InSGeP

Investigations of Slags from Next Generation Steel Making Processes

Deliverable 6.1

DEC Plan

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V.1	24-10-2023	All project partners, Agnieszka Morillon	Initial draft of the deliverable
V.2	05-06-2024		First update of the deliverable

Abstract

Effective and strategic dissemination, exploitation, and communication (DEC) measures are critical components for ensuring that project outcomes and know-how reach the relevant stakeholders, create an impact, and lead to long-term sustainability. Deliverable D6.1 outlines the aspects of the InSGeP DEC activities, such as concepts, methodologies, and target audiences. It also describes the associated timeframe and how to assess the project's impact. The current update of D6.1 summarizes an update of the DEC tools done within the first project year comprising website and LinkedIn statistics or information about project newsletters.

The original version of D6.1 began by outlining the visual identity of the project comprising a project logo, a color scheme as well as templates for presentations and reports (deliverables). The relevant stakeholders within InSGeP are companies (e.g., steelmakers, technology providers, slag processors / end-users of secondary slag products), industrial associations, the scientific community (academic community, research and technology organizations), standardization / certification bodies and organizations, government and regulatory bodies (e.g., European Commission, member states governments), other European partnerships as well as society and general public (e.g., press, media). To facilitate effective stakeholder management and interaction, a stakeholder database was designed and is described in more detail in the report. The selected communication methods and tools within the project are a regularly updated project website, a newsletter, social media activities, a flyer, publications, a video as well as participations at events and organization of workshops. To maximize the long-term impact of the project, an initial plan for exploitation of the results was developed.

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List of abbreviations and acronyms

D	deliverable
DRI	direct reduced iron
DEC	dissemination, exploitation and communication
EAF	electric arc furnace
etc.	et cetera
HBI	hot briquetted iron
HPSR	hydrogen plasma smelting reduction
M	month
WP	work package

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1 Introduction

Next generation iron and steel making processes to decrease CO_2 by using direct reduced iron (DRI) with varying reduction degrees, hot briquetted iron (HBI), hydrogen plasma smelting reduction (HPSR) or by operating electrical smelters for low-grade iron ores will result in an increase of electric arc furnace (EAF) slag and other slags with different properties. This requires the understanding of the possibility to valorize future slags in the present value chain and define innovative applications to assure a smooth transition process without disrupting the steel industry as well as other sectors (such as road construction or cement), who currently rely on slag as input material for their processes. To understand and move forward the transition of the steel industry, the InSGeP project is investigating slags resulting from next generation steel making in Europe. The project relies on the limited amount of currently produced slags from next generation steel production in Europe and abroad as well as on laboratory, pilot scale and industrial scale tests that are going to be performed based on the needs of the involved partners.

The project is expected to expedite and expand the steel sector's involvement in creating secondary products from decarbonized iron and steel making processes, thereby enabling industrial symbiosis concepts and affecting numerous stakeholders. Consequently, dissemination, exploitation and communication (DEC) become essential elements of InSGeP.

Deliverable 6.1 (D6.1) comprises the planned DEC activities and according updates. The main stages for DEC within the project are shown in the following Figure 1. The approach involves the identification of interested parties (stakeholders), the methods and channels used as well as the corresponding schedule. In addition, strategies for effective and successful uptake of project results are created. The relevant and strategically selected target groups will be informed about the project's development and outcomes via various channels and at the appropriate phase of the project.

Figure 1: Dissemination, exploitation and communication approach

The goal of the DEC actions within the project is to stimulate interaction between the consortium and all stakeholders, who can contribute to the development and exploitation of project outcomes. Furthermore, the activities aim at gaining visibility, thereby obtaining valuable feedback and exchange of knowledge resulting in possible future synergies and cooperations. This applies not only to the steel industry or steel-related industries, but also to non-steel sectors (e.g., policy makers) and the general public. In this context, dissemination and communication actions further intend to raise awareness, build trust in the community and demonstrate transparency.

The DEC plan will be amended periodically to respond and adapt to new opportunities.

2 Targeted audience and stakeholder involvement

The project's stakeholders and their interactions are essential because they enhance project visibility and offer expertise and feedback on its evolution. Stakeholder mapping, requirements assessment (understanding stakeholder needs, concerns, and expectations), establishing suitable communication channels as well as developing a feedback mechanism are all parts of the InSGeP stakeholder engagement strategy.

The project's first year was focused on making first contact with a target audience of 50 interested people. As the project moves into years 2 and 3, its stakeholder involvement initiatives will be expanded to include a larger group of 100 stakeholders.

An initial draft of a stakeholder database was established within the first months of the project to facilitate effective stakeholder management and interaction. The database includes the following information:

- Name (stakeholder's name and the name of the organization they represent);
- Contact information (e-mail);
- Link to the project (project member, employee of a company involved in the project, no linkage to the project itself but in the projects developments and outcomes);
- Stakeholder group (details about the group they are associated with) and
- Additional notes.

The stakeholder database (Figure 2) includes decision makers, affected parties, and individuals, who are potential end users and / or individuals who may disseminate project information in their networks, including the entire project consortium. It is regularly updated within the project duration and reviewed to ensure the accuracy of stakeholder information. The targeted actors within InSGeP are companies (steelmakers, technology providers, slag processors / end-users of secondary slag products), industrial associations, scientific community (academic community, research and technology organizations), standardization / certification body and organization, government and regulatory bodies (e.g., European Commission, member states governments), other European partnerships as well as society and general public (e.g., press, media).

