



Dissemination and Communication plan

Deliverable 8.1

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Table of contents

| | |
|---|----|
| 1. Introduction..... | 4 |
| 1.1 Contents of the document | 4 |
| 2. Dissemination and Communication Strategy | 6 |
| 2.1 Awareness phase..... | 7 |
| 2.2 Interest phase..... | 7 |
| 2.3 Desire phase | 8 |
| 2.4 Action phase | 8 |
| 3. Target Audience for Dissemination and Communication activities | 9 |
| 4. Dissemination..... | 12 |
| 4.1 Dissemination objectives and impacts | 12 |
| 4.2 Dissemination messages and associated KPIs | 13 |
| 5. Communication | 16 |
| 5.1 Communication objectives and impacts | 16 |
| 5.2 Communication material | 17 |
| 5.3 Communication messages and associated KPIs | 21 |
| 5.4 Online media | 23 |
| 5.4.1 LinkedIn..... | 24 |
| 6. Targeted Events..... | 26 |
| 7. Conclusions..... | 28 |
| List of figures | 29 |
| List of tables | 29 |
| Appendix I: Dissemination and Communication report template | 30 |



1. Introduction

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 RollOilFree II, gives an overview about the strategy behind the dissemination and communication activities, and provides a roadmap for the upcoming actions.

The RollOilFree II 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.

The developed action also considers that RollOilFree II is the follow-up of a previous successful research project (RollOilFree), which provides the basis and the starting point for the work to be carried out. Therefore, also the dissemination and communication activities need to consider such continuum and to target, at least in the initial stage, a further dissemination of the RollOilFree outcomes together with an awareness of how the present project is leveraging on them to ensure full-scale implementation and wider deployment of the developed concepts.

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 project 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 RollOilFree II 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 Contents of the document

The remaining part of this 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 D8.2, 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 Dissemination and Communication strategy implemented in RollOilFree II is schematically depicted in **Figure 1**.

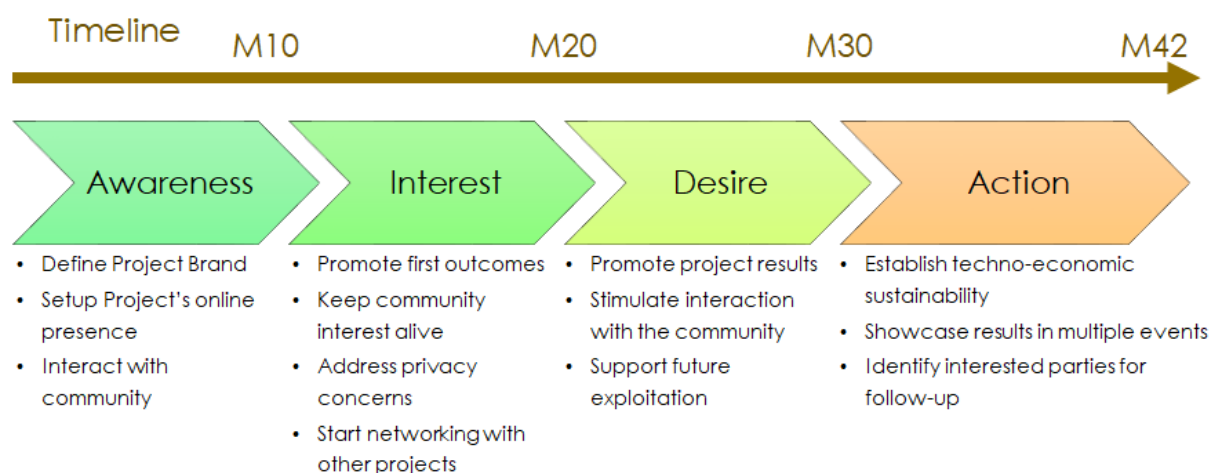


Figure 1. Overview of the RollOilFree II Dissemination and Communication strategy.



