



SYMBIO  
**STEEL**

# First Dissemination and communication report

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**Project Acronym** Symbio-Steel

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# 1 Overview

The dissemination and communication (D & C) activities in Symbio-Steel aims to ensure its findings are widely shared with 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, and thereby supporting the advancement of Industrial Symbiosis in the steel sector.

Consortium partners are committed to implementing an intensive and clear strategy and conducting 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. A Dissemination and Communication plan has been made and published in M4 in this project (D2.1). Briefly, the D & C work should 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.

In the 1st year of the project (Oct 2024-Sept 2025), the consortium partners carried out intensive and effective dissemination and communication (D & C) activities. These included organizing a workshop on Industrial Symbiosis, contributing to the Resource and Recycling Day webinar hosted by Swerim and Jernkontoret, and participating in 4 conferences and events. In the activities above, 2 oral presentations and 3 posters (one poster with short oral presentation, one poster with survey) have been delivered. In parallel, the project maintained an active website and LinkedIn presence, updating project news, activities, other information, etc., and published 2 newsletters to reach stakeholders and wider audiences. We already achieved over 13,000 impressions, over 110 followers in LinkedIn page, and over 1,100 views on website. The detailed D & C activities can be seen in section 2 below.

These efforts have significantly strengthened the visibility of Symbio-Steel, promoted knowledge sharing, and created valuable opportunities for stakeholder engagement. In the 2<sup>nd</sup> year, we will continue to build on this foundation with further D & C activities to maximize the project's impact.



## 1.1 Objectives

The primary objectives of these dissemination and communication activities 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 scientists/researchers/engineers, and the public. Facilitate knowledge exchange to promote the adoption of Industrial Symbiosis in steelmaking.
- Engaging stakeholders. Foster engagement with stakeholders (e.g. industry professionals, policymakers, academics, society and the public authorities) to advance the Industrial Symbiosis in the steel sector.
- Documentation of undertaken and proposed dissemination and communication activities.

## 1.2 Target audiences

All partners of Symbio-Steel are committed to mobilizing 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, e.g. the cement industry, or other sectors linked to the 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: who are looking for a profession that contributes to facing climate challenges, preserving natural environment and supporting 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 decarbonization in EU industry



## 2 Activities and results

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.

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 for D & C work.

The corresponding D & C activities and results for the 1<sup>st</sup> year of Symbio-Steel are described in detail in the following subsections.

### 2.1 Conferences

Conferences are crucial for disseminating project findings to a global audience of academics, industry professionals, and policymakers. During the 1<sup>st</sup> year of the project, Symbio-Steel partners actively participated in relevant conferences to raise awareness about the project, present initial findings and engage with stakeholders.

In total, Symbio-Steel participated in 4 international conferences and academic events with presentations, posters and a survey invitation. The detailed activity information is shown in Table 1 below.



Table 1: Participated conferences in the 1<sup>st</sup> year of Symbio-Steel.

Conferences in the 1 <sup>st</sup> year				
Event	Place	Participants	Time	Activity
EUROSLAG 2024	Bilbao (Spain)	SSSA, Swerim, FEhS, RINA-CSM, K1-MET, ESTEP, REA-RFCS	23-25 October, 2024	Poster about project ambition and design, with short oral presentation; Communication with audience; Networking.
Session at "The role of slags and other by-products within circular economy in the steel industry" (conference organized by FeHS and ESTEP)	Duisburg (Germany)	SSSA, FEhS, Swerim, RINA-CSM, K1-MET, ESTEP	5-6, March, 2025	A Symbio-Steel-hosted session ; Presentation; Communication with audience; Networking.
European Biomass Conference and Exhibition (EUBCE)	Valencia (Spain)	Swerim	9-12, June, 2025	Project poster "Steel and biomass symbioses"; Networking;
ESTEP Spring Dissemination event	Krakow (Poland)	ESTEP, SSSA, RINA-CSM, FEhS	5-6 June, 2025	Project poster; Networking; survey invitation;

The four activities include an oral presentation in a co-hosted symbiosis-themed session (Duisburg) and 3 posters. Initial presentations focused on the project design and expected outcomes, but later ones began disseminating preliminary findings, such as insights into existing research into biomass and steel sectors synergies, and the suggested KPIs developed in the project.

