



# Dissemination and Communication Plan

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**Project Acronym** Symbio-Steel

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# 1 Overview

The dissemination and communication (D & C) plan in Symbio-Steel aims to ensure its findings are widely communicated to the relevant target audience and public, with appropriate mechanisms in a timely manner, enabling the exploitation of the project results by disseminating them to the relevant stakeholders. The stakeholders will be engaged and actively participating to the various implementation phases, assisting the Symbio-Steel project to improve the advances of industrial symbiosis in the steel sector.

The consortium partners are committed to implement an intensive and clear strategy and conduct effective communication, dissemination, and exploitation activities from the very early stages of the project. In this regard, a global dissemination and communication strategy tailored to different stakeholders has been defined. It aims at ensuring adequate dissemination and communication of the project's results to the targeted audience by leveraging their active participation, involving stakeholders in fruitful exchanges and future scale-up of the project outcomes.

A comprehensive approach for dissemination, exploitation, and communication (DEC) activities has been set-up, including:

- Identify KERs (Key Exploitable Results): the most expected outcomes are related to the problems they solve, the end-users they target and the partners responsible for their exploitation.
- Define exploitation strategy: the elaboration of tailor-made exploitation activities ensures an effective uptake of the project results.
- Enlarge target groups: the top priority in the first phase is to identify and engage key stakeholders to provide relevant information and create awareness of sector coupling related issues.
- Spread project outcomes: for a maximized dissemination of the Symbio-Steel project, the results and findings will be continuously communicated to interested groups through various channels.

The D & C work will be conducted through multiple medias and methods to ensure the efficient communication and information delivery, including presentations and communications in conferences, workshops, website, LinkedIn posts, newsletters, etc.

The period of the D & C work aligns with that of the Symbio-Steel project, from October 2024 to September 2026, for 24 months.



## 1.1 Objectives

The primary objectives of this dissemination and communication plan are, as follows:

- Raising awareness. Enable potential future exploitation of the project results by disseminating them to the relevant stakeholders.
- Sharing knowledge and first project results. Ensure that the findings of the project are widely communicated to scientist/researchers/engineers and the public. Facilitate knowledge exchange to promote the adoption of industrial symbiosis in steelmaking.
- Engaging stakeholders. Foster engagement with policymakers, industry professionals, academics, society and the public authorities to advance the industrial symbiosis in steel sector.
- Creating a visual identity and project brand story. Develop communication materials, such as flyers, graphic materials.
- Cooperation with EU partnerships. Creation of synergies with Clean Steel Partnership (CSP), Processes4Planet (P4P), Hydrogen Europe.

## 1.2 Target audiences

All partners of Symbio-Steel are committed to mobilize the appropriate stakeholders to multiply the effects of dissemination and exploitation activities. To maximize the impact of the dissemination and communication of the project results, some main categories of target audiences have been identified, that will be useful to specify the Dissemination and Communication activities, and to customize actions within an integrated Communication and Dissemination strategy.

The target audience is segmented into the following groups:

- European steel industry stakeholders and other connected sectors, i.e., manufacturers, suppliers, and technology providers: implementation of innovative technologies and Industrial Symbiosis approaches through synergies with their stakeholders and other industrial sectors to accelerate the innovation processes.
- European industry: all energy intensive industries or other sectors linked to steel sector through proactive cross-sectorial cooperation and integrations.



- Academic and research institutions, including experts in Industrial Symbiosis, sustainability, and environmental science: creation of new knowledge and understanding of IS for future scientific activities.
- Policymakers and regulators: Government bodies and policymakers driving low-carbon and sustainability agendas.
- General public and advocacy groups: To promote awareness and encourage sustainable practices.
- Overall society: that can benefit from reduced CO<sub>2</sub> emissions, conservation of resources, protection of the environment by a wider implementation of IS solutions. This includes social impact and effects on present and future workforce, in terms of skill gaps to be filled for fully exploiting the potential of the developed solution.
- Young people: that are looking for a profession that contributes to face climate challenges, preserve natural environment and support resilience of EU industries and social welfare. This also includes effects on the potential for attracting young talents.
- European Commission and member state policy makers: indications for new policy initiatives regarding resource efficiency and decarbonisation in EU industry



# 2 Key Activities

D & C activities mostly aim at promoting the project itself and its impacts among the identified groups.