The Dissemination and Communication strategy encompasses four main phases according to the AIDA model (Awareness, Interest, Desire, Action). This model is used by a wide spectrum of organizations and is suitable for attracting and building relation with stakeholders, and each of the considered phases require different methods and activities to be carried out to achieve the specific goals:

- awareness phase;
- interest phase;
- desire phase;
- action phase.

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

2.1 Awareness phase

The goal of this initial 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 RollOilFree II to raise awareness among the scientific and industrial community and to establish the basic brand name of the project.

Such as already highlighted in the introduction, RollOilFree II benefits from being the follow-up of a previous successful research project (RollOilFree). Therefore, this initial stage of the Dissemination and Communication strategy can take advantage from the occasions which might arise to disseminate outcomes of the previous project to inform the audience on the actions planned and being carried out in RollOilFree II and raise further attention and interest.

2.2 Interest phase

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

- to 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.
- To spread news on the developed activities via social media (LinkedIn) and newsletters.
- To develop publications and scientific papers on early project results journals (6 golden access), to increase the interest to researchers and scientific communities.
- Presentations at international conferences, workshops and other dissemination events introducing the scientific and technical results of the project.



In view of the ongoing and future dissemination of project results, it is crucial to start addressing privacy concerns in this stage, also based on what established in the Consortium Agreement.

Starting actions to promote the partnership with other ongoing projects is further important activity to be started during this phase.

2.3 Desire phase

This phase focuses on further engagement of the targeted audiences with the project to create additional interest in the evolving results of the project. The planned activities are:

- to update the project website with publicly released deliverables and news, to showcase the project progresses and to keep interested parties up to date.
- To spread news on the developed activities via social media (LinkedIn) and newsletters.
- To develop further publications and scientific papers to journals to increase visibility and interest to researchers and scientific communities.
- To make presentations at international conferences, workshops and other dissemination events describing the scientific and technical results of the project.
- To enforce networking with other EU-funded project to evaluate potential synergies inside and outside the steel sector.

Informing target markets about the technological breakthroughs and business benefits of RollOilFree II is also an important part of this phase that works as a preparatory stage for the final mature phase. To this aim, a continual interaction with the project IPR management and exploitation activities will be implemented to the aim of keeping the project dissemination and communication strategy fully aligned and supportive with respect to the exploitation strategy.

2.4 Action phase

This phase focuses on maximizing target market and industry awareness about RollOilFree II outcomes. All the results will be disseminated through all the available channels. Communication and dissemination efforts will support the project sustainability and its effective exploitation and market replication, in full compliance and seamless interaction with the exploitation activities carried out within Task 8.2. All the efforts made in the previous phases will be leveraged in this final stage through the following specific activities:

- organization of events such as workshops and seminars to build and disseminate project results.
- Publication of project results to increase awareness in the research and industrial communities.
- Participation to important conferences, workshops and sector exhibitions where the results of the project could be presented to targeted stakeholders.
- Networking and establishment of 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 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 Communication and Dissemination strategy having a synergetic effect with the Exploitation strategy to be established.

The audience categories identified for RollOilFreeII so far are listed in the following:

- **Steel Industry (SI)** facing the challenges raised by the global market and by the strict requirements of the Green Deal objectives, and thus looking to OFL as a solution to improve their environmental footprint without affecting process efficiency and product quality. Their awareness is critical to ensure wide deployment of the solutions developed in RollOilFree II.
- **Original Equipment Manufacturers (OEMs)**, namely companies that provides plants and equipment to SIs, who are willing to use or suggest the use of the investigated lubricant to their customers and partners in Europe and Worldwide.
- **Workers (W)**, especially (but not exclusively) the ones that work within the rolling mills and with water treatments, who need to be informed about the developments of the project and to know whether the use of OFLs implies modifications of their standard operating practices.
- **Research and Technology Organisation (RTOs), High-Education Institutions (HEI)** and, in general, the **Scientific Community (SC)**, active in the steel and metal sector and are interested in the scientific developments provided by RollOilFree II. This community is deeply committed to develop and prototype innovative solutions and can be a good lever for transferring 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, Pact-for-Skills, Horizon Europe partnerships, regional and national authorities), which can be interested in deploying the investigated lubricant and/or in assessing its usability to other industrial sectors.
- **Policymakers & Society (PS)**. These stakeholders of the steel sector are interested in assessing the impact of RollOilFree II on the sustainability of steel production. Public Society is also interested in being informed about the efforts made by the steel sector in improving the sustainability and lowering the environmental impact of all its operations and production steps,

including the rolling process. The planned involvement of **media** will help transferring the project's benefits and impact towards society (public, local neighbors).