In addition, 1 survey on activities and trends related to Industrial Symbiosis in the steel sector, prepared by RINA-CSM, has been distributed starting from the ESTEP Spring Dissemination event. The survey provides great assistance to D & C work by engaging stakeholders, collecting information on their priorities, interests and concerns, as well as increasing Symbio-Steel's visibility.



## 2.2 Workshops and webinars

Workshops and webinars are 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.

In the 1<sup>st</sup> year of the project, 1 workshop and 1 webinar have been completed, as shown in Table 2. The workshop was held as a session “Industrial Symbiosis” in the ESTEP& FEhS event “The role of slags and other by-products within circular economy in the steel industry”, in March. In the workshop, a presentation on Symbio-Steel was given along with 4 other presentations on related topics given by researchers/stakeholders from industrial and academic organizations. In this way, Symbio-Steel contributed to the discussion and dissemination of Industrial Symbiosis research involving steel industries.

The Resource and Recycling Day webinar in September 2025 was hosted by Swerim and Jernkontoret. Symbio-Steel was presented by Valentina Colla (SSSA) and Han Yu (Swerim), as part of the webinar focusing on topics such as characterization, selection, reuse and recycling of steel and alloys by-products. This served both to present the project to industry and research professionals active in related fields, to disseminate Symbio-Steel outcomes related to definition of IS KPIs, and to invite new participants to the ongoing survey.

With the workshop and webinar, we obtained new knowledge, opinions, and experiences in Industrial Symbiosis and relevant areas, and built communication and networks with researchers and other stakeholders in correlated areas. We will continue with these activities in the 2<sup>nd</sup> year, as great support to reach the goal of Symbio-Steel.

Table 2: List of completed workshop and webinar in Symbio-Steel.

Workshop and webinar				
Workshop	Place	Host	Time	Activity
Workshop 1	Duisburg (Germany)	FEhS, ESTEP, SSSA	March, 2025	Project Presentation; Discussion with audience; Networking.
Webinar 1	Luleå (Sweden)	Swerim, Jernkontoret	Sept 2025, the event of Swerim Resource and Recycling Day	Project presentation; Discussion with audiences;

### 2.3 LinkedIn Page and website

LinkedIn is the primary social media platform for promoting project activities, engaging stakeholders, and sharing updates. The tasks include sharing project information and updates, announcements for events e.g., webinars, workshops, and conferences, and reporting their results, share posters and newsletters, etc.

A dedicated project website is a central hub for information for Symbio-Steel, providing accessible and transparent information to all viewers, especially stakeholders. The website provides insight into events, news, outcomes, focuses, etc.

LinkedIn page of Symbio-Steel account has been set up in November 2024, the posting has started. By the end of the 1<sup>st</sup> year of the project (Sept 2025), 15 posts have been published with over 13 000 impressions and 300 reactions, as shown in Table 3 below:

Table 3: Statistics of LinkedIn page in the 1st year of Symbio-Steel.

	Impression	Engagement rate	Reactions	Likes
Total	13 554	-	344	338
Average	904	10.3%	23	23

The activities on LinkedIn provided significant support to share project progress, engage audiences in relevant areas, build networks and promote our other activities. In the second year of Symbio-Steel, as the project progresses and more results are generated, we will continue to put efforts into developing our LinkedIn presence.

Symbio-Steel website has been established and published in March 2025 ([www.symbiosteel.eu](http://www.symbiosteel.eu)). The project overview, objectives, and other information have been shared on the website. The update of activities (e.g., conferences, workshops, posters), newsletters and documents (e.g., deliverables) has been ongoing since March 2025. The website also features links that allow visitors to subscribe to our newsletter. In addition, we have promoted our website through LinkedIn and project activities to increase its visibility. So far, a total of 1121 views/visits to the Symbio-Steel website have been achieved, details as shown in Table 4 below.



