



“D6.1 Communication and Dissemination plan”



0 Document Information

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Table of Contents

0	Document Information	2
1	Executive Summary	5
2	Introduction	5
2.1	Purpose of this Document	5
2.2	Abbreviations, Acronyms, Units,	6
3	Dissemination Policy	7
4	Objectives and Targets of the Dissemination Actions	8
5	Communication Channels and Tools.....	9
5.1	Project Website	9
5.2	Media Events and Press Conferences.....	9
5.3	Expert Workshops and Round Tables	10
5.4	External Conferences and Fairs	10
5.5	Publications and Posters	10
5.6	Social Media.....	10
5.7	Other Material (Roll-ups, Flyers, Kits)	10
5.8	Industrial Advisory Board.....	11
5.9	Intranet and Internal Communication	11
6	Target Audiences	12
7	Project Identity	14
7.1	Logo	14
7.2	Color Codes and Visual Identity.....	14
7.3	Templates (Deliverables, Presentations, Reports).....	15
7.4	Display of EU Funding and Logos	15
8	Publicity Guidelines	15
8.1	Acknowledgement of Funding.....	15
9	List and schedule of Dissemination Actions.....	15

List of Tables

Table 1: Abbreviations	6
Table 2: DEC Objectives, outcomes and quantitative targets.	8
Table 3: Preliminary stakeholder analysis	12
Table 4: Color Codes and Visual Identity	14
Table 5: List of project deliverables.	16
Table 6: List of C&D activities:	17

List of Figures

Figure 1: Hy4Smelt project logo.	14
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1 Executive Summary

This document outlines the Communication and Dissemination (C&D) Plan for the Hy4Smelt project. It defines the strategy, tools, and actions to effectively communicate and disseminate project objectives and results to target audiences, including industry stakeholders, academia, policymakers, and the general public. The plan aims to maximize the project's visibility and impact, ensuring compliance with EU funding visibility requirements.

2 Introduction

The main purpose of the Hy4Smelt project is the demonstration breakthrough process of hydrogen-based, **CO₂-neutral reduction and melting of non-agglomerated low/medium-grade iron ores, meeting objectives set by the EU on clean steel technologies, sustainability, and competitiveness (e.g. Green Deal, Fit for 55, REPowerEU).**

The Hy4Smelt industrial-scale demonstrator is first-of-its-kind worldwide in processing ultra-fine iron ores in an innovative fluidised bed (FB) direct reduction (DR) with 100 % green H₂ **and melting the direct reduced iron in a renewable powered electric furnace (Smelter).**

The Hy4Smelt process offers highest flexibility in the use of iron ore grades that are not used for DR today. It is also in line with EU's zero-waste goal, as the Smelter slag will be qualified as a secondary, alternative raw material to Blast Furnace (BF) slag for the cement sector. Hy4Smelt initiates a massive transformation to a H₂-based and circular steel sector. It establishes the EU as a leader for carbon neutral steelmaking and is best suited within the RFCS programme.

Excellent consortium partners combine their outstanding know-how in iron ore processing, metallurgy, plant technology, and recycling in the cement sector together with highly skilled scientific partners. Hy4Smelt will enable the transformation of all steelmakers towards a H₂-based, sustainable and circular steel production, substantially reducing CO₂ emissions. Hy4Smelt will raise awareness of the necessity that handling low grade ores for green hot metal production must be now scaled up to push forward the EU towards a resource-efficient and competitive economy. This disruptive technology shows enormous exploitation potential at an estimated market demand of 200 million tons of green hot metal per year and the capability of replacing current Sinter plant-BF route in integrated steel plants.

2.1 Purpose of this Document

The aim of this preliminary report is to describe the actions that will be carried out in the course of the project to communicate and disseminate the results and outcomes which will be achieved.

Accordingly, to the scope of this deliverable, all partners are so informed about the information that would be constantly collected through the project and the way in which that information is spread.

