



# Max [H<sub>2</sub>] DR

Maximise H<sub>2</sub> Enrichment in Direct Reduction Shaft Furnaces

## Dissemination and Communication Strategy

Deliverable 4.2

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30/11/2022

*This project has received funding from the European Union under grant agreement NUMBER – 101058429 – MaxH2DR*

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## 1. Introduction

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### 1.1 Purpose and Scope of the present document

Dissemination and Communication play an extremely important role in the success of a project funded by the European Union (EU) to make external stakeholders aware of the project potential and relevant outcomes as well as to maximize project outreach by ensuring that its objectives, activities and results are known to the relevant audience.

Therefore, a clear plan must be defined for all the dissemination and communication activities to be carried out along the lifetime of the project.

This document (Deliverable D4.2 Dissemination and Communication Strategy) describes the general plan for disseminating the results of MaxH2DR. It gives an overview about the strategy behind the dissemination and communication activities, and it provides a roadmap for the upcoming actions.

The general idea of WP4 is to ensure full exploitation and wide impact of the results of MaxH2DR to a wide audience, including both the scientific and the industrial community, but also the general public. To achieve this, a common set of dissemination materials and media will be made available, a specific strategy will be implemented, and active involvement of all project participants will be required.

In the first six months of the project, an initial set of communication material is being created, such as the document and presentation template, or other types of jointly used pieces. The MaxH2DR presence online is also completed with the design and development of the social media channels in LinkedIn and Twitter, which complement the already launched project website.

The consortium also prepared an initial list of potential events to be targeted by MaxH2DR and defined the set of Key Performance Indicators (KPIs) to be continuously monitored with associated target values that must be reached to maximize the impact of the project

### 1.2 Structure of the document

This report is divided into 4 main sections:

- Section 1 introduces the context of this document and its objectives;
- Section 2 defines the general structure of the Dissemination & Communication strategy that has been defined and is being executed from the beginning of the project.
- Section 3 describes the identified main audience for the dissemination and communication strategy, together with the objectives of dissemination and communication actions, the associated Key Performance Indicators (KPIs) together with their overall target values. Moreover, this section describes the planned activities, which will be carried out to ensure that the project's results are widely distributed to the targeted audience with appropriate mechanisms in a timely manner, and that the key stakeholders for the project exploitation and market uptake are early engaged and actively participating to the various implementation phases.
- Section 4 provides some concluding remarks for the document.

## 2. Dissemination and Communication Strategy

To enhance visibility and the impact of the project as well as of the individual partners, a global dissemination and communication strategy tailored to different stakeholders has been defined and is being executed from the very beginning of the project. The goal is to ensure adequate dissemination and communication of the project's results to the targeted audience by leveraging their active participation, involve potential new research, development and innovation actors for fruitful exchanges and future scale-up of the project outcomes as well as potential commercial partners which could be interested in the exploitation of some project results in the medium-long run.

The MaxH2DR dissemination and communication strategy is illustrated in Figure 1.

