

European Commission Research Programme of the Research Fund for Coal and Steel

TGA1: IRON- AND STEELMAKING PROCESSES

BIOmass for COkemaking DEcarbonization Project Deliverable Report

D1.1

Communication, Dissemination, and Exploitation plans [first release]

Public

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Disclaimer of warranties

This document is part of the Deliverables from the project BIOCODE, which has received funding from the European Union's RFCS-PJG 2022 scheme under Grant Agreement No. 101112264.

This project has used a standard methodology already developed in HYTECHEAT project (Grant Agreement number: 101092087), following EU recommendations. Ad hoc modifications were added to comply with the Grant Agreement conditions for BIOCODE (Grant Agreement number: 101112264).

The information and views set out in this deliverable are those of the authors and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the following information.

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Abbreviations and acronyms

RIA Research and Innovation action

CA Consortium AgreementGA Grant AgreementD.o.A. Description of Action

RFCS Grant Agreement No: 101112264 - BIOCODE - Deliverable 1.1

EC European Commission
GA General Assembly

H2020 Horizon 2020 The EU Framework Programme for Research and Innovation

PUDK Plan of Use and Dissemination of Knowledge

SC Steering Committee WP Work package

C&D Communication and Dissemination



3 Summary

ADI, as leader of WP1, is responsible for the collection of the necessary information related to the dissemination of the project results. To enhance the efficiency throughout the BioCoDe project, RINA-CSM prepared the forms to produce the Deliverables, Reports and Events that will guide all the partners through the gathering of all the information about the dissemination activities. Such forms will be used to collect all the details about events and publications (done and/or planned) by the Consortium of BioCoDe, aiming to the promotion of the project.

The Board will contact and keep updated the Stakeholders Network. It will also receive feedback from stakeholders via any media and will communicate it to the Steering Committee. The Board will constantly feed the WP1 with updated versions of the Table of Stakeholders.

The dissemination activities have been designed to target the key audiences and stakeholders and to maximize awareness about the objectives and related activities of the BioCoDe project.

The Communication and Dissemination Plan provides an overview of all the dissemination opportunities identified through traditional communication channels, such as event attendance (conferences, seminars, workshops, etc.), project publications (brochures, press releases, articles in professional journals, etc.) and project presentations (to various stakeholders and the public).

4 Introduction

The aims of this preliminary report were to inform all the partners about information that would be constantly collected throughout the project and to help them with the preparation of this kind of Information, for the final Communication & Dissemination Plan, due at the end of the project (M42).

The gathering Information procedure will be constantly improved and updated throughout the project, including activities such as: the constant updating and digitalization of the forms and the direct communication with the partners, to collect as much relevant Information as possible.

5 BioCoDe Visual Identity

The logo below is used on all internal and external documents, deliverables, reports, dissemination materials, websites, and presentations. The logo forms the basis of the BioCoDe brand, with the colors and styles outlined below being used throughout the project.



Figure 1. BioCoDe logo, which does not contain any specific mottos nor visual text, to ensure inclusivity.



5.1 Color codes used in the BioCoDe project

The following color codes have been selected for whole project visual identity, that will be used in documents and deliverables:

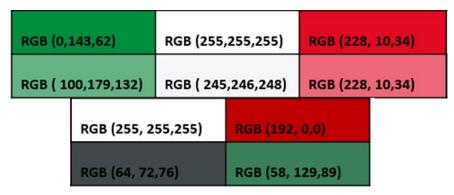


Figure 2. Table of color codes that will be used for all the documents and deliverables regarding BioCoDe

5.2 Templates

Common layouts should be used for all the documents produced throughout the BioCoDe project. Dedicated templates for deliverables and PowerPoint presentations have been drafted and all project partners can access to them via the BioCoDe Teams SharePoint; they will also be uploaded in the intranet.

- APPENDIX A: Template of the deliverable to be used in BioCoDe.
- APPENDIX B: Template of the PowerPoint presentation for BioCoDe.

6 Preliminary communication and dissemination plan

RINA-CSM prepared the preliminary forms which will represent the set base for collection and circulation of dissemination information related to BioCoDe project. The forms will be circulated amongst all the partners to acknowledge their progression for the activities.

