

# Deliverable Report

## Deliverable Title:

# *Communication and Dissemination Master Plan*

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<b>Coordinator</b>	Fundacion Eurecat

<sup>1</sup> PU = Public  
PP = Restricted to other programme participants (including the Commission Services)  
RE = Restricted to a group specified by the consortium (including the Commission Services)  
CO = Confidential, only for members of the consortium (including the Commission Services)



## Document history

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## Summary

This document outlines the communication and dissemination master plan developed within SALEMA and the different tools developed for this purpose. Effective dissemination and communication actions represent a crucial part of the project.

Such a plan is designed to maximise the outreach and impact of the project and make sure that its services, ecosystem, and key results are reaching all target groups. As such, this strategy provides a detailed overview of developed tools, foreseen activities, key target and stakeholders groups, dissemination and communication channels and processes.

The project partners are required by the Grant Agreement (GA) and Consortium Agreement (CA) to proactively disseminate the results they generate. All partners are also requested to contribute to increasing the outreach and awareness of SALEMA by searching for new dissemination opportunities and leveraging their networks and channels. Such joint effort is made with the objective of reaching a European audience increasing the impacts of the project.

The project partners have been made aware of this strategy and the communication and dissemination tools and their effective use. This plan will be progressively updated at M24 (April 2023).

This plan has been developed with reference to Communicating European Union Research and Innovation, Guidance for Project Participants (European Commission, 2014).



## Disclaimer

This publication reflects only the author's view. The Agency and the European Commission are not responsible for any use that may be made of the information it contains.

## Abbreviations

Abbreviation / Acronyms	Description
(A)MGA	(Annotated) Model Grant Agreement
CA	Consortium Agreement
CFS	Certificate of Financial Statement
EAB	External Advisory Board
EC	European Commission
EU	European Union
FP	Framework Programme
GA	Grant Agreement
PSB	Project Steering Board
PMT	Project Management Team
PC	Project Consortium
WP	Work Package
WPL	Work Package Leader
CRM	Critical Raw Materials
CDMP	Communication and Dissemination Master Plan
R&I	Research and Innovation



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# 1. Objectives

The main goals of the communication and dissemination defined for SALEMA are:

- **Raise awareness and interest in the project results** on advanced materials for the automotive industry
- **Foster adoption of the technologies developed in SALEMA** by engaging in a dialogue with manufacturing industries (including SMEs), scrap metal preparation and recycling industries, regulators and certification bodies, suppliers of the automotive industry (Tier 1-2-3), managers and other stakeholders.
- **Knowledge transfer among the partners** on specific technologies and applications
- **To create additional dissemination opportunities** by coordinate and establish effective relationships between SALEMA and other European initiatives and projects on relevant topics
- **Foster the acceptance and inclusion of SALEMA outputs** by end-users, relevant stakeholders and the general public across the EU.

Communication and dissemination strategy and specific actions will unfold and intensify as the project advances. Overall, the communication and dissemination activities can be divided into three phases over the entire project period (see Figure 1)

At the early stage of the project, with no project results available, communication focus will lie on raising general awareness and interest about the project among wider audiences.

At the mid-stage of the project, when the first results become available, communication and dissemination activities will focus on the release of results and updates, tailored to different target audiences. From this phase onwards, communication and dissemination activities will be diversified into targeted actions towards specific target groups.

At the final phase of the project, with demonstrations in place and final results available, communication and dissemination activities will focus on the promotion of the adoption of SALEMA solutions, fostering acceptance and exploitation of the project results.

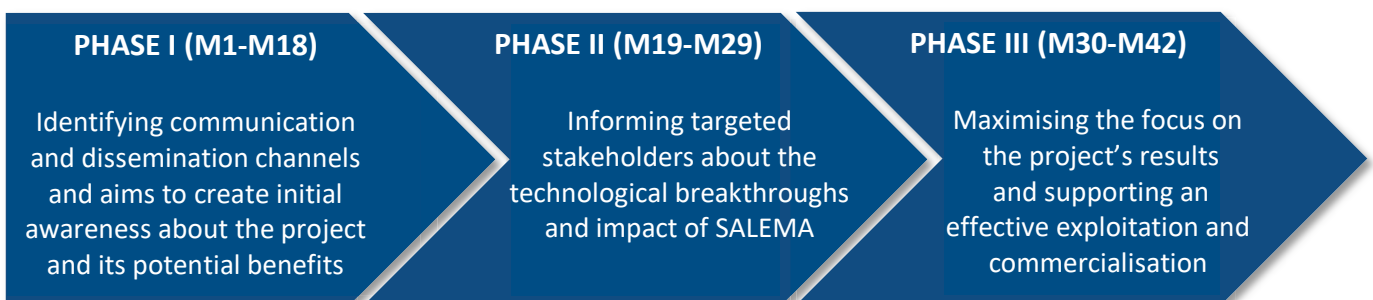


Figure 1 Communication and Dissemination stages of SALEMA



## 2. Communication and Dissemination Management

### 2.1. Roles and responsibilities of the partners

According to Article 29 of the Grant Agreement on 'Dissemination of results - Open Access - Visibility of EU Funding', all partners are required to communicate and disseminate their results. Furthermore, all partners are requested to “promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner”, according to Article 38 of the Grant Agreement.

All partners are therefore expected to be proactively looking for communication and dissemination opportunities, as well to contribute to communication and dissemination efforts of the Consortium, in order to reach the European-wide audience.

European Science Communication Institute (ESCI) is leading the WP9 and the coordination of external communication and dissemination activities. This will involve coordinating communication activities at project and consortium level, guaranteeing consistency in the message delivered and ensuring all the communication targets are effectively achieved. All partners contribute to the implementation of the Communication and Dissemination Master Plan and play a key role in networking with stakeholders. The table below shows the distribution of person-month (PM) in WP9 of all project partners.

*Table 1 Communication and Dissemination efforts per partner*

Partner number and short name	WP9 effort	Partner number and short name	WP9 effort
1 - EUT	6	9 - EAA	12
2 - GESTAMP	3	10 - CRF	3
3 - IMN	3	11 - UNE	2
4 - UNIPD	4	12 - ESCI	21
5 - ASAS	3	13 - PROFIL	3
6 - RAFF	3	14 - ENDUR	3
7 - COMET	3	15 - FAGOR	3
8 - ULIEGE	4	16 - FORD	3
Total			79

As it is visible from this table EAA has an important role in the Communication and Dissemination activities as well. EAA, through its Automotive and Transport market group, will actively promote and advocate policies and regulations for the European automotive market which will enable the full





exploitation of SALEMA. Hence, SALEMA's outcomes will be integrated into these advocacy actions to further boost penetration of sustainable lightweight components in this market. Hence, European Aluminium will fully integrate SALEMA objectives into its advocacy plan to secure that the appropriate market conditions are put in place in order to take full profit of SALEMA results and to maximise its potential for exploitation. In close collaboration with ESCI, EAA also has a significant role in WP9 tasks connected to scientific and technological dissemination, including dedicated events, stakeholder engagement, and interaction with other EU initiatives.