InSGeP | Stakeholder **Database**

The InSGeP stakeholder database includes decision makers, affected parties, and individuals, who are potential end users and/or individuals who may disseminate project information in their networks, including the entire project consortium. It is regularly updated within the project duration and reviewed to ensure the accuracy of stakeholder information.

NEW ENTRIES | Please go to the end of the table to input additional entries. Drop-down fields are included in the "country", "stakeholder group", "stakeholder group detail", and "project link" columns.

SHOW STATISTICS

	Stakeholder Name	Stakeholder Surname	Company	Country	Stakeholder Group	Stakeholder Group Detail	Project Link
1	Algermissen	David	FEhS - Institut für Baustoff-Forschung e.V.	Germany	Scientific community	Research and technology organisation	Project Member
2	Morillon	Agnieszka	FEhS - Institut für Baustoff-Forschung e.V.	Germany	Scientific community	Research and technology organisation	Project Member
3	Colla	Valentina	Scuola Superiore Di Studi Universitari E Di Perfezionament o S Anna	Italy	Scientific community	Academic communitiy	Project Member

Figure 2: Extract from the InSGeP stakeholder database (EXCEL)

The particular stakeholders interested in the project are:

- **Industry**

  Steel industry: The steel sector is directly impacted by the project's activities and benefits from its outcomes by being prepared for the change in slag resulting from the decarbonization of steel making processes. This allows steel making plants to maintain a recyclable product although the process routes change. They can generate a valuable product instead of landfilling the slag, saving money, and meeting the zero-waste policy.

  Technology providers / suppliers: The processing equipment for slag must be provided by technology providers or suppliers, making this group a relevant stakeholder. Patents and future goods may result from understanding of slag processing equipment.

  Slag processors / end-users of secondary slag products: Slag from the iron and steel industry is used as a input material in several industries (e.g., road construction, cement / concrete, agriculture). These slags (such as blast furnace slag) will no longer be available or will only be available to a very limited extent as a result of the transition towards a CO_2-lean steel production. The project's research is intended to enable stakeholders to have a product even after the transition to next generation steel manufacture. The different sectors benefit from obtaining input material that has added value not only because its CO_2 footprint will be low or neutral, but also because the physical properties might be better than that of other materials.
- **Scientific community** (academic community, research and technology organizations)
  Unknown features of next generation steel making slag present numerous fascinating and important research topics, necessitating future research initiatives.
- **Standardization / certification body and organization** (e.g., EUROSLAG, European Committee for Standardisation CEN)
  Standardization and certification bodies and organizations must be involved in the project as stakeholders, since awareness of the change in specific slag properties must be generated and, subsequently, possible "new" slag products must comply with the legal requirements.
- **Government and regulatory bodies** (e.g., European Commission & member states government)
  Considering the use of slag as a valuable secondary raw material along with the steel sector's conversion, policymakers must provide the industry with a robust and supportive policy framework as well as a level playing field.
- **Other European Partnerships**
  Synergies and partnerships help to drive and accelerate development, making other European partnerships, such as the Clean Steel Partnership (CSP, organized by the European Steel Technology Platform ESTEP) or Processes4Planet (P4P, organized by the SPIRE Association A.SPIRE), relevant stakeholders in the project.
- **Society and general public**
  If slags from next generation steel making processes can be recycled, landfill space is economized and less raw materials for subsequent processes is needed. This results in less consumption of resources and space for future generations. Transparency is key to building trust.

In general, most of the project results address all target groups. Table 1 summarizes the subset of topics of special interest for each stakeholder in particular.

Table 1: Stakeholders and correlation with key results, expected impact and communication channels

TARGET GROUP	KEY PROJECT RESULTS	EXPECTED IMPACT	CHANNEL
Project partners	All project deliverables	Successful project Industry partner: economic exploitation Scientific partner: scientific output, competence increase, cooperation	Internal communication (e-mails, phone calls, (virtual) meetings, shared project folder)
Industry (with no project involvement)	All deliverables, (especially from WP3[1], WP4[2] and WP5[3])	Encouragement of steel sector players to consider proposed slag modification, treatment, and utilization concepts Different sectors benefit from obtaining input material Create economic growth	Newsletter, publications, flyer, website, workshop, social media (e.g., LinkedIn)
Scientific community	D6.4[4]	Creation of new knowledge and understanding of slag modification, treatment, and reuse	Newsletter, publications, flyer, website, workshop, social media (e.g., LinkedIn)
Standardization/ certification bodies and organizations	All deliverables (especially D2.3[5] and D5.1[6])	Awareness of modifying specific slag properties relevant for treatment and comply possible “new” slag products with legal requirements	Publications, flyer, website, workshop, social media (e.g., LinkedIn)
Government and regulatory bodies	D5.2[7] and D5.3[8] WP6[9] (deliverables regarding exploitation)	European Commission: Enhanced contribution to the goals of the EU steel sector regarding resource efficient and low carbon steel making Revision of existing directives or creation of new directives or regulations	Publications, flyer, website, workshop, press releases, social media (e.g., LinkedIn)
Other European Partnerships	D6.4[4]	Cooperation with CSP and P4P regarding treatment and reuse (recycling) of future steel making slags	Newsletter, flyer, website, video, social media (e.g., LinkedIn), press releases
Society & general public	WP6 deliverables, D5.3[8]	Increasing awareness on benefits of the research and innovation for increasing the sustainability and the competitiveness of the EU industry Awareness and acceptance of the necessity to push forward slag recycling instead of storing or landfilling	Newsletter, flyer, website, video, social media (e.g., LinkedIn), press releases

[1] WP3 Collection of slag samples and laboratory analysis
[2] WP4 Slag treatment solutions
[3] WP5 Definition of possible applications
[4] D6.4 Report on DEC activities
[5] D2.3 Compilation of regulatory information about slag use in Europe
[6] D5.1 Results from slag utilization tests
[7] D5.2 Economic evaluation
[8] D5.3 Results of the LCA
[9] WP6 Dissemination, Exploitation and Communication

2.1 Stakeholder survey

As part of WP6 (Task 6.3 “Slag market analysis and Exploitation activities”), an online survey was executed considering present situations dedicated to iron and steelmaking slags, like market and technological trends, slag market barriers, drivers (also from societal perspective), and future trends on the generation and recycling of slags.