6.1 Dissemination and communication strategy

The following dissemination and communication strategy will be implemented throughout the project.

| Target Group | Key Message | Visual Identity | Scientific Publications | Website | Social Media | Other Medias | Events |
|---------------------------|---|--------------------|----------------------------|---------|-----------------|-----------------|--------|
| General Public | Impact on jobs and environment | | | | | | |
| Research | BioCoDe Technology | | | | | | |
| Industry and Stakeholders | BioCoDe Results and outputs | | | | | | |
| Policy Makers | Impact on Industry, citizens, social barriers | • | | | | | |



Each partner must disseminate their results as soon as possible by disclosing them to the public by appropriate means, including in scientific publications and on the BioCoDe website, which will serve as the project's online repository, and on the same social media selected in the communication plan. The sharing of information will be carried out according to the data protection policy and to the degree of confidentiality of the deliverables.

Each beneficiary must ensure open access (online access for any user, free of charge) to all peer-reviewed scientific publications relating to their results. The BioCoDe website will be a platform to enable open access to project outputs. More specifically, relevant results will be disseminated in the communication media (see above) and in scientific publications in technical papers, trade journals, conferences and workshops, and project brochures directed to stakeholders.

Dissemination activities will have, about the communication, the following additions:

- Informative articles (factsheets/brochures) targeting stakeholders (as mentioned above) at least every 12 months;
- Press releases will be issued at the project's launch at European and national levels; for the international
 conferences and during the main European brokerage and informative events; extra press releases will also
 be present;
- A specific blog page to foster discussion on the topic in a more engaging approach. The blog will be launched
 at M6 and updated during the entire duration of the project. Every project partner will be asked to blog about
 a chosen, project-related topic twice a year;
- All papers published within the project will be made accessible through authors' ResearchGate accounts.

The results, once ready, will be presented at international conferences (examples have been reported in the Communication section), and peer-reviewed journals of steelmaking, energy, and circular economy. Patents will be considered. A detailed dissemination plan/report will be produced at M6, kept updated every six months, and delivered at the project's end with the planned activities.

6.1.1 Communication and dissemination materials

All the communication and dissemination materials will include the following specific format and the EU emblem (flag):



PROJECT 101112264 – BioCoDe RFCS-2022, TGA1: IRON-AND STEELMAKING PROCESSES



6.1.2 Dissemination and Communication levels

The strategy will differentiate two dissemination and exploitation levels according to the target audience:

• Internal for project partners.



External for policymakers, industry associations, EU authorities and the wide public in general.

6.1.3 Project visibility via social media

Two social media accounts and one professional network have been created to constantly spread project visibility and disseminate the ongoing results and the achievements:

- LinkedIn (https://www.linkedin.com/company/101253082)
- Website (https://www.biocode4steel.eu)

Project pages will be spread among contacts of partners and stakeholders, with monthly updates foreseen.

6.1.4 News

News will be regularly produced and published by all Partners, in conjunction with key results and events. All the Partners are invited to share project news within their network of contacts and on their website.

In addition, newsletters will also be produced and distributed. An online newsletter effectively keeps interested parties informed about the progression of the project, the results achieved, and the relevant events at local and international levels. Academia, industry, higher education institutions, researchers and stakeholders in higher education are the main targets of the project; the Partner network will be the main channel of distribution.

The group will ensure a wide project outreach, ensuring its spread to a large and diversified audience:

Each news/newsletter should include:

- Basic Information about the project
- Key Information about the result achieved or the event to be promoted
- Contacts and useful resources.

6.1.5 Events planning

An effective dissemination plan must include the organization and participation in related events and conferences. Presenting the results from BioCoDe to an audience will be essential to:

- Engage stakeholders through discussion and confrontation
- Present the project as a living creature, involving the audience in its development
- Understand the response of target groups to the project proposals
- Measure the impact of project outcomes
- Receive feedback and inputs for future implementation

6.1.5.1 Thematic Conferences

Each partner will identify regional, national, and European conferences focusing on the themes of the project. Participation in conferences and workshops represents an opportunity to promote the project, to learn about new developments in higher education, and to connect with other universities and research centers. This mainly accounts for the South-Mediterranean region, where the Partners intend to explore the possibilities given by open education.