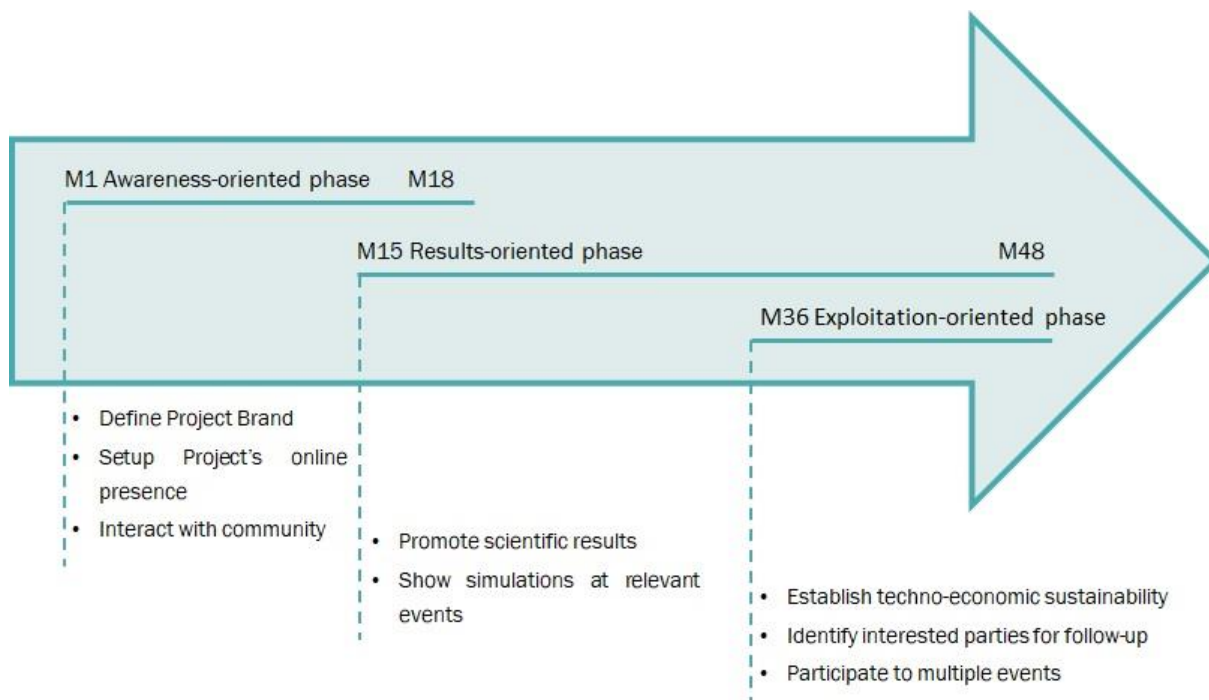


Figure 1: MaxH2DR Communication and Dissemination Strategy.

The Dissemination and Communication strategy encompasses the following three consecutive phases, which require different methods and activities to be carried out to achieve the specific goals:

- awareness-oriented phase;
- results-oriented phase;
- exploitation-oriented phase.

A detailed description of each phase is proposed in the following subsections.

### 2.1 Awareness-oriented phase

At the beginning of the project, the goal of this phase is to raise public, industry and research community awareness about the project and the problems it addresses. During this phase, the main tasks are the setting up of the marketing materials and awareness-raising presentations at different related events. Thus, the following main activities are being and will be carried out:

- Setting up a project brand identity, such as the logo, templates for documents and presentations, etc.;

- Creating the project website, which showcases the project vision and objectives and presents the project members and any other relevant information;
- Designing dissemination material, such as flyers and posters, which will be distributed through partners' networks and project events;
- Giving introductory presentations at conferences and workshops about MaxH2DR to raise awareness among the scientific and industrial community and to establish the basic brand name of MaxH2DR.

## 2.2 Result-oriented phase

The aim of this phase is to promote project results to targeted stakeholders in the steel industry and research community. The planned activities are:

- Update the project website with publicly released deliverables and news to show the advancements and progress of the project and to keep interested parties up to date;
- Presentations at international conferences and workshops introducing the scientific and technical results of the MaxH2DR project;
- Showcasing the released outcomes/products in important events to demonstrate the benefits of the solutions and interact with interested parties to collect their feedback.

## 2.3 Exploitation-oriented phase

During this final phase, specific activities will be carried out to improve awareness related to MaxH2DR results. This phase targets potential users of project results.

To this aim, a continual interaction with the project exploitation plan will be implemented (see also Milestone 4.2). The goal is to keep the project dissemination and communication strategy fully aligned and supportive with respect to the exploitation strategy, which is strictly interrelated with the innovation ecosystem and stakeholder map, developed and presented within Deliverable D4.6.

Specific activities of this phase include:

- organization of events such as workshops and seminars to build and disseminate project results;
- publishing of the MaxH2DR results and products to increase awareness in the research and industrial communities;
- participation to important conferences and workshops, where the results of the project could be presented to targeted stakeholders;
- use of software simulations to support contacts for future exploitation.

### 3. Dissemination and Communication Strategy

The dissemination and communication activities will ensure that the project's results are widely distributed to the relevant audience with appropriate mechanisms in a timely manner, and that the key stakeholders for the project exploitation and market uptake are early engaged and actively participating to the various implementation phases.

The consortium partners aim at implementing an intensive, yet clear, strategy and conduct effective communication, dissemination and exploitation activities from the very early stages of the project.

All partners are committed to mobilize the appropriate stakeholders to multiply the effects of dissemination and exploitation activities.

