



Dissemination & Communication Plan

D6.1

HURRICANE

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Project Summary

Within HURRICANE a sector-coupling circular hub centred around the ArcelorMittal Ghent site will be created. We will target efficient resource management together with the recovery and utilization of squandered industrial waste heat and water. Together with ArcelorMittal Ghent's ongoing initiatives, this will lead to a reduction of energy, water and raw materials by at least 20%. Thanks to the ongoing projects taking place within and around the Ghent site, the site is already well connected to many other industries like waste suppliers, chemical producers (ethanol offtake & H₂ waste gas), renewable power producers, and wastewater treatment. It has become a multi-sectoral hub leading to efficient implementation of industrial symbiosis concepts. The Ghent site has a significant amount of recyclable energy, material and water that allows this symbiosis. These aspects are not only from the steel making processes, but also from other operations taking place in the mentioned "multi-sectoral" hub. This hub can be further enhanced with the integration of waste heat with its ongoing initiatives. Our solution aims at developing and demonstrating novel heat recovery (heat exchanger) and upgrading (heat pumps) solutions from selected operations and then coupling it with the internal and external off takers by means of a heat grid. With digital tools, aspects like broadening the district heating network, and adapting the heat demand profile of the buildings to better match the intermittent of the waste heat, can be optimized. Finally, an integrated software tool for circular hubs that combines the different tools and data produced at the different operations will be developed and validated. Through two virtual demonstrations and circular hubs blueprint the replication potential will be proven. The consortium is formed by 12 partners from 5 different countries, including 4 research organizations, 1 large End User, 3 SMEs, 3 civil organizations and 1 linked 3rd party.

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1 Executive Summary

The following Dissemination and Communication Plan (DCP) outlines the comprehensive strategy for communicating and disseminating key information related to the HURRICANE project. This document presents the planned activities, tools, methods, and channels designed to reach our target audiences and achieve our project goals. The strategy aims to ensure that project outcomes are effectively communicated to the relevant stakeholders in a timely manner.

This DCP will serve as a reference document for assessing the impact of our communication efforts (Task 6.2). It will be subject to regular updates and adjustments throughout the project's execution. Work Package 6 (WP6) titled 'Dissemination and Exploitation within the HURRICANE project is dedicated to achieving the following objectives:

- i. Establishing a diverse range of communication and dissemination products and activities tailored to specific target audiences, including stakeholders.
- ii. Engaging in proactive communication with relevant stakeholders to facilitate the exchange of knowledge and information.
- iii. Building synergies with key project environments.
- iv. Formulating a business plan and exploitation strategy to commercially deploy project results and encourage widespread replication in various geographical locations.

The HURRICANE project recognizes the link between dissemination and communication actions and exploitation activities. The goal of our project is empowering industry and communities through the creation of a sector-coupling circular hub, efficient resource management, and innovative industrial waste heat recovery and utilization. Thus, the essence of our communication efforts lies in promoting sustainability, resilience, and positive impacts on both industry and local communities. This Dissemination and Communication Plan underscores our dedication to transparent communication, collaboration, and the successful realization of the HURRICANE project's objectives.

2 Problem Description

The HURRICANE project addresses several critical challenges within the industrial landscape, particularly focusing on the steel industry. By understanding the existing issues, we can formulate effective solutions to foster sustainable practices and enhance resource efficiency.

2.1 *Need for Efficient Heat Recovery*

The conventional steelmaking process, such as the widely used Blast Furnace-Basic Oxygen Furnace (BF-BOF) production route, contributes significantly to global CO₂ emissions. In this process, coal, a fossil fuel, is utilized not only for heating furnaces but also as a primary carbon-bearing material for reducing iron ore. The high temperatures involved lead to the release of carbon dioxide, making CO₂ emissions an inherent aspect of traditional steel production. To mitigate the environmental impact of this energy-intensive process, there is a pressing need for innovative and efficient heat recovery and upgrade solutions. The HURRICANE project recognizes the importance of developing technologies that can capture and repurpose industrial heat, thereby minimizing the reliance on traditional, carbon-intensive methods.

2.2 *Need for Reducing Dependency on Fossil Fuel-Based Natural Gas*

Many industrial processes, including steelmaking, often rely on fossil fuel-based natural gas for district heating. This dependency not only poses environmental challenges but also raises concerns about foreign energy dependencies. The HURRICANE project acknowledges the need to reduce this reliance on fossil fuels, promoting sustainability and enhancing energy security. By exploring alternative energy sources and innovative heating solutions, the project aims to contribute to a more resilient and self-sufficient industrial infrastructure. This reduction in dependency aligns with broader energy transition goals, fostering a more sustainable and environmentally friendly industrial sector.