The active participation of BioCoDe Partners may vary from poster sessions where brochures can be distributed, and networking can also take place through presentations of the project to a target audience.



Project partners are encouraged to look for events that would be interesting and relevant to the project and, if possible, to attend them.

Partners are invited to constantly update and share their participation and presentation of BioCoDe at international conferences with the group. Partners are also required to evaluate the impact of their involvement (feedback) and to complete a brief report of the event to be shared with all the Partners.

6.1.5.2 Local Events and workshops

As said before, participation in international conferences addressing key thematic areas is encouraged. As well it is crucial to disseminate BioCoDe to a more local and immediate audience to maximize the potential positive effects opened by the project running.

Local Meetings are essential to raise awareness and share knowledge inside institutions.

Partners firmly believe that such local events have the potential to promote the work done under the project and engage other Universities outside the Consortium to implement a change in their institutions. This would also ensure the sustainability of the BioCoDe initiative beyond its immediate scope and duration.

Partners are invited to identify other events at a national and regional level to promote BioCoDe.

6.1.5.3 Meetings with Stakeholders

Partners will perform a consultation with stakeholders for dissemination and long-term planning. Face-to-face communication is considered a must for visibility and dissemination and is intended not only as formal meetings but also as informal meetings. Indeed, informal interactive and flexible meetings with stakeholders are as important as official consultations to let partners get direct feedback and input. The idea is to identify and contact several stakeholders interested in supporting the project's activities.

6.1.5.4 Final Project Event

The final conference will be organized at the end of the project (M42). The Final Conference (150 participants) will aim to present and disseminate the results of the project, to then extend them to a wider perspective (EU), and to highlight the sustainability of the project.

6.1.6 Form for reported dissemination activities

This form will be available in the BioCoDe intranet via Google Forms, and it will be constantly updated by all the partners.

| Partner | Date | Title | Events and Publications | Location | Comments | Type of audience | App. Size of Audience |
|---------|------|-------|-------------------------|----------|----------|------------------|-----------------------|
| | | | | | | | |
| | | | | | | | |

Table 1. Form for partners dissemination activities acknowledgement.

This form aims to capture Information on all events attended by the partners of BioCoDe, with details on date, type of event and audience reached, location and which partners were involved. There is also a small section for future planned events, if known. This section gathers Information on the type of dissemination and communication activities the partners of BioCoDe have participated or organized, such as: conferences, workshops, exhibitions,



trade fairs, etc. Collects details of the completed activities or any in the planning stages, as well as the type of audience they have or expect to reach.

6.1.7 Form for future dissemination activities

This form will be available in BioCoDe intranet via Google Forms and constantly updated by all the partners.

Table 2. Form for partners planned dissemination activities acknowledgement.

| Partner | Date | Title | Events and Publications | Location |
|---------|------|-------|-------------------------|----------|
| | | | | |
| | | | | |

6.1.8 Form for publication reporting

A specific procedure will be performed to publish the results of the project.

A spotted publication shall be noticed and requested for approval, together with the results to be shared with the public. As it is stated in the Consortium Agreement (Article 8.4.2): "Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Project Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted."

In case there is no objection to sharing the results within the publication, the abstract/paper should be sent to the Project Coordinator and WP1 leader (Filippo Cirilli) for its initial validation and record.

Once approved, the Coordination party will send it within 3 working days to the project Consortium to expect feedback, reviews, and disconformities. The paper will be considered definitive if no disagreements appear within one natural week*.

*This procedure is set to be applied if the given deadlines allow it.

6.1.8.1 Open access to scientific publications

Each beneficiary must ensure open access (free of charge online access for any users) to all peer-reviewed scientific publications relating to its results. It must:

- Deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications; moreover, the beneficiary must aim to deposit all the research data needed to validate the results presented in the deposited scientific publications at the same time.
- 2. Ensure open access to the deposited publication (via the repository) at the latest:
 - on publication, if an electronic version is available for free via the publisher, or
 - within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.
- 3. Ensure open access (via the repository) to the bibliographic metadata that identifies the deposited publication. The bibliographic metadata must be in a standard format and must include all the following:
 - the terms "European Union (EU)" and "Horizon EU".



