities or any in the planning stages, as well as the type of audience they have or expect to reach.

3.1.7 Form for future dissemination activities

This form will be available in HYTECHEAT's intranet via Google Forms and constantly updated by partners.

Table 3.2: Form for partners planned dissemination activities acknowledgement.

Partner	Date	Title	Event/Publication	Location

3.1.8 Form for publications reporting

A specific procedure will be performed to publish the results of the project.

A spotted publication (abstract/paper...) shall be noticed and requested for approval, together with the results to be shared with the general public, etc community, etc. As it is stated in the project's Consortium Agreement (Article 8.4.1): "Prior notice of any planned publication shall be given to the other Parties at least 30 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Project 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."

In case there is no objection to the share of results within the publication, the abstract/paper should be sent to the Project Coordinator and WP7 leader (Filippo Cirilli). for its initial validation and record.

Once preapproved, the Coordination party will send it within 3 working days to the project Consortium to expect feedbacks, reviews, and disconformities. The paper will be considered definitive if no disagreements appear within one natural week*.

*This procedure is set to be applied if the given deadlines allow it. In case of potential setbacks, delays or similar that could hamper the abovementioned procedure accomplishment, this will be communicated to INSTM to individually analyse an ideal solution.

3.1.8.1 Open access to scientific publications

Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

It must:

1. as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications; Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

2. ensure open access to the deposited publication — via the repository — at the latest:
 - on publication, if an electronic version is available for free via the publisher, or
 - within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.
3. ensure open access — via the repository — to the bibliographic metadata that identifies the deposited publication.

The bibliographic metadata must be in a standard format and must include all 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.

This form will be available in HYTECHEAT’s shared file repository.

Table 3.3: Form acknowledgment of partner’s publications within HYTECHEAT’s framework

DOI	Type of scientific publication*	Title *	Authors *	Title of the Journal/ Proceedings /Books series/Book	Relevant Pages	ISBN	Publisher *	Place of publication *	Year of publication *	Is this publication available in Open-Access (OA), or will it be made available?*	Is this a peer-reviewed publication?*	Is this a joint public/private publication?

** Horizon Europe beneficiaries must ensure Open Access to all peer-reviewed scientific publications relating to the results of the project. Check more Information in this link to the Participant Portal.

This section gathers Information on publications HYTECHEAT’s partners have or are planning to publish.

3.1.9 Form for intellectual property rights resulting from the project

This form will be available in HYTECHEAT's intranet via Google Forms and constantly updated by partners.

Table 3.4: Form acknowledgment of partner's IP's rights within HYTECHEAT's framework

Type of IP Rights	Application reference	Date of the application	Official title of the application	Applicant(s)	Has the IPR protection been awarded?	If available, official publication number of award of protection
[Patent] [Trademark] [Registered design] [Utility model] [Other]	[Option for international applications of patents [insert IP international organisation code] [insert serial number]] [Option for national applications of patents [insert country code (two letters)] [insert serial number]] [Option for other registered IPR [insert application reference country code (two letters) or organisation code]] [insert alfa numeric identifier]]	[dd/mm/yyyy]	[insert title of the application]	[insert beneficiary(ies) name]	<ul style="list-style-type: none"> • [YES] • [NO] • [Not applicable] 	[Option for patents [insert code (two letters referring to a country or organisation)] [insert serial number]] Option for rest [insert official publication number]

Please give more comments about your planned development of IP rights, if not commercially sensitive

This section collects Information on any IP, patent, or trademark that HYTECHEAT's partners have already registered, or is planning to (if not confidential) as result of their participation in the Project.

3.2 SYNERGIES/INTERACTIONS WITH OTHER PROJECT AND INITIATIVES

Clustering with other European projects and initiatives is crucial for HYTECHEAT project, HYTECHEAT relies on the lessons learned from previous EU and national projects addressing plastic recycling and its utilisation along the plastic manufacturing value chain. Deliverables, stakeholder identification, and awareness campaigns are some of the common inputs these projects can provide to HYTECHEAT.