2.3 *Need for Connecting Multi-Sectoral Processes*

The traditional linear model of resource consumption often results in the wastage of energy, water, and materials within industrial processes. To address this inefficiency, the HURRICANE project advocates for the establishment of multi-sectoral circular hubs. These hubs will serve as focal points for integrating diverse industrial processes, enabling the circular use of resources. By connecting these processes, the project aims to achieve efficient resource management, minimizing waste and maximizing the utilization of energy, water, and materials. This holistic approach not only enhances environmental sustainability but also contributes to the creation of resilient industrial ecosystems.

In summary, the HURRICANE project tackles the challenges posed by conventional steelmaking practices, emphasizing the need for advanced heat recovery solutions, a reduction in fossil fuel dependencies, and the establishment of circular hubs for efficient resource management. Through these efforts, the project strives to pave the way for a more sustainable and interconnected industrial landscape.

3 Project Scope and Contribution

In alignment with ArcelorMittal's commitment to achieving net-zero emissions by 2050, the HURRICANE project envisions transforming steelmaking plants into dynamic multi-sectoral circular hubs. This aligns with the broader objectives of promoting industrial symbiosis and achieving efficient resource management through the utilization of waste heat.

3.1 Vision

HURRICANE's vision is to transform the ArcelorMittal Ghent site into a sector-coupling circular hub with a primary focus on connecting citizens. The overarching goal is to empower both industry and communities through the establishment of a sector-coupling circular hub, characterized by efficient resource management and the implementation of innovative industrial waste heat recovery and utilization solutions.

3.2 Mission

HURRICANE's mission is to redefine traditional steelmaking plants into dynamic multi-sectoral circular hubs. The aim is to promote industrial symbiosis, fostering collaborative relationships among diverse sectors within the industrial landscape. The goal is to achieve efficient resource management through innovative and strategic waste heat utilization, minimizing waste and maximizing resource circularity within steelmaking processes.

3.3 Strategy

The HURRICANE project envisions a future where steelmaking plants not only meet industry standards but also serve as pioneers in circularity, industrial symbiosis, and resource efficiency. With a specific focus on the ArcelorMittal Ghent site, the project aspires to achieve a substantial reduction in emissions, targeting at least a 20% decrease. This commitment to environmental sustainability and community well-being underscores the project's dedication to fostering resilience and generating a positive impact on the lives of citizens.

3.4 Goals

The HURRICANE project has outlined a set of strategic goals, underscoring our commitment to transforming the industrial landscape and promoting sustainable practices:

1. Create a sector-coupling circular hub: Establish a pioneering sector-coupling circular hub centred around the ArcelorMittal Ghent site. This hub will serve as a model for interconnected industrial processes, fostering collaboration and resource efficiency.
2. Efficient resource management: Execute efficient resource management strategies by recovering and utilizing industrial waste heat and water from steel mill processes. This initiative is crucial in minimizing waste and optimizing resource circularity within the steelmaking industry.

3. 20% reduction targets: Target a 20% reduction in energy, water, and raw material consumption, coupled with a significant decrease in greenhouse gas emissions. These reductions will contribute to environmental sustainability and align with broader industry transition goals.
4. Community and industry benefits: Extend the benefits of the circular hub beyond its industrial components to other sectors and local citizens through the implementation of a heat grid. This approach ensures positive impacts on both industries and the surrounding community.
5. Integrated software tools: Implement integrated software tools within the HURRICANE project to facilitate the optimization and replication of the circular hub model. These tools will enhance efficiency, streamline processes, and contribute to the project's replicability.
6. User engagement strategy: Develop and execute a robust user engagement strategy involving relevant industrial stakeholders and local communities. This approach ensures that the project's goals align with the needs and expectations of key stakeholders, fostering collaboration and support. Alignment with EU initiatives: Align with the objectives of the EU Green Deal and "Fit for 55" package, contributing to increased public awareness and actively participating in broader initiatives aimed at advancing sustainability within the European industrial landscape.

Through these goals, the HURRICANE project aspires to not only transform steelmaking practices but also lead the way in promoting circularity, efficient resource management, and environmental stewardship within the industrial sector.

4 Work Package 6

The HURRICANE project places a strong emphasis on effective knowledge management, protection, and strategic communication activities within the framework of Work Package 6 (WP6): Dissemination and Exploitation. The overarching objectives of this work package include:

- Implement the strategy for knowledge and IPR management and protection.
- Develop business models and business plans for commercializing technologies post-project.
- Disseminate project results and initiate joint activities.
- Educate the next generation employees through student/staff exchanges between research organizations and industry.

These objectives will be achieved through the following Tasks and Deliverables. Task 6.2 comprises the project's Communication and Dissemination Plan, and it sub-divides as follows:

- Subtask 6.2.1 Communication and Dissemination Plan:
 - Develop a detailed plan by M6 to build a positive reputation, raise societal readiness levels, and gain acceptance.
 - Base strategy on data from WP5 and stakeholder analysis, with revisions and continuous improvements.
- Subtask 6.2.2 Project Website, Logo, and Social Networks:
 - Secure a dedicated website (hurricane-hub.eu) and create a compelling logo.