- **European Commission (EC).** EC as the funding provider is interested in the project's progress with regards to contributing to the RFCS and Green Deal objectives in terms of sustainability, circular economy, decarbonization and competitiveness of the EU steel sector.

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 RolloilFree II |
|---|---|
| Steel Industries (SI) | <ul style="list-style-type: none"> • Being regularly informed about the project and its progresses. • Testing/Deploying the developed open-source platform. • Providing feedback on the benefits that the steel industry can get from RolloilFree II. |
| Original Equipment Manufacturers | <ul style="list-style-type: none"> • Being informed about the developments of OFLs, their effects on the plants and their environmental advantages, so that they can eventual convey the information to their customers. |
| Workers (W) | <ul style="list-style-type: none"> • Being informed about the developments of RolloilFree II. • Assessing the impacts of RolloilFree II on the operating practices in rolling mills and related water treatments. |
| Research & Technology Organisations (RTO), High-Education Institutions (HEI), Scientific Community (SC) | <ul style="list-style-type: none"> • Improving knowledge on OFLs and their advantages, by being informed about a practical application, • 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) | <ul style="list-style-type: none"> • Promoting the investigated OFLs, so that their members can use them. • Assessing techno-economic transferability of the project outcomes. • Establishing synergies with other research activities. |
| Policymakers & Society (P&S) | <ul style="list-style-type: none"> • Discovering and following the progress of researchers to improve sustainability of the rolling operations in steelworks without negatively impacting on product quality. |
| European Commission (EC) | <ul style="list-style-type: none"> • Contribution of the project to the RFCS and Green Deal objectives in terms of sustainability, circular economy, decarbonization and competitiveness of the EU 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.



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 of the solution offered by RollOilFree II in the EU steel industry;
- DO5. to ensure a broad applicability of the project results also beyond the scope considered in the project, possibly even outside the steel sector (e.g. Aluminium 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, the project results will be exploited for dissemination activities, to foster the wide adoption of OFLs in the steel sector and explore opportunities for possible transferability of project results also to other sectors.

The following main dissemination activities are envisaged:

- Scientific and technical papers.
- Presentations, lectures, posters in conferences, congresses, and workshops.
- Internal seminars and dissemination events.
- Webinars and seminars on the outcomes of RollOilFree II.
- 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.
- RollOilFree II final dissemination and exploitation 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 | OEM | W | RTO/HEI/SC | APC | P&S | EC |
|---|---|---|---|--|---|---|---|
| Scientific and technical papers |  |  | |  |  | | |
| Presentations, lectures, posters in conferences, congresses, and workshops |  |  | |  |  | | |
| Internal seminars and dissemination events |  | |  | | | | |
| Webinars and seminars on project 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 |  |  | |  | | |  |
| RollOilFree II 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.

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 project results with expert peers | >M18 |
| Internal seminars and dissemination events | Communication of project results, involvement of end-users, matching training and upskilling demands | >M24 |
| Webinars and seminars on RolloilFree II | 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 RolloilFree II with SI, OEMs & RTOs | >M30 |
| Presentations in events promoted by EU initiatives, platforms, and associations | Synergy potential of RolloilFree II with other activities of key stakeholders/organizations | >M18 |
| Collaboration and synergies with other CSP and HEU projects | Synergy potential of RolloilFree II with other research initiatives | >M24 |
| RolloilFree II final Workshop | OFL expected benefits of deployment on the market | >M36 |