The key activities in the D & C work will synergize with the progress and plan of the Symbio-Steel project to ensure high-efficiency communication and information delivery, support expanding the impact of the research's outcomes, and, therefore, assist in accelerating the advances in steel symbiosis. During the project, the consortium will analyze the events being planned and will keep a list of the potential target's events.

The activities include in-person communications and disseminations such as conferences, presentations, workshops, as well as media publications through websites, newsletters, and LinkedIn account, etc. These varied modes of communication will guarantee efficient information delivery and exchange, active engagement of stakeholders and a remarkable outcome of D & C work. This list will be refined and updated during project's duration to reflect relevant ongoing global developments.

The corresponding D & C activities are described in detail in the following subsections.

## 2.1 Conferences

Conferences are crucial for disseminating the project's findings to a global audience of academics, industry professionals, and policymakers. Symbio-steel partners will actively participate in relevant conferences to present project findings and engage with key stakeholders.

Actions:

- Conference preparation: Submit abstracts, papers, and posters for presentation at major international conferences.
- Conference participation: Conduct oral presentations, display posters, conduct Q&A with stakeholders and the general audience, and network.
- Conference feedback: Summarize new information from the conference, such as demand, questions, and interest from stakeholders, new chances for further development of project outcomes, and updated information for further D&C work; discuss the feedback from the

conference and summarize the insight and inspiration for the next phase of project work.

The conferences listed in Table 1 below represent our potential options for participation:

Table 1: Conference list in the D & C plan for Symbio-Steel.

Conferences				
Year 1: 2024.10 – 2025.09				
Event	Place	Participants	Time	Activity
EUROSLAG 2024	Bilbao (Spain)	SSSA, Swerim, FEhS, RINA-CSM, K1-MET, ESTEP, REA-RFCS	23-25, October, 2024	Interactive presentation of project's overview and plan; Q and A with audience; Poster of the project; Networking. (finished)
ESTEP "Workshop"	Duisburg (Germany)	SSSA, FEhS, Swerim	5-6, March, 2025	Interactive presentation; Q and A with audience; Collect feedback from stakeholders.
European Biomass Conference and Exhibition (EUBCE)	Valencia (Spain)	Swerim	9-12, June, 2025	Poster and/or presentation of project's overview and progress; Networking; Recruit of mailing list.
ESTEP Spring Dissemination event	Krakov (Poland)	ESTEP	5-6 June, 2025	Poster and/or presentation of project's overview and progress; Networking; Recruit of mailing list.
Global slag conference	Vienna (Austria)	TBD	25-26, June, 2025	Poster and/or presentation of project's overview and progress;

				Networking; Recruit of mailing list.
Year 2: 2025.10-2026.09				
Event	Place	Participants	Time	Activity
Future steel forum	TBD	TBD	TBD	Presentation focusing on project progress and outcomes; networking; Collect feedback from stakeholders.
ESTEP annual event	Udine (Italy)	ESTEP	28-30 October 2025	Presentation focusing on project progress and outcomes; Networking; Collect feedback from stakeholders.
EUROSLAG 2026	Luleå (Sweden)	TBD	June, 2026	Interactive presentation of project; Q and A with audience.

Timeline:

During the project period of 2 years, it was planned to participate in 3-4 conferences for the D & C work, with 1-2 conferences in the first year and 2 conferences in the second year. In the second year, the presentations foreseen will deliver more information and outcomes to the audience thanks to the progresses in the Symbio-Steel project which will allow also for the prediction of potential post-project plans. f Participation in conferences will be updated in the future with up-to-date information for the Symbio-Steel project and conferences.

## 2.2 Workshops and webinars

Workshops and webinars will be organized to discuss project findings, share knowledge, and focus on challenges, opportunities, and case studies related to industrial symbiosis in steelmaking, with a global audience involved.