- Incorporate features for social network pages, video streaming, and regular project-related updates.
- Subtask 6.2.3 Joint Activities, Workshops, and Surveys:
 - Organize workshops, including promotional, research, and final workshops, to engage relevant stakeholders.
- Subtask 6.2.4 Participation in Workshops and Conferences:
 - Partners will participate in workshops and over four conferences, increasing stakeholder community awareness.
- Subtask 6.2.5 Video Communication for Commercials and Social Media Distribution:
 - Develop a Video News Release at M50 for TV distribution and social media, showcasing project solutions.
- Subtask 6.2.6 User Engagement and Exchange of Students/Researchers and Staff:
 - Organize events for the public, training sessions, and workshops to engage stakeholders and educate the next generation professionals.

Through these tasks and subtasks, HURRICANE ensures comprehensive knowledge management, effective communication, and widespread dissemination, contributing to the project's success and fostering collaboration within and beyond the industry.

4.1 WP6 Deliverables and Milestones

Table 1 enlists WP6 deliverables and their corresponding due months and Table 2 the WP6 Milestones.

Table 1: Work Package 6 Deliverable List

Number	Deliverable	Month due	Lead partner
D6.1	Dissemination and Communication Plan	3	AMB
D6.2	Project website and logo(s)	3	AMB
D6.3	Release project video	24	AMB
D6.4	Dissemination report (summary)	24	AMB
D6.5	Exploitation plan	42	AMB

Table 2: Work Package 6 Milestones List

Number	Milestone	Month due	Lead partner
M6.1	First press release	6 (30 June 2024)	AMB
M6.2	Exploitation/business plan	42 (30 June 2027)	AMB
M6.3	25.000 unique website visits	59 (30 November 2028)	AMB

5 HURRICANE's Communication Strategy

5.1 Communication Objectives

The HURRICANE project aims to enhance the effective communication and dissemination strategies previously implemented in successful EC projects such as Steelanol, Torero, Life-Smart, and RecHycle, where AMB and other partners have played significant roles. The primary communication objectives for HURRICANE are designed to maximize engagement, awareness, support, and involvement from various stakeholders and the general public. These objectives are structured as follows:

1. Stakeholder engagement and involvement: We aim to actively engage key stakeholders by facilitating their involvement in the technological development processes of HURRICANE. This includes fostering collaborations, sharing insights, and soliciting feedback to refine and improve our project outcomes.
2. Public awareness and support: Our goal is to enhance public understanding and support for HURRICANE's proposed solutions. This will be achieved by communicating the benefits and impacts of our initiatives in tackling environmental challenges through energy efficiency, water conservation, and circular economy practices.
3. Community support and participation:
 - a. Build a positive reputation: By distributing informative and engaging content, HURRICANE will be positioned as a credible authority in energy and water efficiency and circular economy initiatives. Our aim is to be recognized for our commitment to advancing sustainable practices.
 - b. Raise Societal Readiness Level (SRL): We are dedicated to elevating societal awareness and comprehension regarding the significance of our solutions in addressing environmental issues. This involves educating the public on the practical impacts of our initiatives and the overarching benefits of sustainable development.
 - c. Foster public acceptance: Through transparent and comprehensive communication, we intend to cultivate public acceptance of our solutions. We will ensure that the community understands the necessity and benefits of our projects, thereby encouraging their support and participation.
4. Increase community involvement: We plan to proactively involve local communities by inviting participation in workshops, site visits, and other interactive events. This strategy aims to engender a sense of ownership and responsibility among community members towards environmental conservation and project outcomes.
5. Enhance overall visibility: Utilizing social media and other digital platforms, we will not only promote HURRICANE but also highlight other related projects and initiatives. Our objective is to boost awareness around topics of energy efficiency, water efficiency, and sustainable practices, thereby connecting our project with broader environmental and sustainability goals.

These communication objectives are foundational to achieving HURRICANE's overall mission and ensuring the successful implementation and acceptance of its innovative solutions.

5.2 Senders

5.2.1 HURRICANE's Team

The success of any project relies significantly on effective communication and dissemination strategies. In HURRICANE, we recognize the key role of communication in achieving our objectives. Thus, we have a dedicated Dissemination & Communication (D&C) Team to drive these efforts. Through collaborative efforts and strategic communication initiatives, the HURRICANE D&C Team aims to enhance the project's impact, foster engagement, and raise awareness of our transformative initiatives in circular economy and resource management. Table 3 shows the contact information of every team member.

Table 3: HURRICANE's Dissemination & Communication (D&C) Team

Name	Role	Partner	Phone number	Email
Elena Azor Uroz	WP6 leader	AMB	+34 633656022	Elena.azor@blue-expert.com
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Barbara De Lembre	VR Communication	AMB	+32 93473987	Barbara.delembre@arcelormittal.com

5.2.2 HURRICANE Partners

This section provides a brief overview of the key partners involved in the project. Each partner brings valuable expertise and resources to the table, contributing to our collective efforts in advancing industrial circularity and sustainable resource management. Table 4 shows a summary of the HURRICANE's partners.

