Deliverable 6.2
Communication and dissemination plan

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Project details

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1. Abstract

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 describes the general plan for disseminating the results of iSteel-Expert. It gives an overview about the strategy behind the dissemination and communication activities, and it provides a roadmap for the upcoming actions.

The iSteel-Expert Consortium is committed to ensure wide dissemination and significant impact of the project results to a large audience, including the scientific and the industrial communities as well as the public society. 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 iSteel-Expert online presence is also completed with the design and development of the social media channel LinkedIn, which complement the already launched project website.

The consortium also prepared an initial list of potential events to be targeted by iSteel-Expert 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.

1.1 Overview of the document

The remaining part of the document is divided into 6 main sections:

- Section 2 defines the general structure of the Dissemination and 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.

- Section 4 describes the general objectives of dissemination, the planned dissemination 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. The associated KPIs together with their overall target values are also provided.

- Section 5 describes the objectives of communication, the planned communication activities, which will ensure that the key stakeholders for the project exploitation and market uptake are early engaged and actively participating to the various implementation phases. Moreover, this section provides the KPIs for communication activities, their overall target values as well as the

developed communication material and online media presence of the project (apart from the project web site, which is the object of a separate Deliverable D6.3, which will be delivered by Month 6).

- Section 6 provides a preliminary list of the targeted dissemination and communication events and depicts the way it will be continuously updated throughout the project duration.

- Section 7 provides some concluding remarks for the document.

2. 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.

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 iSteel-Expert dissemination and communication strategy is illustrated in **Figure 1**.

The Dissemination and Communication strategy encompasses 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.
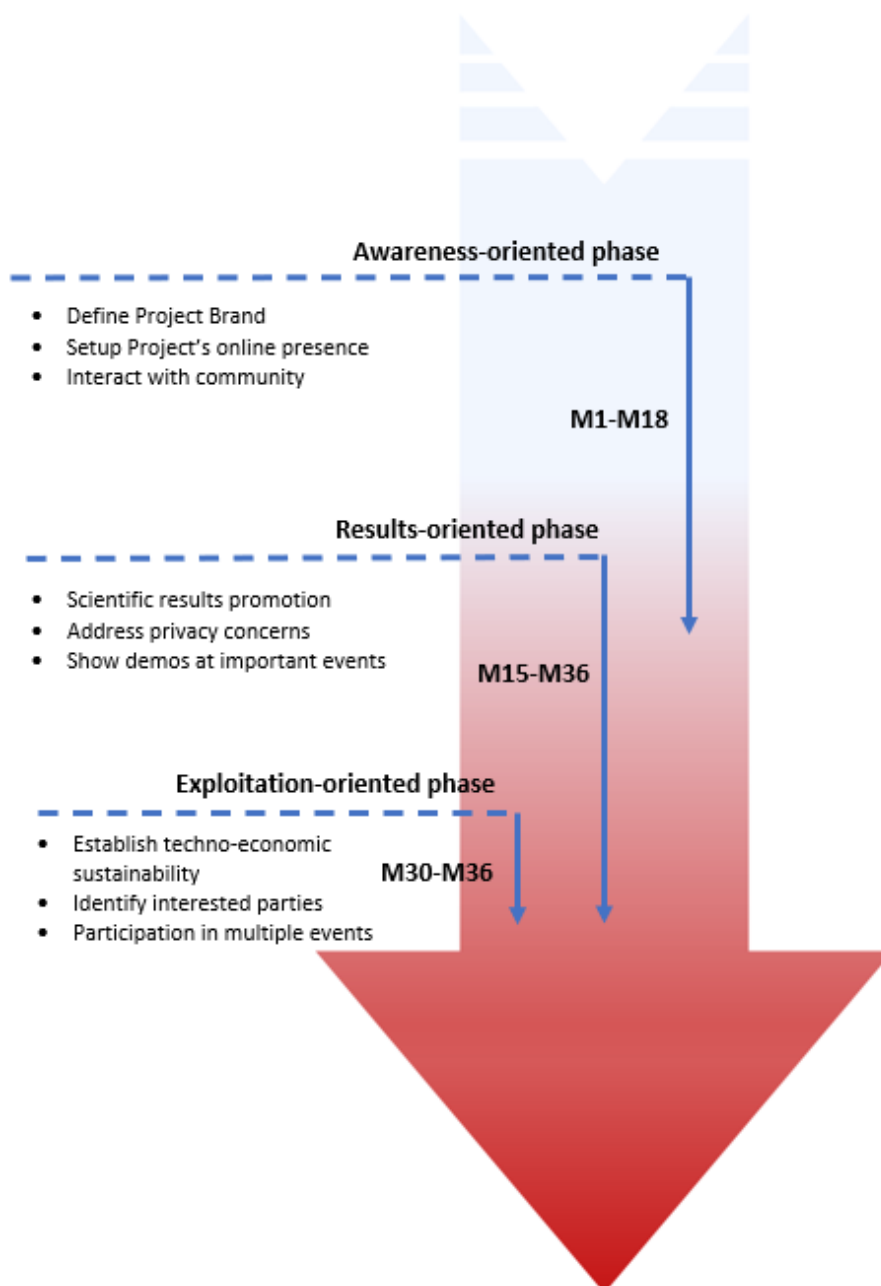
Awareness-oriented phase