This present plan includes:

- the definition of official project visual identity (official project logo, official set of colour code which is adopted in the presentation, reports and newsletter; templates)
- A first definition of the C&D objectives, expected outcomes and quantitative targets divided per each year of the project;

- the project website domain;
- target groups identification, corresponding KER and expected impacts;
- the project newsletter;
- The formats in which presentations (e.g. at workshops and conferences) and publications are reported/documented.;

This procedure of gathering information throughout the project, will be constantly improved and updated; in Hy4Smelt project a continuous revision of the C&D plan is foreseen (each three months). This will include activities such as constant updating and digitalisation of the forms and direct communication with the partners, identification of suitable events to be attended, definition of joint project presentations, releases of project newsletters and post on Social Media, with the aim of collecting and spread as much as possible relevant information.

The final version of the plan is foreseen at the end of the project.

2.2 Abbreviations, Acronyms, Units,

Table 1: Abbreviations

Abbreviation	Meaning
C&D	Communication and Dissemination
DEC	Dissemination, Exploitation and Communication
KER	Key Exploitable Results
SoA	State of the Art
UNILE	University of Salento
K1-MET	K1-MET GmbH
VAS	voestalpine Stahl GmbH
PTAT	Primetals Technologies Austria GmbH
BUW	Bauhaus-Universität Weimar
SSSA	Scuola Superiore Sant'Anna
ESTEP	European Steel Technology Platform
CSP	Clean Steel Partnership
EUROFER	The European Steel Association
DR	Direct Reduced
EU	European Union
RFCS	Research Fund for Coal and Steel
BF	Blast Furnace

3 Dissemination Policy

The Hy4Smelt project partners strive to disseminate project findings, results and know-how generated by the project via dedicated communication tools and focusing on the target groups identified, in a strategic and effective manner. The dissemination master plan describes general principles, tools and target groups for the project dissemination activities as well as how to measure impact. The Hy4Smelt consortium partners agreed on general processes for dissemination activities, target groups and contents in the contractual framework for the project. This ensures consistent communication of project results over the lifetime of the project.

The consortium partners will build on existing communication channels as well as dedicated tools and formats that are organised for the project. This ensures that a broad range of stakeholders are reached for replication, from industry, policy and regulatory bodies to other industry sectors.

The dissemination activities will be implemented in close cooperation and alignment with the funding body, in accordance with Article 38 (Promoting the Action – Visibility of Support) of the Hy4Smelt Grant Agreement and “Communicating EU research and innovation guidance for project participants” published of the European Commission.

4 Objectives and Targets of the Dissemination Actions

A dedicated work package describes the dissemination of Hy4Smelt project results where the initial version is shown in following Table derived in close collaboration with all partners.

Table 2: DEC Objectives, outcomes and quantitative targets.