Survey Monkey was utilized to conduct the online stakeholder questionnaire (Figure 3). Slag producers, processors, government and regulatory bodies, and the scientific community are the stakeholders invited to provide feedback. An invitation and QR code were distributed for survey participation through email (December 2023), LinkedIn (January 2024), information on different presentations, and through the individual project participants. In total, 37 participants were registered, and the results of the survey were summarized in deliverable D6.2 (“Market analysis and stakeholder consultation”) submitted to the European Commission on 2024-04-30.

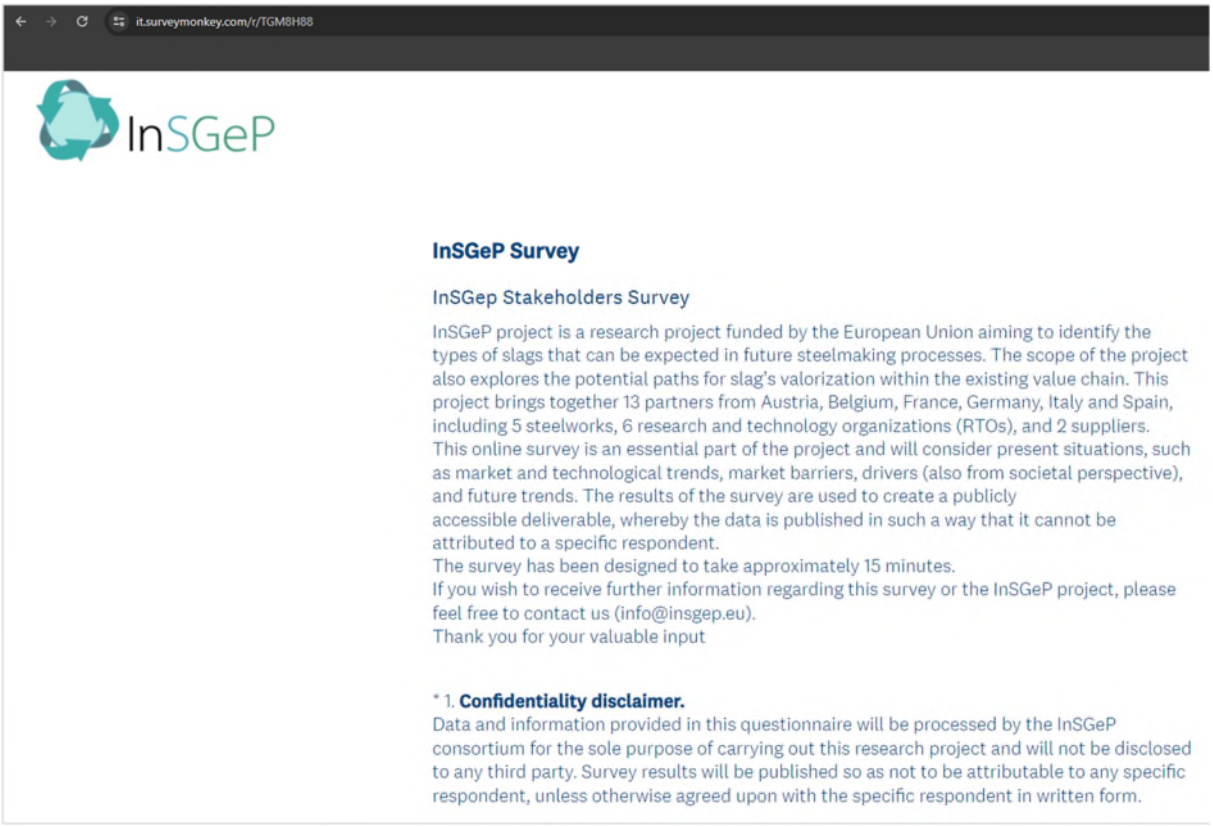

Figure 3: Screenshot of the opening page when accessing the survey link

3 Dissemination, communication and exploitation strategy

DEC activities are not standalone but composed of integral and interconnected elements of InSGeP. Effective communication with stakeholders, for example, can facilitate the discovery of opportunities for exploitation, and successful exploitation can result in new results for dissemination. The communication measures (Figure 4) comprise a regularly updated project website, a newsletter, social media activities, a flyer, publications, a video as well as participations at events and organization of workshops.