The projects identified by the time this report is being drafted are reported in table below. Of course the identification of further projects will be carried out. Project partners are in close contact with Focus Group of Estep (energy efficiency Group) and will take advantage from the participation of the events (including possible clustering events) which will be organised

Table 3.5: List of identified synergies and interactions with other projects in the EU framework

Project	Main link/Synergy with HYTECHEAT project
Burner 4.0 RFCS 2018 - 847237	Sensoring of burner to measure hazardous (Sox, NOx) during combustion
HyInHeat GA 101091456	The main objective of HyInHeat is the integration of hydrogen as fuel for high temperature heating processes. HyInHeat realizes the implementation of efficient hydrogen combustion systems to decarbonize heating processes of the steel sectors,

3.3 COMMUNICATION AND DISSEMINATION BOARD ACTIVITIES

At each Consortium meeting, the Board will transform the project updates into data to be shared on the website, on mass media, on social media and on other media (e.g., the blog and e-newsletter created on purpose, brochures, leaflets, factsheets).

A mailing list to be used in the dissemination of the project results will be set up.

Newsletters, social media, and other media will uphold the GDPR (e.g., a privacy notice will be sent to users, consent will always be withdrawable); processing of personal data will be minimal only to consider e-mail contacts and feedbacks specifically related to the project.

No data will be used for database creation or market analysis or analysis of any kind except for scientific-industrial feedback on the project, its development, implementation, results, impact, and future.

It will choose conferences and events where the results will be presented. It will create and update a dissemination video

3.4 COMMUNICATION AND DISSEMINATION EVENTS

3.4.1 HYTECHEAT's kick-off meeting

On the 18th of January the kick-off meeting event has been held in online mode. The physical meeting has been planned in June in the Rina CSM premises in Dalmine, .

3.5 MEASURABLE RESULTS

3.5.1 Number of publications

Different publications will be released during the HYTECHEAT project: press releases, articles, scientific articles, etc. All these publications will be covered by press media and relevant stakeholders will be informed about the dissemination and exploitation activities.

3.5.2 Media coverage

Partners are encouraged to contact the media (either general or specialised) to increase the project's visibility and to spread the activities and results foreseen in it.

The emission of a press release inviting media to the main events celebrated during the project. A press kit will be developed to help partners in the elaboration of their press releases, or to help journalists on the elaboration of articles about HYTECHEAT.

3.6 DEVIATIONS FROM D.O.A.

No deviations from DoA are reported

3.7 NEXT PLANS

Newsletters, social media, and other media will uphold the GDPR (e.g., a privacy notice will be sent to users, consent will always be withdrawable); processing of personal data will be minimal only to consider e-mail contacts and feedbacks specifically related to the project.

No data will be used for database creation or market analysis or analysis of any kind with the exception of scientific-industrial feedback on the project, its development, implementation, results, impact, and future.

It will choose conferences and events where the results will be presented. It will create and update a dissemination video.

The Board will organise specific workshops and webinars targeting specific stakeholders, which will be advertised in the media above described. Workshops will focus on national or EU regional stakeholders, while webinars will facilitate connecting to any stakeholder, national or international. At the end of the project, a final workshop will be organised and every one of the Table of Stakeholders will be invited if mass media.

The Dissemination and Communication forms will be digitalised to be filled within the website intranet for efficient and protected exchange of Information among partners and C&D board.

3.8 CONCLUSIONS


Rina CSM prepared the Publications and Events forms to gather Information about partner's dissemination activities. The forms will be used for collecting all the details on events and publications that have been attended or planned by the HYTECHEAT's consortium members, with the objective of promoting the project.

The Steering Committee will decide the Communication and Dissemination (C&D) Manager and Board on the meeting in the physical June.

The Board will contact and keep updated the Stakeholders Network. It will also receive feedbacks from stakeholders via any media and communicate it to the Steering Committee. The Board will constantly feed the WP7 with updated versions of Table of Stakeholders.

The Board will organise specific workshops and webinars targeting specific stakeholders, which will be advertised in the media above described.