Table 4: Website statistics in the 1st year of Symbio-Steel.

Website statistics in the 1 <sup>st</sup> year of Symbio-Steel	
Total page view	1121
Active users	44
Newsletter page view	>50
Project concept page views	>40
Project background page views	>80
Consortium information page views	>60
News page view	>120

As shown in the table, visitors have accessed a wide range of project information on the website, from background and concept to project activities, news, and details of participating organizations. This has created a strong communication and dissemination effect, providing an effective platform for information sharing.

Both the LinkedIn page and website have shown good performance and promising potential to support D & C work in Symbio-Steel. In the 2<sup>nd</sup> year, we will further leverage both channels to facilitate the project’s activities and ensure successful results.

## 2.4 Newsletters, paper publications and stakeholder engagement

A twice-yearly newsletter is used to deliver up-to-date information and updates on project activities and events, maintaining stakeholder engagement

The first and second newsletters have been published in February 2025 (M5) and in September 2025 (M12), shared as LinkedIn posts, emailed to subscribers, and uploaded to our website. The newsletters have presented project achievements, upcoming activities, and a project overview.

So far, newsletters have attracted over 1100 impressions in LinkedIn, and over 130 clicks and visits in LinkedIn and webpage. Meanwhile, the newsletters have been distributed by e-mail to over 100 individuals from over 50 organizations in relevant sectors. In addition, we encourage subscription to our newsletter. So far, subscription rates have been modest, although stakeholders from 6 major players in steelmaking area have subscribed to our newsletters. We will continue to prepare and publish high-quality newsletters in the 2<sup>nd</sup> year.



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 the steel sector.

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

For paper publication, after the acceptance of the extended abstract to be presented at the ESTAD 2025 Conference, the paper "**Recent achievements of Industrial Symbiosis in the steel sector based on the Symbio-Steel project**" has been selected for possible publication, after peer-review, on a special issue (Advances in Steel Technologies) of the journal Matériaux & Techniques. The paper was prepared and submitted to Matériaux & Techniques in **September 2025**.

In the 2<sup>nd</sup> year, at least one paper will be prepared and submitted to a scientific journal.

Engaging with stakeholders is one of the key jobs of our dissemination and communication strategy, as it ensures that project results reach relevant communities, fosters dialogue with experts and practitioners, and creates opportunities for collaboration and impact. Now, in our approach, meaningful contact is defined as direct communication, through which stakeholders are reached with project information, that enables awareness of or interest, or engagement in the project. This may include subscribing to our newsletter, receiving/viewing our flyers/newsletters, participating in correlated webinars or workshops, or taking part in project-related discussions, etc. Based on this definition, we have contacted over 100 people from over 50 organizations, reflecting steady progress in building a strong and engaged network around the project.



# 3 Future plan for the 2<sup>nd</sup> year

Conferences: Conferences in the 2<sup>nd</sup> year are also planned, as shown in Table 5 below. Symbio-Steel's participation in ESTAD in Oct 2025 has been settled, where the 2<sup>nd</sup> Workshop in the project will be held. The strong academic and professional atmosphere of the conference will provide an excellent environment for dissemination and communication in Symbio-Steel, ensuring that our activities achieved a highly effective impact. Symbio-Steel will also participate in EUROSLAG 2026, as abstract(s) have been submitted. Our plan for the conference participation in the 2<sup>nd</sup> year may be adjusted according to the project's progress, changes in conference schedules, etc.

Table 5: Preliminary Plan for conference participation in the 2<sup>nd</sup> year.