#### 3.1 Target audiences for the dissemination and communication activities

In order to maximize the impact of the dissemination and communication of the project's results, some main categories of target audiences have been identified, also based on the developed ecosystem and stakeholder analysis (see Deliverable D4.6), which will be useful to particularize the dissemination and communication activities, as well as to customize actions within an integrated and synergetic Communication, Dissemination and Exploitation strategy.

The audience categories identified for MaxH<sub>2</sub>DR so far are listed in the following:

- **Steel Industries (SIs)** facing the challenges raised by strict requirements of the Green Deal objectives, and thus looking at Hydrogen-intensified direct reduction as the most promising Direct Carbon Avoidance path to reduce CO<sub>2</sub> emissions and exploitation of fossil resources (not only carbon but also Natural Gas) in steel production. Their awareness is critical to ensure wide deployment of the outcomes of MaxH<sub>2</sub>DR. Therefore, especially ESTEP will take care to establish the link with the whole European Steel community.
- As industrial progress relies on valorization of human resources, **Workers (W)** also need to be informed about the outcomes of the project, being end-users and implementers of the investigated technologies and solutions.
- **Original Equipment Manufacturers (OEMs)**, namely companies that provide plants and equipment to SIs, who can be willing to exploit and uptake some of the project results in their portfolio of services offered to their customers and partners in Europe and Worldwide.
- **Research and Technology Organisations (RTOs), High-Education Institutions (HEI)** and, in general, the **Scientific Community (SC)**, active in the steel and metal sector, or involved in the decarbonization of industry, or concerned with hydrogen, are interested in the scientific developments provided by MaxH<sub>2</sub>DR, as they could be made aware of the large H<sub>2</sub> potential of steelmaking. This community is deeply committed to develop and prototype innovative solutions and can be a good lever for exchanging information.
- **Associations, Platforms and Clusters (APCs)** as well as other kind of national and international communities (e.g. ESTEP, EUROFER, A.SPIRE, Pact-for-Skills, VDEh, Federacciai), which can be interested in deploying some technological solutions investigated in the project.
- **Policymakers and Society (P&S)**. These stakeholders of the steel sector are interested in assessing the impact of the technologies, tools and strategies developed in MaxH<sub>2</sub>DR on the sustainability of the steel production cycle. This include social impact and effects on present and future workforce, for instance in terms of health and safety conditions, eventual skill gaps to be filled for implementing the investigated technologies, potential for attraction of young talents.

Newspaper and internet press specialized in industry is interested in topical and concrete actions targeted to decarbonize industry, as well as the policymakers.

For each target group, the main specific interest in the project have been identified, to suitably address the dissemination activities targeting.

**Table 1** provides an overview of the identified target groups and their main potential interests in the project.

**Table 1: Target Audiences for Dissemination and Communication**

Target Group	Interest in MaxH2DR
Steel Industries (SI)	<ul style="list-style-type: none"> <li>• Being regularly informed about the Project and its progress</li> <li>• Testing / Deploying some of the investigated technological solution</li> <li>• Provide feedback on the benefits that the steel industry can get from MaxH2DR solutions</li> <li>• Exploit the integrated simulation tools developed in WP3</li> </ul>
Workers (W)	<ul style="list-style-type: none"> <li>• Being informed and actively involved in the decarbonization process of the steel sector</li> <li>• Having training and upskilling paths to exploit at best the outcomes of MaxH2DR</li> <li>• Assess the impact on health and safety conditions at the workplace of the novel technologies</li> </ul>
Original Equipment Manufacturers (OEMs)	<ul style="list-style-type: none"> <li>• Testing/Deploying some of the investigated technological solution</li> <li>• Testing/Exploit the integrated simulation tools developed in WP3</li> <li>• Provide feedbacks on the benefits that the steel industry can get from MaxH2DR solutions</li> </ul> <p>Collaborating with project's partners to bring the project's solution(s) on the market/future scale up</p>
Research & Technology Organisations (RTO), High-Education Institutions (HEI), Scientific Community (SC)	<ul style="list-style-type: none"> <li>• Improve knowledge on Hydrogen enriched direct reduction of iron ore</li> <li>• Explore synergies with other research activity on DCA solutions for the steel sector</li> <li>• Share knowledge on the project to organise new training courses / improve the existing offer</li> </ul>
Associations, Platforms & Clusters (APC)	<ul style="list-style-type: none"> <li>• Promote some of the investigated technological solutions, so that their members can use them</li> <li>• Exploit the integrated simulation tools developed in WP3</li> <li>• Assess techno-economic transferability of the project outcomes</li> <li>• Synergies with other research activity on DCA solutions for the steel sector</li> </ul>
Policymakers & Society (P&S)	<ul style="list-style-type: none"> <li>• Discover and follow the progress of researchers to decarbonize the steel industry</li> </ul>