Table 4: HURRICANE Partners

Name	Country	Role	Network	Communication channels
Arcelor Mittal Belgium	Belgium	Project coordinator	Voka, Staalindustrie Verbond, SDR, Flanders Metal Valley, Febeliec, EUROFER, ESTEP, World Steel, GCCSI, Hydrogen Europe, Waterstofnet	Website, LinkedIn, Twitter, Instagram, and Facebook
Centre de recherches metallurgiques ASBL	Belgium	Beneficiary	ESTAD, ESTEP, AIST	Website, LinkedIn
VITO	Belgium	WP1 leader	Agoria, IEA DHC, Euro heat & power EHPA	Website, LinkedIn, Twitter

Deutsches Biomasseforschungszentrum	Germany	Beneficiary active in WP2 (Task 2.5) and WP5 (Task 5.5)	Bioeconomy cluster Germany, DGAW (German Association for Waste Economy), IEA Bioenergy	Website, LinkedIn,
University Polytechnic of Marche	Italy	WP5 and T2.4 leader, participant in WP1	Italian and European university network, EIT Climate-KIC, National Technological Cluster "Smart Factory", "Green Chemistry" and "Technology for the living environment". DIISM is member of the Regional Technological Cluster "Marche Manufacturing"	Website, LinkedIn, Twitter, Instagram, and Facebook
PDMFC	Portugal	WP2 T2.1, T2.5, and T4.4 leader	ADENE, CIMPOR, ClimaEspaço	Website, LinkedIn, Twitter/X, and Facebook
Enertime	France	Beneficiary	EHPA, IEA (Annex 58 WG), ETIP RHC	Website, LinkedIn, Twitter/X, Fairs and exhibitions
Municipality of Zelzate	Belgium	Beneficiary	Province East-Flanders, North Sea Port District, North Sea Port, Project Gentse Kanaalzone, Provinciale Ontwikkelingsmaatschappij Oost-Vlaanderen	Website, Facebook, Informative magazine
Province East-Flanders	Belgium	Beneficiary	North Sea Port District, North Sea Port, Smart Delta Resources, Strategische Project Gentse Kanaalzone, Provinciale Ontwikkelingsmaatschappij Oost-Vlaanderen, Warmtenetwerk Vlaanderen, VEKA, cities and municipalities in East-Flanders	Website, LinkedIn, Twitter, Instagram, Facebook, digital Newsletters, Info magazine OOST, Press communication, TV Provincie, Information screens in public building
Finarnit	Belgium	Beneficiary	Fineg	Website

Sint-Jan Baptist	Belgium	End user of heath grid	Organisation Brothers of Charity, Zorgnet Icuro	Website LinkedIn, Instagram, Facebook
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- ArcelorMittal (AMB): As a global leader in steel manufacturing, ArcelorMittal brings extensive experience in full-scale demonstrations and expertise in optimizing industrial processes. Within HURRICANE, AMB focuses on developing a new heat grid to enhance circularity and sustainable practices at the Ghent site.
 - Website: <https://belgium.arcelormittal.com/>
 - LinkedIn (17k followers): <https://www.linkedin.com/company/arcelormittal-belgium/>
- Centre de recherches metallurgiques ASBL (CRM): CRM Group specializes in research and development for metallic materials, offering innovative solutions to enhance industrial processes. In HURRICANE, CRM leads the development and testing of heat exchanger concepts to harness waste heat in steel processes.
 - Website: <https://www.crmgroup.be/en>
 - LinkedIn (5k followers): <https://www.linkedin.com/company/crmgroup/>
- VITO: With expertise in heat exchanger design and district heating networks, VITO plays a key role in designing and modelling heat exchangers for waste heat recovery. Additionally, VITO focuses on digitalization in district heating networks to optimize heat demand matching.
 - Website: <https://vito.be/en>
 - LinkedIn (37k followers): <https://www.linkedin.com/company/vito/>
- Deutsches Biomasseforschungszentrum (DBFZ): DBFZ is tasked with developing a gamification concept for stakeholder engagement and conducting socioeconomic analyses. They facilitate stakeholder-related activities and assessments to ensure effective project implementation.
 - Website: <https://www.dbfz.de/>
 - LinkedIn (3k followers): <https://www.linkedin.com/company/dbfz/>
- University Polytechnic of Marche (UPM): UPM contributes to health and safety assessments and conducts Life Cycle Assessments (LCA) for CO2 capture and water savings. Their expertise in digital twins supports project evaluations and assessments.
 - Website: <https://www.univpm.it/Entra/>
 - LinkedIn (47k followers): <https://www.linkedin.com/school/universita-politecnica-delle-marche/>
- PDMFC: PDMFC is a Portuguese IT company with a strong presence in the world of Information Systems since 1993, supplying and implementing state-of-the-art solutions (products and services) in both T&M and turnkey projects. PDMFC will contribute with the development of the software modelling tools.
 - Website: <https://www.pdmfc.com/>
 - LinkedIn (10 followers): <https://www.linkedin.com/company/pdmfc/>

