

# Deliverable 6.4

# Report on dissemination activities - first version

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D6.4 Report on dissemination activities first version

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not defined)



## 1. Introduction

The iSteel-Expert Consortium is keen to communicate and disseminate project results across the European steel sector and beyond as a way to maximize the impact of the project by raising the interest of the European steel industry.

This deliverable is the first of a set of 3 deliverables that will be provided at M12, M24 and M36, respectively. Each of these 3 deliverables will describe the dissemination and communication activities implemented by the iSteel-Expert Consortium during a period of 12 months, apart from the last one which will also provide a final overview. All these 3 deliverables will also assess the status of achievement of the different dissemination and communication targets established in the Communication and Dissemination Plan (Deliverable D6.2) and will identify possible revisions of the identified Dissemination and Communication strategy, wherever applicable.

The present document summarizes the dissemination and communication activities carried out by the iSteel-Expert partners in the first year of the project. It includes the activities carried out in its social media channels (such as LinkedIn or Twitter) as well as the events targeted by the consortium for dissemination purposes.

Being the project in its first year of activity, most outcomes were not mature enough for dissemination. Nonetheless, the Consortium was active in raising awareness, curiosity, and interest towards the project in the European steel sector by means of the social network and the project website. Moreover, some activities related to modelling and simulation benefitted from the background of some of the partners. Therefore, several presentations were provided by some of the partners in relevant international events.

All the developed activities followed the Communication and Dissemination Plan (Deliverable D6.2), which proved to be well aligned with the aims and scope of the project. The overall strategy established in that document proved to be effective and presently does not need any revision.

This rest of document is divided into 4 main sections:

- Section 2 focuses on the activities that were carried out to raise awareness and interest toward the project in the European steel sector and to disseminate some preliminary outcomes.
- Section 3 describes the developed communication activities.
- Section 4 overviews the future events that are targeted by the Consortium to disseminate and communicate the project outcomes.
- Section 5 provides some concluding remarks and considerations for a fine tuning of the established Dissemination and Communication strategy to amplify the project impact and meet the ambitious targets that were identified at the beginning of the project in the Communication and Dissemination Plan (Deliverable D6.2).



## 2. Dissemination activities

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 of iSteel-Expert outcomes and tools in the EU steel industry;
- DO5. to ensure a broad applicability of the project results also beyond the steel sector.

During the first year of the project, although only a few preliminary results were available for dissemination, the Consortium showed a positive attitude toward dissemination and tried to exploit the most suitable chances to promote the project within the scientific, technical, and industrial stakeholders. In particular, a poster was presented by the project Coordinator Ing. Renato Girelli at the EAF International Meeting, which was held in Bergamo on 30.11-01-12.2023.

The abstract of the poster presentation and the poster itself, are reported in Subsection 2.1, while the D&C report related to the EAF International Meeting, prepared according to the template available in the Dissemination and Communication Plan, is contained in **Appendix I**.

Moreover, a paper was submitted and accepted for presentation at the XXI International Multidisciplinary Modelling and Simulation Multiconference I3M 2024, which will be held at Tenerife (Spain), on September 18-20, 2024. The final version of the paper is under preparation; thus details will be provided in the second Report on Dissemination activities (Deliverable D6.5), which will focus on the Dissemination and Communication activities implemented in the second year of the project.

#### 2.1 iSteel-Expert: a solution to improve situation awareness in the EAF area which enforces process efficiency, reliability and sustainability while favouring preservation and transfer of steelworks know-how

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Important challenges in the transformation of the European steel industry come from social phenomena that are potentially destructive for the business continuity:

- The haemorrhage of highly skilled people in the current so-called 'war of talents' is a serious business threat. Therefore, companies must compete for highly skilled people with attractive workplaces and working conditions.
- The steel industry workforce is undergoing an unprecedented change. The age structure in most European steel-producing companies is such that more than 30% of the workforce will leave the industry in the period 2015-2030, with a grave loss of expertise, hard to re-form, in the times needed by the business continuity, with traditional means and strategy.