Above all ESCI would like to emphasise that to achieve a successful Communication and Dissemination the project needs active participation and close collaboration in these activities from all partners throughout the project's lifespan.

### 2.1.1. Open access to scientific publications

According to the Grant Agreement, each beneficiary must **ensure open access to all peer-reviewed scientific publications relating to its results.**

Open access means also improving access to scientific publications and data. This is considered important by the EU as it allows building research on previously published research results, to achieve greater efficiency by fostering collaboration and avoiding duplication, to accelerate innovation as well as to involve citizens and society in order to increase the transparency of the scientific process<sup>2</sup>.

For more details, please refer to clause 29.2 "Open access to scientific publications" of the Grant Agreement and section 8.4 'Dissemination' of the Consortium Agreement.

### 2.1.2. Acknowledgement of EU funding

Any dissemination of results (in any form, including electronic) must:

(a) display the EU emblem and



(b) include the following text:

*"The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003785".*

When displayed together with another logo, the EU emblem must have appropriate prominence. A detailed guideline for the use of the EU emblem is available in [Annex 1](#) of this document.

## 2.2. Procedure of approval within the consortium

### 2.2.1. Scientific and technical publication

According to Article 29 of the Grant Agreement and Section 8.4 of the Consortium Agreement, all partners are required to ask for permission when publishing a scientific paper.

Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the

<sup>2</sup> See [Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020](#), EC Research and Innovation, Version 3.2, 21 March 2017.



Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

### **2.2.2. Communication materials**

During the project, ESCI and other partners will produce a variety of communication materials, such as brochures, videos, articles, interviews, social media posts, etc. These communication materials require a different approval procedure compared to scientific articles, as they do not contain detailed IPR-relevant issues.

Before the printing of brochures and publication of videos, the project coordinator will be reviewing and approving the materials.

For official SALEMA press releases, approval will be required from the coordinator and those quoted in the press release (if applicable). Press releases from the partners will be under the responsibility of the partners and do not require official approval from the coordinator although it is advised to notify ESCI about expected publications.

For journalistic articles and interviews, only the partners or persons mentioned in the publications will be required to approve or to fact-check the content. No official approval from the Consortium is foreseen. These publications have a journalistic approach and interference by interested parties would be counterproductive for the distribution success.

No approval is needed for social media posts done by ESCI on the Twitter or LinkedIn pages.



## 3. Communication and Dissemination plan

The **main objective of the SALEMA project is to produce novel aluminium alloys with minimalised critical raw materials content** (silicon and magnesium) and integrating scrap metal recycling. These alloys are mainly intended to produce lightweight parts for the car manufacturing industry with a special focus on the electric vehicle sector where weight is a critical attribute. The **integration of scrap metal recycling** is essential to create a **sustainable circular economy** and it is going to serve as a reliable source for high-quality alloys in the future.

We must consider that we have a diversity of different addressees in our communication and dissemination activities. To be successful we have to define a clear and simple way to talk to each target group differently tailored to the different needs. SALEMA as a project itself as well as brand and product must be in focus on each content piece that we are going to publish during the next 3 years. Content, collaboration and sharing knowledge are the most effective tools to reach our high-level goals in communication and dissemination in this project. We are planning the following measures for the SALEMA project:

1. ESCI, as WP9 leader, is producing high-quality cross-media content for the best impact. Articles, interviews, graphics, videos and animations, or part of them should be used for different channels and different target groups. Together with project partners, we will produce content for the general public, industry and science. To reach them we use mainly digital communication channels like project website, Twitter, LinkedIn, and Youtube. Especially until the pandemic situation of COVID\_19 lasts, we have to focus our activities on all digital opportunities.
2. ESCI will build a community and exchange with other interesting and related Horizon 2020 projects. To disseminate the results of the SALEMA project is one of the main topics of our work during the next 3 years. As well as sharing learnings and other opportunities in technologies, science and industry to make the aluminium manufacturing market more sustainable and efficient. Sustainability in this sector is also one of the most important perspectives and objectives for communication and dissemination of the SALEMA project.
3. Primarily for the light metal production and recycling as well as the car manufacturing sector, we want to use the results and the SALEMA products to enhance market uptake and promote the project's innovative aspect for key target groups, industry, science and the general public.

With all our actions of communication and dissemination, we will create a common understanding of the content and the aims. The mentioned activities should provide a comprehension of the project not only to industry leaders, scientist and engineers, but also to the general public.

### 3.1. Project branding

The term brand refers to a business and marketing concept that **helps people identify a particular organisation, product, or individual**. As such, they help shape people's perceptions of organisations, their products, or individuals. Brands often use identifying markers to help create brand identities within the marketplace, for example, logos or slogans. The former are marketing tools that organisations often use to promote and market their products and services. **When used together, these tools create a brand identity**. Successful marketing can help keep an organisation's brand front



and center in people's minds. Brands provide enormous value to the organisation, giving them a competitive edge over others in the same industry<sup>3</sup>.

Scientific and technological projects can be considered a “product and service” orientated towards a niche market. These are mainly directed to one particular service, a narrowly defined target group seeking a distinctive mix of benefits within a segment.

### 3.2. Target groups

In the case of SALEMA, we distinguish between three main categories of target groups. We need to adjust our communication means depending on who is our target audience. Here we identify the main target groups and give guidance on how to reach these different audiences effectively. The target groups are ordered in relevance to the project.

1. Automotive industry	2. Relevant industries, researchers, engineers	3. Policymakers, general public
<ul style="list-style-type: none"> <li>• Aluminium part manufacturers</li> <li>• Automotive industry suppliers</li> <li>• Material developers and manufacturers</li> <li>• Technology providers</li> <li>• SMEs</li> <li>• Other early adopters</li> <li>• Complete car manufacturers</li> </ul>	<ul style="list-style-type: none"> <li>• Aluminium recycling industry</li> <li>• Robotic engineers and manufacturers</li> <li>• Industrial engineering companies</li> <li>• Relevant transportation sector</li> <li>• Aviation research sector</li> <li>• Construction companies</li> <li>• Metallurgy professional associations</li> <li>• Solar energy sector</li> </ul>	<ul style="list-style-type: none"> <li>• National authorities, governments</li> <li>• Regulators, certifications bodies</li> <li>• Standardisation committees</li> <li>• European institutions, commission</li> <li>• Relevant associations</li> <li>• Environmental agencies</li> <li>• General public</li> </ul>

Figure 2 Main target categories and target groups

Luckily the SALEMA Consortium has a wide range of members that covers the whole aluminium manufacturing value chain. This enables us to reach specific audiences through the partner’s communication networks, social media channels. Thus the communication and dissemination activities will be essential from the consortium members to reach some key target audiences and create awareness about SALEMA solutions.