- Enertime: Enertime is a listed French industrial SME with a mission to fight global warming by developing innovative solutions around thermodynamic science for CO₂-free energy production, industrial energy efficiency and circular economy. Enertime is a manufacturer of large-scale ORC systems and high-temperature heat pumps, gas expanders and turbomachinery for special applications. In the context of the HURRICANE project, Enertime designs and builds a heat pump that will be integrated into the AMB ecosystem.
 - Website: <https://www.enertime.com/en>
 - LinkedIn (6k followers): <https://www.linkedin.com/company/enertime/>
- City of Zelzate: Initially, the heat network is being constructed towards the Sint-Jan-Baptist Psychiatric Center in Zelzate territory. A possible goal is to build the heat network further towards the center of the municipality, so that the swimming pool, schools, residential areas, and other projects can use the residual heat from Arcelor Mittal. Zelzate supports and facilitates the Hurricane project. The municipality is not a lead agency.
 - Website: <https://www.zelzate.be/nl>
- Province East-Flanders: The Province is responsible for, among other things, the economy, agriculture, global solidarity, housing, heritage, recreation, environment, tourism, education, spatial planning, environmental permits, mobility and integrated water policy. The Province plays a role as a partner, initiator or intermediary in all these sectors. Always striving for innovation and improvement of quality of life
 - Website: <https://www.oost-vlaanderen.be/>
 - LinkedIn: <https://www.linkedin.com/company/provincie-oost-vlaanderen/>
 - Facebook: <https://www.facebook.com/Provincie.Oostvlaanderen>
 - Twitter: https://twitter.com/oost_vlaanderen
 - Instagram: https://www.instagram.com/oost_vlaanderen/
- Finarmit: As a sustainable energy solutions investor, Finarmit collaborates with ArcelorMittal Belgium on projects aimed at enhancing sustainability. They focus on realizing steam expansion turbines for energy recovery. Finarmit is a 100% subsidiary of FINEG.
 - Website: www.fineg.be
- Sint-Jan-Baptist (SJB): SJB aims to utilize waste heat from ArcelorMittal to heat their psychiatric care facilities, contributing to the realization of the heat grid.
 - Website: www.pcsintjanbaptist.be
 - LinkedIn: <https://www.linkedin.com/company/pc-sint-jan-baptist>

These partners collectively drive innovation and sustainability within the HURRICANE project, demonstrating the power of collaboration in achieving shared goals.

5.3 Receivers

5.3.1 Target Audiences

HURRICANE aims to engage a diverse range of stakeholders to effectively disseminate project outcomes and achieve specific communication objectives. Our target audiences include industry stakeholders, policymakers and public authorities, and end consumers and local citizens. For each audience, tailored communication strategies are employed to achieve objectives such as building awareness, providing information, educating stakeholders, creating interest, promoting the project's innovations, and engaging consumers. Table 5 provides a summary of the main target groups, their respective objectives, and the communication and dissemination channels used to achieve these goals.

Table 5: Main Target Groups Summary

Target group	Message	Communication and dissemination channels
Industry	Showcase results on demonstrated solutions heat exchangers and district heating networks, tools.	Technical conferences, newsletters, communication materials, website, workshops, surveys, demo site visits and a final conference.
Public and private research institutes	Share advanced research findings and technical insights to foster collaboration and drive innovation in the field of industrial waste heat recovery and circular economy practices.	Academic journals, industry conferences, webinars, the HURRICANE project website, and targeted emails for research collaboration opportunities.
Policymakers and public authorities	Showcase results on demonstrated solution packages and emphasize the specific advantages of utilizing industrial waste heat in district heating networks for the region.	B2G meetings, policy discussion events, HURRICANE website, communication material (brochures, leaflets, etc.), and conferences.
End consumers and local citizens	Showcase results on demonstrated solution packages and emphasize the specific advantages of utilizing industrial waste heat in district heating networks for the end consumer.	HURRICANE's and partners' social media and website, press releases (media), workshops, and site visits.

5.3.1.1 Industry

This comprises energy service companies, energy system operators, HEX manufacturers, utility companies, public and private research institutes, and IT companies working on relevant innovations. The focus for these stakeholders will be on sharing results regarding demonstrated solutions such as heat exchangers and district heating networks, along with the benefits for different industrial stakeholders. This message will be disseminated through various communication channels tailored to

industry stakeholders. These channels include technical conferences, newsletters, communication materials such as brochures and leaflets, the project website, workshops, surveys, demo site visits, and a final conference. By utilizing this comprehensive approach, HURRICANE will effectively engage with industry partners and ensure that project outcomes are shared and understood within the industrial sector.