Decision support systems jointly exploiting multiple sensing devices, that provide very heterogeneous data and approaches for continuous operators' know-how inclusion and preservation, are uncommon in steelworks and so far, not exploited in the EAF monitoring and management.

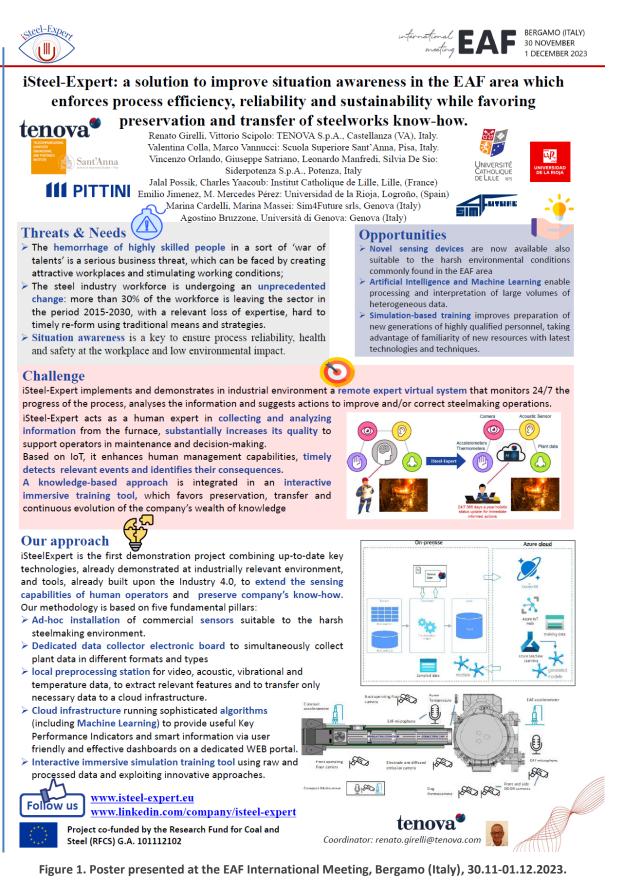
In such a context, the EU-funded research project entitled "*Remote expert virtual system enhancing human management capabilities and favours preservation, transfer and continuous evolution of knowledge for steelmaking operations*" (iSteel-Expert, G.A. No. 101112102) has been launched in July 2023.

iSteel-Expert aims at modernizing the EAF area by implementing a novel integrated approach based on virtual system able to monitor events and suggest improvements based on a Machine Learningbased pre-analysis of gathered data. The iSteel-Expert system based on IoT, I will act as a human expert supporting standard and maintenance operations and will enhance human management capabilities, by detecting relevant events and their consequences. Finally, it will implement a knowledge-based approach that working integrated in an interactive immersive training tool, will favour preservation, transfer and continuous evolution of steelwork's wealth of knowledge."

The structure of the project and the approach to use enabling digital technologies, for to improving workforce management, health, and safety in the EAF area, as well as energy efficiency increase and GHG emission reduction, will be presented.

The poster shown during the event is reported in **Figure 1**.







#### 2.2 Achievement status of the established dissemination targets

Dissemination actions mostly rely on the availability of at least partial outcomes of the project. Therefore, the dissemination actions which were carried out in the first year were quite limited, and a much more intense dissemination is expected in the second Year of the project. Nonetheless, some progresses can be registered in the achievement of two target values for the Key Performance Indicators (KPIs) of dissemination actions established within the Dissemination and Communication plan (Deliverable D6.2), such as summarised in **Table 1**.

Moreover, it is worth noting that most members of the Consortium, especially Tenova, Pittini (the industrial group which Siderpotenza is part of) and SSSA are very active in the EU-funded research and are committed to favour synergies with other EU-funded projects, as soon as the research progress will be sufficient to start results sharing.

To sum up, at the present status of the project, the dissemination strategy appears appropriate and does not need revision.



 Table 1. Comparison between target and actual values of the established KPIs for the dissemination activities.