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

| Dissemination activity | Key Dissemination Message |
|---|--|
| Scientific and technical papers | <ul style="list-style-type: none"> 3 articles in well reputed scientific Journals in Open Access mode. About 1500 downloads for the published papers overall. |
| Presentations, lectures, posters in conferences, congresses and workshops | <ul style="list-style-type: none"> 6 papers published in proceedings of international conferences and workshops. 8 presentations/posters discussed in international scientific events. A total of at least 3,000 persons in the general audience reached in the attended scientific events. |
| Internal seminars and dissemination events | <ul style="list-style-type: none"> 4 internal partners' events. 2 dissemination sessions on usage of OFLs in rolling mills. |
| Webinars and seminars on RollOilFree II | <ul style="list-style-type: none"> 3 webinars and seminars. 150 persons overall attending the held webinars and seminars. |
| Attendance to exhibitions/trade fairs | <ul style="list-style-type: none"> 2 exhibitions/trade fairs attended. A total audience of at least 100 experts and industrial representatives reached in the events. |
| Presentations in events promoted by EU initiatives, platforms, and associations | <ul style="list-style-type: none"> 3 projects contacted for potential synergies in terms of knowledge exchange and future evolutions. 2 joint activities put in place with some of the previously identified and contacted projects. |
| Collaboration and synergies with other CSP and HEU projects | <ul style="list-style-type: none"> 2 exhibitions/trade fairs attended. A total audience of at least 100 experts and industrial representatives reached in the events. |
| RollOilFree II final Workshop | <ul style="list-style-type: none"> 5 presentations held during the Workshop both RollOilFree II 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 RolloilFree II in terms of process efficiency, reliability, economic and environmental sustainability of the steel production cycle;
- CO2. to raise awareness and favor opportunities for transferring some concepts and solutions elaborated within the project to other industrial sectors;
- CO3. to raise awareness among EC, Public Authorities and Policy Makers to foster cooperation in spreading the benefits of RolloilFree II;
- CO4. to involve young talents in further development and deployment of the new OFL and create among them awareness on its impact by also promoting connected career opportunities;
- CO5. to promote gender equality and integrate gender dimension in R&I 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 | OEM | W | RTO/HEI/SC | APC | P&S | EC |
|--|---|---|---|--|---|---|---|
| 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 | | |  |  | | | |

5.2 Communication material

A logo was elaborated for the project, 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 RollOilFree II branding toolkit, mainly consisting of documents (**Figure 2**), presentation (**Figure 3**) and newsletter templates (**Figure 4**).