- Define Project Brand
- Setup Project's online presence
- Interact with community

M1-M18

Results-oriented phase

- Scientific results promotion
- Address privacy concerns
- Show demos at important events

M15-M36

Exploitation-oriented phase

- Establish techno-economic sustainability
- Identify interested parties
- Participation in multiple events

M30-M36

Figure 1: Overview of iSteel-Expert Dissemination and Communication strategy.

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. Therefore, 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 iSteel-Expert to raise awareness among the scientific and industrial community and to establish the basic brand name of iSteel-Expert.

2.2 Results-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 iSteel-Expert 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 iSteel-Expert results. This phase targets potential users of project results.

To this aim, a continual interaction with the project Exploitation Plan (D6.1) will be implemented. The goal is to keep the project dissemination and communication strategy fully aligned and supportive with respect to the exploitation strategy.

Specific activities of this phase include:

- organization of events such as workshops and seminars to build and disseminate project results;
- publishing of the iSteel-Expert 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 some project results, such as software demos and/or videos, to support contacts for future exploitation.

3. Target Audience for Dissemination and Communication activities

All partners are committed to mobilize the appropriate stakeholders to multiply the effects of dissemination and exploitation 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, 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 iSteel-Expert 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 for a reliable system to collect and analyse information coming from the melting furnace, to support standard and maintenance operations by enhancing human management capabilities and knowledge. Their awareness is critical to ensure wide deployment of the solutions developed in iSteel-Expert.

- As industrial progress relies on valorisation 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.

- **Research and Technology Organisations (RTOs)**, **High-Education Institutions (HEI)** and, in general, the **Scientific Community (SC)**, active in the steel and metal sector are interested in the scientific developments provided by iSteel-Expert. This community is deeply committed to develop and prototype innovative solutions and can be a good lever for transferring some research outcomes outside the steel sector and for exchanging information.

- **Associations, Platforms and Clusters (APCs)** as well as other kind of communities (e.g. ESTEP, EUROFER, A.SPIRE, VDEh, Pact-for-Skills, Federacciai), which can be interested in deploying the developed solution.

- **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 iSteel-Expert 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.

For each target group, the main specific interests 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 activities.