Dissemination activity	KPI Dissemination	Target	Current value	% vs target	Status
Scientific and	No of articles in well reputed scientific Journals in Open Access mode.	6	0	0%	C
technical papers	No of downloads for the published papers overall	3000	0	0%	C
Presentations,	No of papers published in proceedings of international conferences and workshops	10	0	0%	C
lectures, posters in conferences, congresses and	No of presentations/posters discussed in international scientific events	40	1	2.5%	C
workshops	No of persons in the general audience reached in the attended scientific events	5000	200	4%	C
Internal seminars	No of internal partners' events;	5	0	0%	O
and dissemination events	No of pilot training sessions related to the outcomes of the project and some of the developed tools	3	0	0%	C
Webinars and seminars on	No of webinars and seminars	3	0	0%	C
iSteel-Expert outcomes	No of persons overall attending the held webinars and seminars	150	0	0%	C
Presentations in events promoted by ELL initiatives	No of presentations	2	0	0%	C
by EU initiatives, platforms, and associations	No of experts and industrial representatives reached in the presentation events	100	0	0%	C
Collaboration and synergies with	No of projects contacted for potential synergies in terms of knowledge exchange and future project scale-up	5	0	0%	Ó
other CSP and HEU projects	No of joint activities put in place with some of the previously identified and contacted projects	2	0	0%	Ó
iSteel-Expert final Workshop	No of presentations held during the Workshop both by iSteel-Expert beneficiaries and by external experts	5	0	0%	C
ννοικοιορ	No of attendees	100	0	0%	$\bigcirc$



## 3. Communication activities

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

- CO1. to raise awareness in the steel community of the benefits of the iSteel-Expert technologies and solutions 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 the iSteel-Expert outcomes and solutions;
- CO4. to involve workers and young talents in further development and deployment of the 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.

Based on the strategy elaborated at the very beginning of the project, the communication activities implemented by the iSteel-Expert Consortium were mostly aimed at raising awareness of the project objectives and potential benefits in the steel community.

The Consortium made the choice to implement communication actions that mostly refer to technical objectives, activities, and outcomes of the project. Consequently, communication activities were limited in number due to lack of mature results to showcase.

The communication strategy mostly exploited the project website, the social media (LinkedIn) and some presentations made by single partners on more general topics connected to iSteel-Expert. One newsletter was issued, mostly devoted to providing basic information on project objectives and Consortium) and one press release in Italian daily newspaper.

### 3.1 Project website

The iSteel-Expert website (<u>https://www.isteel-expert.eu/</u>) is online since December 2023 and was finalised by the end of the first semester of the project (see Deliverable D6.3), according to the project schedule.

By the end of 2023, the iSteel-Expert website registered 226 total visits from 143 different users, such as depicted in **Figure 2**, which shows the time trend of the visits of the website since the first day it was online until June 2024. Figure 3 shows the geographical distribution of the visitors of the project website.

Considering that very few technical results and documents are so far available on the project website, the results can be considered satisfactory.

A more intensive promotion of the project website is planned for the second year of the project, for instance, by introducing the link to the website (also in the form of a QR code) in the last slide of all presentations/posters related to the project.



#### No of Visits of the website

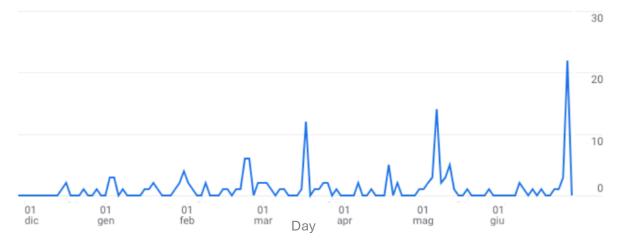


Figure 2. Time trend of the number of visitors of the project website starting from 01.04.2023.



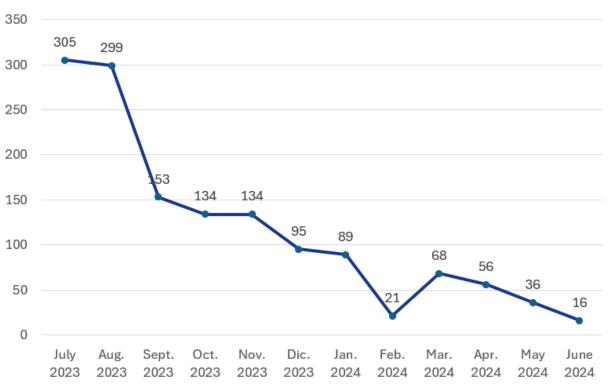
Figure 3. Geographical distribution of the visitors of the project website.