5.3.1.2 Public and private research institutes

These stakeholders include academic institutions, research organizations, and technological developers who focus on energy efficiency, circular economy, and sustainable industrial practices. The objective is to engage these institutes in deepening the scientific understanding and technical validation of the project's innovations such as heat exchangers and district heating solutions. The message to this group emphasizes the importance of collaboration in research and innovation to enhance the project's scientific credibility and technological robustness. Communication channels used for this audience include academic journals, conferences, specialized workshops, and direct collaborations through joint research initiatives. Additionally, the project website will feature a dedicated section for research publications and white papers to facilitate knowledge exchange and foster a community of practice among researchers and technologists. By engaging with public and private research institutes, HURRICANE aims to stimulate further research activities, encourage the adoption of new technologies, and contribute to the body of knowledge in industrial sustainability.

5.3.1.3 Policy Makers and Public Authorities

This group includes the EU, states, regions, city councils, and other relevant governmental bodies. For policymakers and public authorities, the focus will be on showcasing results from demonstrated solution packages and emphasizing the specific advantages of utilizing industrial waste heat in district heating networks for the region. This message will be communicated through various channels, including B2G meetings, policy discussion events, the HURRICANE website, and communication materials such as brochures and leaflets. Additionally, conferences will provide an opportunity to disseminate information and engage with key decision-makers, ensuring that project outcomes are effectively communicated and understood at the policy level.

5.3.1.4 End Consumers and Users

Comprising local citizens, non-profit organizations, local businesses, educational institutions, and local policymakers, this group will be engaged to create public awareness about project results. For the end consumers and users target group, the focus is on showcasing results on demonstrated solution packages and highlighting the specific advantages of utilizing industrial waste heat in district heating networks for the end consumer. This message will be communicated through social media platforms, press releases distributed through media outlets, the HURRICANE website, as well as the partners' media channels. Also, site visits to the Ghent site and workshops will be organised to invite participation and catch the interest of the local citizens in HURRICANE. Through these communication channels, HURRICANE aims to identify sensitive communities to steelmaking, chemistry, and engineering to refine

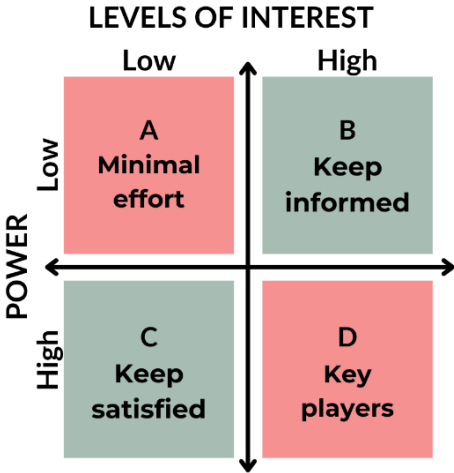
communication actions. Thus, HURRICANE will raise awareness among end consumers and users about the benefits of the project's outcomes and their relevance to sustainable energy usage.

5.3.2 Stakeholder Analysis

In HURRICANE, a comprehensive stakeholder analysis will be conducted to identify and prioritize key stakeholders essential for the project's success. Before stakeholders are contacted, it is imperative to seek approval from the project coordinator. Additionally, the coordinator's presence may be required. This ensures alignment with project goals and facilitates effective communication with stakeholders. This analysis enables us to tailor our dissemination and communication efforts to meet the specific needs and expectations of each stakeholder group effectively. Drawing inspiration from Mendelow's Matrix (Figure 1), stakeholders have been categorized based on their power and interest in the project.

Group A comprises organizations with low power and interest, such as Eurofer, and ESTEP, requiring minimal effort for communication, mainly through periodic updates. Group B includes stakeholders with high interest but low power, including Project Gentse Kanaalzone, Employees AM, and various government bodies. They will be kept informed through regular updates via newsletters, the project website, and targeted emails, with opportunities for involvement in events and conferences. Group C consists of stakeholders with low interest but high power necessitating periodic updates and occasional direct engagement to maintain a positive relationship. Finally, Group D comprises key players with high interest and power, such as North Sea Port and the local media. They will receive regular and intensive engagement, tailored communication, and active involvement in decision-making processes to ensure their continued support and contribution to the project's success. Moreover, the "[Hurricane Stakeholders List](#)" document collects and consolidates the stakeholders identified in this analysis, serving as a central repository for stakeholder information and ongoing engagement efforts.

Figure 1: Mendelow's Matrix



The interaction with various stakeholders is crucial for the success of HURRICANE. Close collaboration with these stakeholders will facilitate knowledge sharing, resource allocation, and project

replication in different geographies. Priority will be given to interaction with ArcelorMittal sites, large steel mills, and other circular hubs, employing various communication channels such as workshops, conferences, and B2B meetings. Additionally, industry branch organizations will be engaged through conferences, industry-related events, and surveys to ensure their active involvement and support. Furthermore, end-users play a key role in driving market expansion and transitioning to a greener economy. Through strategic engagement with these stakeholders, HURRICANE aims to maximize its impact, foster collaboration, and accelerate the transition towards sustainable resource management and industrial circularity.