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



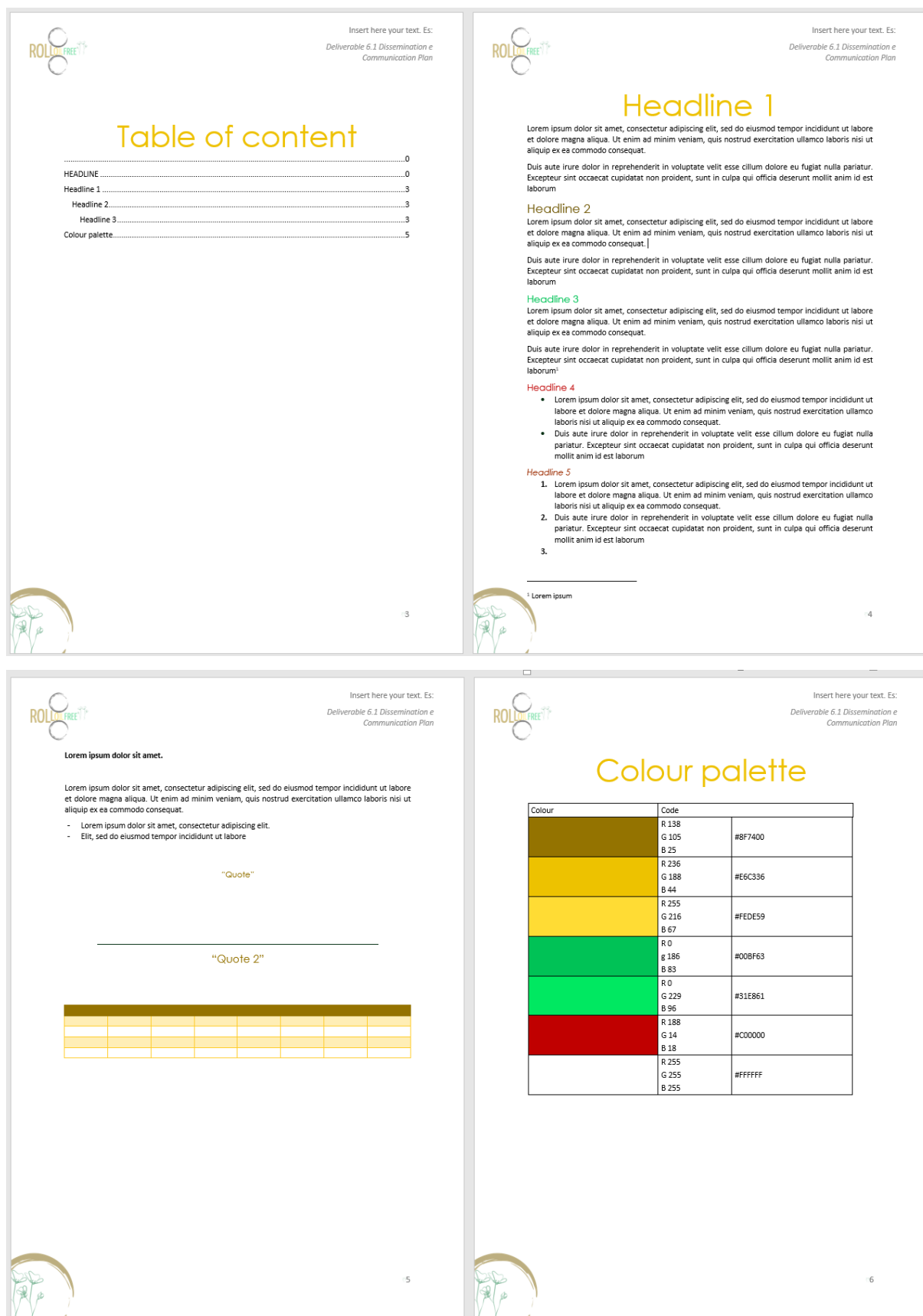


Figure 2. Word document template.



Figure 3. PowerPoint slide template.

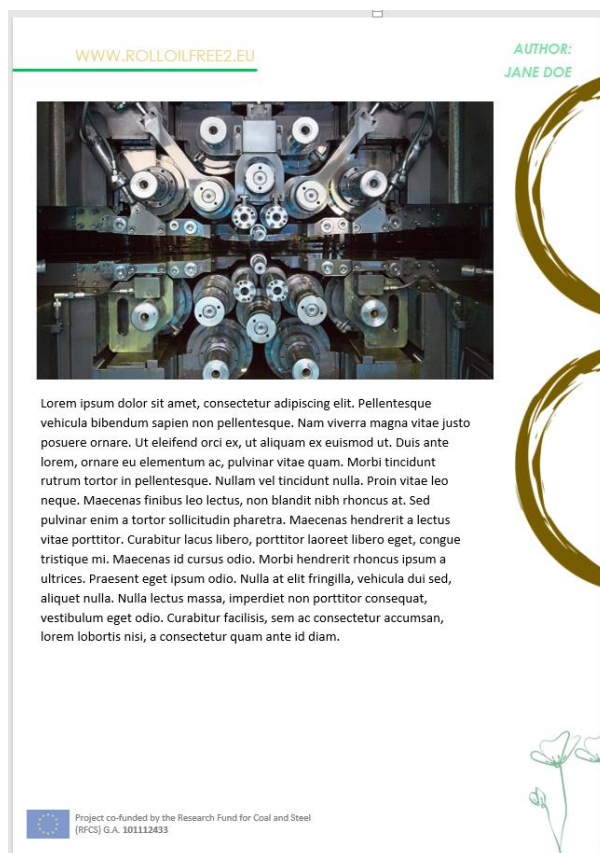


Figure 4. Newsletter template.