### 3.3. Key messages

In order to ensure engagement with different target groups, the key messages have to be tailored according to the needs of the respective groups, addressing their interests and possible benefits.

<sup>3</sup> Ignite. "What Is a Brand?" Accessed 3. July, 2021.



The following types of messages will be communicated throughout the project:

- The problem that SALEMA gives solutions to
- Project goals and ambitions
- Project relevance for the
  - aluminium recycling & manufacturing industry
  - automotive industry
  - end-users, society at large, the European value chain
  - environment
- Project milestones, results, recommendations
- Detailed information about project-related technologies, solutions
- Active participation of the project partners in conferences/workshops

At the time when this Communication and Dissemination Master Plan is being drafted, it is not possible yet to define all the relevant messages. We anticipate multiple powerful messages worth communicating arise as the project evolves. The list of key messages will be updated on regular basis and distributed among the partners. Nevertheless, we can make a preliminary hypothesis on how SALEMA results will be dealt with from a communication and dissemination perspective. They will be fine-tuned when the project results are available.

The tentative key messages are summarized here in Table 2

*Table 2 Initial summary of target group tailored key messages*

Target group	Use of language	Key messages	Key platforms
<b>Automotive industry</b>	Can be highly technical	SALEMA alloy benefits, efficiency	Related journals
	Logical reasoning	Lower risk of resource disruption	Partners' networks
	Informative	Weight reduction (compared to steel)	LinkedIn
	Accurate	Improved alloy quality characteristics	Website
	Demonstrative	Increased output potential	Events, fairs
		Manufacturing cost reduction Sustainability for marketing purposes	Workshops Conferences
<b>Relevant industries, researchers, engineers</b>	Technical	Adoptability of the new alloys	Industry journals
	Informative	Lower risk of resource disruption	LinkedIn
	Marketing focused	Weight reduction (compared to steel)	Website
	Highlighting innovation	Improved alloy quality characteristics	Twitter
	Demonstrative	SALEMA alloy benefits, efficiency	Conferences
		Cost reduction Innovative aspects of the SALEMA alloys	Events fairs Collaborations
<b>Policymakers, the general public</b>	Not technical	Sustainability of SALEMA solutions	Website
	Understandable, clear	Strengthening the European economy	Twitter
	Explanatory	Less dependence on foreign CRM imports	LinkedIn
	Simple messages	Environment friendly, less pollution	Events, fairs
	Solution-oriented	Scrap metal recycling, circular economy	Direct comm.
	Engaging		



### 3.4. Visual identity

An attractive and consistent visual identity is essential for portraying the right image of a project. Branding includes logos, slogans, infographics and standard templates such as PowerPoint presentations, Word report styles and letterheads. An easily identifiable and attractive brand allows key stakeholders and influencers to instantly recognise the project. It helps the project to grow and exploit its results.

The visual identity of the project has been developed based on its thematic focus. It should ensure that different messages sent by various project partners to multiple target groups look consistent and professional. The primary colours are metallic light blue and navy blue. The secondary colours range from different shades of blue to orange, brown and different tones of grey, in order to convey several levels of information, if needed.

The following SALEMA stylesheet is available in the SALEMA repository under the folder [WP9 Communication and dissemination ESCI / Templates](#)

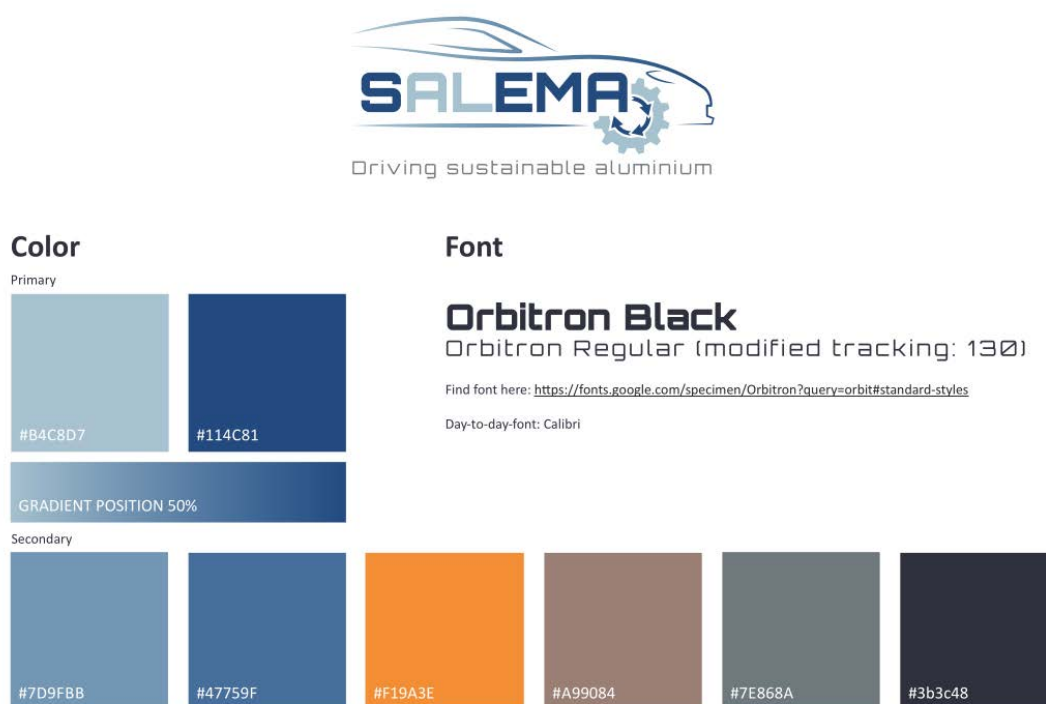


Figure 3 SALEMA stylesheet

### 3.4.1. Logo

The logo reflects the core of the project and is to be used for internal and external project communication (document templates, presentations, project website and other communication materials).

The logo includes a text element with the name of the project where the two letters “AL” are highlighted with the metallic light blue colour representing aluminium. It also includes two visual elements one that symbolises the electric vehicle sector (the contour of a car) and another (the cog) that symbolises the industry, manufacturing sector with circular arrows inside illustrating the circular economy model. All these elements together create immediate first awareness and aid the non-expert eyes in understanding the project’s main features.