Frequency: 3 workshops and 1 webinar are planned, as shown in Table 2:



Table 2: List of planned workshops and webinars in Symbio-Steel.

Workshops and webinars				
Workshop	Place	Holder	Time	Activity
Workshop 1	Duisburg (Germany)	SSSA, FEhS, ESTEP	March, 2025	Presentation of project overview aims, plan and progress; Q and A with audience; Questionnaire to stakeholders; Discussion of stakeholders' demand, priorities, in steel symbiosis.
Workshop 2	Verona (Italy)	SSSA	Oct 2025, during the ESTAD conference	Presentation focusing on project progress and outcomes; Questionnaire to stakeholders; Discussion of stakeholders' demand, priorities, in steel symbiosis; Potential cooperation chances, etc.
Workshop 3	Luleå (Sweden)	Swerim	June 2026, during the EUROSLAG 2026 conference	Presentation focusing on project progress and outcomes; Questionnaire to stakeholders; Cooperation chance; Discussion of future plans, etc.
Webinar 1	Luleå (Sweden)	Swerim	Sept 2025, during the event of Swerim Recycling Day	Presentation of project overview, progress, and outcomes; Discussion with audiences on their demand; Networking.



## 2.3 LinkedIn Page

LinkedIn will be the primary social media platform for promoting project activities, engaging stakeholders, and sharing updates.

Actions:

- Launch and maintain a dedicated LinkedIn page.
- Post updates, including:
  - Project progress and findings.
  - Announcements for webinars, workshops, and conferences.
  - Summary of events.
  - Infographics, visuals, posters.
  - Links to relevant resources, such as our website, webpages of our events, corresponding conferences, advances in steel symbiosis, etc.
- Foster engagement through polls, discussions, and content sharing.

Timeline:

LinkedIn account has been set up in November 2024, the posting has started. In general, the frequency of post updating can be expected to be 2-3 times per month from Month 5, a more intensive post updating can be expected in the period of conferences and other events.

## 2.4 Newsletters

Newsletter will be used to deliver up-to-date project events and information about the project to maintain stakeholder engagement through regular project updates.

Actions:

- Publish and distribute 4 newsletters throughout the project.
- Content includes:
  - project milestones, event summaries, key findings, and upcoming activities.
  - Project progress, success stories, and case studies.
  - Announcements of conferences, webinars, and workshops.
  - Timeline and update frequency:
  - The newsletter will start to be created in the 2<sup>nd</sup> quarter of the project (2025, Jan-March), and there will be 4 newsletters in total, each per half a year.



- Distributed will be done via email to subscribers and uploaded to the website as well as LinkedIn.

Timeline:

The newsletter is planned to be published every 6 months from Month 6 until Month 24 during the project period. If more information needs to be shared, we will publish additional newsletters as needed.

## 2.5 Website

A dedicated project website will act as a central hub for information for Symbio-Steel, providing accessible and transparent information to all viewers, especially stakeholders. The website will provide insight into events, news, outcomes, focuses, perspectives of the Symbio-Steel, etc.

Actions:

- Develop and launch a functional project website by Month 6.
- Content:
  - Overview of project objectives, timeline, and progress.
  - Event calendar with registration links for webinars and workshops.
  - Up-to-date project outcomes.
  - Contact methods for inquiries and collaborations.
  - Downloadable resources (e.g., publications, reports, case studies).
- Update the website during the project period according to the updated information, events, progress, etc., in the project.
- Update the features, functions, format, and appearance of the website.

Timeline:

Website will be established and published by March 2025, the project information will be published and updated on the website from March 2025. The frequency of website updates depends on how often and when new information becomes available.

## 2.6 Paper publications

Publishing in scientific journals will ensure the scientific credibility and longevity of the project's findings. By disseminating results through publications, the project can reach academic researchers, contribute to global knowledge,



and establish itself as a leading initiative in the development of industrial symbiosis in steel sector.

In this project, at least two papers will be published in relevant scientific journals to present reviews or status updates concerning the study of Industrial Symbiosis involving the steel sector.