- the name of the action, acronym, and grant number.
- the publication date, and length of embargo period if applicable, and a persistent identifier. This form will be available in the shared file repository of BioCoDe.

Table 3. Form acknowledgment of partner's publications within HYTECHEAT's framework

| DOI | Type of scientific publication* | Title * | Authors * | Title of the Journal/Proceedings //Books | Relevant Pages | ISBN | Publisher* | Place of publication* | Year of publication* | Is this publication available in Open- Access (OA), or will it be made | Is this a peer- reviewed publication?* | Is this a joint public/private |
|-----|---------------------------------|---------|-----------|--|-------------------|------|------------|--------------------------|-------------------------|--|--|-----------------------------------|
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |

^{*} Horizon Europe beneficiaries must ensure Open Access to all peer-reviewed scientific publications relating to the results of the project. Check more Information in this link to the Participant Portal.

This section gathers Information about publications which have been produced or planned by the Partners of BioCode.

6.1.9 Form for intellectual property rights resulting from the project

This form will be available via Google Forms in BioCoDe intranet, and it will be constantly updated by all the partners.

Table 4. Form acknowledgment of the IP rights of the BioCode partners

| Type of IP Rights | Application reference | Date of the applicati on | Official title of the application | Applicants | Has the IPR protection been awarded? | If available, official publication number of award of protection |
|--|--|-----------------------------------|---|--|---|--|
| [Patent] [Trademark] [Registered design] [Utility model] [Other] | [Option for international applications of patents [insert IP international organisation code] [insert serial number]] [Option for national applications of patents [insert country code (two letters)] [insert serial number]] [Option for other registered IPR [insert application reference country code (two letters) | [dd/mm/ yyyy] | [insert title of the application] | [insert beneficiary (ies) name] | [YES][NO][Not applicable] | [Option for patents [insert code (two letters referring to a country or organisation)] [insert serial number]] Option for rest [insert official publication number]] |

| // | M |
|----------|---|
| 0 | |
| European | |

| or organisation code)] [insert alfa numeric | | | |
|--|--|--|--|
| identifier]] | | | |

This section collects Information on any IP, patent, or trademark that the partners of BioCoDe have already registered, or is planning to (if not confidential) as result of their participation in the Project.

6.2 Synergies/Interaction with other projects and initiatives

Clustering with other European projects and initiatives is crucial for BioCoDe. Deliverables, stakeholder identification, and awareness campaigns are some of the common inputs these projects can provide to BioCoDe.

The projects identified by the time this report is being drafted are reported in Table 5 below, with further ones to be identified during the progression of BioCoDe. Project partners are in close contact with Focus Group of Estep (energy efficiency Group) and will take advantage from the participation of the events (including possible clustering events) which will be organised.

Table 5. List of identified synergies and interactions with other projects in the EU framework

| Project | Main link/Synergy with BioCoDe |
|---|--|
| RETROFEED Horizon 2020 N.869939 | Implementation of a smart retrofitting framework in the process industry towards its operation with variable, biobased and circular feedstock. |
| TACOS RFCS – 2018 N. 847322 | The lowering of the carbon emissions from the iron ore sintering process using alternative carbon carriers |
| ProSynteg RFCS – 2021 N.101057965 | Production of hot hydrogen-rich syngas in integrated plants for efficient injection in the blast furnace and CO ₂ mitigation |
| GREENEAF2 | Use of biomass in EAF steel cycle to lower the overall carbon emissions whilst ensuring for the same quality of the final product |

6.3 Communication and Dissemination Consortium Board activities

At each Consortium meeting, the Board will turn the project updates into data to be shared on the website, on mass media, on social media and on other media (i.e., the blog and e-newsletter created on purpose, brochures, leaflets, factsheets).

A mailing list to be used in the dissemination of the project results will be set up.

The protection of personal data will be ensured by the minimal processing of sensitive information throughout the project, by solely confining it for e-mail contacts and feedback.

The data gained during the project will not be used for database creation or market analysis, or any other kind of analysis except for scientific-industrial feedback.

The project has been already introduced to the EU steel (and beyond) community during the annual ESTEP event held in Barcelona on the $2-5^{th}$ of October 2023.