Target Group	Interest in iSteel-Expert
Steel Industries (SI)	• Being regularly informed about the Project and its progress. • Testing/Deploying some of the investigated technological solutions. • Providing feedback on the benefits that the steel industry can get from iSteel-Expert.
Workers (W)	• Being informed and actively involved in the developments of iSteel-Expert. • Having training and upskilling paths to exploit at best the outcomes of iSteel-Expert. • Assessing the impact of the iSteel-Expert system on health and safety conditions at the workplace.
Research & Technology Organisations (RTO), High-Education Institutions (HEI), Scientific Community (SC)	• Improving knowledge on Machine Learning applications to improve situation awareness in the melting areal of electric steelwork. • Improving knowledge on advance simulation systems for vocational training. • Exploring synergies with other research activity in the steel and metallurgical sectors. • Sharing knowledge on the project to organise new training courses / improve the existing offers
Associations, Platforms & Clusters (APC)	• Promoting the investigated technological solution, so that their members can use them. • Assessing techno-economic transferability of the project outcomes. • Synergies with other research activity on digital solutions for improving process monitoring and workers' upskilling the steel sector.
Policymakers & Society (P&S)	• Discovering and following the progress of researchers to improve process reliability and safety in the steel sector. • Following the progress in the implementation of advanced digital solutions in the steel sector.

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 the present Section. Moreover, KPIs have been defined for each cluster of activities, which will be monitored throughout the whole project duration. These aspects are treated in detail in the following Sections 4 and 5.

Dr. Valentina Colla from Scuola Superiore Sant'Anna is Dissemination and Communication Manager for the whole project.

4. Dissemination

4.1 Dissemination objectives and impacts

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

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 and deployment of iSteel-Expert 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 iSteel-Expert 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 iSteel-Expert 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 Research Fund for Coal and Steel (RFCS) and Horizon Europe (HEU) programmes, especially within the Clean Steel Partnership (CSP) calls.
- iSteel-Expert final workshop.

Table 2 schematically depicts which of the different target groups identified in Section 3 are impacted by the above-listed dissemination activities.

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

Dissemination activity	SI	W	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 iSteel-Expert outcomes	√	√	√	√	√	√	√
Attendance to exhibitions/trade fairs	√		√				
Presentations in events promoted by EU initiatives, platforms, and associations	√		√			√	√
Collaboration and synergies with other RFCS and HEU projects	√		√	√			
iSteel-Expert final Workshop	√	√	√	√	√	√	√

4.2 Dissemination messages and associated KPIs

Each envisaged dissemination activity conveys a specific key message, closely linked to the project development as well as to its intermediate and final outcomes. Consequently, 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.

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 to timely identify possible corrective actions, whenever needed. **Table 4** summarizes the identified targets for each dissemination activity.

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

Dissemination activity	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 iSteel-Expert with expert peers	>M12
Internal seminars and dissemination events	Communication of project results, involvement of end-users, matching training and upskilling demands	>M24
Webinars and seminars on iSteel-Expert 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 iSteel-Expert with SI, OEMs & RTOs	>M30
Presentations in events promoted by EU initiatives, platforms, and associations	Synergy potential of iSteel-Expert results with other activities of key stakeholders/organizations	>M18
Collaboration and synergies with other CSP and HEU projects	Synergy potential of iSteel-Expert results with other research initiatives	>M24
iSteel-Expert final Workshop	Main results and expected benefits of their deployment for the targeted markets	>M30

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

Dissemination activity	KPI Dissemination
Scientific and technical papers	• 6 articles in well reputed scientific Journals in Open Access mode. • About 3000 downloads for the published papers overall
Presentations, lectures, posters in conferences, congresses and workshops	• 10 papers published in proceedings of international conferences and workshops • 40 presentations/posters discussed in international scientific events • A total of at least 5,000 persons in the general audience reached in the attended scientific events
Internal seminars and dissemination events	• 5 internal partners' events; • 3 pilot training sessions related to the outcomes of the project and some of the developed tools
Webinars and seminars on iSteel-Expert outcomes	• 3 webinars and seminars • 150 persons overall attending the held webinars and seminars
Presentations in events promoted by EU initiatives, platforms, and associations	• 2 presentations • A total audience of at least 100 experts and industrial representatives reached in the presentation events
Collaboration and synergies with other CSP and HEU projects	• 5 projects contacted for potential synergies in terms of knowledge exchange and future project scale-up • 2 joint activities put in place with some of the previously identified and contacted projects
iSteel-Expert final Workshop	• 5 presentations held during the Workshop both by iSteel-Expert beneficiaries and by external experts • 100 attendees

5. Communication

5.1 Communication objectives and impacts

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 iSteel-Expert in terms of socio-economic and environmental sustainability of the steel production cycle;

CO2.   to raise awareness and favour 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 iSteel-Expert;

CO4.   to involve workers and young talents in further development and deployment of iSteel-Expert 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 which of the different target groups identified in Section 3 are impacted by the above-listed communication activities.