Actions:

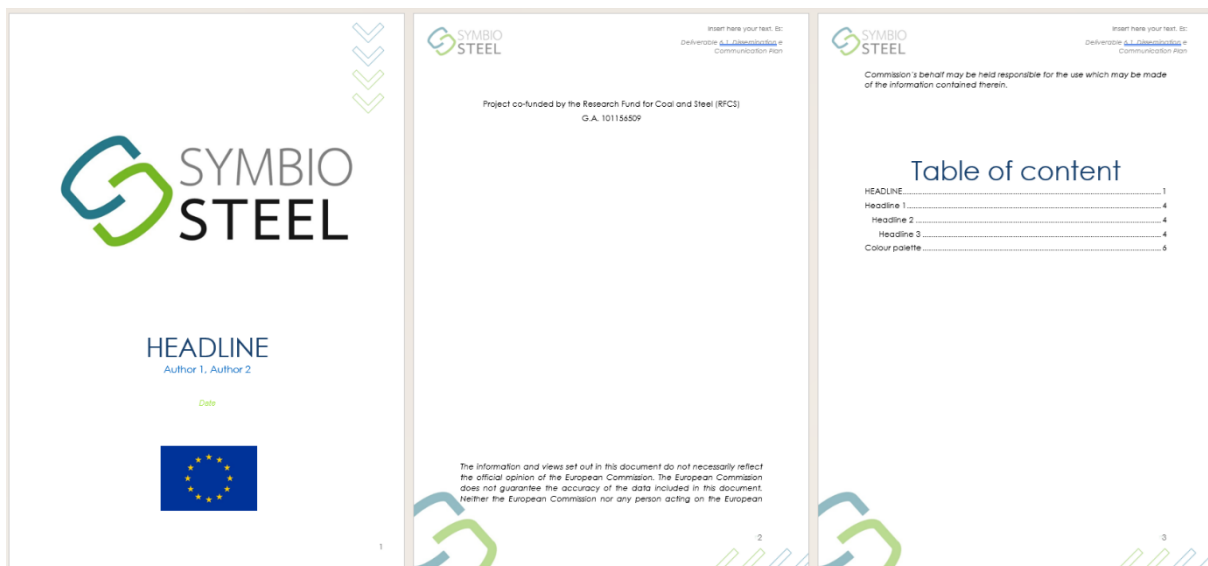
- Information collection on the overview and outcomes of the project.
- Paper writing, preview, and submission to scientific journals.
- Revise the paper according to the feedback from reviews, re-submit papers, get the papers approved and published.

Timeline:

At least 2 manuscripts based on the findings of the project will be submitted to peer-review journals during the project period.

## 2.7 Communication materials

The Symbio-Steel branding toolkit mainly consists of the document (Figure 1) and presentation templates (Figure 2). Other types of material including newsletter format, banners, posters, flyer, roll-up, and stickers will be further developed throughout the project.