*Figure 4 SALEMA complete logo*

The complete version displays the slogan “Driving sustainable aluminium” under the logo design. It is desirable to use this version of the logo in most cases when possible. ESCI has created various logos with different backgrounds – white, dark, and transparent, with and without the subline, with and without the car element. This will allow them to stand out on a range of digital and print media. Files are available in .png and .jpg formats to cover all needs in the SALEMA repository under the folder [WP9 Communication and dissemination ESCI / Logo](#).

Some examples of the different logo variations:



*Figure 5 SALEMA logo without slogan*



Figure 6 SALEMA simplified logo



Figure 7 SALEMA logo for dark background

### 3.4.2. Fonts, spelling

The default font of the print materials and deliverables is Calibri. The font has been selected in accordance with the project focus, reflecting its technical, industrial character. It is installed by default in all the regular office programmes and set default for the templates.

The fonts of the logo are ORBITRON BLACK (Typeface Logo) and ORBITRON REGULAR with modified tracking: 130 (Typeface Text).

Standardised British Spelling should be used in all documents. Generic terms are spelt in lower case, specific terms and proper names are spelt with initial capitals.

### 3.4.3. Templates

Furthermore, templates for the project's official documentation (deliverables, presentations, meeting minutes, interim reports) have been developed in coherence with the project's visual identity. This will be extended with two more templates as discussed with the project coordinator (poster presentation template, milestones template). All templates are available in the SALEMA repository under folder [WP9 Communication and dissemination ESCI / Templates](#).



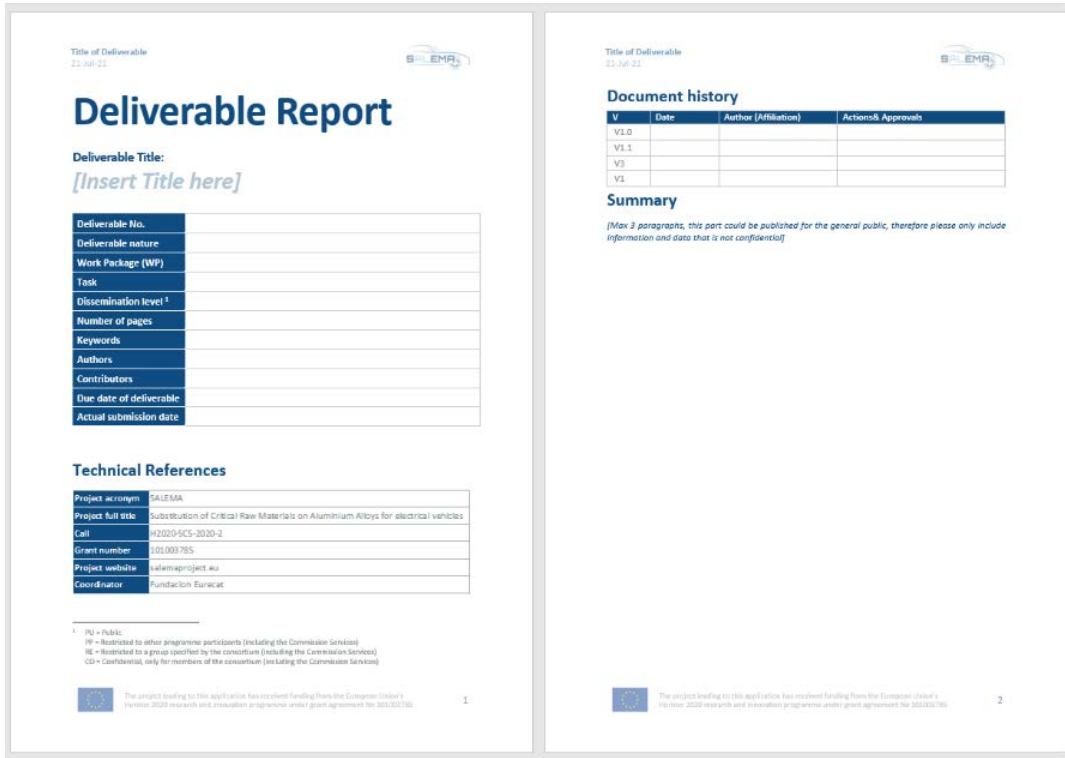


Figure 8 Deliverable report template



Figure 9 Presentation, powerpoint template

### 3.4.4. Infographics

Infographics are a powerful tool to grab the attention of the audience and visual information makes complex technical subjects easier to understand and share across different media, from PowerPoint presentations to Twitter posts. Moreover, they give a professional and modern look to the platform. ESCI will produce overall four infographics for the project, from that, initially, two will be already available on the website from M4.



The first and perhaps the most important infographic is presented here (Figure 10). It shows a 3D car blueprint with the SALEMA demonstration parts highlighted in vivid colors. These parts will function interactively as links to the respective pages of the website where the SALEMA demonstrations and pilot actions will be explained.

