



“D7.1 Communication and Dissemination plan”

0 Document Information

Deliverable Title	Communication and Dissemination plan
Number of Deliverable	D 7.1
WP/Task related	WP 7
Distribution/Confidentiality	PU Public
Date of Delivery	16/02/2026
Number of Pages	15
Person Responsible for Document	Lukas Mastaler (BAF)
Author(s)	Norbert Bauernfeind (PTAT), Lukas Mastaler (BAF)
Reviewers	Stefan Sieberer (PTAT)

¹EU classified — RESTREINT-UE/EU-RESTRICTED, CONFIDENTIEL-UE/EU-CONFIDENTIAL, SECRET-UE/EU-SECRET under Decision [2015/444](#)

Document Version	Effective date	Description/Changes
1.0	16/02/2026	First Issue



This project has received funding from the Research Fund for Coal and Steel RFCS-2024-02-PDP for Steel of the European Union under Grant Agreement no. 101216572

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	9
5.4	External Conferences and Fairs	9
5.5	Publications and Posters	9
5.6	Social Media	9
5.7	Other Material (Roll-ups, Flyers, Kits)	10
5.8	Newsletter	10
5.9	Scientific Advisory Board	10
5.10	Intranet and Internal Communication	11
6	Target Audiences	12
7	Project Identity	13
7.1	Logo	13
7.2	Color Codes and Visual Identity	13
7.3	Templates (Deliverables, Presentations, Reports)	13
7.4	Display of EU Funding and Logos	14
8	Publicity Guidelines	14
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	13

List of Figures

Figure 1: InduGasHeat first design of a flyer	10
Figure 2: InduGasHeat project logo.....	13
Figure 3: Templates for InduGasHeat documentation	14

1 Executive Summary

This document outlines the Communication and Dissemination (C&D) Plan for the InduGasHeat 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 InduGasHeat project is to **demonstrate a breakthrough, electricity-based gas heating technology for energy-intensive auxiliary processes in the steel industry**, contributing to the EU objectives on climate neutrality, clean steel technologies, sustainability, and industrial competitiveness (e.g. European Green Deal, REPowerEU, Clean Steel Partnership).

InduGasHeat focuses on the development and industrial demonstration of an Ultra-High-Temperature Thermo-Jet (UHT-TJ) induction-based gas heating system as an alternative to fossil fuel burners. The technology will be validated in two key industrial applications: heating furnaces for forging processes and ladle preheating stations. By replacing conventional combustion systems, the project enables significantly higher gas temperatures and improved efficiency compared to existing electric gas heating units, while outperforming hydrogen burners in terms of overall efficiency and operational flexibility.

The project targets a furnace heating efficiency increase of 10–15%, leading to a CO₂ emission reduction of up to 35% in forging applications. For ladle preheating, the fully electric heating concept enables a 100% reduction of direct CO₂ emissions. InduGasHeat aims to reach Technology Readiness Level (TRL) 8, ensuring market readiness through the demonstration of a plug-and-play, cost-effective solution suitable for retrofitting existing installations as well as deployment in new steel production plants.

Beyond the steel sector, InduGasHeat explores the potential for cross-sectoral application in other energy-intensive industries such as non-ferrous metals, glass, and ceramics. By enabling efficient electrification of high-temperature industrial heating processes, the project supports the large-scale decarbonisation of European industry, strengthens energy efficiency, and contributes to the transition towards sustainable and climate-neutral manufacturing.

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 InduGasHeat 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
UHT-TJ	Ultra-High-Temperature Thermo-Jet
TRL	Technology Readiness Level
PTAT	Primetals Technologies Austria GmbH
CSP	Clean Steel Partnership
EUROFER	The European Steel Association
EU	European Union
RFCS	Research Fund for Coal and Steel

3 Dissemination Policy

The InduGasHeat 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. InduGasHeat 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 InduGasHeat 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 InduGasHeat 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 • Raising 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 in high temperature processes • InduGasHeat economic benefits are acknowledged 	<p>100 visitors per month on LinkedIn project page, 55 likes on LinkedIn project page, 30 comments and interactions with the content 1-2 press releases</p>
Year 2-3 -project end	<ul style="list-style-type: none"> • Communicate economic benefits of using the UHT-TJ technology & recommendations for its implementation • Continuous project communication • Continuous and reinforced stakeholder engagement • Dissemination of success stories for public consciousness on UHT-TJ benefits • Cooperation with Horizon Europe (HEU) • Promote UHT-TJ for industrial implementation • Cooperation with HEU partnerships • Cooperation for exchange during networking events, including obtaining feedback with national and international steel associations (e.g. ESTEP (international), ASMET (Austria), Wirtschaftsvereinigung Stahl (Germany), Federacciai (Italy). 	<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 • Solid and positive feedback on UHT-TJ technology • Highest result visibility • Prototypes available for further research and industrial implementation • EU acknowledged as region for steel production decarbonisation • Strengthened network in the wider EU steel industry targeting cooperation and gaining an understanding of the members' needs to incorporate them into the present, as well as future projects. 	<p>200 visitors per month on LinkedIn page, 100 likes on LinkedIn, YouTube video released, stakeholder database completed, and stakeholders contacted, active communication with experts, quarterly electronic newsletters 3 scientific journal papers 5 papers for international conferences generated 1-2 DEC events organised 2-3 guided tours to lab-facilities 2-3 presences at fairs 1-2 press releases 1-2 patent applications 2-3 cooperations during events with national/ international steel associations</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 InduGasHeat results going beyond current industrial SoA.