The consortium elaborated specific objectives for dissemination and communication activities, which are aligned with the overall strategy defined in Section 2 and addressing the different target audiences identified in Section 3.1. Moreover, KPIs have been defined for each cluster of activities, which will be monitored throughout the whole project duration.

The following subsections summarizes the above-mentioned specific objectives and targets.



### 3.2 Dissemination objectives, actions, messages and associated KPIs

Dissemination is focused on the **public disclosure of the project results to specific target groups**, and has the following main dissemination objectives (DO):

- DO1. to raise awareness and interest of potential users on the project results;
- DO2. to foster interaction with stakeholders and potential users (the ecosystem) to obtain key feedback and enhance exploitation opportunities;
- DO3. to transfer knowledge of the developed solutions to the scientific community and exchange experiences which can support improvements and refining of the research activities;
- DO4. to foster the acceptance of MaxH2DR outcomes and tools in the EU steel industry;
- DO5. to ensure a broad applicability of the project results also beyond the steel sector.

According to the overall strategy, which is presented and discussed in Section 2, in the initial phase of the project, dissemination will focus on presenting the project to raise awareness among all target audiences. Following the generation of research outputs, dissemination activities will be mostly tailored to each target group. By the end of the project, especially the software simulation tools developed throughout the project will be exploited for dissemination activities, including training and knowledge transfer, to foster the wide adoption of MaxH2DR results in the steel sector and explore opportunities for transferability of part of the expected outcomes also to other sectors.

The following main dissemination activities are envisaged:

- Scientific and technical papers.
- Presentations, lectures, posters in conferences, congresses and workshops.
- Internal seminars and dissemination events.
- Webinars and seminars on the MaxH2DR outcomes.
- Attendance to exhibitions and trade fairs.
- Presentations in events promoted by EU initiatives, platforms, and associations.
- Collaboration and synergies with other projects funded within the Horizon Europe (HEU) programme, especially within the Clean Steel Partnership (CSP) calls.
- MaxH2DR final workshop.

**Table 2** schematically depicts how the above-listed dissemination activities impact on the different target group identified in Section 3.1.

**Table 2: Overview of the impacts of the planned dissemination activities on the identified target audiences.**

Dissemination activity	SI	W	OEM	RTO	HEI	SC	APC	P&S
Scientific and technical papers	☑		☑	☑	☑	☑		
Presentations, lectures, posters in conferences, congresses and workshops	☑		☑	☑	☑	☑		
Internal seminars and dissemination events	☑	☑	☑					
Webinars and seminars on MaxH2DR outcomes	☑	☑	☑	☑	☑	☑	☑	☑
Attendance to exhibitions/trade fairs	☑		☑	☑				
Presentations in events promoted by EU initiatives, platforms, and associations	☑			☑			☑	☑
Collaboration and synergies with other HEU projects	☑			☑	☑	☑		
MaxH2DR final Workshop	☑	☑	☑	☑	☑	☑	☑	☑

Each envisaged dissemination activity conveys a specific key message, closely linked to the project development as well as to its intermediate and final outcomes. As a consequence, different time schedules are identified for each activity. For instance, the consortium was committed since the very beginning of the project to disseminating the concepts and main objectives of the project in workshops and dissemination events targeting the European steel community, to stimulate curiosity and explore potential synergies with other ongoing EU-funded projects. However, the consortium will not be able to produce scientific publications until at least some partial outcomes of the project are available.