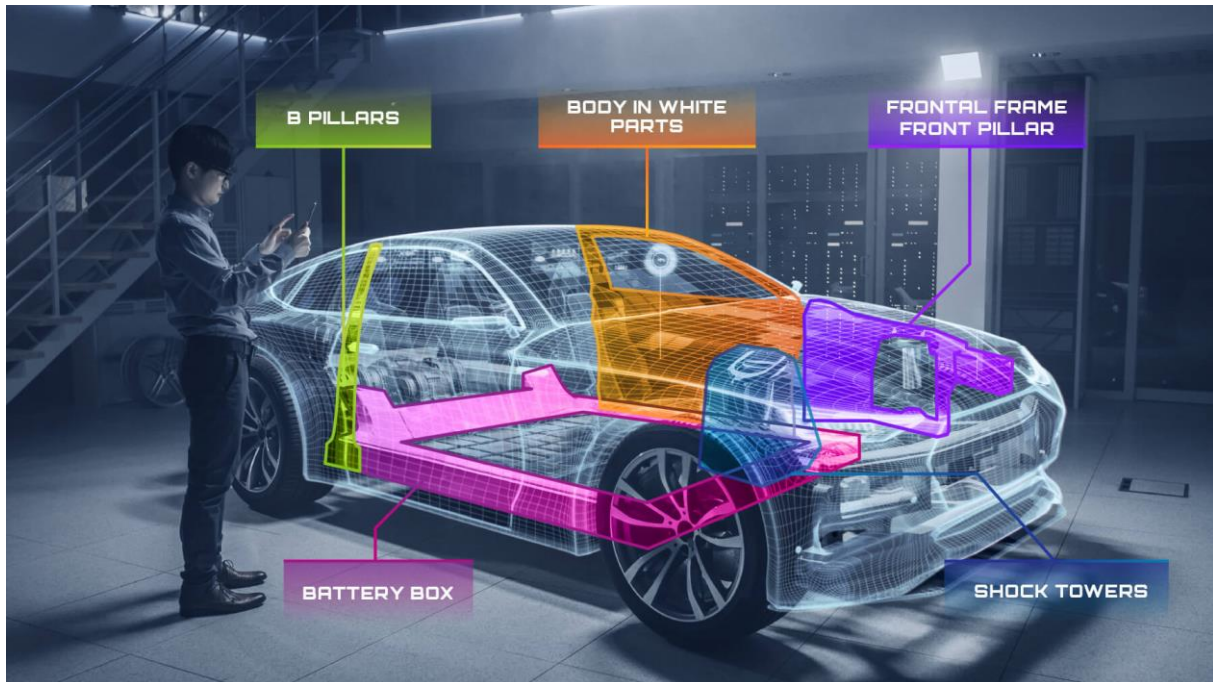


Figure 10 SALEMA demonstration parts interactive infographic

### 3.5. Communication and dissemination activities

Table 3 Key communication and dissemination activities summary

Activities	Key message	Target groups	Timing	KPIs
Web presence through the SALEMA website and social media activities	Project objectives, partners activities	All	M4-36 and beyond	>10,000 visits/year
Identification of relevant communication and dissemination channels	Reach out to new channels to multiply media and social media presence	Publications and journalists	M1-6	Contact with >250 publications, social media channels, journalists
Media presence, provided by interviews, journalistic articles, supported by infographics and fact sheets	Inform about the pros and cons of SALEMA solutions to bring the theme to the media	All	M6 onwards	> 100,000 citizens on various channels

Technical publications and conference presentations submitted to open-access scientific journals	Share technical details, exchange knowledge and raise awareness on project results	Researchers and academics	M12 onwards	> 1,000 academics > 6 peer-reviewed publications (open access)
Communication training for consortium members to improve their communication efforts	Create awareness about the project and maximise the outreach of published results	SALEMA consortium members	M6-M8 and M22-M26	2 training events for 15 consortium members
External events in the automotive and EV market to foster discussions and exchange of knowledge	The technological approaches, project results and impact	The technical and academic community	M12 onwards	> 36 events attended > 20 papers in conferences and specialised events
SALEMA final event to present results and secure networks and visibility for future proposals	The technical solutions, project results and impact	The mainly technical and academic community	M34-M36	> 60 stakeholders
Clustering activities incl. bilateral exchange of news & results, joint presence in events	The collaboration will enhance exploitation and foster new partnerships.	EU projects, other initiatives, industrial associations	M12 onwards	> 2 joint events > 200 new stakeholder contacts generated

### 3.6. Communication tools in detail

As the WP9 leader, ESCI will produce communication materials to increase the impact of the project. These various materials can be used and adapted to different channels and target groups. This should enable all project partners to communicate to their national or regional stakeholders in a consistent way.

Furthermore ESCI will create and share a document where partners will be required to update and track their communication and dissemination activities. This document will be regularly updated, thus the communication and dissemination manager will have a live source of present activities and can adjust future publications, social media posts accordingly.

Table 4 SALEMA communication tools overview

C&D Materials	Description
<b>Project brochure</b> M6, D9.3	A project brochure will be created in order to support project communication at workshops, fairs and other events. The goal of this brochure is to provide essential information about the project and its objectives and encourage further engagement.



	Copies will be sent to all partners for their communication and dissemination activities. Additionally, an electronic form of the brochure will be available for download on the project website.
<b>Videos</b> M6, D9.4 M36 D9.5	<p>An <b>introductory video</b> (D9.4) of the project will be created at the beginning of the project (M6). This video will give a general overview of the project and the solutions it will be working on. It will be placed on the YouTube channel and integrated into the homepage of the website, distributed through various media channels and displayed on project events and partner booths on external fairs in order to promote the project and maximise the exploitation chances.</p> <p>The <b>final project video</b> (D9.5) will be produced at the end of the project (M36 at the latest). This video will give insights into the technologies and solutions created within the project, their benefits for the environment, society and economy.</p>
<b>Infographics</b> M6 onwards	Four visually appealing infographics with bite-size extracts from the main project results and concepts will be created for promotional use. These can be easily shared via social media, placed as downloads on the website and displayed on events. Initially, two of them will be already available from M4 as the website will be online.
<b>Poster and rollup</b> M6 onwards	To respond to the many opportunities for static display or visual support, a poster and a roll-up poster will be designed and made available for all consortium members to produce and use themselves. The poster will display the key facts about the project, with a call to action for further engagement.
<b>Publications</b>	
<b>Quick-fire interviews</b> M6 onwards	<p>Throughout the project eight quick fire-interviews with internal and external experts, stakeholders and end-users will be developed. The interviewees will respond to quick-fire questions, relating to their ambitions, challenges, experiences within the project.</p> <p>Initially published on the project website, quotes, images and points of view expressed will drive social media activities and promotion.</p> <p>The interviews are usually in writing, but when conditions allow, they can also be produced and disseminated as videos.</p>
<b>Journalistic articles</b> M6 onwards	<p>With results and demo sites in place, six original journalistic articles will be produced by journalists selected by ESCI. The articles will cover project-related topics from an independent and critical perspective, placing them in a wider context.</p> <p>Anchored on the project website, they will be shared with multiplier websites in specialised media, through stakeholder networks and established online groups. If appropriate, the articles will be pitched to the international mass media network of ESCI.</p> <p>ESCI will have a central role in the articles' production; the articles' content will be carefully selected in co-operation with the Project Coordinator.</p>

<p><b>Scientific publications</b> M12 onwards</p>	<p>It is expected that the project develops a significant amount of research results which will be disseminated to key scientific journals and events. This will foster knowledge exchange and raise awareness of the project results, stimulating concurrent innovations and further developments.</p> <p>Academic partners will dedicate strong efforts to publishing scientific papers under the framework of global recognised scientific conferences and journals. For the entire project, it is expected that the consortium publishes <b>at least six peer-reviewed publications</b>.</p>
<p><b>Press-releases</b> M1 onwards</p>	<p>Several press releases will be written throughout the duration of the project covering the most significant achievements and milestones reached by the project. They will be published on the project website, distributed via news multipliers (such as Alphagalileo), through the social media channels of the project and the communication channels of the partners. The first press release has already been published after the Kick-off meeting.</p> <p>ESCI will be responsible for the official press releases from SALEMA, while all partners are encouraged to publish press releases on the project and distribute them to their stakeholders.</p>