5 Communication Channels and Tools

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.). Link to the first webpage on the PTAT website (www.primetals.com/en/research-development/indugasheat) and link to the project's own website (www.indugasheat.eu).

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 InduGasHeat 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

Publications, including journal papers, conference papers and presentations, public articles, posters, as well as press releases, enhance the visibility by sharing achievements. These tools contribute to the project's recognition within the scientific community, industry and among stakeholders. Furthermore, publications ensure a wider access to research outcomes and innovative solutions.

5.6 Social Media

InduGasHeat's public interaction is established and sustained by social media using LinkedIn as the main tool. The projects page is available at <https://www.linkedin.com/in/indugasheat-rfcs-7424913a0/> is responsible for regularly publishing short updates on the progress of the project on this channel. Project pages will be spread among contacts of partners and stakeholders.

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

These will be used and produced as they are required for the publication of results and general marketing. An initial design for the “Ledebur-Kolloquium” 2025 of flyers can be found below:

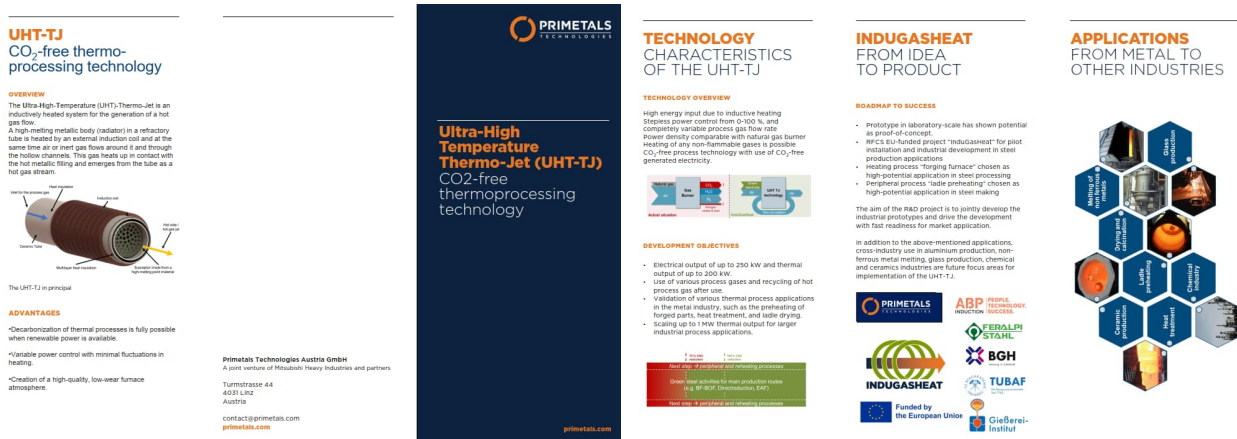


Figure 1: InduGasHeat first design of a flyer

5.8 Newsletter

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.

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.

5.9 Scientific 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 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.

5.10 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 InduGasHeat	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, enhanced collaboration and knowledge sharing, strengthening the project's credibility and visibility within the industry, building possible long-term strategic partnerships
Scientific project partners	Manage closely	All project deliverables	Successful project, cooperation, scientific output, enhanced reputation
Project partner employees	Keep informed	All project deliverables	Successful project, workplace guarantee due to enhanced competitiveness
Other industries (cement, glass, ceramics, chemicals), industrial associations	Keep informed	WP7 deliverables	New heating process with clear and measurable environmental and economic advantages, potential to exploit high-temperature processes
Customers	Manage closely	WP7 deliverables	Potential to save Scope 1 emissions and to market "greener" products (green steel)
Scientific community	Keep informed	WP7 deliverables, D2.3	Information about project (process performance, product qualities, scientific output), enhanced knowledge/competences
Media	Keep satisfied	WP7 deliverables	Leverage positive influence, inform public
Society (public, local neighbours)	Manage closely	WP7 deliverables	Societal pressure on environmental issues caused by harmful emissions; potential conflict could be protests/complaints hindering project progress
European Commission (EC)	Manage closely	WP7 deliverables	Contribute to objectives of Green Deal, Just Transition, RePowerEU, etc.
Policy makers and standardisation bodies (national and EU level, including e.g., EEA)	Keep informed	WP7 deliverables	Required for proper legal framework, interested in positive effects of the project (jobs, regional and EU value chain, environment)
International organisations and NGOs committed to environmental protection	Keep informed	WP7 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	WP7 deliverables	Cooperation with CSP, Processes4Planet, Clean Hydrogen (by using the network of ESTEP)
Investors	Keep satisfied	D7.3	Proof of environmental and economic benefits Potential conflict: need to demonstrate attractive return on investment