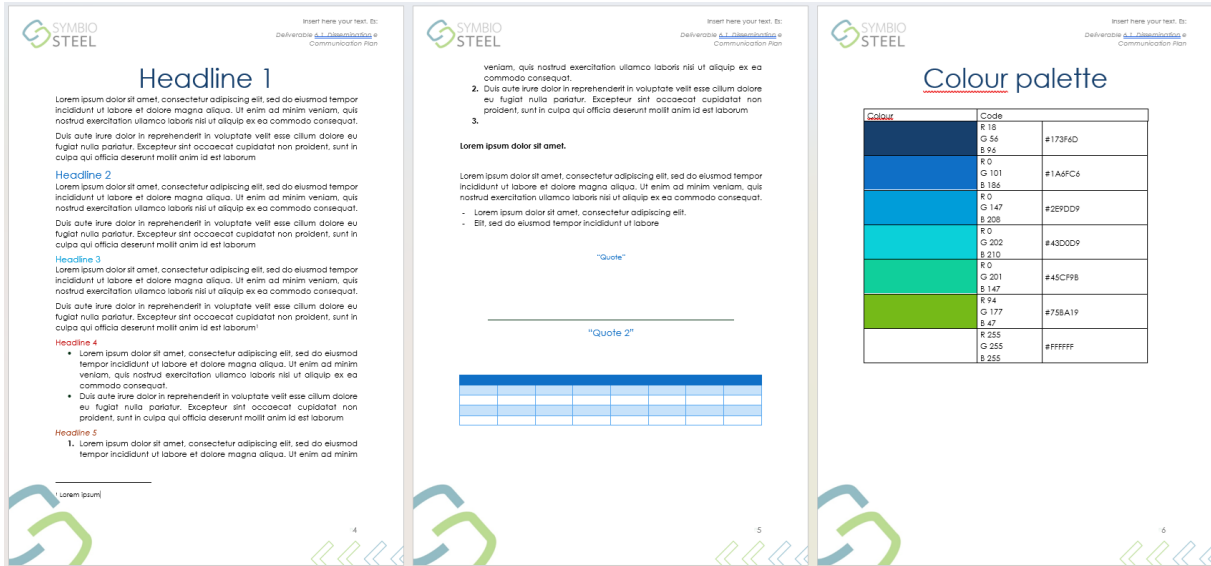


Figure 1. Word document template

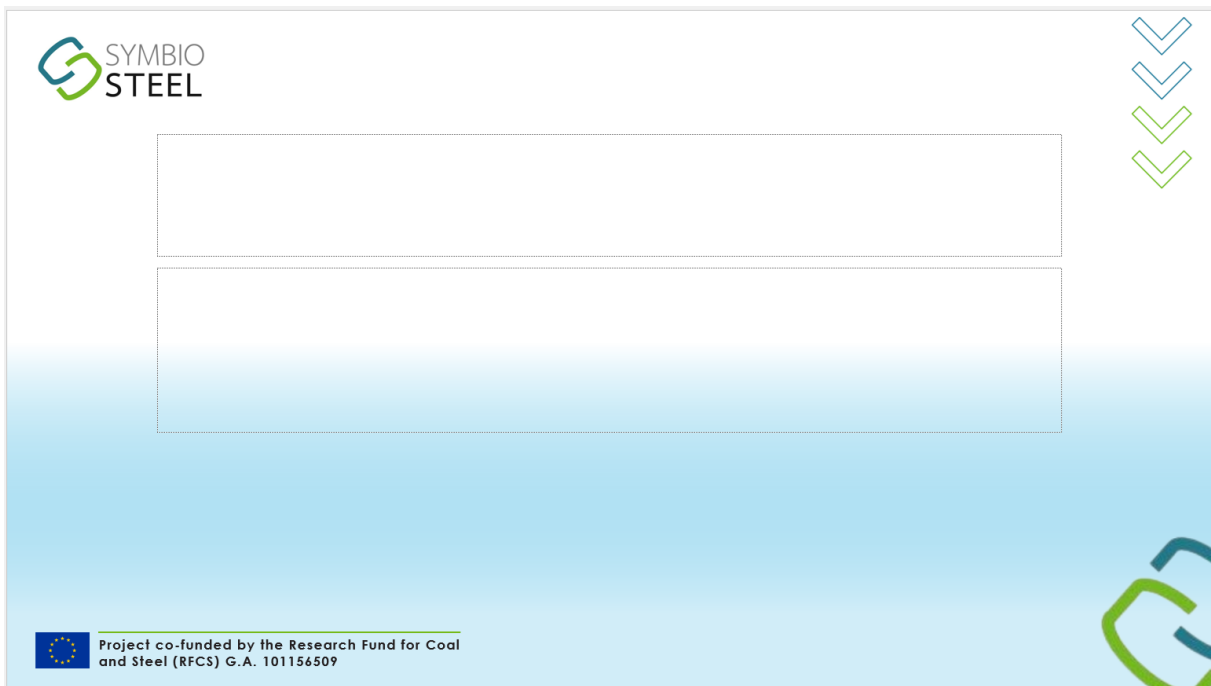




Figure 2. PowerPoint slide template

# 3 Timetable

Table 3: Timetable for D & C activities.