### 3.7. Preliminary timeline

WP9		YEAR 1											
Task or action	Leader	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
		May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22
Visual Identity (logo, templates, stylesheet)	ESCI												
Social Media Presence: Twitter, LinkedIn	ESCI		<i>Social media campaigns scheduled according to project phases</i>										
Communication and Dissemination Master Plan and update (D9.1)	ESCI												
Website (D9.2)	ESCI												
Infographics (4)													
Quick-fire interviews (8)	ESCI												
Journalistic articles and press releases (6)	ESCI												
Brochure (1)	ESCI												
Audio-visual content: introductory video, final video (D9.4, D9.5)	ESCI												
Poster, roll-up	ESCI												
Post cards, fact sheets	ESCI												
Communication training (2)	ESCI												
Stakeholders' workshops, final event	EAA												
External events	ALL	<i>Dates to be confirmed</i>											
Best Practices for C&D Activities (D9.6)	ESCI												
Report on the scientific and technological dissemination (D9.7)	EAA												
Report on the interaction with other EU projects and EC events (D9.8)	EAA												
Scientific publications (6)	ALL	<i>Dates to be confirmed</i>											



WP9	YEAR 2												
Task or action	Leader	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
		May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23	Apr-23
Visual Identity (logo, templates, stylesheet)	ESCI												
Social Media Presence: Twitter, LinkedIn	ESCI	<i>Social media campaigns scheduled according to project phases</i>											
Communication and Dissemination Master Plan and update (D9.1)	ESCI												
Website (D9.2)	ESCI												
Infographics (4)													1
Quick-fire interviews (8)	ESCI	1		1		1		1		1		1	
Journalistic articles and press releases (6)	ESCI				1								
Brochure (1)	ESCI												
Audio-visual content: introductory video, final video (D9.4, D9.5)	ESCI												
Poster, roll-up	ESCI												
Post cards, fact sheets	ESCI												
Communication training (2)	ESCI										<i>Dates to be confirmed</i>		
Stakeholders' workshops, final event	EAA						1						
External events	ALL	<i>Dates to be confirmed</i>											
Best Practices for C&D Activities (D9.6)	ESCI												
Report on the scientific and technological dissemination (D9.7)	EAA												
Report on the interaction with other EU projects and EC events (D9.8)	EAA												
Scientific publications (6)	ALL	<i>Dates to be confirmed</i>											



WP9		YEAR 3											
Task or action	Leader	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
		May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24
Visual Identity (logo, templates, stylesheet)	ESCI												
Social Media Presence: Twitter, LinkedIn	ESCI	<i>Social media campaigns scheduled according to project phases</i>											
Communication and Dissemination Master Plan and update (D9.1)	ESCI												
Website (D9.2)	ESCI												
Infographics (4)							1						
Quick-fire interviews (8)	ESCI	1											
Journalistic articles and press releases (6)	ESCI	1				1			1		1		1
Brochure (1)	ESCI												
Audio-visual content: introductory video, final video (D9.4, D9.5)	ESCI												1
Poster, roll-up	ESCI												
Post cards, fact sheets	ESCI												
Communication training (2)	ESCI												
Stakeholders' workshops, final event	EAA						1				<i>Dates to be confirmed</i>		
External events	ALL	<i>Dates to be confirmed</i>											
Best Practices for C&D Activities (D9.6)	ESCI												
Report on the scientific and technological dissemination (D9.7)	EAA												
Report on the interaction with other EU projects and EC events (D9.8)	EAA												
Scientific publications (6)	ALL	<i>Dates to be confirmed</i>											



## 4. Communication and dissemination channels

The advances and results of the project will be communicated and disseminated through multiple channels to reach various target audiences. Both online and offline channels (represented by networking, conferences, workshops) will be exploited.

Communication will include activities aimed at increasing the awareness about the project among a large audience, including the general public, decision-makers, press, etc. Dissemination activities will focus on knowledge and information transfer towards specific communities: industry stakeholders, researchers, policymakers, etc. to foster exploitability of the project results.

Online communication channels, such as the SALEMA website and social media accounts will play a prominent role. The online channels are described in more detail in the following sections. As for the offline channels, all the project partners are encouraged to participate at events, fairs, conferences and workshops linked to the SALEMA topics, where they can represent their contribution to the project, the project itself and its results.

As part of dissemination activities, each partner will use their database of stakeholders to disseminate SALEMA-related content. Additionally, ESCI will create and manage its own project-related stakeholder list as the project progresses. Each partner will be asked to list its channels. These are fundamental in increasing the outreach further.

### 4.1. Website

The project website – [www.salemaproject.eu](http://www.salemaproject.eu) - is the main reference point for the online content and project outreach activities and functions as a ‘Content-Hub’. That means **all the communication actions are focused to generate links to visit the SALEMA website and SALEMA ecosystem**. The website is being developed to reach out to all target groups effectively.

This project is highly technical and specialized, thus the website will serve as a key tool to introduce the topic to someone who has no initial knowledge in related fields of technology. Meanwhile, the second goal is that interested stakeholders, researchers, possible early adopters should be able to gain enough information to understand the project’s highlights, key technologies and results, thus raise interest and direct them to follow and engage if they would like to know more details. Thus, the website needs to fulfil two distinct purposes. Raise awareness among the general public, and display detailed information on the project.

To achieve these aims ESCI is developing the SALEMA website with a multilayered structure. The homepage (or landing page) gives a short introduction to the project’s topic, goals and solutions. To help the understanding the homepage will display the two initial infographics (mentioned earlier). One of these infographics is going to be an interactive graphic solution with the SALEMA demonstration car parts and transformation technologies used by the project. The purpose of this is to create a clear idea and make the audience stay and explore the project.