#### 3.2 LinkedIn Account

A LinkedIn account was created for the project at the end of July 2023 (see also Deliverable D6.2) and presently holds 736 followers. 8 posts were published, which gathered a total of 10774 impressions and 54 reposts. The time trend of the visitors who accessed the iSteel-Expert page on LinkedIn (based on the LinkedIn analytics) is shown in **Figure 4**, while the distribution of their profiles is shown in **Figure 5**.

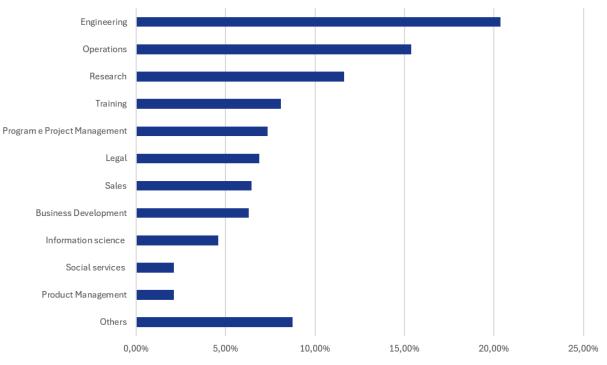
Figure 3 clearly highlights the need to revitalise the LinkedIn account via new posts, that will be published at a higher frequency as soon as some preliminary results become available. This is indeed a task for the incoming months, following the development of the technical activities in the different work packages of the project.





#### No of vistors of the Project LinkedIn page

Figure 4. Time trend of the visitors of the LinkedIn page of the project.



Visitors' profile distribution

Figure 5. Distribution of the profiles of the visitors of the LinkedIn page of the project.

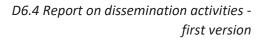


#### 3.3 Newsletters and press releases

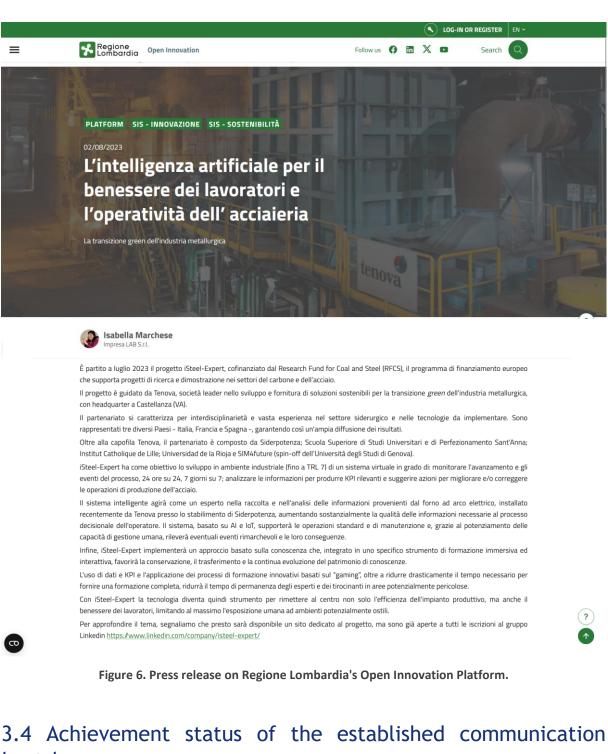
Two newsletters were released in the first year of the project: the first one presents the overall concept of the project, its main objectives, and the Consortium, while the second one summarises the work developed in the first year of the project. The newsletters were spread through the project website and the project Linkedin page. The publication of the newsletter was not as regular as it should be, but the Consortium is committed to release more numerous newsletters in the incoming months and on a more regular basis.