5.3 Communication messages and associated KPIs

Each envisaged 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 the impacts of the planned communication activities on the identified target audiences.

| Communication activity | Key Communication Message | Time Plan |
|--|--|-----------|
| Project website with dedicated contents. Link to partners' website. Sharing public deliverables, reports, and training material | RollOilFree II: an exemplary project to develop sustainable lubricants for rolling mills. Impact on energy and resource efficiency, environment, sustainability, and jobs creation. | >M6 |
| Newsletters and bulletins | RollOilFree II: an exemplary project to develop sustainable lubricants for rolling mills. 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. | >M30 |
| Communications and seminars dedicated to students and young minds | Impact of project results on daily activities. Career opportunities related to project technologies. | >M24 |
| Communications and seminars dedicated to gender equality | Contribution of all genders in the project and their importance. Career opportunities. Participation in activities & collaboration with initiatives promoting gender equality & contributions in 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 | <ul style="list-style-type: none"> • 10,000 views by M42. • 1000 documents downloads. • A total audience of at least 30000 persons reached. |
| Newsletters and bulletins | <ul style="list-style-type: none"> • 2 press releases per year and a regular online newsletter (semi-annual) with news, events, and information of interest. • 5,000+ readers. |
| Press releases to newspapers and social media. | <ul style="list-style-type: none"> • 500 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 | <ul style="list-style-type: none"> • at least 1 clustering events at EU level. • at least 1 publication on EC communication mean. |
| Attendance to exhibitions/trade fairs | <ul style="list-style-type: none"> • 2 exhibitions or trade fairs attended. • 2,000 overall number of the audience of the attended exhibitions and trade fairs. |
| Communications and seminars dedicated to students and young minds | <ul style="list-style-type: none"> • an overall audience of at least 300 students reached. |
| Communications and seminars dedicated to gender equality | <ul style="list-style-type: none"> • 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 containing project overview, goals, partners, publications, and events. 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 at least two newsletters per year. A procedure has been established to prepare the contents of each newsletter: 4 weeks before the established release of each newsletter, the leaders of the active technical WPs (namely WP2, WP3, WP4, WP5, WP6, WP7) will provide SSSA with a so-called "flash report" summarizing the activities carried out and the outcomes achieved in each WP. Newsletters focused on one or a few WPs could also be agreed. On the other hand, the leader of WP8 (SSSA) will send a list of attended or planned dissemination and communication events. The newsletter will be spread via LinkedIn and via the networks of all partners. A mailing list is being compiled, which will be continuously updated, as the website of the project will provide visitors with the possibility to subscribe to the newsletter. Therefore, the initially compiled list is expected to grow through time.

Moreover, as far as press releases, social media and newsletters are concerned, 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 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.

| Ben. | Focal point | Role | email |
|--------|-------------------------|---------------------------------|--|
| 1 SSSA | Valentina Colla | Coordinator | valentina.colla@santannapisa.it |
| | Francesco Ceccarelli | SSSA's Communication manager | francesco.ceccarelli@santannapisa.it |
| 2 QH | Wim Filemon | legal repress. & project leader | Wim.Filemon@quakerhoughton.com |
| | Glenn de Groot van Emde | QH's communication manager | Glenn.de.Groot.van.Emden@quakerhoughton.com |
| 3 TKPS | Martin Schlupp | Project Leader | martin.schlupp@thyssenkrupp.com |
| 4 TKSE | Martin Raulf | Project Leader | martin.raulf@thyssenkrupp.com |
| 5 TATA | Leon Jacobs | Project leader | Leon.Jacobs@TataSteelEurope.com |
| | Jan Ponsioen | Communication manager | Jan.Ponsioen@TataSteelEurope.com |
| 6 BFI | Delphine Rèche | Project leader | Delphine.Reche@bfi.de |
| | Kerstin Lindemeyer | Communication | kerstin.lindemeyer@bfi.de |

5.4 Online media

In order to increase 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 (Deliverable D8.2), 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 organization accounts and provide material for dissemination through these channels. The RollOilFree II Consortium and other interested and supportive parties may also use their own communication channels to enhance the dissemination of the RollOilFree II project among their networks. RollOilFree II will support its distribution by providing connections and relative links. However, to harmonize the use of online media, it is important to provide some guidance.