The following website structure is envisioned (homepage is not presented):

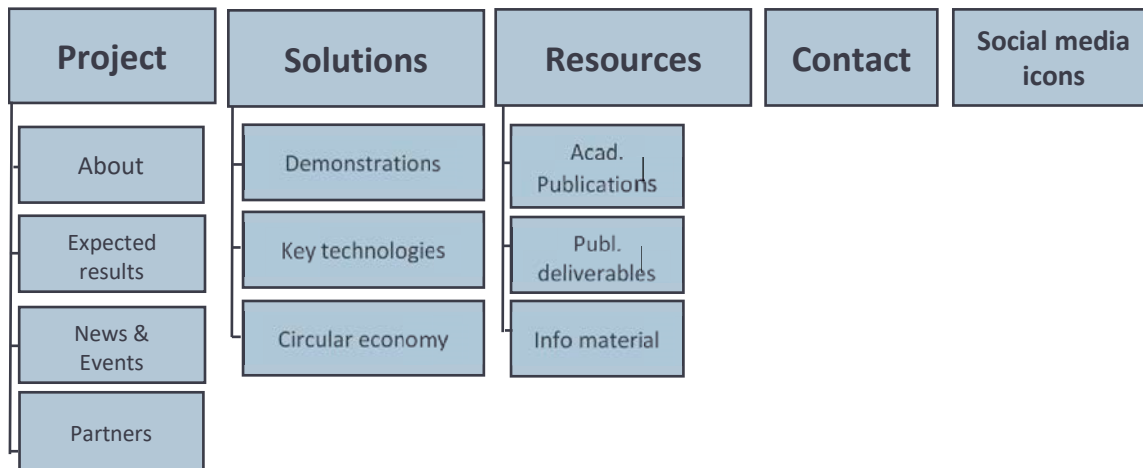


Figure 11 SALEMA website structure

The sections will have the following content:

Table 5 Website page content overview

Pages	Description
<b>Project</b>	A brief presentation of the project expected results, and its objectives, key technologies, news and events with the integrated Twitter feed, as well as information about the partners will be provided here.
<b>Solutions</b>	To make sure that the non-expert audience understands the concept and importance and key goals, results, as well as to give more detailed insights for the expert audience.
Demonstrations	Presentation of the demonstrations car parts will be provided here together with the earlier mentioned infographic. The interactive infographic will make it possible to click on the selected demonstration part and arrive at it's info-page. From here the interested readers can click to the respective processing technology that is going to be used to manufacture the demonstration car part.
Key technologies	Here will be presented the different metallurgic manufacturing technologies used to produce the different demonstration parts. Links will be integrated into the description directing to the involved partner's respective pages.
Circular economy	Since the circular economy model is an important part of the project, we decided to create a part of the solutions page to explain how the circular aluminium economy of SALEMA is going to work. The second initial infographic will be presented here.
<b>Contact</b>	A contact form, as well contact details of the project coordinator and communication WP Leader will be provided here.

<p><b>Social media icons</b></p>	<p>Links to SALEMA profiles on social media platforms such as Twitter, LinkedIn and YouTube will be provided to ensure the highest visibility of the project on the web and to increase the project’s outreach.</p> <p>Additionally, the project Twitter feed will be placed prominently on the home page.</p>
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The website already displays an ‘under construction’ message that will stay there until M4 when the website is going to go live (D9.4). With the overall design, our aim is to capture the modern, innovative nature of the project and present it in accordance with the topics of industry, metallurgy and car manufacturing.



Figure 12 SALEMA landing page: under construction (for now)

## 4.2. Social media

Social media will play an important role in the project outreach. A “SALEMA community” will be created to increase the visibility and impact of the project results, based mainly on Twitter and LinkedIn.

The amount and nature of posts and tweets will vary during the course of the project. At the initial stage of the project, relevant external scientific and journalistic articles, as well as information about the project and its partners will be published, to increase and keep the interest of multiple audiences. The amount of original content will be limited. Relevant news and event participation will be shared here as well.

When the first project results are expected to be available, the social media channels will be used for promoting the results and benefits of the project, fostering exploitation.

All the project partners are encouraged to use their media channels/profiles after the completion of relevant milestones. They are encouraged to name the project, describe their role in the project, specific milestones or deliverables and upload or refer to respective public documents. The project media channels will repost these publications, increasing the outreach, the impact and boosting the profile building of partners.

### 4.2.1. LinkedIn

LinkedIn has more than 700 million members (500 million global monthly users) with a recruitment and professional networking focus. It enables users to connect, share content with other professionals and add value to active business/professional conversations. SALEMA will use LinkedIn to promote project actions, send messages between the technical audiences and foster networking. As mentioned previously, a company page – [SalemaEU](#) - has been created for SALEMA.

### 4.2.2. Twitter

A Twitter account [@salemaEU](#) has been created and customised according to the visual identity of the project. The Twitter account will be used to engage with relevant industry, academic and business communities, potential partners and press, as well as be part of the aluminium and European car manufacturing discussions. ESCI is planning to launch the first social media campaign to introduce the project and its partners from M4 beginning.

### 4.2.3. Youtube

YouTube has 2 billion users monthly, and it is a video sharing site, social media platform. It includes a wide range of content, from video clips, short and documentary films, music videos, movie trailers, live streams, video blogging, short original videos, and educational videos, uploaded by individuals but also media corporations. YouTube will be used to promote SALEMA videos to all audience segments. These videos will be published on the ESCI channel which has a wide reach that combines followers of several research areas.



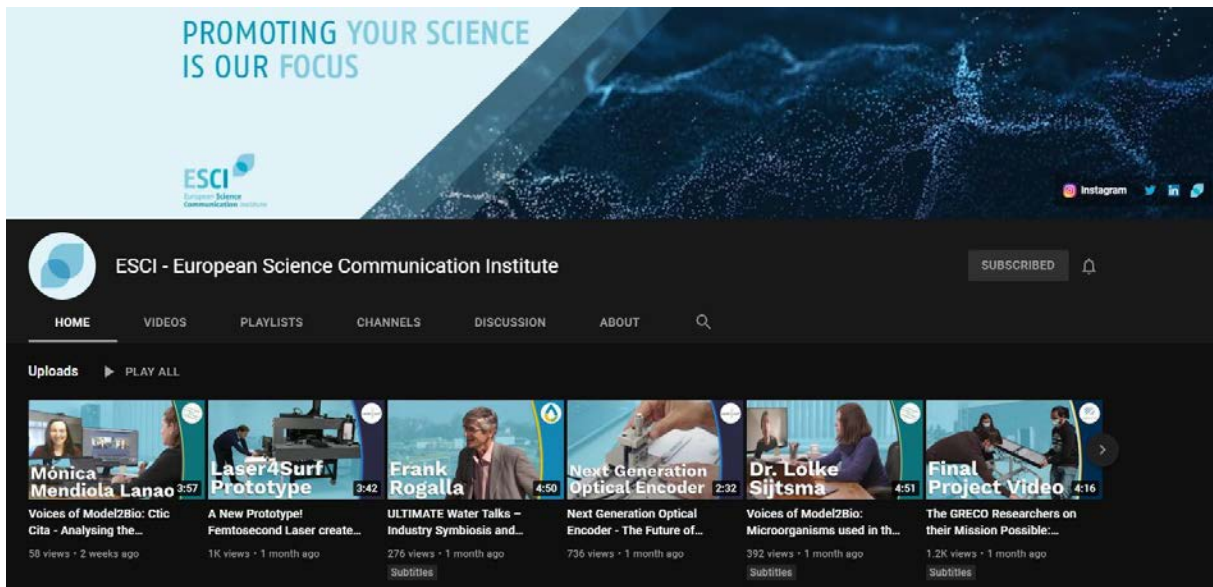


Figure 13 ESCI Youtube channel front page

#### 4.2.4. Use of Hashtags

All partners are encouraged to redistribute SALEMA content through their personal and corporate LinkedIn and Twitter accounts, tagging the project whenever they write about it.