Moreover, a press release in Italian was issued 02.08.2023 on the Open Innovation Platform of Regione Lombardia (see **Figure 6**), the region where the headquarters of the project Coordinator (Tenova) is located. The English translation of the text of this press release is available in **Appendix II**.

The number of press release will be increased in the incoming years as soon as results which can be impactful on the general audience will become available.







# targets

**Table 2** present the current value of the established KPIs for communication activities and compares them with the target values established in the Dissemination and Communication Plan (Deliverable D6.2). Such values are very ambitious, and their trend cannot be "linear" throughout the project duration, as communication initiatives are expected to be more numerous and effective as soon as concrete results will be available. However, especially the activity on social media (LinkedIn) proved to be effective, with the target number of followers expected for the whole project duration largely overcome in the first year.



Communication activity	KPI Communication	Target	Actual value	% vs target.	Status
Project website with dedicated contents. Link	No of views by M34	10,000			C
to partners' website. Sharing public	No of documents downloads	1,000			$\bigcirc$
deliverables, reports, and training material	No of persons in the total audience reached	40,000			C
	No press of releases with news, events, and information of interest	11	1	9%	Ó
Newsletters and bulletins	No of newsletters with news, events, and information of interest	2	2	100%	$\checkmark$
	No of readers	5,000	827*	16%	Ó
Production of	No of leaflets/brochures produced in the project.	2	0	0%	C
communication material	No of videos generated during the project.	2	0	0%	C
Press releases to	No of social media followers	3,000	736	25%	$\mathbf{C}$
newspapers and social media.	No of persons in the reached audience	5,000			$\bigcirc$
Presentations in events organized by or relevant to EU, platforms, and	No of clustering events at EU level	1	0	0%	O
associations. Publications on EC's communication channels	No of publications on EC communication mean	1	0	0%	O
	No of exhibitions or trade fairs attended	6	0	0%	$\bigcirc$
Attendance to exhibitions/trade fairs	Overall No of persons in the audience of the attended exhibitions and trade fairs	2,500	0	0%	C
Communications and seminars dedicated to students and young minds	Overall no of students reached	300	0	0%	0
Communications and seminars dedicated to	No of presentations on gender equality in project event	1	0	0%	C
gender equality	No of sessions on career opportunities	1	0	0%	C

#### Table 2. Comparison between target and actual values of the established KPIs for the communication activities.

\* This value is estimated assuming that 20% of the impressions of the LinkedIn posts containing the newsletters and the press release correspond to readers of the document.

In the future, newsletters should be published on a more regular basis and, with respect to the initial communication strategy, it was decided that they should not necessarily overview all the activities



carried out on a certain period. In other words, also "thematic" newsletters could be published additionally to the more "comprehensive" ones, which focus on one specific WP or research topic.

Only one press release was delivered in 2023, as also in this case it is not easy to reach attention of press and media when very few results are available, but the size of the potential audience reached by that press release was large enough to compensate for the missing one, although such audience is based only in Italy. The Consortium is committed to enforce its strategy on this side and all the partners are planning to mobilise local press in the future.

The presentations in events organized by or relevant to EU, platforms, and associations. Publications in EC's communication channels and the communications and seminars dedicated to students and young minds as well as to gender equality are clearly foreseen mostly for the last two years of the project.



## 4. Future targeted events

During regular meetings (Steering Committee meetings and 6-monthly General Assemblies) and, more in general, during the project execution, the iSteel-Expert consortium periodically analyses the events being planned and update the list of potential targets for iSteel-Expert. 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 iSteel-Expert, as well as trade fairs, exhibitions and dissemination and communication initiatives organised by the EU.

In the Dissemination and Communication Plan established at the beginning of the project (Deliverable D6.2) an initial list of events was provided. In such list 1 out of the 2 events initially identified for the first year of the project were attended, the missing one being the ESTEP Workshop on Digital4Environment, which was not exploited as dissemination opportunity for the project mainly because, once the topics of the event were officially published, it turned out that the project was not relevant to them.

This list of potentially relevant events has been revised at the end of the first year to reflect future opportunities for disseminating and communicating the project outcomes, and **Table 5** provides the list of future events identified by the Consortium at the date of delivery of the present document.