In general, all partners are requested to rely on the RollOilFree II 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 — 101112433 — RollOilFree II."*

The project partners are also encouraged to use, in preference, LinkedIn, and to include the project hashtag #RollOilFree II 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 #steel #rolling #RFCS #lubricants #sustainability etc.).

The number of 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 evaluating, adjusting, and refining the RollOilFree II communication and dissemination strategy to better engage the target audience.

5.4.1 LinkedIn

The RollOilFree II project LinkedIn page was created in October 2023 and is available via the link <https://www.linkedin.com/company/rolloilfreeii/>



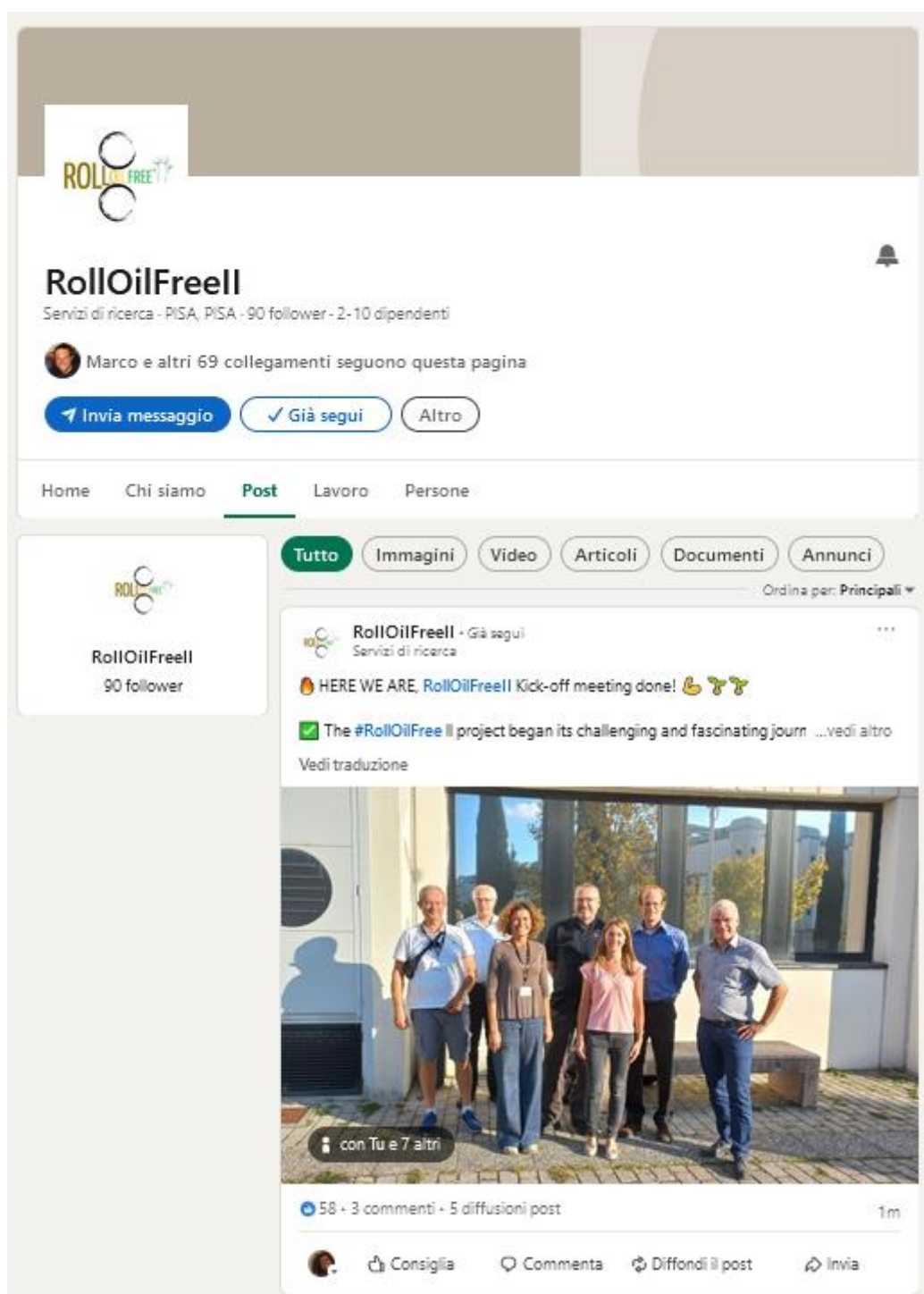


Figure 5. LinkedIn webpage of RollOilFree II.

6. Targeted Events

During the project execution, the RollOilFree II consortium will analyse the events being planned and will keep a list of the potential targets for RollOilFree II. 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 RollOilFree II, as well as trade fairs, exhibitions and dissemination and communication initiatives organized 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 during the project lifetime.

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 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.



Table 9. Preliminary list of relevant events (in many cases exact dates and/or locations are not yet defined).

| Event | Date | Location | Description |
|--|---------------|---------------|--|
| International Conference on Tribology in Manufacturing Processes & Advanced Surface Engineering (ICTMP 2024) | 26-28.06.2024 | Alcoy (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 (Italy) | Main outcomes related to WPs 2-4 |
| I3M 2025 International Multidisciplinary Modelling & Simulation Multiconference | 09.2025 | To be defined | Main outcomes related to WP 4 |
| The Iron & Steel Technology Conference and Exposition | 05.2026 | ?? (USA) | Main outcomes related to WPs 4-7 |