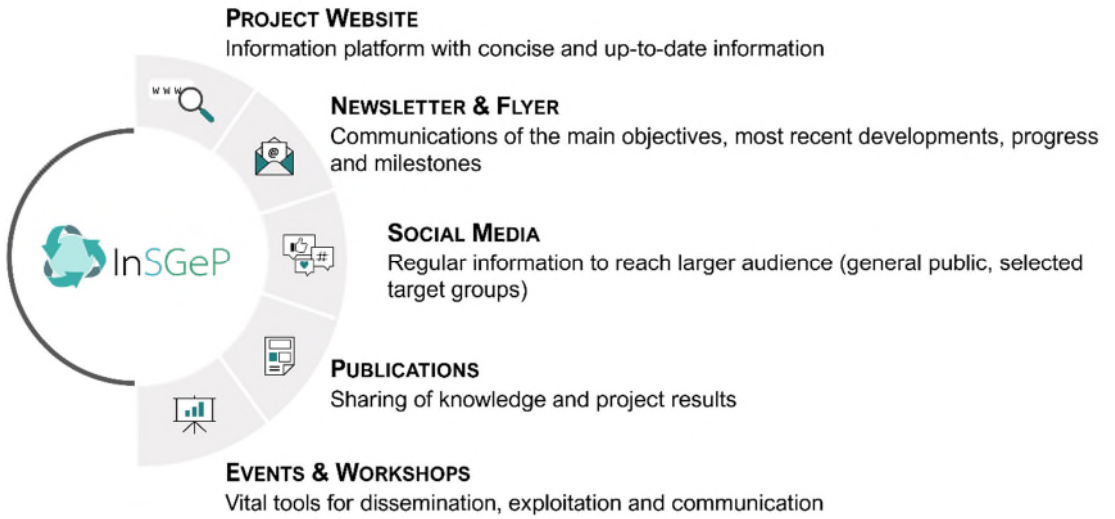

Figure 4: InSGeP dissemination, exploitation and communication tools

The communication approach will concentrate primarily on project promotion and creating awareness of the value of slag at the start of the project, while no results are yet available. Once the first project results are available, dissemination activities will be initiated and made available to relevant stakeholders to be used and further exploited in future collaborative activities. The DEC activities promote the project throughout the full lifespan of the project informing about the activities performed, and the use and the benefits the project will have.

The deliverables developed as part of the project are also a significant feature in terms of DEC. Thus, most of them are available to the public and can be downloaded from the project website. The following Table 2 outlines the project's public deliverables.

Table 2: Publicly available deliverables (D… Deliverable, M… month)

NO.	DELIVERABLE TITLE	DUE DATE
D2.1	Data about future steel production figures and corresponding slag production	M9
D2.2	Data about slag produced	M9
D2.3	Compilation of regulatory information about slag use in Europe	M6
D2.4	Modelling and simulation results	M24
D3.1	Analysis of slag samples from current industrial practice	M9
D3.2	Description of laboratory and pilot tests to create slag samples and analysis of the resulting slag	M36

NO.	DELIVERABLE TITLE	DUE DATE
D3.3	Description of industrial tests to create slag samples and analysis of the resulting slag	M36
D3.4	Evaluation of slag modification and the impact on the melting process	M36
D4.1	Evaluation of cooling processes	M30

D4.2	Different slag cooling methods	M42
D4.3	Dry slag granulation tests	M42
D4.4	Wet slag granulation tests	M42
D5.1	Results from slag utilization tests	M42
D5.2	Economic evaluation	M48
D5.3	Results of the LCA	M48
D6.1	DEC plan	M4
D6.2	Market analysis and stakeholder consultation	M10
D6.4	Report on DEC activities	M12, M24, M36, M48

3.1.1 Website

The project website is going to be one of the main communication instruments and serves as a vital hub for transparency, communication, and (stakeholder) engagement. It offers project updates and developments, comprehensive profiles of the project partners and insight into project activities on a regular basis. The project site can be accessed via the link insgep.eu or the QR code below (Figure 5).

Figure 5: QR code leading to the InSGeP project website

The website has been online since the end of September 2023 and will be accessible throughout the whole duration of the project with continuing access available after. The website is divided into several pages, where users can find the following information:

- Organizational details and objectives of the project;
- Description of all partners involved;
- Recent developments, news about published articles and attendances at conferences or fairs
- Events organized or participated as part of InSGeP;
- Publicly available deliverables
- Open access publications and conference presentations and
- Project video and embedding of social media activities (LinkedIn).

The website was designed and is updated by the project coordinator FEhS, with feedback and contributions from the entire project consortium. Figure 6 depicts a screenshot of the project site when visiting the website.

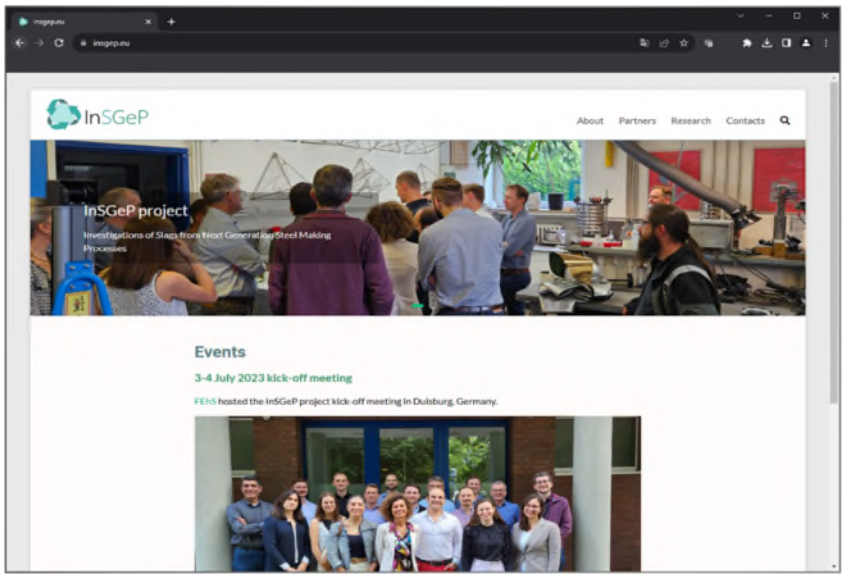

Figure 6: Screenshot of the website's welcome page (photos from the project kick-off meeting)

The following figure (Figure 7) shows the visitors (362), views (1004) and sessions (521) of the website between October 2023 and May (23.05.2024).