Table 3. list of relevant events (question marks are included when the exact dates or locations are still not defined).

Event	Date	Location	Description
The Iron & Steel Technology Conference and Exposition	05- 08.05.2025	Nashville (USA)	Main outcomes related to WPs 2-4
ESTEP Workshop AI4Steel	??.??.2025	??? (IT)	Main outcomes related to WP3
18 <sup>th</sup> International Work- Conference on Artificial Neural Networks (IWANN2025)	??.06.2025	??	Main outcomes related to WPs 2-3
26 <sup>th</sup> International Conference on Engineering Applications of Neural Networks (EANN 2025)/ 21 <sup>st</sup> International Conference on Artificial Intelligence Applications and Innovations (AIAIA 2025)	??.06.2025	???	Main outcomes related to WP3
XXII International Multidisciplinary Modelling and Simulation Multiconference I3M 2025	??.09.2025	???	Main outcomes related to WP4
METEC & ESTAD 2025	06- 09.10.2025	Verona (IT)	Main outcomes related to WPs 2-4
33 <sup>th</sup> European Symposium on Artificial Neural Networks, Computational Intelligence and Machine Learning (ESANN 2025)	??.10.2025	Bruges (BE)	Main outcomes related to WPs 2-3
14 <sup>th</sup> European Electric Arc Furnace Conference EEC 2026	??.06.2026	???	Final Project results
41 <sup>th</sup> Congress of the Italian Association of Metallurgy	??.09.2026	??? (IT)	Final project results
XXIII International Multidisciplinary Modelling and Simulation Multiconference I3M 2026	??.09.2026	???	Final project results mainly related to WP4
34 <sup>th</sup> European Symposium on Artificial Neural Networks, Computational Intelligence and Machine Learning (ESANN 2025)	??.10.2026	Bruges (BE)	Final project results



## 5. Conclusions

In the first year of the project, also considering the limited availability of concrete results, the iSteel-Expert consortium developed a sufficient Dissemination and Communication activity. The elaborated Dissemination and Communication plan proved to be effective and, in general, the partners showed a positive and collaborative attitude in spreading research objectives, ambitions, concepts and preliminary outcomes. This enabled a good progress on the achievement of the established target values of some of the identified KPIs for Dissemination and Communication.

Moreover, the Consortium is seeking connections and identifying opportunities for synergies with other EU-funded research initiatives.

The Consortium also identified some margins for improvements to be stressed for communication activities, also based on the expected development of activities and availability of partial results, especially as regard to:

- development of press releases with national and international visibility;
- more numerous and more "regular" publication of newsletters, also focused on specific topics;
- intensification of the frequency of the LinkedIn posts.