	DEC objectives	Expected DEC outcome	Quantitative targets with channels and tools
Year 1	<ul style="list-style-type: none"> Creating a visual identity and project brand story Awareness on project's objectives Sharing first project results Uptake of stakeholder engagement Cooperation with Clean Steel Partnership (CSP) 	<ul style="list-style-type: none"> Awareness for challenges during fine ore DR and use of low-grade ores Hy4Smelt economic benefits are acknowledged 	<p>100 visitors per month on web site, 100 followers on LinkedIn, quarterly electronic newsletters</p> <p>1-2 presences at fairs</p>
Year 2-3	<ul style="list-style-type: none"> Communicate economic benefits of using the Hy4Smelt products Continuous project communication Continuous and reinforced stakeholder engagement Dissemination for public consciousness on working on improved 100% H₂-based DR Cooperation with Horizon Europe (HEU) partnerships (CSP, Processes4Planet, Clean Hydrogen) 	<ul style="list-style-type: none"> Strong brand and familiarity of the project achieved in scientific community and industry Beneficial support of key stakeholders achieved 	<p>200 visitors per month on web site, 100 followers on LinkedIn, YouTube video released, stakeholder database completed and stakeholders contacted, active communication with experts, quarterly electronic newsletters</p> <p>2 scientific journal papers</p> <p>2 papers for international conferences generated</p> <p>1-2 DEC events organised</p> <p>3-4 visits VAS</p> <p>2-3 presences at fairs</p> <p>1-2 press releases</p>
Year 3-project end	<ul style="list-style-type: none"> Recommendations for low-grade fine ore processing Dissemination activities on the project's success stories Continuous and reinforced stakeholder engagement Promote improved use of low-grade fine ores for industrial implementation Cooperation with HEU partnerships (CSP, Processes4Planet, Clean Hydrogen) 	<ul style="list-style-type: none"> Solid and positive feedback on recommendations for low-grade fine ore handling Highest result visibility Demonstrator available for further research and industrial implementation EU acknowledged as region for decarbonisation 	<p>500 visitors on web site per month, 300 followers on LinkedIn, active communication with stakeholders and experts, quarterly electronic newsletters</p> <p>1-2 DEC events organised</p> <p>6-8 scientific journal papers</p> <p>7-8 papers for international conferences generated</p> <p>3-4 visits at VAS</p> <p>2-3 presences at fairs</p> <p>1-2 press releases</p> <p>1-2 position papers about hot metal quality and CO₂ reduction</p> <p>2-3 patent applications</p>
After Hy4Smelt	<ul style="list-style-type: none"> Industrially relevant H₂-based DRI production and fine ore handling experience available to research and industry Knowledge transfer of lessons learned Cooperation with CSP 	<ul style="list-style-type: none"> Positive signals of relevant organisations to implement the Hy4Smelt technology, possible licensing activities 	<p>Continued access on project web site, data base, etc. for sustainable knowledge transfer also after project</p>

This C&D plan includes objectives, target groups, timeline, channels and tools as well as quantitative indicators. The plan will be continuously updated during the project.

Comprehensive and highly efficient C&D measures performed and supported by all consortium partners will address all relevant stakeholders. The mix of the chosen tools and channels guarantees that the EU steel industry will gain maximum benefit regarding increased efficiency and sustainability in iron and steelmaking by getting in contact with the Hy4Smelt results going beyond current industrial SoA. Particularly, DEC activities towards ESTEP, EUROFER, and the CSP as well as interaction with other projects of the RFCS and HEU/CSP are an important part of Hy4Smelt being in line with the specific scope of the current call RFCS-2024. Therefore, ESTEP being an important partner to create conditions progressively for exploitation actions beyond the end of the project is part of the strategy.

5 Communication Channels and Tools

Communication includes tours for media, schools/students and the general public to VAS. Furthermore, the academic partners UNILE, BUW, SSSA as well as K1-MET have close contacts to other universities and high schools, which will be intensively engaged in communication measures towards young people and students representing future technicians, engineers and researchers. One such example is the Leoben University for Mining, Metallurgy and Materials (Austria) which organises the “MetalDays”, supported by K1-MET, PTAT, and VAS to bring metallurgical process developments closer to future students. The Hy4Smelt project as well as the importance of increasing the use of low-grade and (ultra-)fine ores in H₂-based DR will be presented by K1-MET to future engineers and researchers to raise awareness of pushing forward resource efficiency and decarbonisation. Communication on EU research level will also be done via the Horizon Results Platform.

5.1 Project Website

A project website will be established to communicate project objectives, results and the project consortium. Furthermore, a download section will be available for project-related (public) reports. A news section will be regularly updated with project news (i.e. media events, communication activities, etc.).

Since the M7, a project website is available on the internet: [Hy4Smelt – www.hy4smelt-project.eu](http://www.hy4smelt-project.eu) (<https://www.hy4smelt-project.eu/>). The project website will be updated with additional sites with descriptions of the project and partners, a download area, news and contact details. The partners will provide links to the Hy4Smelt website on their own company websites.