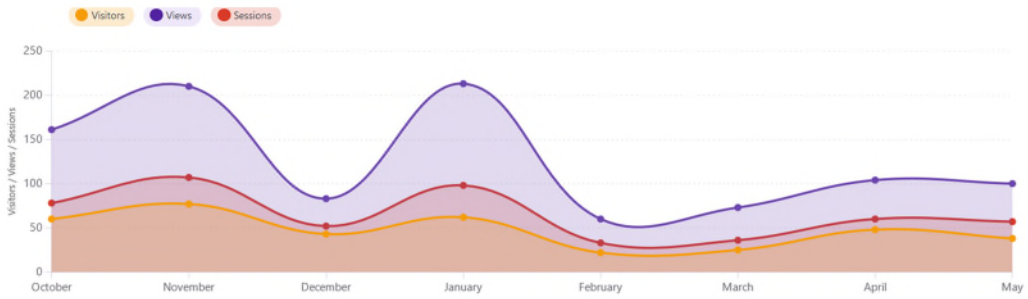

Figure 7: Visitors, views and sessions between October 2023 and May 2024

Following Figure 8 further shows the geographical allocation of website visitors.

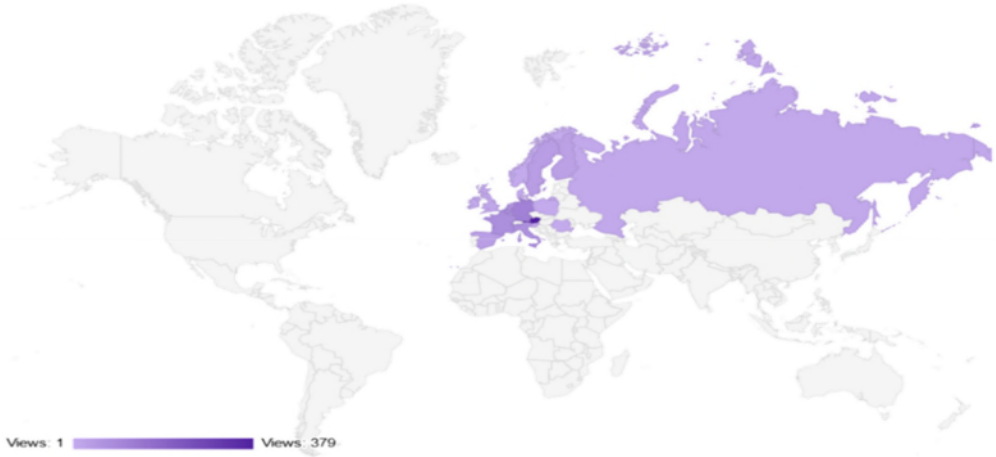

Figure 8: Geographical allocation of website visitors

Table 3 summarizes the visitors, views and view duration of the individual web pages.

Table 3: Website statistics

TITEL (PAGE)	VISITORS	VIEWS	VIEW DURATION
InSGeP Kick-off meeting	341	576	1:17
About InSGeP project	88	117	1:40
Partners	82	112	1:14
Publications	67	118	1:25
MailPoet Page	36	49	0:56
Contacts	20	24	0:47

3.1.2 Newsletters and flyer

Regular newsletters allow all parties interested in InSGeP to keep track of the most recent developments, progress and milestones. To provide a continuous flow of information, the project newsletter is released twice a year. It is distributed by all partners to their networks but also via LinkedIn and the project website, where interested people can sign up to receive it. The newsletter is going to be solely electronic to avoid unnecessary waste. The image below (Figure 9) depicts the opening page of the first newsletter. It includes the logo, the project's acronym and title as well as a brief introduction to the project. A complete version of the newsletter can be found in the appendix of this deliverable. Within the first project year, a flyer, a brochure as well as two newsletters (November 2023, May 2024) were published.