Whenever the partners tag the project or use the project hashtags, they must spell out the name of the project correctly, avoiding special characters such as “-” or “+”.

The main hashtags used for the project are #salema, #aluminium, #manufacturing, #sustainability, #automotive, #industry, #innovation, #recycle accompanied by #electricvehicles, #aluminiumalloys, #criticalrawmaterials, #circulareconomy, #HPDC, #extrusion, #stamping, #H2020, #EU.

Accountability: ESCI will be responsible for the social media activities through the project channels, such as creating posts, sharing the news and monitoring the outreach. The partners are asked to approach ESCI with relevant news items, ideas, material, etc. and repost the project content through their channels to maximise the impact.



### 4.3. Project events

An important offline channel of communication and dissemination are project events. Depending on the outcome of the COVID-19 pandemic situation a series of events will be organised by the Consortium, involving external stakeholders from the early adopter groups. These events enable direct exchange with the possible adopters of the SALEMA solutions, as well as other key stakeholders, thus enhancing the visibility of the project, community building and exploitation chances.

Dedicated sessions will be organised by EAA in order to bring leading experts together and to discuss aluminium recycling and CRM elements challenges; the use of new low-CRM alloys and high recycled content in Al alloys in cars. The rest of the consortium members will provide support (presenting and assisting at such events, submitting papers and presentations, etc.) Two stakeholders' workshops (M18, M30) addressing policy aspects and promoting dissemination and cross-fertilisation will be organised by EAA. The objectives of the workshops will include to encourage the exchange and foster new synergies amongst EU projects, industry and stakeholders. Additionally, a final event at the end of the project will be organised by EAA to attract at least 100 stakeholders. The sessions will be video recorded by ESCI and published on the YouTube Channel for people to follow up, who could not attend the event.

### 4.4. External events

All partners will actively participate at external events like fairs and conferences related to smart grids, as these provide opportunities for in-depth discussions and exchange of knowledge. Relevant events will be identified by the partners throughout the project lifetime. Information about visited events and project contributions will be distributed through social media platforms and published on the project website.

The partners are encouraged to have an active role during the conferences, such as giving a talk, having a stand or a poster, to increase the visibility of the project, push for business opportunities from the generated results and find further synergies.

The most relevant events are going to be listed in a dedicated document that is going to be shared and regularly updated in the SALEMA repository.

### 4.5. Collaboration

SALEMA will seek to connect with EU-funded "sister projects", related organisations and networks, looking for synergies, knowledge exchange and additional dissemination opportunities. Potentially linked initiatives and organisations will be identified and assessed. SALEMA partners will aim to implement joint activities, thus maximising the project's impact.

As of M3 SALEMA is aligned with the aims of the future Horizon Europe Partnership 2ZERO, Towards Zero emissions road transport, focused on pushing forward the future EV, being "LCA and circular economy approaches" such as SALEMA, part of 2ZERO Strategic Research and Innovation Agenda. Furthermore, SALEMA production processes are aligned with the aims of the future Horizon Europe Partnership MadeInEU, which will implement an R&I Agenda that includes "Circular products & climate-neutral manufacturing" as one of their four main objectives.



SALEMA will contribute so that the automotive industry meets demands in ecological consumer behaviour (i.e. use of recycled Al in Al alloys) and ethical consumerism (i.e. lower-CRM content in Al alloys). The activities that will be undertaken in WP8 (promoting regulation, standardisation and market analysis) and WP9 (communication and dissemination) will enhance and improve awareness of the general public towards EU dependence on imports of raw materials from non-EU countries, the importance of reducing supply chain disruption risks, and the importance to reuse and recycle what is currently undervalued resources.

Accountability: as it is mentioned in the WP9 task 9.4 and 9.5 of the GA, EAA is the leading member regarding external event organisation, workshops, collaborations and interaction with other EU project and EC events. ESCI is in a supporting role regarding these tasks.



## 5. Monitoring activities

The achievement of SALEMA communication targets will be measured through a methodology relying on several instruments that have been used over several years by ESCI. Other than the regular press and specialised traditional media, the project website and social media will be monitored.

ESCI uses a software called MATOMO that assesses how the SALEMA website performs. It tracks all the available data about the website's traffic and the audience reached. The website will be monitored regarding common metrics and the total number of sessions during different project periods. Overall, the most interesting quantities to be monitored are:

- Total number of visits (Clicks and Impressions)
- Average session and visit duration
- Language and location of visitors
- Number of frequent & one-time visitors
- Visiting prime time regarding day and hour of the day

Social media will be monitored as a way to determine the volume and sentiment of online interaction. The monitoring on Twitter will be using the automated tool FALCON and LinkedIn with that the "Analytics" LinkedIn function. Many kinds of data are accumulated during the acquisition process, from simple information as statistics on followers, likes, retweets to more complex such as comments. LinkedIn and Twitter accounts will be monitored to identify their overall impact on different target groups.

For workshops, records of the number of participants and participants' satisfaction questionnaires will also be used.

Highlights of these activities will be also included in the Best Practices for Communication & Dissemination Activities report (D9.6).





## 6. Conclusion

Given its innovative nature and focus on a pressing matter of sustainable production of aluminium components for electric vehicles, SALEMA is aligned with the market and societal trends and has all the potential to impact the market of lightweight automobile parts manufacturing. Apart from the technical specifications of the actual solutions, strategic dissemination and communication of the project results will play an important role in their uptake by the market after the project was finalised.



## Annex 1: EU emblem in H2020 projects

„Beneficiaries of EU funding must display the EU flag and funding statement ("Funded by the European Union" or "Co-funded by the European Union") in all their communication and dissemination activities and any infrastructure, equipment, vehicles, supplies or major result, results funded by the grant.

The EU flag and funding statement must be displayed in a way that is easily visible to the public and with sufficient prominence.

EU funding must moreover be acknowledged in all types of public outputs (*including patent applications, EU standardisation of results*), media contacts and other public statements.

The EU flag and funding statement are available in the Grant Agreement and on the [Europa website](#).”