| 22 st IFAC Workshop Symposium on Control, Optimization and Automation in Mining, Mineral and Metal Processing MMM2026 | 2026 | To be defined | Final project results |
| 41 th Congress of the Italian Association of Metallurgy | 09.2026 | Italy | Final project results |
| Cold Rolling Day | 2026 | Europe | Final project results |
| Tinplating Symposium | 2026 | Europe | Final project results |

7. Conclusions

This deliverable presents the RollOilFree II 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 RollOilFree II 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 lifetime. Reports on Dissemination and Communication activity will be produced at Months 12, 24, 36 and 42. (Deliverables D8.4-7).



List of figures

| | |
|--|----|
| Figure 1. Overview of the RollOilFree II Dissemination and Communication strategy..... | 6 |
| Figure 2. Word document template..... | 18 |
| Figure 3. PowerPoint slide template..... | 19 |
| Figure 4. Newsletter template..... | 20 |
| Figure 5. LinkedIn webpage of RollOilFree II..... | 25 |

List of tables

| | |
|--|----|
| Table 1. Target audiences for Dissemination and Communication activities..... | 10 |
| Table 2. Overview of the impacts of the planned dissemination activities on the identified target audiences..... | 13 |
| Table 3. Overview of key messages and timelines of the dissemination activities..... | 14 |
| Table 4. KPIs and target values identified for the dissemination activities foreseen in the project..... | 15 |
| Table 5. Overview of the impacts of the planned communication activities on the identified target audiences..... | 16 |
| Table 6. Overview of the impacts of the planned communication activities on the identified target audiences..... | 21 |
| Table 7. KPIs and target values identified for the dissemination activities foreseen in the project..... | 22 |
| Table 8. List of the focal points for communication for each beneficiary of the project..... | 23 |
| Table 9. Preliminary list of relevant events (in many cases exact dates and/or locations are not yet defined)..... | 27 |

Appendix I: Dissemination and Communication 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) | |