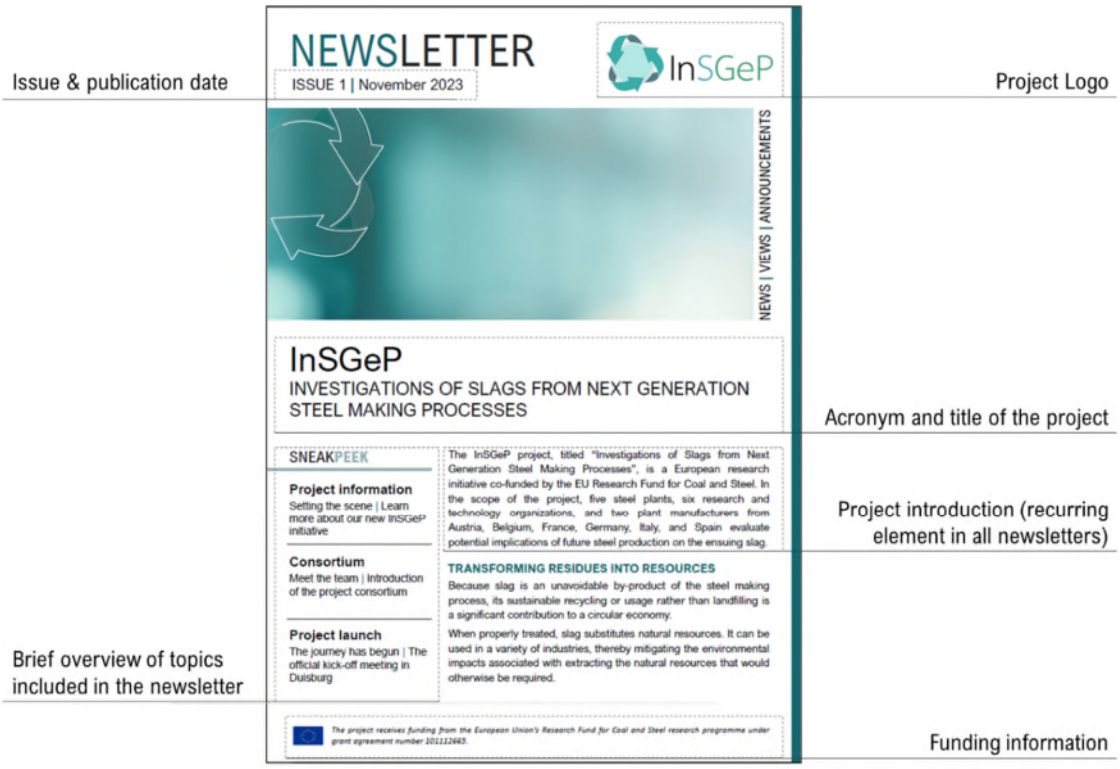

Figure 9: Screenshot of the newsletter's front page

The first newsletter was published in the fourth quarter of 2023 (November 2023) and included details about the kick-off meeting, the partners engaged, and the project in general.

The second newsletter was published in May 2024 and comprised information about the utilization of slag, a brief introduction of the project coordinator FEhS, a recap of the second in person project meeting as well as summary of the progress (milestone moments) within the project.

In addition to the newsletters, the project includes a flyer to raise awareness of the project and what it entails. The flyer can be handed out in printed form at InSGeP workshops or other events or in digital form via email, the project website or the InSGeP LinkedIn account.

The document's goal is to communicate the project's contents in an appealing and non-technical manner, clearly and simply, and to inspire people to learn more about the project and the issue. It is meant to pique people's curiosity and interest in the project's issues. The flyer is available as a 1-pager (Figure 10) that sums up the project's main themes in a concise manner or in a folded (brochure-like) version (Figure 11). These graphics are just meant to provide a visual representation of the structure of the documents. They are added as an annex for better readability.

The 1-pager version was published via LinkedIn in April 2024. As of May 15, 2024, the flyer has been shared 6 times by fellow LinkedIn users, has been seen 856 times by other members and had been clicked on 99 times.

Figure 10: First draft of the InSGeP flyer (1-pager)

Figure 11: First draft of the InSGeP flyer (brochure-like version)

Within the first year of the project, 200 flyers will be delivered electronically.

3.1.3 Social Media

Nowadays, social media is a crucial component of every DEC strategy and tremendously increases the reach of a project. InSGeP is accompanied by a LinkedIn page (Figure 12), where frequent posts inform the public about developments and activities within the project.

Figure 12: Screenshot of the LinkedIn banner of the project

Every month, at least one post will be published. Mondays are preferred because these are the days when LinkedIn users are most likely to be online. Both, technical, and non-technical information is included in the project's posts, which are meant to inform, share knowledge, and encourage engagement. Short surveys invite visitors to speak their mind and participate in the discussion around the topics of InSGeP. By the end of the project one goal is to reach 400 likes in total.

The LinkedIn account was created in September 2023 and can be accessed via the following link: www.linkedin.com/company/insgep

Table 4: LinkedIn statistics (24.05.2024)

	MONTH	POSTS	NEW FOLLOWER	REACTIONS
2023	September	2	37	33
	October	4	31	46
	November	2	31	38
	Dezember	1	12	12
2024	January	3	15	88
	February	2	12	45
	March	1	6	12
	April	1	16	28
	May	1	50	16
	Total	**17**	**210**	**318**
	Average	**1.8**	**~ 23 new follower per month**	**35**

Videos catch the eye of viewers much more than static images. They provide a way to publicize the project and can be broadcasted at events or online. For InSGeP at least one video is planned, which is to be published on YouTube and distributed via links on LinkedIn and on the website of the project within year 2 of the project. The video is targeted at non-experts and serves to make InSGeP known to a broad public.

3.1.4 Publications (press releases, public articles and presentations)

Main aspects for the dissemination of project results are publications in the form of press releases, public articles and presentations. Starting in the second half of the first year, proceedings and results are going to be published in high ranked peer-reviewed scientific journals (e.g., Steel Research Technology, Ironmaking and Steelmaking, Metals) and conferences (e.g., at AISTech, ESTAD) to address experts of the scientific and industrial community.

Project partners will actively participate in conferences, workshops and fairs to gain awareness of InSGeP and intensify networks with other organizations. In the first year, when only the very first results are available, 1 to 2 presences at fairs are planned to raise awareness of InSGeP. Subsequently, from year 2 on the number of presences at fairs is increased to 4 to 6. The total output of papers is planned to be 10 papers for international conferences and 10 scientific journal papers.

Furthermore, regular press releases will attract attention from a broad public.

4 Exploitation management: knowledge transfer to industry

Utilization of steelmaking slags as a valuable resource contributes to the steel industry's economic and environmental sustainability. Future commercialization of the results regarding guidelines for slag

modification, treatment, and reuse of derived secondary products going beyond current industrial practice is of utmost importance to confirm transferability and replicability towards the EU steel sector. The slag utilization routes are being developed and created as a future service to other industrial operators. These include players from both the steel and non-steel sectors.