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

Communication activity	SI	W	RTO	HEI	SC	APC	P&S
Project website with dedicated contents. Link to partners' website. Sharing public deliverables, reports and training material	√	√	√	√	√	√	√
Newsletters and bulletins	√	√	√	√	√	√	√
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		√		√			

5.2 Communication material

A logo for the project was established at the proposal stage, which is placed on the first page and in the header of the present document and will be used throughout the project duration. Such logo represents the basis for the iSteel-Expert branding toolkit. In the first three months of the project, an initial set of several dissemination and communication materials was created. This is mainly the document (**Figure 2**) and presentation templates (**Figure 3**).
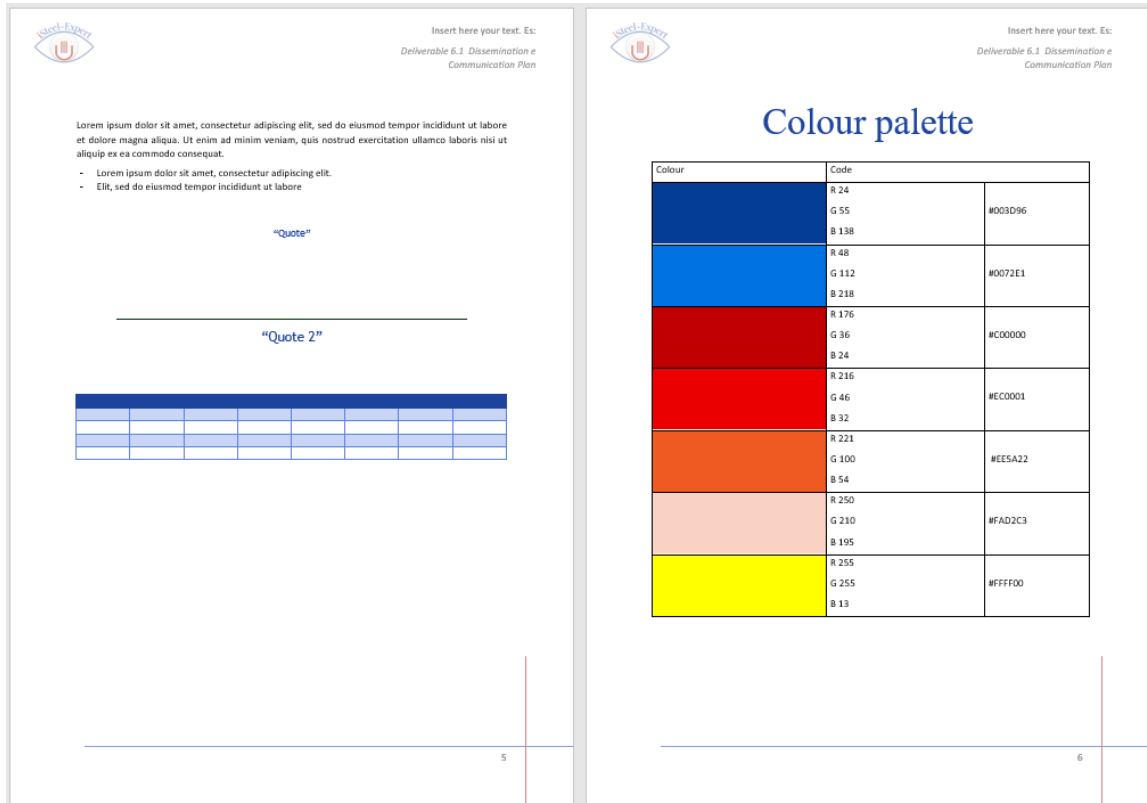
5.2.1 Document template

