

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 7.3: Communication & Dissemination plan, midterm analysis WP7: Communication & Dissemination.

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HISTORY OF CHANGES

VERSION	PUBLICATION DATE	CHANGE
0	31/05/2024	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 has prepared the Deliverable D 7.3 which contained the first version of the Communication & Dissemination plan. The scope was to guide partners throughout the project duration to gather Information about dissemination activities. The dissemination activities have been designed to target the key audiences and stakeholders and to maximize 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).

In the first interim period of the project the following C&D actions have been carried out:

- Project logo
- Creation of project website
- Creation of LinkedIn page
- Creation of twitter project page
- Set up of posts on LinkedIn page of the project
- Elaboration of two projects newsletter delivered on the LinkedIn page
- Attendance to events
- Organization of networking event (to be carried out in Autumn 2024)

1 INTRODUCTION

The aim of this second report is to describe and analyse the carried-out activities and to update the C & D plan

In any case, the procedure of gathering Information throughout the project, will be constantly improved and updated. This will include activities such as constant updating and digitalization 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





3 COMMUNICATION AND DISSEMINATION PLAN

Rina CSM prepared preliminary forms which represent the set base for collection and circulation of dissemination information related to HYTECHEAT's project. The forms have been circulated among partners to acknowledge their progression for activities. The forms duty filled are reported in the Annex.

3.1 DISSEMINATION AND COMMUNICATION STRATEGY

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

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

Table 3.1: dissemination and communication

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:
- Two project newsletters released on LinkedIn channel
- 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. Press releases have been generated by partners:
 - <u>https://www.ilsole24ore.com/art/de-nora-elettrolizzatore-progetto-europeo-11-milioni-grecia-AFqejvWD</u>
 <u>https://www.breakinglatest.news/business/de-nora-electrolyser-for-an-11-million-european-project-in-greece/</u>
 - <u>https://www.industriaitaliana.it/progetto-hytecheat-industrie-de-nora-elettrolizzatore-dragonfly-acciaio-green/</u>
 - https://hydronews.it/idrogeno-e-siderurgia-tenova-de-nora-e-snam-insieme-per-il-progetto-europeohytecheat/
 - <u>https://hydrogeneurope.eu/tenova-de-nora-snam-combine-on-hytecheat-project/</u>
 - https://tenova.com/newsroom/press-releases/tenova-together-de-nora-and-snam-green-hydrogensustainable-steel





- <u>https://furnaces-international.com/news/tenova-joins-rinas-100-hydrogen-fueled-hydra-project-backed-by-the-european-commission</u>
- https://annualreport.rina.org/Industry.html
- https://stainless-steel-world.net/tenova-de-nora-snam-partners-of-hytecheat-project/
- https://www.siderweb.com/articoli/industry/720727-de-nora-fornira-un-elettrolizzatore-per-la-produzione-diacciaio-green
- <u>https://theenergia.com/tenova-together-with-de-nora-and-snam-for-green-hydrogen-in-sustainable-steel-production/</u>
- https://gmk.center/en/news/tenova-partners-with-italian-companies-on-hydrogen-project/amp/
- <u>https://hydrogen-central.com/tenova-together-with-de-nora-and-snam-for-green-hydrogen-in-sustainable-steel-production/</u>
- https://fuelcellsworks.com/news/tenova-together-with-de-nora-and-snam-for-green-hydrogen-insustainable-steel-production/
- <u>https://hydrogen-news.it/hytecheat-de-nora-fornira-un-elettrolizzatore-dragonfly-da-1mw-per-la-produzione-di-acciaio-low-carbon/</u>
- https://www.home-of-steel.de/news/kooperation-fur-grunen-wasserstoff-2987
- <u>https://h2-tech.com/news/2024/03-2024/tenova-de-nora-and-snam-partner-for-green-h-sub-2-sub-in-sustainable-steel-production/</u>
- <u>https://www.watergas.it/it/News/Idrogeno-De-Nora-elettrolizzatore-a-progetto-UE-per-acciaio-sostenibile</u>
 <u>https://eurometal.net/tenova-tests-hydrogen-for-</u>
- steelmaking/?utm_source=dlvr.it&utm_medium=linkedin&utm_campaign=tenova-tests-hydrogen-forsteelmaking
- https://h2businessnews.com/presentan-innovador-electrolizador-para-la-produccion-sostenible-de-acero/
- https://eshidrogeno.com/acero-de-bajas-emisiones/
- 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 accessible through authors' ResearchGate accounts

The results, once ready, already presented in workshops and events. See Annex for produced public presentations.

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):

HyTecHeat

PROJECT-101092087----Hy TecHeat-¶ HORIZON-CL4-2022-TWIN-TRANSITION-01-16, Modular-and-hybrid-heating-technologies-in-steelproduction-{Clean-Steel-Partnership}¶



Figure 3.1: 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): this implementation could not be finalized has in the ٠ meanwhile Researchgate changed its regulation and consequently only personal pages can be generated.