4.1 Expected project results (exploitable result identification)

The InSGeP project covers all relevant future iron and steelmaking routes as well as the corresponding slags to be expected and defines potential fields of application for these valuable secondary resources accompanied by a comprehensive economic and environmental evaluation.

According to an early estimate at the start of the project, the following exploitable outputs could emerge inside the project's framework:

- New knowledge and understanding of slag modification, treatment, and reuse;
- Utilization routes for slag resulting from next generation of steel making and
- Possible fields of applications.

4.2 Strategy

The strategy for result transfer can be divided into different phases. The first phase addresses opportunities among the InSGeP partners for industrial transfer and develops activities as part of the initial exploitation action plan.

A transfer strategy is created by all partners throughout the next phase including the following aspects:

- Clarification of key benefits of the InSGeP slag modification / treatment routes;
- Definition, who are the target groups for the InSGeP slag products;
- The form(s), which the industrial transfer of results will take;
- Definition of barriers e.g., identification of (overlapping) intellectual property rights[10] and transfer-related wishes of each partner, or identification of risks for achievement of exploitable results and actions to mitigate risks and
- Intellectual property issues and ownership of knowledge, which is crucial and linked to the target group definition.

The project exploitation plan must take into account both market demands and future user preferences. As a result, the consortium will, as part of the third and final phase of the industrial transfer path, conduct a preliminary evaluation of the market potential of the results and analyze the competitive environment unique to the branch using the Porter Five Forces approach (competition, potentials, power of suppliers and customers, and threats of substitute services). Obtaining pertinent data on the potential market's size and the competition is one of the objectives herein.

The execution of workshops and (open access) publications are the most crucial tools for the exploitation operations. Exploitation workshops are planned and will play an important role, during which relevant stakeholders can gain knowledge of the proposed slag treatment routes and potential derived products.

[10] D6.3 IPR management plan

5 Monitoring and Indicators

Deliverable 6.4 “Report on DEC activities” documents and briefly describes all dissemination, exploitation and communications activities carried out within the scope of the project. The information provided is kept up to date by being updated at regular intervals (annually starting with month 12).

The project partners will assess and monitor the accomplishment of their DEC efforts. As a result, a number of quantitative targets were chosen, which are presented in the table below.

Table 5: Dissemination, exploitation and communication objectives and quantitative targets

	DEC objectives	Quantitative targets
Year 1	• Creating a visual identity and project brand story • Raising awareness on project’s objectives • Sharing first project results • Uptake of stakeholder engagement • Cooperation with other partnerships (supported by ESTEP; Clean Steel Partnership CSP, Processes4Planet, P4P)	• 100 visitors per month on website • 200 likes on LinkedIn • 200 flyers electronically distributed • First database of stakeholders created and 50 stakeholders contacted • Biannual electronic newsletters • 1 – 2 presences at fairs
Year 2 – 3	• Communicate economic benefits of using InSGeP slag products • Continuous project communication • Continuous and reinforced stakeholder engagement • Dissemination for public consciousness for working on treatment of steel making slags • Cooperation with the partnerships	• 150 visitors per month on website, 300 likes on LinkedIn, YouTube video released • 200 flyers electronically distributed • Wide database of stakeholders completed, 100 stakeholders contacted, active communication with experts • Biannual electronic newsletters • Visits at partner sites to show slag treatment strategies • 1 – 2 DEC events organized • 5 scientific journal papers, 5 papers for international conferences generated • 2 – 3 presences at fairs
Year 3 – end	• Recommendations for application possibilities of slag products • Dissemination activities on the project’s success stories • Continuous and reinforced stakeholder engagement • Promote use of future steel making slags for industrial implementation • Cooperation with CSP and P4P	• 1500 website visitors per month, 400 likes on LinkedIn • Biannual electronic newsletters • Visits at partner sites to show slag treatment strategies • 1 – 2 DEC events organized • 5 scientific journal papers, 5 papers for international conferences generated • 2 – 3 presences at fairs
After	• Industrially relevant slag treatment and utilization routes available to research and industry • Knowledge transfer of lessons learned	Continued access on project website, database, etc. for sustainable knowledge transfer also after project

6 Roadmap of activities

It is critical to build a strategy for DEC in the early stages of the project. This involves a stakeholder analysis as well as a communication plan detailing the project's objectives, target audience, key

messages, and associated communication channels. Because there are not many results to display at this point, the key tasks are to create templates, set up social media accounts, build the project website, and raise project awareness. The core content will include an overview of the project's goals, expected results, and an introduction to the project partners involved. Contacting stakeholders is important not only for publicizing the project, but also for gathering information, because within the framework of questionnaires, an impression of what specific target groups think, current situations (market extensions, market barriers), as well as drivers and future trends, is to be determined within the first year of the project. It is necessary to determine what specific target groups believe, current situations (market extensions, market restrictions), as well as drivers and future trends.

To inform and involve stakeholders in the project, active communication and involvement are crucial. Through a variety of platforms (including newsletters, project websites etc.) the project team communicates with stakeholders on a regular basis. The project partners keep track of the related progress and modify the appropriate actions as necessary. The primary goal of the project's final phase is to share final results and outcomes through comprehensive reports and publications.