Event	Place	Participants	Time	Activity
The European Steel Technology and Application Days (ESTAD)	Verona (Italy)	SSSA, Swerim, FEhS, RINA-CSM, K1-MET, ESTEP	06-09 October 2025	A workshop for Symbio-Steel; Presentation focusing on project progress and outcomes; networking;
ESTEP annual event	Udine (Italy)	ESTEP	28-30 October 2025	Presentation focusing on project progress and outcomes; Networking;
EUROSLAG 2026	Luleå (Sweden)	SSSA, Swerim, FEhS, K1-MET, etc.	June, 2026	A workshop for Symbio-Steel; presentation to introduce and summarize the project; networking ;

Workshops:



3 workshops are planned in Symbio-Steel, workshop 1 has been finished as mentioned above. Workshop 2 will be at ESTAD 2025 conference with workshop 3 planned to be held during EUROSLAG 2026, as shown in Table 6. The plan for workshop arrangement may change according to the project progresses as well as the change in conference plan/schedule, etc.

Table 6: Plan for upcoming workshops in Symbio-Steel.

Planned upcoming workshops				
Workshop	Place	Host	Time	Activity
Workshop 2	Verona (Italy)	SSSA	Oct 2025, during the ESTAD conference	Presentation; Discussion; Networking, etc.
Workshop 3	Luleå (Sweden)	Swerim	June 2026, during the EUROSLAG 2026 conference	Presentation; Discussion; Networking, etc. Discussion of future plans, etc.

Media (website and LinkedIn page): the website and LinkedIn page will be continuously updated based on the new progress, activities, announcements, and other information in the project. We will also consider making new type(s) of content, such as video(s), to be shared through website or LinkedIn.

Newsletters: 2 newsletters have been published in 1<sup>st</sup> year. With the project progressing and more results will be generated, we will continue to put efforts into newsletters in 2<sup>nd</sup> year. The current plan includes 2 newsletters in the 2<sup>nd</sup> year; The plan may be changed due to the actual progress of the project.

Paper publication: 1 paper has been submitted to Matériaux & Techniques in the 1<sup>st</sup> year, and there will be at least one paper submitted to scientific journal in the 2<sup>nd</sup> year.

Engage stakeholders: We will utilize opportunities such as conferences, workshops, newsletters, media (website, LinkedIn page, etc.) to continue engaging with stakeholders to ensure that project results reach relevant communities and foster Industrial Symbiosis solutions for the steel sector.



# 4 D & C work performance

Below, the quantified communication and dissemination targets from project proposal and D&C plan are compared to the achieved outcomes. As can be seen, most goals are met, and there seems to be scope to overperform even more in the final 12 months of the project. The measurement of certain KPIs had to be adjusted, as the follow-up options disappeared. For instance, the technical solution for tracking unique visitors at the website has been discontinued, and “active users” and “total views” were used instead. This KPI will be changed as the D & C plan is updated, but it is estimated that the website has performed at or somewhat above the target. The D & C KPI follow-up for M1-M12 in the project is as shown in Table 7.

Table 7: D & C KPI follow-up for M1-M12. KPI described in D&C plan with some targets from the project proposal.

Comparison of KPI for the 1st year and actual results				
D & C activity	KPI	Target	Outcome	Status
<b>Website</b>	Number of unique visitors per month	20	1121 views in total, 44 total active users (users that have done more than just opening the page, e.g. clicking, scrolling etc.)	==+
<b>LinkedIn</b>	Number of likes	50	338 likes, over 13 000 impressions, 10.3% of engagement rate	+
<b>Flyers</b>	Number of distribution of Flyers electronically	50	Over 1000 clicks on posts and documents promoting project activities disseminated on website or LinkedIn,	+



			over 100 distributions of newsletter by e-mail.	
<b>Stakeholder</b>	Number of contacts	50	Over 100 people from over 50 organizations (including digital correspondence, workshop participation and in-person discussions about Symbio-Steel)	+
<b>Newsletter</b>	Newsletter numbers	2	2 newsletters published (February, September)	=
<b>Newsletter</b>	Number of newsletter subscribers	No concrete target	People from 6 relevant organizations subscribed to the newsletter	=
<b>Newsletter</b>	Newsletter open rate	No concrete target	Roughly 14 % (from comparison between click and impression in LinkedIn)	=
<b>Workshop</b>	Number of Workshop organized	1	1 workshop organized	=
<b>Presences</b>	Presence in a fair	Presence in a fair	Symbio-Steel participation in EUBCE, a combined academic conference and industry exhibition.	=
<b>Conferences</b>	Number of conferences/events participated	1-2	Participated in 4 events: 3 poster presentations 1 oral presentation	+