**Table 3** summarizes the key dissemination message and the timeline of each dissemination activity.

**Table 3: Overview of key messages and timelines of the dissemination activities.**

Activities	Key Dissemination Message	Time Plan
Scientific and technical papers	Project scientific and technical outcomes related to specific technologies/solutions	>M18
Presentations, lectures, posters in conferences, congresses and workshops	Discussion of the results and potential of technologies and solutions investigated in MaxH2DR with expert peers	>M18
Internal seminars and dissemination events	Communication of project results, involvement of end-users, matching training and upskilling demands	>M24
Webinars and seminars on MaxH2DR outcomes	Industrial challenges and technology approach. Main features and operation of the investigated solutions.	>M30
Attendance to exhibitions/trade fairs	Attendance to Exhibitions /Trade fairs Synergy potential of MaxH2DR results with SI, OEMs & RTOs	>M30
Presentations in events promoted by EU initiatives, platforms, and associations	Synergy potential of MaxH2DR results with other activities of key stakeholders/organizations	>M1
Collaboration and synergies with other HEU projects	Synergy potential of MaxH2DR results with other research initiatives	>M24
MaxH2DR final Workshop	Main results and expected benefits of their deployment for the targeted markets	>M42

Finally, some numerical targets or KPIs have been identified to assess the level of success of each dissemination action. Such KPIs will be monitored throughout the project duration, together with the project Advisory Board (AB), to timely identify possible corrective actions, whenever needed.

**Table 4** summarizes the identified targets for each dissemination activity.

Table 4: KPIs and target values identified for the dissemination activities foreseen in the project.

Activities	KPI Dissemination
Scientific and technical papers	<ul style="list-style-type: none"> <li>• 15 articles in well reputed scientific Journals in full Open Access mode</li> </ul>
Presentations, lectures, posters in conferences, congresses and workshops	<ul style="list-style-type: none"> <li>• 12 papers published in proceedings of international conferences and workshops</li> <li>• 18 presentations/posters discussed in international scientific events</li> <li>• A total of at least 10,000 persons in the general audience reached in the attended scientific events</li> </ul>
Internal seminars and dissemination events	<ul style="list-style-type: none"> <li>• 8 internal partners' events;</li> <li>• 3 exploitation workshops</li> <li>• 4 pilot training sessions related to the outcomes of the project and some of the developed tools</li> </ul>
Webinars and seminars on the MaxH2DR technologies	<ul style="list-style-type: none"> <li>• 3 webinars and seminars</li> <li>• 150 persons overall attending the held webinars and seminars</li> </ul>
Attendance to exhibitions/trade fairs	<ul style="list-style-type: none"> <li>• 2 exhibitions or trade fairs attended</li> <li>• 3,500 overall number of the audience of the attended exhibitions and trade fairs</li> </ul>
Presentations in events promoted by EU initiatives, platforms, and associations	<ul style="list-style-type: none"> <li>• 12 presentations</li> <li>• A total audience of at least 200 experts and industrial representatives reached in the presentation events</li> </ul>
Collaboration and synergies with other HEU projects	<ul style="list-style-type: none"> <li>• 10 projects contacted for potential synergies in terms of knowledge exchange and future project scale-up</li> <li>• 5 joint activities put in place with some of the previously identified and contacted projects</li> </ul>
MaxH2DR final Workshop	<ul style="list-style-type: none"> <li>• 8 presentations held during the Workshop both by MaxH2DR beneficiaries and by external experts</li> <li>• 100 attendees</li> </ul>

Dr. Valentina Colla from SSSA is the Dissemination Manager for MaxH2DR.

### 3.3 Communication objectives, actions, messages and associated KPIs

Communication activities mostly aim at **promoting the project itself and its impacts among the identified groups**. The following main Communication Objectives (CO) have been defined:

- CO1. to raise awareness in the steel community of the benefits of the MaxH2DR technologies and solutions in terms of socio-economic and environmental sustainability of the steel production cycle;
- CO2. to raise awareness and favor opportunities for transferability of concepts;
- CO3. to raise awareness among European Commission (EC), Public Authorities and policymakers to foster cooperation in spreading the benefits of the MaxH2DR outcomes and solutions;
- CO4. to involve workers and young talents in further development and deployment of the MaxH2DR tools and solutions and create among them awareness on their impact by also promoting connected career opportunities;
- CO5. to promote gender equality and integrate gender dimension in research and innovation activities.

**Table 5** schematically depicts how the above-listed communication activities impact on the different target group identified in Section 3.1.