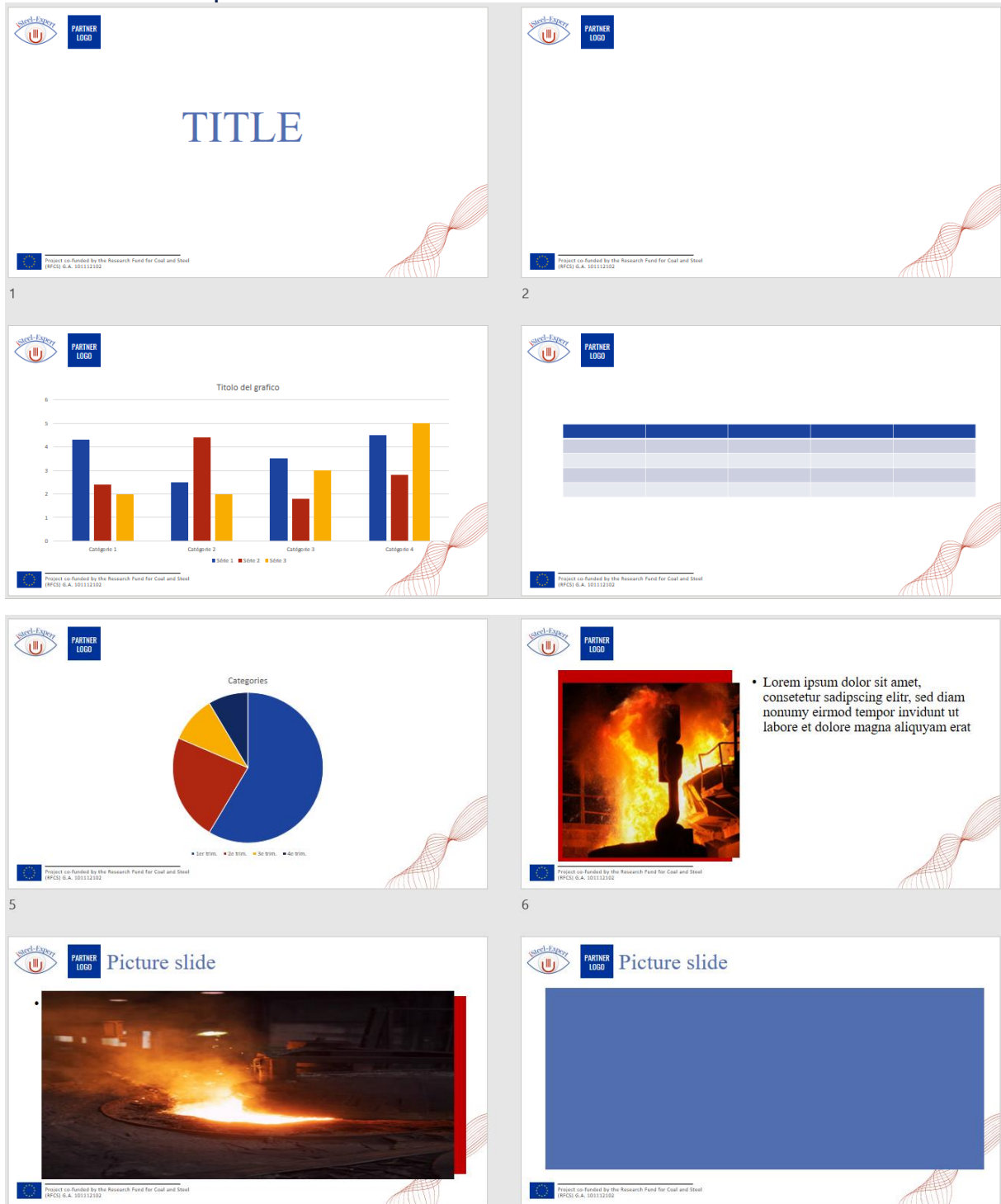**Figure 2. Word document template.**

5.2.2 Slides template

Figure 3. Powerpoint slide template.

5.2.3 Newsletter template

Figure 4. Newsletter template.