6 HURRICANE's Dissemination Strategy

6.1 Dissemination Messages

The dissemination messages will focus on showcasing the project's solutions and their benefits to different stakeholder groups. Key stakeholders will be informed about the project's technological developments and encouraged to participate in shaping future advancements. The general media and public will be educated about the project's objectives and the importance of its solutions in addressing environmental challenges. Local communities will be engaged by emphasizing the project's positive impact on their region and encouraging their support.

6.2 Dissemination Tools and Channels

A variety of tools and channels will be utilized to achieve the dissemination objectives. Key stakeholders will be engaged through open demo sessions, stakeholder interviews, press materials, informative flyers, and engagement workshops. General media and the public will be reached through press materials in mainstream media, dedicated social media channels, and targeted advertising on online platforms. The local community will be involved through social media content, local press materials, and round table meetings with community leaders, along with local engagement workshops. The different dissemination tools and channels include the project website, conferences, scientific journals and academic publications, workshops, project demos, and other events. These events will provide opportunities to showcase project progress, share insights, and engage with industry experts and stakeholders.

6.2.1 Project Website

The HURRICANE's website will serve as a central hub for disseminating project information, materials, and updates to stakeholders and the public. Drawing inspiration from successful EC projects like Steelanol, Torero, and RecHycle, the website will adopt user-friendly design and functionality to enhance accessibility and engagement. It will feature comprehensive project resources, including reports, publications, and news articles, providing critical stakeholders such as R&D communities, industry actors, and the general public with valuable insights into project progress and outcomes.

6.2.2 Project Public Deliverables

Throughout the project duration, HURRICANE will produce a range of official deliverables aimed at informing and engaging stakeholders. Public deliverables, such as summary reports on demonstration operations, life cycle assessments (LCA), and health and social impact assessments, will be made accessible to the public domain through the project website. These documents, presented in downloadable PDF format, will offer stakeholders and interested parties valuable insights into the project's methodologies, findings, and implications.

6.2.3 Conferences

HURRICANE will actively participate in conferences relevant to its objectives, following the successful communication and dissemination strategies of previous EC projects. This includes engaging with industrial lead users through professional associations, meetings with stakeholders such as steel mills and original equipment manufacturers (OEMs). Presentations at international conferences across Europe will provide opportunities to showcase project advancements and foster collaboration within the industry. HURRICANE will participate in key conferences relevant to its objectives, including:

- DHC Conferences:
 - Euro Heat & Power Event in Rotterdam from 3rd to 5th June 2024.
 - IEA DHC Annexes.
 - 5th District Heating Conference in Antwerp from 3rd to 4th December 2024.
- HEX Conferences.
- ESTAD 2025.
- Dissemination events organised by ESTEP.

6.2.4 Scientific Journals and Academic Publications

The project's academic results will be disseminated through peer-reviewed publications in scientific journals and presentations at conferences. Leveraging partnerships with scientific institutions such as CRM, VITO, and UPM, HURRICANE aims to share its research findings and insights with the scientific community, contributing to knowledge advancement and innovation in the field.

6.2.5 Workshops and Project Demos

HURRICANE will conduct workshops and project demonstrations as integral components of its dissemination strategy. These events will serve to showcase project advancements, engage with stakeholders, gather feedback, and facilitate policy discussions and brainstorming sessions. Workshops and demos will focus on supporting the project's work packages, enabling target audiences to gain valuable insights into project outputs and enablers. Additionally, these events will provide opportunities for stakeholders to participate actively, fostering collaboration and knowledge sharing. Invitations will be extended to relevant stakeholders, including industry professionals, policymakers, and researchers, to ensure broad engagement and maximize the impact of the project.

6.2.6 Other Events

HURRICANE partners will actively participate in various events, including webinars, panels, trade shows, and policy discussion platforms, to establish synergies with other initiatives and engage with stakeholders across different sectors. These events will provide additional opportunities to showcase project outcomes, exchange best practices, and foster collaboration towards common sustainability goals. Through these diverse dissemination tools and channels, HURRICANE aims to maximize the reach and impact of its project outcomes, driving positive change in the energy and industrial sectors.