APPENDIX A: HYTECHEAT'S DELIVERABLE TEMPLATE



HyTecHeat

Hybrid heating technologies for sustainable steel reheating – HyTecHeat

HORIZON-CL4-2022-TWIN-TRANSITION-01-16, Modular and hybrid heating technologies in steel production (Clean Steel Partnership)

GA number: 101092087

Deliverable **WP**

WP **WP**

Project Month: **M6**

Type: Report

Dissemination level: Sensitive

Rev	Prepared by	Controlled by	Approved by	Date
1				

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EXECUTIVE-SUMMARY

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OVERVIEW-OF-THE-DELIVERABLE

WP

Task

-----interruzione pagina-----

1 -> LIST-OF-ABBREVIATIONS-AND-ACRONYMS

CA – Consortium Agreement

D – Deliverable

DoA – Description of Action

EC – European Commission

ELPC – European Plastic Converter

FP – Framework Programme

GA – General Assembly

EU2020 – Horizon 2020: The EU Framework Programme for Research and Innovation

IPR – Intellectual Property Right

PC – Project Coordinator

polySIRE – Demonstration of Innovative Technologies towards a more Efficient and Sustainable Plastic Recycling

SC – Steering Committee

SME – Small and Medium Enterprise




WP – Work package

-----interruzione pagina-----

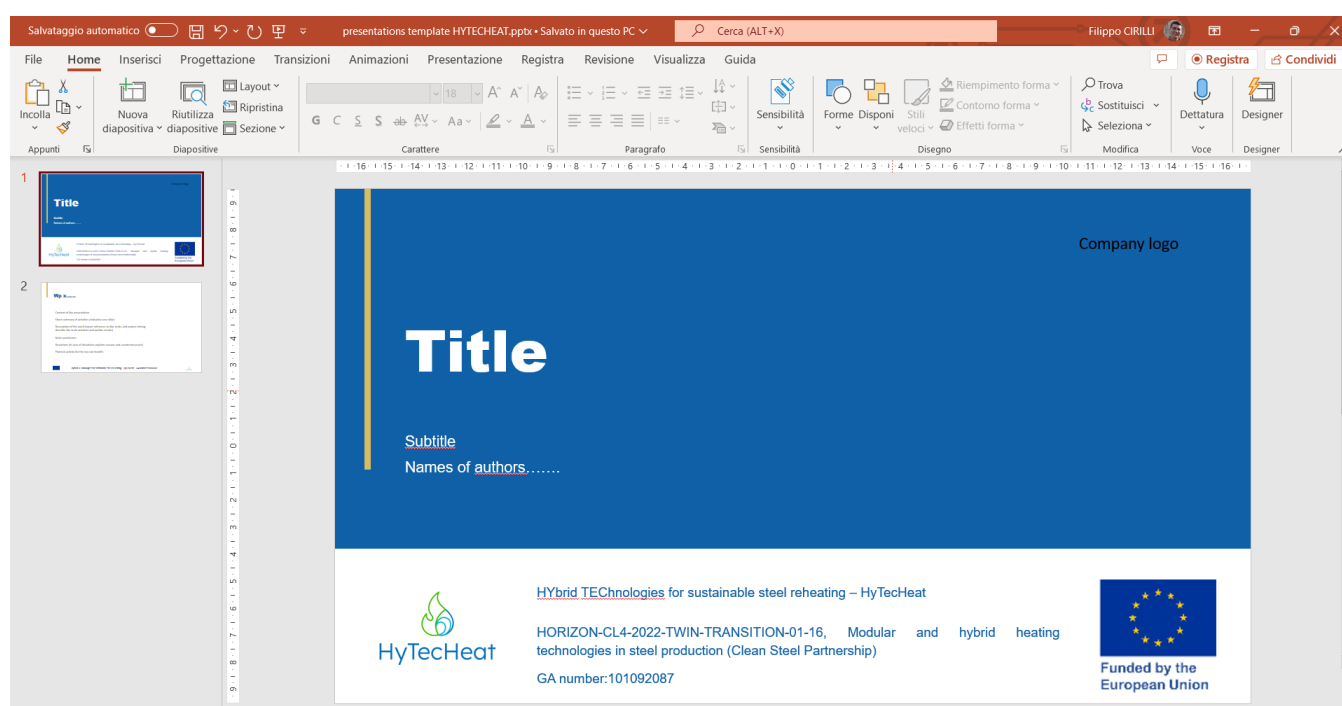
2 -> INTRODUCTION