Other types of material including banners, posters, flyer, roll-up, and stickers will be further developed throughout the project.

5.3 Communication messages and associated KPIs

Each envisaged dissemination and communication activity conveys a specific key message closely linked to the project development as well as to its intermediate and final outcomes. Consequently, 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.

Communication activity	Key Communication Message	Time Plan
Project website with dedicated contents. Link to partners' website. Sharing public deliverables, reports and training material	iSteel-Expert: an exemplary project for improving situation awareness of workers in the melting area. Impact on health and safety, process reliability, energy and resource efficiency, environment, sustainability.	>M6
Newsletters and bulletins	iSteel-Expert: an exemplary project for improving situation awareness of workers in the melting area. Impact on health and safety, process reliability, energy and resource efficiency, environment, sustainability. Spreading main achievements & benefits of project outcomes, providing 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	>M24
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 Science, Technology, Engineering and Mathematics (STEM)	>M24

Finally, some numerical targets or KPIs have been identified to assess the level of success of each communication action. **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.

Communication activity	KPI Communication
Project website with dedicated contents. Link to partners' website. Sharing public deliverables, reports, and training material	• 10,000 views by M34 • 1000 documents downloads • A total audience of at least 40000 persons reached
Newsletters and bulletins	• 2 press releases per year and a regular online newsletter (semi-annual) with news, events, and information of interest • 5,000+ readers
Production of communication material	• 2 leaflets/brochures produced in the project • 2 videos generated during the project
Press releases to newspapers and social media.	• 3000 social media followers • a reached audience of at least 5,000 people
Presentations in events organized by or relevant to EU, platforms, and associations. Publications on EC's communication channels	• at least 1 clustering events at EU level • at least 1 publication on EC communication mean
Attendance to exhibitions/trade fairs	• 6 exhibitions or trade fairs attended • 2,500 overall number of the audience of the attended exhibitions and trade fairs
Communications and seminars dedicated to students and young minds	• an overall audience of at least 300 students reached
Communications and seminars dedicated to gender equality	• at least 1 presentation on gender equality in project event • at least 1 session on career opportunities

SSSA will prepare and continuously update the project website (foreseen for Month 6 - see also Deliverable D6.3), 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.

The Consortium will also release a semestral newsletter. A format for the newsletter is fixed among the project branding material. 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, WP4, WP5) will provide to SSSA a so-called "*flash report*" (in a format – e.g. defined number of characters and lines - that will be provided by SSSA 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 WP6 (SSSA) will send a list of attended or planned dissemination and communication events. The newsletter will be spread via the SSSA 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 complied list is expected to grow through time.

Moreover, as far as press releases, social media and newsletters are concerned, to ensure appropriate spreading of news related to the project; One or more "*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, are nominated by partners. **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.

Benficiary		Focal point	Role	email
1	SSSA	Sara Secomandi	Coordinator Communication manager	communications@tenova.com
		Isabella Marchese	Consultant	i.marchese@impresalab.it
2	SSSA	Valentina Colla	D&C Manager	valentina.colla@santannapisa.it
		Francesco Ceccarelli	Communication manager	francesco.ceccarelli@santannapisa.it
		Luca Fedeli	Consultant for communication	luca@medsolution.com
3	SIDER	Flavio Marocco	Marketing Manager	flavio.marocco@pittini.it
4	UNICL	Jalal Possik	Director of the School of Digital Sciences & Associate Professor	jalal.possik@univ-catholille.fr
5	UNIRIO	José Javier Tejada Martínez	Director Communication Service	comunicacion@unirioja.es

5.4 Oline media

With the aim of increasing the project outreach, the use of online media is key to maximise the multiplier and click-through effects. To ensure dissemination across Member States, the project consortium will rely on the existing and targeted online presence of all the partners.

Social media are cost-efficient, responsive and easy to measure communication and dissemination tools, and allow easily reaching the selected target groups. They also help increase online and offline visibility, as well as recognition from the scientific community and audiences with diverse interests. A further benefit of using social media is the ability to inform the audience on the project's progress in real time.