<b>Conferences</b>	Number of conference paper	0 for the 1 <sup>st</sup> year	-	=
<b>Paper</b>	Paper publication	No KPI for 1 <sup>st</sup> year, 2 paper in total	1 paper submitted	+
<b>Webinar</b>	Number of webinars	1	1 webinar of Resource and Recycling day	=
<b>Database of stakeholder</b>	Database of stakeholder	1 <sup>st</sup> Database of stakeholder built	Database has been built through sending list collections, subscription of newsletters, etc.	=



# 5 Timetable

The D & C plan timetable follow-up is shown in Table 8. The D & C plan (D2.1, submitted in M4) used non-updated dates: the due date for the first Dissemination and Communication report was considered as M13, and it should be M12. But we use M13 in the follow-up Table 8 of the report for consistency and easy comparison with the D & C plan. In the future updates of the D&C plan, the due date will be corrected.



Table 8: D & C plan timetable follow-up. Based on Dissemination and Communication plan submitted in M4 (D2.1). Blue colour is planned activities, green is activities completed on schedule, orange are activities completed but later than planned (none present), red is planned activities that are not completed and behind schedule (none present).

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 with KPI
Linkedin page								
Recruit of webinars for recycling day								
Recycling day Webinar								
Recruiting for Workshop 1								
Workshop 1		Duisb urg						
Recruit for Workshop 2								
Workshop 2					ESTAD			
Recruit for Workshop 3								
Workshop 3							EURO SLAG	
Gather workshop materials		WS 1			WS 2			WS 3
Dissemination and communication reports					M 13			M 24
Paper publications								
Conference participation								

# 6 Deliverables

Table 9: Planned deliverables in D & C work in Symbio-Steel.

Deliverables				
No	Name	Level	Due date	Description
<b>D2.1</b>	Dissemination and Communication plan (completed)	PU	M 4	Electronic document summarizing the plans for D & C of the project outcomes (English)
<b>D2.2</b>	Project website (first version) (completed)	PU	M 6	Project website implemented (English)
<b>D2.3</b>	First Dissemination and communication report (completed)	PU	M 12	Electronic document with periodic updates on dissemination and communication activities, also publicly downloadable from the project website (English)
<b>D2.4</b>	Final Dissemination and Communication report	PU	M 24	Electronic document with periodic updates on dissemination and communication activities, also publicly downloadable from the project website (English)



# 7 Conclusions

During the 1st year, project dissemination and communication activities laid a strong foundation for visibility and outreach, and the targets of the D& C work in the first year have been reached. The project so far has included a diverse set of outreach activities, focusing on in-person dissemination at academic conferences, but closely linked to social media and other digital activities to reach an even wider audience. These efforts have ensured broad communication, fostered stakeholder engagement and awareness of the Symbio-Steel project, and set the stage for more extensive dissemination in the 2<sup>nd</sup> year.

From the experience of 1<sup>st</sup> year, we believe that timely updates and continuous online presence were shown to be important for maintaining visibility and interest. Meanwhile, a multi-modal approach seems to be successful, especially when directly connecting to target audiences. In the coming year we plan to expand our communication to include short form videos and a more diverse set of social media posts highlighting the inter-sector reality of Industrial Symbiosis.

In the 2<sup>nd</sup> year, the consortium team will continue to put effort in dissemination and communication works, based on the objectives and experience from the 1st year, ensure the projects visibility and outreach, engage stakeholders, and spread insights that can support Industrial Symbiosis solutions for the steel sector.



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# List of Acronyms and Abbreviations

Abbreviation/Acronym	Description
<b>D &amp; C</b>	Dissemination and communication
<b>WP</b>	Work Package
<b>PU</b>	Public
<b>KPI</b>	Key Performance Indicator
<b>WS</b>	Workshop