5.2 Media Events and Press Conferences

During the implementation phase of the project, media events such as press conferences will be organized to communicate Hy4Smelt results at a high level to dedicated media. Highly active communication will be realized via press releases, periodic newsletters, and at least one video.

5.3 Expert Workshops and Round Tables

The project consortium will organize expert workshops and smaller round table discussions for selected stakeholders.

5.4 External Conferences and Fairs

To approach the steel industry stakeholders, existing memberships in industrial groupings will be used to discuss and share the know-how generated in the project. The consortium aims to actively participate in conferences and fairs dedicated to the steel industry as well as reach the R&D community via seminars and lectures at universities.

5.5 Publications and Posters

Project findings will be shared via publications and posters, wherever suitable alongside expert conferences.

5.6 Social Media

A social media account will be created on LinkedIn to spread project visibility and contribute to disseminate results and achievements (ongoing, continuously updated). Project pages will be spread among contacts of partners and stakeholders. Monthly update is foreseen.

5.7 Other Material (Roll-ups, Flyers, Kits)

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

A project flyer will be also produced to be used in public events by the consortium partners. The flyer structure will be inserted in the next edition (within three months) of the C&D plan.

In addition, newsletters will also be produced and distributed. An online newsletter (published on the LinkedIn page and on the website) effectively keeps interested parties informed about the project's progress, achieved results and relevant events at local and international levels. The main target groups are mainly steelmakers and technology providers, but also university academics and managers and higher education institutions, will be kept informed. The main channel of distribution will be the Partner network of contacts.

The newsletter will be published on the LinkedIn page and on the website. The main goal will be to spotlight the project and its main initiatives to a large, interested audience.

5.8 Industrial Advisory Board

PTAT will set up an internal channel for communication, repository for documents, and organizes internal meetings. An advisory board consisting of relevant stakeholders from industry and science will be set up by PTAT at the beginning of the project.

PTAT as consortium leader will apply an intensive exchange by periodic virtual meetings in a monthly interval with relevant partners (not all partners need continuous meetings). Minutes of the meetings and mail reminders about upcoming activities and deadlines will ensure efficient communication and collaboration. Advisory board meetings will be established to ensure management involvement.

5.9 Intranet and Internal Communication

The coordinator has set up a project SharePoint to facilitate communication in the consortium between the project partners. The exchange platform provides project-related information on meetings, deadlines, documents and templates and is to be used to share project documents between the partners. Access to the exchange platform is restricted to project partners.

6 Target Audiences

A preliminary stakeholder analysis revealed a certain target audience as listed in the following Table.

Table 3: Preliminary stakeholder analysis

Target audience	Intensity level	Key project results of Hy4Smelt	Interests/opportunities & potential reservations/conflicts
Industrial project partners	Manage closely	All project deliverables	Successful project, economic exploitation, enhanced competitiveness and market shares, potential conflict of interest in patents/licences
Scientific project partners	Manage closely	All project deliverables	Successful project, cooperation, scientific output, enhanced reputation
Project partner employees	Keep informed	WP5+6 deliverables	Successful project, workplace guarantee due to enhanced competitiveness
Other industry (steelmaker, ore suppliers, technology providers), industrial associations	Keep informed	D4.2+ WP5 deliverables	New ironmaking process with clear and measurable environmental and economic advantages, potential to exploit low/medium-grade and ultra-fine ores (untapped so far) New customers/business opportunities, develop business model
Customers	Manage closely	WP5+6 deliverables	Potential to save Scope 3 emissions and to market “greener” products (green steel, more sustainable building materials)
Scientific community	Keep informed	D6.3 Report on DEC activities	Information about project (process performance, product qualities) scientific output), enhanced knowledge/competences
Media	Keep satisfied	WP6 deliverables	Leverage positive influence, inform public
Society (public, local neighbours)	Manage closely	WP5+6 deliverables	Need for symbiosis between competitive economy and environmental protection, societal pressure on environmental issues caused by CO ₂ and other harmful emissions No negative impact on health, safety, and environment; potential conflict could be protests/complaints hindering project progress
European Commission (EC)	Manage closely	WP5 deliverables (transferability)	Contribute to objectives of Green Deal, Just Transition, REPowerEU
Policy makers and standardisation bodies (national and EU level, including e.g. The European Environmental Agency)	Keep informed	WP5 deliverables (transferability)	Required for proper legal framework, interested in positive effects of the project (jobs, regional and EU value chain, environment) Successful process introduced as best available technology, new product certification (DRI, Smelter slag) and ore qualities for DR
International organisations and NGOs committed to environmental protection, such as Greenpeace	Keep informed	WP5+6 deliverables	Proof environmental benefits, addressing health and safety aspects for the environment in a sufficient manner, contribute to reach the EU climate goals
Other European partnerships	Keep informed	D6.3 Report on DEC activities	Cooperation with CSP, Processes4Planet, Clean Hydrogen (by using the network of ESTEP)