A project website will be developed by Month 6 (it will be described in a dedicated Deliverable D6.3), which will be linked to LinkedIn account of the project, to increase awareness of the activities carried out and to ensure stakeholder participation. The LinkedIn account will be regularly updated with posts

relevant to the project and its activities, with a response rate on possible inquiries/comments, to ensure audience engagement and maximum number of followers/connections/likes.

All partners are expected to promote the project through their organisation accounts and provide material for dissemination through these channels. The iSteel-Expert consortium and other interested and supportive parties may also use their own communication channels to enhance the dissemination of the iSteel-Expert project among their networks. iSteel-Expert will support its distribution by providing connections and relative links. However, to harmonise the use of online media, it is important to provide some guidance.

In general, all partners are requested to rely on the iSteel-Expert branding toolkit and logo to ensure a consistent presentation of the project across different online tools. In addition, all publications and other materials made available online will:
- display the EU emblem
- include the following text "*This project has received funding from the European Union under Grant Agreement No — 101112102 — iSteel-Expert.*"

The project partners are also encouraged to use, in preference, LinkedIn, and to include the project hashtag #iSteel-Expert or #iSteelExpert in all their posts on social media related to the project. To benefit on existing trends, the partners are also invited to use other emerging hashtags to join topic-specific conversations (such as for instance #steelmaking #RFCS #EAF #artificialintelligence, #safety #simulation #skills etc.).

The number of connections/followers/ likes is easy to identify, however social media analytics will be of more use to the consortium, in terms of identifying the followers' country of origin, gender, occupation and interaction with the posts. These data will help evaluate, adjust and refine the iSteel-Expert communication and dissemination strategy to better engage the target audience.

5.4.1 LinkedIn

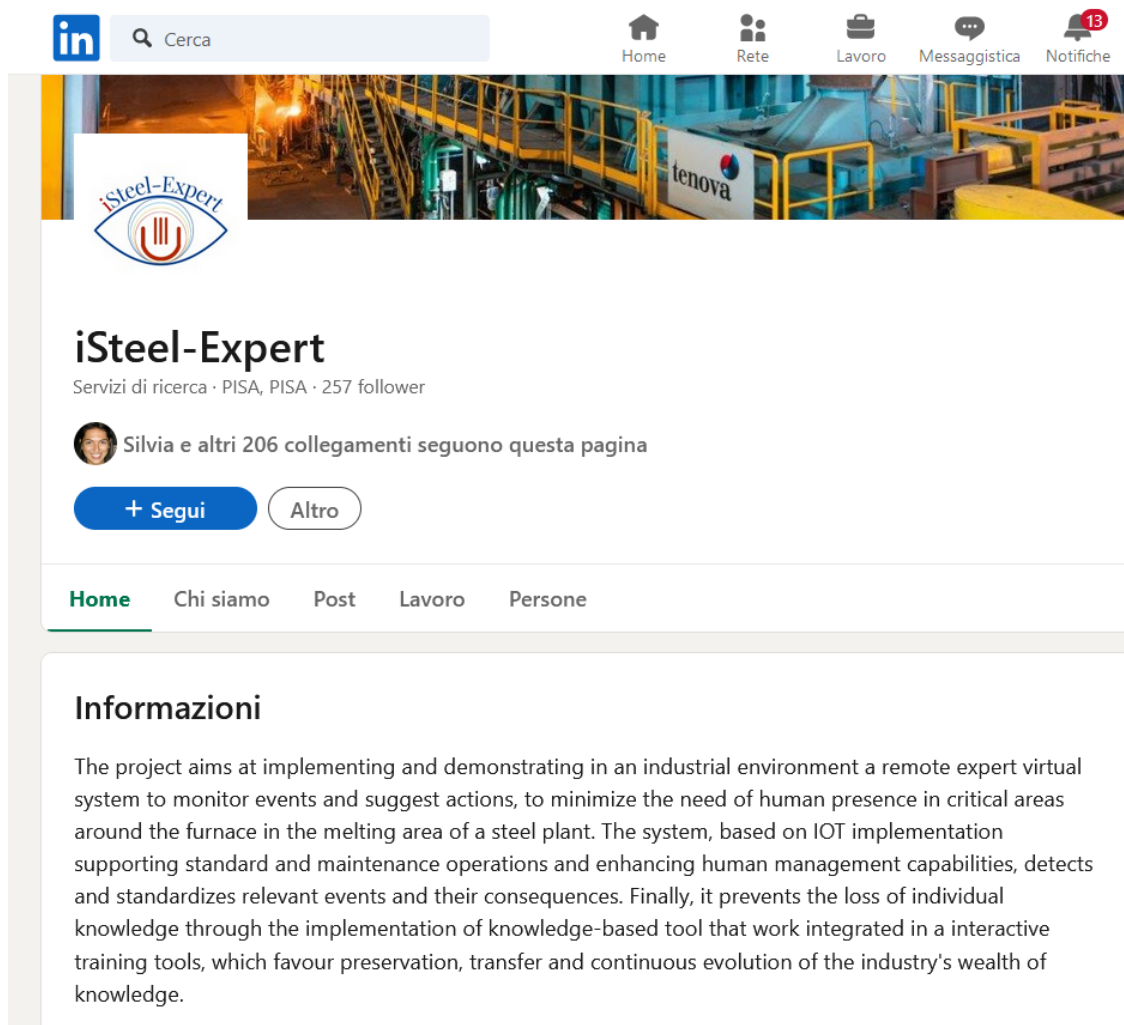The iSteel-Expert project LinkedIn page was created in July 2023 and is available via the link
https://www.linkedin.com/company/isteel-expert/