Project pages will be spread among contacts of partners and stakeholders. A template has been defined to put on LinkedIn some highlight on project teams, demo and activities. Below is reported the general aspect of the template and the ones published on LinkedIn

Describe outline fac	your role in the project or ilkites involved in the project	Representative picture of the team member of facility	Company LOGO
HyTecHeat	HYbrid TEChnologies for sustainable steel reheating – Hy HORIZON-CL4-2022-TWIN-TRANSITION-01-16. Mod technologies in steel production (Clean Steel Partnership GA number:101092087	/TecHeat ular and hybrid heating)	Funded by the European Union



GA number:101092087



HYTECHEAT Deliverable D7.1 - Rev. 0







Figure 3.3: Example of publishing on LinkedIn

Funded by the European Union

technologies in steel production (Clean Steel Partnership)

GA number: 101092087

HyTecHeat





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.

• Two project newsletters produced up to now

For the prosecution of the project the newsletter is foreseen each three months. The foreseen increased number after the fort interim is justified by the fact that technical activities and demo cases erection is ongoing, and results are now produced.

3.1.5 Events Planning

An effective dissemination plan must include the organization 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 <u>Thematic Conferences</u>

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 <u>Meetings with stakeholders</u>

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.

The organization of the meeting with stakeholders will be organized according to following steps:

- Identification of stakeholders in agreement with project partners
- Definition of questionnaire to be delivered in second half of 2025
- Elaboration of questionnaire end of 2025
- Workshop with stakeholders in March 2026 (this workshop may be also inserted in the final project event described in next session)

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 expected) 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.

Partner	Date	Title	Event/Publication	Location	Comments	Type of audience	App. Siz e of audi enc e
Rina CSM	29 of March 2023;	Estep event in Pisa	Event	Pisa (Italy)			1 5 0
Rina CSM	Rome 20 April 2023	Decarbonizzazione dell'industria siderurgica (decarburization of ironmaking and steelmaking industry)	Event	Rome (Italy)			150
All	,21 October 2023	CSP online event Decarburization of reheating and treatment furnaces	Event	Online			70
Rina CSM	Taranto 16 November 2023	Decarbonizzazione dell'industria siderurgica, un passo avanti (decarburization of ironmaking and steelmaking industry, one step ahead)	Event	Taranto. Italy			100
All	Brussel 14 March 2024	Estep dissemination event	Event	Brussel -Belgium			100
Rina CSM	10-11 MAY 2023	All-Energy & Dcarbonise	Event	GLASGOW - UK			100

Table 3.2: Form for partners dissemination activities acknowledgement

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 3.3: Form for partners planned dissemination activities acknowledgement.

Partner	Date	Title	Event/Publication	Location
Rina CSM	Sept 2024	Sostituzione del gas naturale con H2 nei forni di riscaldo e trattamento termico: effetti sulla cinetica di ossidazione dell'acciaio e sulle caratteristiche della scaglia (Replacement of natural gas with H2 in combustion furnaces: effects on steel oxidation kinetics and oxide scale features)	Convegno Nazionale AIM (National event of Italian Metallurgy Association)	Naples, Italy
Rina CSM	Sept 2024		Convegno Nazionale AIM (National event of Italian Metallurgy Association)	Naples, Italy

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 feedback, 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:





- PROJECT 101092087 HyTecHeat HORIZON-CL4-2022-TWIN-TRANSITION-01-16, Modular and hybrid heating technologies in steel production (Clean Steel Partnership)
 - 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 3.4: 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 3.5: 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]	 [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 3.6: 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
HylnHeat 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.

The networking with both projects will be carried out in the foreseen project meeting planned in October 2024 (hosted by Tenova)

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.

3.3.1 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.

4 DEVIATIONS FROM D.O.A.

No deviations from DoA are reported





5 NEXT PLANS

- Next participations of events are indicated in Table 3.3.
- Two scientific papers are foreseen in the course of 2024
- Networking event planned in October 2024 (see Par 3.2)
- Two new project newsletters foreseen in 2024 and planned each three months in 2025 and 2026
- 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 have been put on the shared area to allow easy update by all partners.

6 CONCLUSIONS

This report collects a mid term analysis of carried put initiatives about C&D activities

The project website has been launched

The linkedin page is regularly updated and visited by contacts. The page has 94 followers and had globally 4138 visitors up to now.

The projects had several press releases presenting main achievements

Presentation and papers have been produced and also participation to next events planned





APPENDIX A: HYTECHEAT'S DELIVERABLE TEMPLATE

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APPENDIX B: HYTECHEAT'S PRESENTATION TEMPLATE