Investors	Keep satisfied	D5.2/D5.4/D5.5 about Hy4Smelt performance, business case, exploitation strategy	<p>Proof of environmental and economic benefits and demonstrate integration into existing steel plant infrastructure</p> <p>Potential conflict: need to demonstrate attractive return on investment to increase investment for future plants</p>
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7 Project Identity

The following chapters describe the identity designed for the Hy4Smelt project.

7.1 Logo







Figure 1: Hy4Smelt project logo.

7.2 Color Codes and Visual Identity

The Hy4Smelt Logo uses three colors plus the font color which are the basis for the visual identity.

The font for all documents shall be Arial, 11pt, black.

Table 4: Color Codes and Visual Identity

Color	Sample	Hex	RGB	CMYK
Blue		3681ba	R: 54 G: 129 B: 186	C: 71 M: 31 Y: 0 K: 27
Orange		e8671aff	R: 232 G: 102 B: 26	C: 0 M: 56 Y: 89 K: 9
Red		ee233b	R: 238 G: 35 B: 59	C: 0 M: 85 Y: 75 K: 7
Logo Font color (calibri)		141a31	R: 20 G: 26 B: 49	C: 59 M: 47 Y: 0 K: 81

7.3 Templates (Deliverables, Presentations, Reports)

Templates for Deliverables, Presentations and Reports are available to all project partners through the common SharePoint.

7.4 Display of EU Funding and Logos

The official logos of the funding entities shall be used and are available to the project partners through the SharePoint as well as direct integration in the document templates (report, deliverable, presentation).

8 Publicity Guidelines

Article 38 of the Grant Agreement (Promoting the Action – Visibility of Support) describes in detail how to display EC funding of the project. According to Article 38, the beneficiaries are obliged to promote the action (i.e. the project) “to multiple audiences (including media and public) in a strategic and effective manner”. For communication events with a major media impact, in particular, the beneficiaries must inform the coordinator. Furthermore, the information on support of the action must be made clearly visible on all communication materials and/or actions. Any communication activity must indicate that it reflects only the author’s view and that the coordinator is not responsible for any use that may be made of the information it contains. The beneficiaries will actively support the communication activities by providing material such **as documents, summaries, public deliverables and other material including pictures, audio-visual material, etc.**

8.1 Acknowledgement of Funding





Every document (report, deliverable presentation) has integrated logos of the funding entity, and, where applicable the specific funding grant and grant agreement number.

In accordance with Article 17.2 *Visibility — European flag and funding statement* of the Grant Agreement, all communication, dissemination and exploitation activities carried out within the project will properly acknowledge EU support. This includes the use of the European flag (emblem) and the funding statement on all relevant materials, whether electronic or printed, such as websites, media communications, presentations, posters, brochures, and other dissemination outputs.

The consortium is fully committed to complying with these requirements to ensure full visibility of the EU contribution to the project.