Figure 5. LinkedIn webpage of iSteel-Expert.

6. Targeted Events

During the project execution, the iSteel-Expert consortium will analyse the events being planned and will keep a list of the potential targets for iSteel-Expert. The target events include conferences, workshops, exhibitions and other dissemination and communication opportunities, where the consortium can made presentations to share the results of the work carried out in iSteel-Expert, 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 an initial list of events already identified by the consortium. Such list will be periodically updated along the project duration.

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
EAF International Meeting	30.11-01-12.2023	Bergamo (IT)	Presentation of the concepts and objectives of the project
ESTEP Workshop on Digital4Environment	20-21.02.2024	Bardolino (IT)	Presentation of the concepts and objectives of the project
20th IFAC Workshop Symposium on Control, Optimization and Automation in Mining, Mineral and Metal Processing MMM2024	04-06-09.2024	Brisbane (AUS)	Main outcomes related to WPs 1-3
40th Congress of the Italian Association of Metallurgy	13-15.09.2024	Naples (IT)	Main outcomes related to WPs 1-3
I3M 2024 International Multidisciplinary Modeling & Simulation Multiconference	18-20.09.2024	Tenerife, Canary Islands (Spain)	Presentation of the objectives and first advances of the project
The Iron & Steel Technology Conference and Exposition	??.05.2025	?? (USA)	Main outcomes related to WPs 2-4
METEC & ESTAD 2025	??.06.2025	Milan (IT)	Main outcomes related to WPs 2-4
18th International Work-Conference on Artificial Neural Networks (IWANN2025)	??.06.2025	??	Main outcomes related to WPs 2-3
33th European Symposium on Artificial Neural Networks, Computational Intelligence and Machine Learning (ESANN 2025)	??.10.2025	Bruges (ME)	Main outcomes related to WPs 2-3
14th European Electric Arc Furnace Conference EEC 2026	??.06.2026	??? (IT)	Final Project results
41th Congress of the Italian Association of Metallurgy	??.09.2026	??? (IT)	Final project results

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.

In order 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 I** of the present document.

7. Conclusions

This deliverable presents the iSteel-Expert 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 iSteel-Expert achieving its objectives. Promotion of the project using online tools and via participation in the events, workshops, several scientific publications in journals and conferences as well as high-quality promotional material constitute some of the main actions towards the afore-mentioned objectives.

The dissemination and communication plan will be constantly evaluated and revised during 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)	