Task	Time							
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
D&C plan		M 4						
Website establishment		M 6						
Website updating								
Newsletters		1st		2nd		3rd		4th
LinkedIn page								
Recruit of webinars for recycling day								
Recycling day Webinar								
Recruit for Workshop 1								
Workshop 1		Duisburg						
Recruit for Workshop 2								
Workshop 2					ESTAD			
Recruit for Workshop 3								
Workshop 3							EUROSLAG	
Gather workshop materials		WS 1			WS 2			WS 3
Dissemination and communication reports					M 13			M 24
Paper publication								
Conference participation								



# 4 Deliverables

Table 4: Planned deliverables in D & C work in Symbio-Steel.

Deliverables				
No	Name	Level	Due data	Description
<b>D 2.1</b>	Dissemination and Communication plan	PU	M 4	Electronic document summarizing the plans for D&C of the project outcomes (English)
<b>D2. 2</b>	Project website (first version)	PU	M 6	Project website implemented (English)
<b>D2. 3</b>	Dissemination and communication reports	PU	M 13, M 24	Electronic document with periodic updates on dissemination and communication activities, also publicly downloadable from the project website (English)



# 5 Monitoring and Evaluation

To ensure the effectiveness of dissemination efforts, monitoring, evaluation, and subsequent adjustments are needed, below are shown the metrics considered in each of the D & C activities:

Actions:

- Collect and summarize the data and other information correlated to the D & C work performance; the KPIs are as shown below in Table 5:

Table 5: Planned KPIs to evaluate the performance of D & C work.

Key Performance indicators (KPIs)	
<b>Activity</b>	<b>Website establishment, running and update</b>
KPI 1	Number of unique visitors per month on website
<b>Activity</b>	<b>LinkedIn page running and update</b>
KPI 2	<u>Number of likes on LinkedIn</u>
<b>Activity</b>	<b><u>Flyers distribution</u></b>
KPI 3	<u>Number of flyers electronically distributed</u>
<b>Activity</b>	<b>Database of stakeholders created/completed</b>
KPI 4	<u>Number of stakeholders contacted</u>
<b>Activity</b>	<b>Newsletter update</b>
KPI 5	<u>Distribution and Subscriptions: Total number of newsletter subscribers,</u>
KPI 6	<u>Open Rate: Percentage of recipients who open the newsletter.</u>
<b>Activity</b>	<b>Workshop</b>
KPI 7	Number of workshops organized.
<b>Activity</b>	<b>Participation in fairs</b>
KPI 8	Numbers of presence at a fair
<b>Activity</b>	<b>Conferences</b>
KPI 9	Number of papers for international conferences
<b>Activity</b>	<b>Paper publications</b>
KPI 10	Number of papers published in scientific journals.

- Evaluate the D & C work performance according to the collected information.



- Holding periodical meetings with all partners to discuss the D & C work performance with the summarized evaluation.
- Discussion of other feedback from D & C work besides the numeric KPIs, such as feedback and communication from stakeholders, the growth of the network, and new chances created through D & C work. This will be done in the periodical meetings.
- Improve the D & C work and renew the D & C plan based on the result of the discussion.

#### Timeline:

The collection of data and information should be conducted every 3 months; the evaluation should be conducted every 6 months before the periodical meeting. The Periodic meetings should be held 4 times with intervals of 6 months, from Month 6 until the end of the project.



# 6 Conclusions

This deliverable presents the Dissemination and Communication Plan of Symbio-Steel project. It provides a consistent framework for all activities needed to disseminate and sustain the concepts, achievements, as well as technical and knowledge results developed within the project.

By arranging diverse range of activities, concrete timelines and efficient evaluation process, this dissemination and communication plan ensures that the project's findings achieve scientific credibility, contribute to global research efforts in the steel symbiosis, and inspire advancements of industrial symbiosis in the steel industry. Various activities will be carried out throughout the project's duration to help achieve its objectives.

Through a combination of targeted activities, this plan effectively reaches stakeholders, drives knowledge exchange, and promotes sustainable, low-carbon steel production.

The Dissemination and Communication plan will be constantly evaluated and revised during the project's duration. Two other deliverables on Dissemination and Communication activity will be produced at M6 (Deliverable D2.2) and M13 and M24 (Deliverable D2.3).



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