6.4 Communication and Dissemination events

6.4.1 Kick-off meeting

The kick-off meeting of BioCoDe was held at ADI premises on the 20st and 21st of July 2023 in a hybrid mode, with eleven representatives from ADI, RINA-CSM, PIT, tkSE. During the meeting, ADI presented the purpose of the project, the budget, the organization into work packages and the various deadlines, while each partner reiterated the activities they will undertake during the project.

6.5 Measurable results

6.5.1 Number of publications

Different publications will be released during the BioCoDe project: press releases, articles, scientific articles, etc. All these publications will be covered by press media and relevant stakeholders will be informed about the dissemination and exploitation activities.

6.5.2 Media coverage

Partners are encouraged to contact the media (either general or specialized) to increase the visibility of the project and to spread the activities and results foreseen in it.

The emission of a press release Inviting media to the main events celebrated during the project. A press kit will be developed to help partners in the elaboration of their press releases, or to help journalists with the elaboration of articles about BioCoDe.

6.6 Deviations from D.o.A.

No deviations from D.o.A are reported.

6.7 Next Plans

Newsletters, social media, and other media will uphold the GDPR (e.g., a privacy notice will be sent to users, consent will always be withdrawable); processing of personal data will be minimal only to consider e-mail contacts and feedback specifically related to the project.

No data will be used for database creation or market analysis or analysis of any kind except for scientific- industrial feedback on the project, its development, implementation, results, impact, and future.

It will choose conferences and events where the results will be presented. It will create and update a dissemination video.

The Board will organise specific workshops and webinars targeting specific stakeholders, which will be advertised in the media described above. Workshops will focus on national or EU regional stakeholders, while webinars will facilitate connecting to any stakeholder, national or international. At the end of the project, a final workshop will be organised and every one of the Table of Stakeholders will be invited if mass media. The Dissemination and Communication forms will be digitalised to be filled in on the website intranet for efficient and protected exchange of Information among partners and C&D board.

7 CONCLUSIONS

RINA-CSM prepared the Publications and Events forms to gather Information about the dissemination activities involving the partners. The forms will be used for collecting all the details about events and publications that have been attended or planned by the consortium members of BioCoDe, with the objective of promoting the project.

The Steering Committee will appoint the Communication and Dissemination (C&D) Manager and Board during the next Consortium meeting with all the partners involved.



The Board will contact and keep the Stakeholders Network updated. It will also receive feedback from stakeholders via any media and communicate it to the Steering Committee. The Board will constantly feed the WP1 with updated versions of Table of Stakeholders.

The Board will organize specific workshops and webinars targeting specific stakeholders, which will be advertised in the media described above.

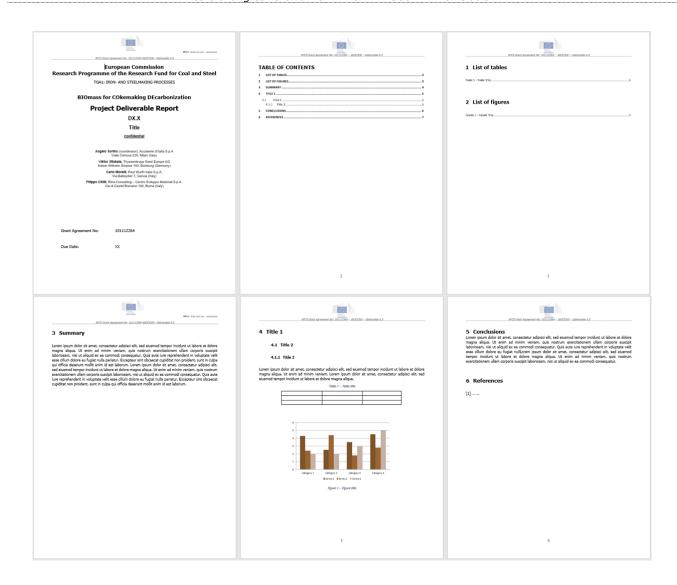
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The Dissemination and Communication forms will be digitalized to be filled within the website intranet for efficient and protected exchange of Information among partners and C&D board.

APPENDIX A: BioCoDe Deliverable Template



RFCS Grant Agreement No: 101112264 - BIOCODE - Deliverable 1.1



APPENDIX B: BioCoDe Presentation Template





Title