**Table 5: Overview of the impacts of the planned communication activities on the identified target audiences.**

Communication activity	SI	W	OEM	RTO	HEI	SC	APC	P&S
Project website with dedicated contents. Link to partners' website. Sharing public deliverables, reports and training material	☑	☑	☑	☑	☑	☑	☑	☑
Newsletters	☑	☑	☑	☑	☑	☑	☑	☑
Press releases to newspapers and social media.		☑					☑	☑
Presentations in events organized by or relevant to EU, platforms, and associations. Publications on EC's communication channels	☑	☑		☑			☑	☑
Communications and seminars dedicated to students and young minds					☑			☑
Communications and seminars dedicated to gender equality		☑			☑			☑

Such as in the case of communication, also each envisaged dissemination activity conveys a specific key message, closely linked to the project development as well as to its intermediate and final outcomes. As a consequence, different time schedules are identified for each activity.

**Table 6** summarizes the key communication message and the timeline of each communication activity.

**Table 6. Overview of key messages and timelines of the communication activities.**

Activities	Key Communication Message	Time Plan
Project website with dedicated contents. Link to partners' website. Sharing public deliverables, reports and training material	MaxH2DR: an exemplary project for the decarbonization of industry and the use of hydrogen Impact on energy and resource efficiency, environment, sustainability, and jobs creation.	>M1
Newsletters	MaxH2DR: an exemplary project for the decarbonization of industry and the use of hydrogen Spreading main achievements & benefits of project outcomes, provide updates to external stakeholders	>M6
Press releases to newspapers and social media.	Spreading main achievements & benefits of project outcomes	>M6
Presentations in events organized by or relevant to EU, platforms, and associations. Publications on EC's communication channels	Spreading knowledge on project's activities and benefits of the project outcomes and overcoming barriers limiting expected impacts of project results.	>M30
Communications and seminars dedicated to students and young minds	Impact of project results on daily activities. Career opportunities related to project technologies.	>M24
Communications and seminars dedicated to gender equality	Contribution of all genders in the project and their importance. Career opportunities Participation in activities and collaboration with initiatives promoting gender equality and contributions in STEM	>M24

Finally, some numerical targets or KPIs have been identified to assess the level of success of each communication action. Such KPIs will be monitored throughout the project duration, together with the project AB, to timely identify possible corrective actions, whenever needed.

**Table 7** summarizes the identified targets for each dissemination activity.

**Table 7. KPIs and target values identified for the dissemination activities foreseen in the project.**

Activities	KPI Dissemination
Project website with dedicated contents. Link to partners' website. Sharing public deliverables, reports and training material	<ul style="list-style-type: none"> <li>At least 3,000 views by M40</li> <li>1000+ documents downloads</li> </ul>
Newsletters	<ul style="list-style-type: none"> <li>2 press releases per year and a regular on-line newsletter (semi-annual) with news, events and information of interest</li> <li>5,000+ readers</li> </ul>
Press releases to newspapers and social media.	<ul style="list-style-type: none"> <li>150+ social media followers</li> <li>a reached audience of at 5,000+ people</li> </ul>
Presentations in events organized by or relevant to EU, platforms, and associations. Publications on EC's communication channels	<ul style="list-style-type: none"> <li>at least 2 clustering events at EU level;</li> <li>at least 2 publications on EC communication mean</li> </ul>
Communications and seminars dedicated to students and young minds	<ul style="list-style-type: none"> <li>an overall audience of 500+ students reached</li> </ul>
Communications and seminars dedicated to gender equality	<ul style="list-style-type: none"> <li>at least 1 presentation on gender equality in project event</li> <li>at least 1 session on career opportunities</li> </ul>

Mrs. Delphine Snaet from ESTEP is the Communication Manager for MaxH2DR.

ESTEP will prepare and continuously update the project website (see also Deliverable D4.1), which will contain both a public area (for project overview, goals, partners, publications and events) and a private one (i.e., a repository for working documents and intermediate deliverables and to facilitate exchanges between partners and other involved stakeholders). Certain deliverable reports, depending on the confidentiality of the information contained, will be made available in the public area after specific compliance checks.