Figure 13 below depicts the project's DEC activities over the entire project duration. The related tasks from WP6 "Dissemination, Exploitation, and Communication" are shown in the top block. All tasks in this WP6 start with the launch of the project. The following sections highlight the measures related to the website, newsletter and flyer, social media activity, publications, and events. Each activity is shown by a colored rectangle throughout the appropriate time period, with a short title above each rectangle.

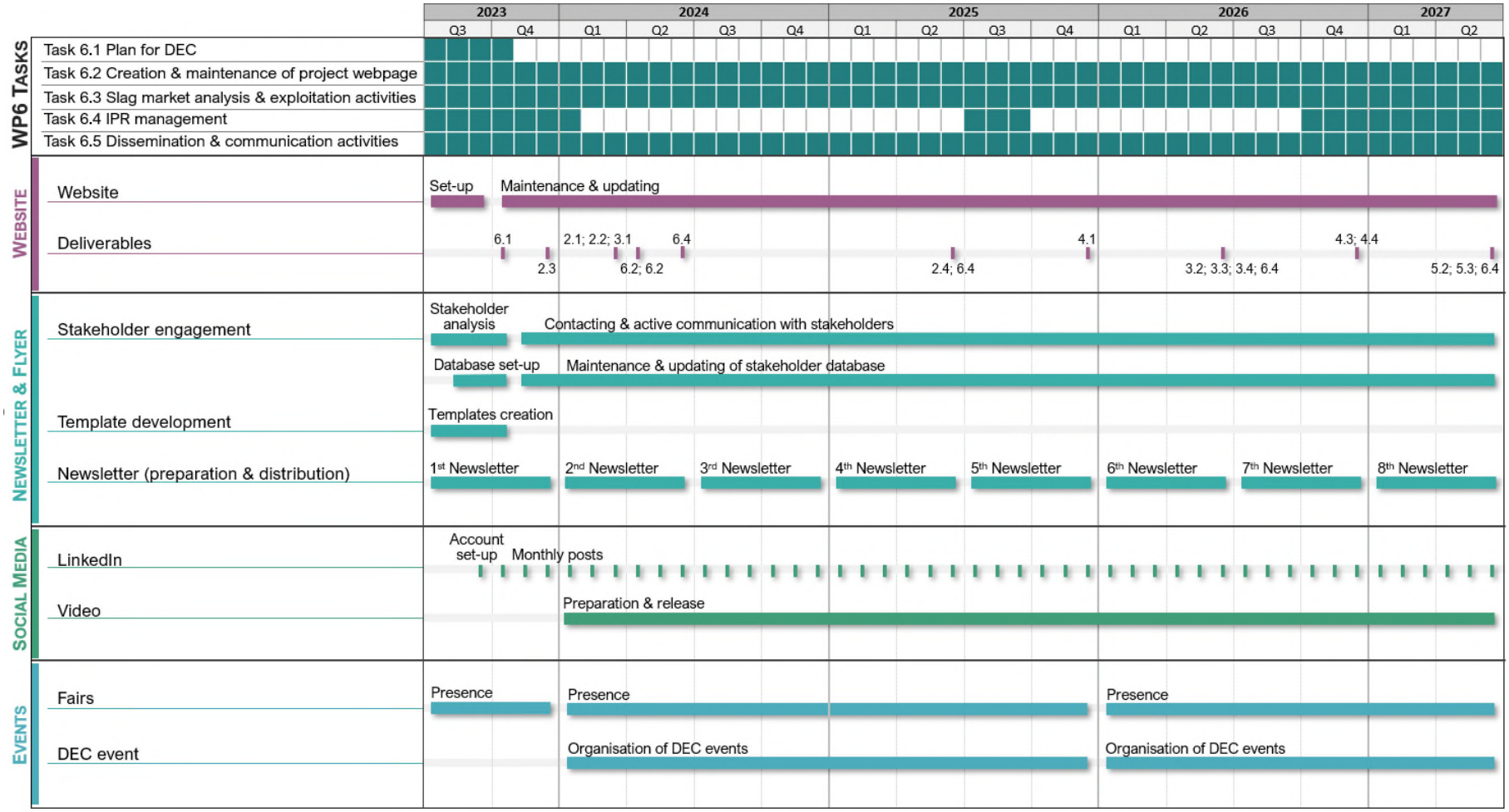

Figure 13: Overview of DEC activities over the total project duration

7 Conclusion

Deliverable 6.1 "DEC Plan" is part of WP6 and contains information about the visual identity as well as the approach to identify and inform relevant stakeholders and using project findings. A well-planned approach and the mix of the chosen tools and channels guarantee that EU steel industry will gain maximum benefit regarding an increased efficiency and sustainability in iron and steelmaking by getting in contact with the InSGeP results going beyond current industrial state-of-the-art. The current document gives an update on the DEC tools used within the project, such as statistics for website and LinkedIn accesses.

DEC measures are done by all partners of the consortium. The visual identity and logo for the project were created to raise awareness and effectively communicate the project's purpose, values, and objectives to relevant stakeholders. During the creation, emphasis was also laid on maintaining consistency in the visual elements, and thus to generate a recognizable InSGeP project brand.

The project focuses on a strategic and active engagement with stakeholders throughout the project duration. Thus, it is possible to build strong partnerships, foster trust, and ensure that project outcomes benefit all stakeholders but also to show transparency and point out the importance of a responsible and sustainable management of valuable resources.

InSGeP

Investigations of Slag from Next Generation Steel Making Processes

START DATE | 01-07-2023
PROJECT DURATION | 48 months
TOPIC | RFCS-02-2022-RPJ
BUDGET | 4.5 M€
COORDINATOR | FEhS
CONTACT | info@insgep.eu