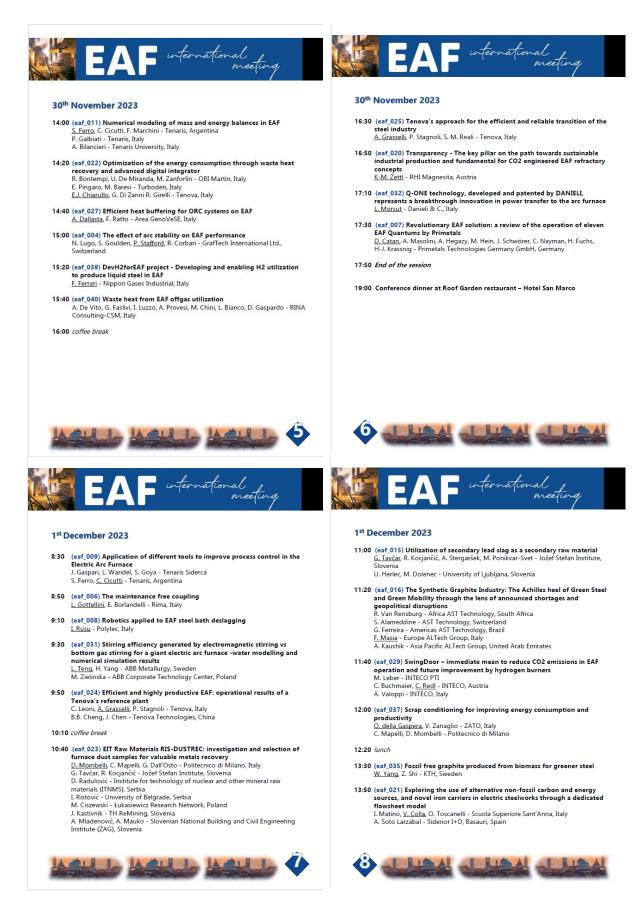
## 6. Appendix I

Event information				
Event name (and acronym)	EAF International Meeting			
Type of event	Workshop			
Date	November 30- December 1, 2023			
Location	Bergamo (Italy)			
Geographic coverage	European			
Type of audience	RTOs, Academia, Steel Companies, Associations, Companies from other industrial sectors, European Commission			
Approximate size of audience	203			
Short description	A dissemination event organised by the Italian Association of Metallurgy (AIM) to discuss research trends and industrial advancement related to all aspects of EAF technology. The meeting aimed at allowing a comparison between the current and future needs and at contributing to set the ground to satisfy these demands now or in the future, by encouraging scientific and technological exchanges between technology providers, suppliers, manufacturers, academia, and research organisations.			
Information about dissemination acti	vity			
Presentation title	iSteel-Expert: a solution to improve situation awareness in the EAF area which enforces process efficiency, reliability and sustainability while favouring preservation and transfer of steelworks know-how			
Presenter	Renato Girelli (Tenova)			
Other partners involved	SSSA			
Hashtag(s) for Social Media	<pre>#research #eu #machinelearning #sustainability #steel #steelindustry #Artificialintelligence #AI #metallurgy #EAF</pre>			
Attachments	Detailed program of the event			
(e.g. agenda, invitation)				



















## 7. Appendix II: English translation of the press release issued on the Open Innovation Platform of regione Lombardia

The iSteel-Expert project, co-funded by the Research Fund for Coal and Steel (RFCS), the European funding program that supports research and demonstration projects in the coal and steel sectors, started in July 2023.

The project is coordinated by Tenova, a leading company in the development and supply of sustainable solutions for the green transition of the metallurgical industry, with headquartered in Castellanza (VA).

The partnership is characterized by interdisciplinarity and extensive experience in the steel sector and in the technologies to be implemented. Three different countries are represented - Italy, France and Spain - thus ensuring a wide dissemination of the results.

In addition to the coordinator Tenova, the consortium comprises Siderpotenza; Sant'Anna School of Advanced Studies; Institut Catholique de Lille; Universidad de la Rioja and SIM4future (spin-off company of the University of Genoa).

iSteel-Expert aims at developing in an industrial environment (up to TRL 7) a virtual system capable of: monitoring the progress and events of the process, 24 hours a day, 7 days a week; by analysing information to produce relevant KPIs and suggest actions to improve and/or correct steelmaking operations.

The intelligent system will act as an expert in the collection and analysis of information from the Electric Arc Furnace that was recently installed by Tenova at the Siderpotenza plant, by substantially increasing the quality of the information needed for the operator's decision-making process. The system, based on AI and IoT, will support standard and maintenance operations and, thanks to the enhancement of human management capabilities, will detect any significant events and their consequences.

Finally, iSteel-Expert will implement a knowledge-based approach that, integrated into a specific immersive and interactive training tool, which will foster the preservation, transfer and continuous evolution of knowledge assets.

The use of data and KPIs and the application of innovative training processes based on "gaming", in addition to drastically reducing the time required to provide comprehensive training, will reduce the time spent by experts and trainees in potentially hazardous areas.

With iSteel-Expert, technology, therefore, becomes a tool to put back at the center not only the efficiency of the production plant, but also the well-being of workers, limiting as much as possible human exposure to potentially hostile environments.

To learn more about the topic, we point out that a website dedicated to the project will soon become available, but subscriptions to the Linkedin group are already open <a href="https://www.linkedin.com/company/isteel-expert/">https://www.linkedin.com/company/isteel-expert/</a>