ESTEP will also release semestral newsletter. A format for the newsletter is fixed among the project branding material (see Deliverable D4.1). A procedure has been established to prepare the contents of each newsletter: 2 weeks before the established release of each newsletter, the leaders of the technical WPs (namely WP1, WP2, WP3) will provide to ESTEP a so-called “flash report” (in a format – e.g. defined number of characters and lines - that will be provided by ESTEP at the beginning of this activity following the finalisation of the newsletter format) summarizing the activities carried out and the outcomes achieved in each WP. Joint flash reports among two WPs could also be agreed. On the other hand, the leader of WP4 (SSSA) will send a list of attended or planned dissemination and communication events. ESTEP is responsible for merging the four flash reports and producing a newsletter, that will be spread via the ESTEP network as well as the networks of all the partners. A mailing list is being compiled, which will be continuously updated, as the website of the project will provide visitors with the possibility to subscribe to the newsletter. Therefore, the initially compiled list is expected to grow through time.

Moreover, as far as press releases, social media and newsletters are concerned, in order to ensure appropriate spreading of news related to the project, each partner nominated one or two “focal communication points”, namely persons which will be in charge to share posts, tweets and news on the social media of each company/institution involved in the project. Table 8 reports the focal points of the beneficiaries and their email addresses at the date of release of the present document. This list will be regularly revised and updated to ensure that the included persons are always active in spreading the news concerning the project.

**Table 8: List of the focal points for communication for each beneficiary of the project.**

Beneficiary	Focal point	Role	email
1	SSSA Valentina Colla Francesco Ceccarelli	Coordinator Communication manager of SSSA	<a href="mailto:valentina.colla@santannapisa.it">valentina.colla@santannapisa.it</a> <a href="mailto:francesco.ceccarelli@santannapisa.it">francesco.ceccarelli@santannapisa.it</a>
2	RUB Henry Merten Siegmar Wirtz	Communication correspondents	<a href="mailto:merten@leat.ruhr-uni-bochum.de">merten@leat.ruhr-uni-bochum.de</a> <a href="mailto:wirtz@leat.ruhr-uni-bochum.de">wirtz@leat.ruhr-uni-bochum.de</a>
3	UL Olivier Mirgaux Antoine Marsigny	Communication correspondents	<a href="mailto:olivier.mirgaux@univ-lorraine.fr">olivier.mirgaux@univ-lorraine.fr</a> <a href="mailto:antoine.marsigny@univ-lorraine.fr">antoine.marsigny@univ-lorraine.fr</a>
4	BFI Tobias Kempken Kerstin Lindemeyer	Communication correspondents	<a href="mailto:tobias.kempken@bfi.de">tobias.kempken@bfi.de</a> <a href="mailto:kerstin.lindemeyer@bfi.de">kerstin.lindemeyer@bfi.de</a>
5	ABO Henrik Saxen	Project manager	<a href="mailto:Henrik.Saxen@abo.fi">Henrik.Saxen@abo.fi</a>
6	TATA Guchan Yapar Jan Van Der Ster	Project manager Knowledge group leader Ironmaking	<a href="mailto:Guchan.Yapar@tatasteleurope.com">Guchan.Yapar@tatasteleurope.com</a> <a href="mailto:jan.van-der-stel@tatasteleurope.com">jan.van-der-stel@tatasteleurope.com</a>
7	UNISA Daniele Sofia Salvatore La Manna	Communication correspondents	<a href="mailto:dsofia@unisa.it">dsofia@unisa.it</a> <a href="mailto:slamanna@unisa.it">slamanna@unisa.it</a>
8	IMZ Dominika Jaranowska Marian Niesler	Communication manager of IMZ	<a href="mailto:dominika.jaranowska@imz.pl">dominika.jaranowska@imz.pl</a> <a href="mailto:marian.niesler@imz.pl">marian.niesler@imz.pl</a>
9	PNO Anna Bozza Alessandro Russo	Exploitation Manager, Innovation Specialist	<a href="mailto:a.bozza@ciaotech.com">a.bozza@ciaotech.com</a> <a href="mailto:a.russo@ciaotech.com">a.russo@ciaotech.com</a>
10	ESTEP Delphine Snaet	Communication manager of ESTEP	<a href="mailto:D.Snaet@estep.eu">D.Snaet@estep.eu</a>

### 3.4 Targeted Events

During the project execution, the MaxH2DR consortium will analyse the events being planned and have a list of the potential targets for MaxH2DR. The target events include conferences, workshops, exhibitions and other dissemination and communication opportunities, where the consortium can make presentations to share the results of the work carried out in MaxH2DR, as well as trade fairs, exhibitions and dissemination and communication initiatives organised by the EU. This list will be refined and enhanced during project's lifetime to reflect relevant ongoing global developments.