9 List and schedule of Dissemination Actions

The main stages for dissemination, exploitation, and communication (DEC) of project results are schematized as follows:

 Identify key exploitable results	 Engage target groups	 Define exploitation strategy	 Spread project outcomes
Main results expected will be correlated with the problems they solve, the end-users they are aimed at and the partners responsible for their exploitation	Main priority at a first stage is to identify and engage key stakeholders by providing relevant information and awareness on issues related to low-grade fine iron ore use	Tailored exploitation activities must be elaborated to ensure an effective uptake of the project results according to the market conditions	Insights and outcomes will be continuously communicated towards interested groups via different channels to maximise dissemination of Hy4Smelt

The following tables list all public deliverables and dissemination activities. The dissemination activities in Table 6 will be updated regularly.

Table 5: List of project deliverables.

No.	Deliverable Name	WP No.	Lead	Type	Dissemination Level	Month due
D1.1	Project Management Plan	WP1	PTAT	Report/Document	PU - Public	2
D1.2	Data Management Plan	WP1	PTAT	DMP — Data Management Plan	PU - Public	3
D1.3	Quality Management Plan	WP1	PTAT	Report/Document	PU - Public	4
D2.1	Hy4Smelt use case specifications	WP2	VAS	Report/Document	PU - Public	3
D2.2	List of KPIs	WP2	K1-MET	Report/Document	PU - Public	4
D3.1	Hy4Smelt cross-linking and digitalisation report	WP3	PTAT	Report/Document	PU - Public	18
D3.2	Hy4Smelt cold and hot testing report	WP3	VAS	Report/Document	PU - Public	24
D3.3	Hy4Smelt demonstrator	WP3	VAS	DEM — Demonstrator, pilot, prototype	PU - Public	24
D4.1	Report about ramp-up phase	WP4	PTAT	Report/Document	PU - Public	31
D4.2	Sensitivity analyses on use of secondary carbon	WP4	K1-MET	Report/Document	PU - Public	39
D4.3	Report about product quality	WP4	BUW	Report/Document	PU - Public	42
D4.4	Hy4Smelt report about first 4 use cases	WP4	VAS	Report/Document	PU - Public	45
D4.5	Hy4Smelt report about last 3 use cases	WP4	VAS	Report/Document	PU - Public	51
D5.1	Hy4Smelt replication scenario and preliminary LCA	WP5	K1-MET	Report/Document	PU - Public	18

D5.2	Public Hy4Smelt performance report	WP5	K1-MET	Report/Document	PU - Public	50
D5.3	Hy4Smelt performance report	WP5	VAS	Report/Document	SEN - Sensitive	52
D5.4	Results of LCA and LCC	WP5	SSSA	Report/Document	PU - Public	52
D5.5	Hy4Smelt business case	WP5	PTAT	Report/Document	SEN - Sensitive	54
D5.6	Exploitation strategy	WP5	K1-MET	Report/Document	PU - Public	17
D6.1	Communication and dissemination plan	WP6	UNILE	Report/Document	PU - Public	6
D6.2	Project website	WP6	PTAT	DEC — Websites, patent filings, videos, etc	PU - Public	7
D6.3	Report on DC activities	WP6	UNILE	Report/Document	PU - Public	12
D6.4	Successful startup ceremony	WP6	K1-MET	Report/Document	PU - Public	24
D6.5	Comprehensive overview of the project	WP6	PTAT	Report/Document	PU - Public	6
D6.6	Public publishable report	WP6	PTAT	Report/Document	PU - Public	52

Table 6: List of C&D activities:

Event	attending partners	date	location	Contribution
CSP Demonstrator Seminar	PTAT, K1-MET	09.09.2025	Brussels (BE)	Presentation
ESTEP annual event	PTAT, VAS, K1-MET	28.10.2025	Udine (IT)	tbd.
BH2C Workshop	K1-MET	09.10.2025	Online/Bilbao (ES)	Presentation
NEFI H2 Technology Talks	K1-MET	23.10.2025	Linz (AT)	Presentation