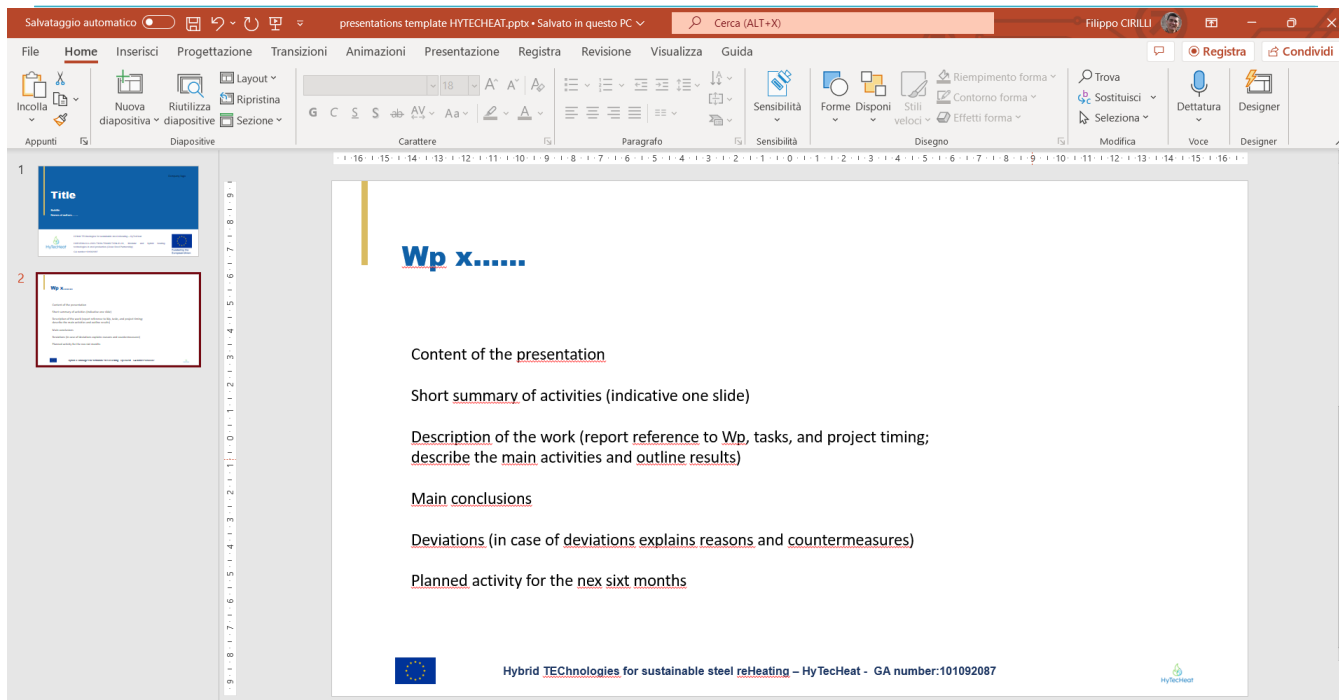
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APPENDIX B: HYTECHEAT'S PRESENTATION TEMPLATE





The screenshot shows a Microsoft PowerPoint presentation template titled "presentations template HYTECHEAT.pptx". The interface includes a ribbon with tabs: File, Home, Inserisci, Progettazione, Transizioni, Animazioni, Presentazione, Registra, Revisione, Visualizza, and Guida. The "Home" tab is active, showing options for text, paragraphs, and design. The presentation content is visible on the slide, featuring a title slide and a main content slide. The title slide has a blue header with the HyTecHeat logo and the text "Title". The main content slide has a blue header with the text "Wp x....." and a list of topics: "Content of the presentation", "Short summary of activities (indicative one slide)", "Description of the work (report reference to Wp, tasks, and project timing; describe the main activities and outline results)", "Main conclusions", "Deviations (in case of deviations explains reasons and countermeasures)", and "Planned activity for the nex sixt months". The footer of the slide includes the European Union flag, the text "Hybrid TECHNOLOGIES for sustainable steel reHeating – HyTecHeat - GA number:101092087", and the HyTecHeat logo.