7 Project Identity

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

7.1 Logo






Figure 2: InduGasHeat project logo.

7.2 Color Codes and Visual Identity

The InduGasHeat Logo uses three colors

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

Table 4: Color Codes and Visual Identity

Color	Sample	RGB
Dark Blue		R: 12 G: 35 B: 64
Orange		R: 232 G: 119 B: 34
Green		R: 122 G: 154 B: 1

7.3 Templates (Deliverables, Presentations, Reports)

The InduGasHeat presentation template uses colours and fonts matching the project logo. The template will both be used for internal presentations at consortium meetings and external presentations at conferences or fairs presenting news and information about the project.

On the title slide, the logo of the presenter's company will be displayed. The last slide features logos from each project partner. Figure 2 shows the title slide, an intermediate slide and a slide with heading. Templates for Deliverables, Presentations and Reports are available to all project partners through the common SharePoint.

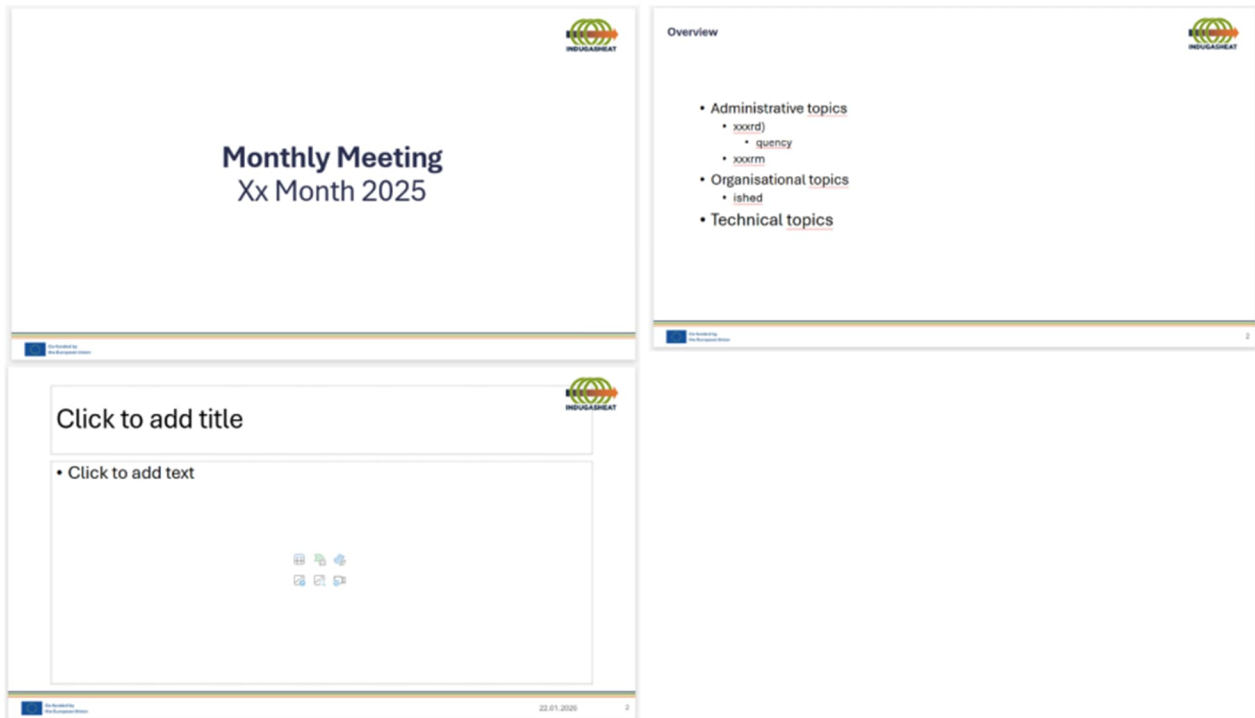


Figure 3: Templates for InduGasHeat documentation

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 17 of the Grant Agreement (COMMUNICATION, DISSEMINATION AND VISIBILITY) describes in detail how to display EC funding of the project. According to Article 17, 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 KERs (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 raising awareness on issues related to high-temperature process efficiency and emission reduction	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 InduGasHeat