Table 9 provides the initial list of events already identified by the consortium. Such lists will be periodically updated along the project duration (it will be a fixed item in the periodic Project Management Board meetings of the project as well as for the 6-monthly General Assemblies)

**Table 9: Preliminary list of relevant events (question marks are included when the exact dates or locations are still not defined).**

Event	Date	Location	Description
EU Green Week Partner event – Clean Steel Partnership webinar	01.06.2022	Brussels (BE) - online	Presentations of the very first concepts and objectives of the project
1 <sup>st</sup> ESTEP dissemination event	22.06.2022	Brussels (BE)	Presentation of the concepts and objectives of the project
2 <sup>nd</sup> H2 for Green Steel International Conference	29.11.2022-01.12.2022	Paris (FR)	Presentation of the concepts and objectives of the project
METEC & ESTAD 2023	12-16.06.2023	Düsseldorf (D)	Presentation of the concepts and objectives of the project
The Iron & Steel Technology Conference and Exposition	06.05.2024-09.05.2024	Ohio (USA)	Preliminary results of the simulations
40 <sup>th</sup> Congress of the Italian Association of Metallurgy	??.09.2024	Naples (IT)	Main outcomes related to WP1 and WP2
METEC & ESTAD 2025	??.06.2025	Italy	Final outcomes of the project
20 <sup>th</sup> IFAC Workshop Symposium on Control, Optimization and Automation in Mining, Mineral and Metal Processing MMM2025	??.???.2025	??	Final outcomes of the project, with particular reference to aspects related to optimization and gas network management

Once the contribution of the project to one of the events is confirmed, it will be preliminarily announced in a dedicated section of the project website.

If the participation to a dissemination event will generate a publication (e.g. an extended abstract or a paper), open access to such publication will be ensured and the publication or the link to the source file will also be made available through the project website.

To punctually track all the communication and dissemination initiatives carried out by the different partners, the Consortium elaborated a simple module to be filled and sent to the Project Coordinator, Dissemination and Communication Managers by each partner or group of partners for each attended dissemination and communication event. Such module is reported in **Appendix A** of the present document.

## 4. Conclusions

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This deliverable presents the MaxH2DR Dissemination and Communication Plan, an internal instrument to provide 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.

The Consortium recognizes that dissemination, communication and engagement activities are an essential and pervasive activity throughout the project life and integrated within all its work packages. Therefore, the present document illustrates in clear terms the rationale behind the Dissemination and Communication strategy and clarifies all dimensions necessary to communicate the core messages and results of the project in a very effective and comprehensive way.

Various activities will be realized throughout the project's lifetime to help MaxH2DR achieving its objectives. Promotion of the project using online tools and via participation in the events, workshops, a number of scientific publications in journals and conferences as well as high-quality promotional material constitute some of the main actions towards the aforementioned objectives.

The dissemination and communication planning will be constantly evaluated and revised in the course of the project duration and the updates will be presented in the interim reports.



## Appendix I: D&C Report Template

Event information	
Event name (and acronym)	
Type of event	
Date	
Location	
Geographic coverage	
Type of audience	
Approximate size of audience	
Short description	
Information about dissemination activity	
Presentation title	
Presenter	
Other partners involved	
Hashtag(s) for Social Media	
Attachments (e.g. agenda, invitation)	

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## List of Acronyms and Abbreviations

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Acronym	Full Name
AB	Advisory Board
APC	Associations, Platforms and Clusters
BFI	VDEh-Betriebsforschungsinstitut GmbH
CO	Communication Objective
CSP	Clean Steel Partnership
DO	Dissemination Objective
EC	European Commission
ESTEP	European Steel Technology Platform
EU	European Union
HEI	High-Education Institution
HEU	Horizon Europe
KPI	Key Performance Indicator
OEM	Originale Equipment Manufacturers
P&S	Policymakers and Society
PNO	CIAOTECH s.r.l.
QM	Quality Manager
RTO	Research and Technology Organisation
RUB	Ruhr-Universität Bochum / Ruhr-University Bochum
SC	Scientific Community
SI	Steel Industry
SSSA	Scuola Superiore Sant'Anna
STEM	Science, Technology, Engineering and Mathematics
UL	Université de Lorraine / University of Lorraine
WP	Work Package