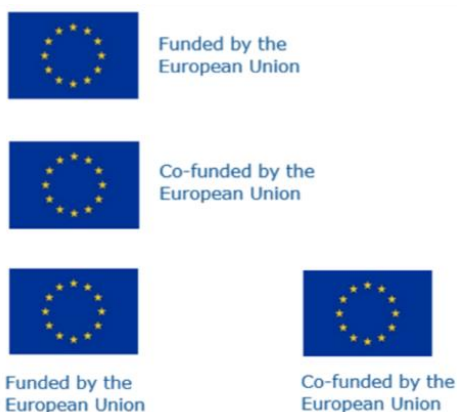
6.3 European Commission Guidelines

The consortium partners commit to follow the EC guidelines on communication. All dissemination and communication material made by the beneficiaries, jointly or individually in any form, will include the following statements:

- i. "HURRICANE – Sector-coupling hub for circular use of thermal and industrial waste (grant agreement number: 101138494) is funded under the call HORIZON-CL4-2023-TWIN-TRANSITION-01-37 within Horizon Europe, the European Union's framework programme for research and innovation.
- ii. "Disclaimer: This document and its content reflect only the author's view; therefore, the European Commission is not responsible for any use that may be made of the information it contains."

Moreover, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicle, supplier major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate). The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brand or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

Formel 2: EU logos



6.4 Consortium Agreement

In adherence to the principles of effective communication and collaboration within the consortium, certain guidelines and procedures have been established for the partners involved in the HURRICANE project. These guidelines aim to ensure consistency, professionalism, and alignment with project objectives across all communication activities.

- i. General approval process: Prior approval from the project coordinator (AMB) is mandatory before disseminating any official communication material.
- ii. Press releases: The issuance of press releases requires approval from the project coordinator (AMB).
- iii. Use of partner logos: Partners are expected to adhere to correct branding guidelines when using their logos in project-related materials. Clear instructions for the appropriate use of logos will be provided to maintain uniformity across all communication channels.
- iv. Events and presentations: Content, presentations, and summaries for events and presentations must be approved by the project coordinator (AMB) before dissemination.

By adhering to these guidelines, partners can contribute to a cohesive and impactful communication strategy that effectively promotes the objectives and outcomes of the HURRICANE project.

6.5 Brand Kit

HURRICANE's brand kit project embodies its identity, values, and objectives through various visual elements. From the logo to the colour palette and fonts, each component is carefully selected to convey the project's commitment to sustainability, innovation, and the circular economy. This section provides guidelines and specifications for the consistent and effective use of these branding elements across all project communications and materials. By adhering to the brand kit, partners ensure a unified and impactful representation of HURRICANE in the global discourse on resource management and industrial circularity.

6.5.1 Logo

The logo serves as the visual representation of the project's identity and objectives. Consistent and correct usage of the logo across all communication materials is essential to maintain brand integrity and recognition. The HURRICANE project logo (Figure 3) incorporates elements that symbolize its core themes and objectives. These include circular arrows to represent the circular economy, an industrial gear to showcase the steel-making industry. Connecting lines are used to illustrate the integration of the industrial sector and the citizens. Additionally, the logo features an icon of a steel mill on one side and an icon of a municipality on the other, connected by a line depicting the flow of heat. The colour scheme features green, red and white tones, reflecting energy and heat, while earthy greens represent sustainability and environmental aspects.

Figure 3: HURRICANE's Logo



6.5.2 Colour Palette

A defined colour palette is provided to partners to ensure uniformity and coherence in visual communication. HURRICANE's colour palette consists of greens to symbolize sustainability and environmental aspects. Additionally, red and grey colours may be incorporated to represent the industrial context, although careful consideration is needed to ensure they complement the sustainability message conveyed by the project. Using this colour palette will contribute to a cohesive and recognisable brand identity.

Figure 4: HURRICANE'S Colour Palette



6.5.3 Fonts

Partners are encouraged to prioritize the use of clean and modern fonts to maintain a professional and contemporary aesthetic that resonates with the project's objectives and values. The chosen fonts should offer excellent readability and versatility, ensuring consistency across all communication materials. Considering this, the chosen fonts are:

- For logo: Lato (bold)
- For Canva:
 - Headings: Lato (bold)
 - Body: Open Sans
 - Highlights: Montserrat (bold)
- For PowerPoint:
 - Headings: Source Sans Pro (bold)
 - Body: Source Sans Pro
 - Highlights: Tenorite (bold)
- For Microsoft Word:
 - Headings: Arial (bold)
 - Body: Arial
 - Highlights: Arial (italic)

6.5.4 Brand Archetype

The brand archetype outlines the personality and characteristics that the HURRICANE project aims to embody in its communication. This archetype guides partners in creating messaging and visual elements that resonate with the project's identity and values. As an innovative endeavour committed to revolutionizing resource management and promoting sustainability, the HURRICANE project aligns closely with the archetype of the "Visionary". This archetype embodies qualities of forward-thinking, leadership, and transformational impact. By embracing this archetype, the project aims to inspire stakeholders and the broader community with its vision for a more sustainable future. The Visionary archetype guides partners in shaping messaging and visual elements that convey the project's ambitious goals, its commitment to innovation, and its role as a catalyst for positive change. Through cohesive and impactful communication strategies informed by this archetype, the HURRICANE project endeavours to cultivate engagement, drive awareness, and foster collaboration towards its shared vision of a circular and sustainable economy.

6.5.5 Media Kit

The HURRICANE project's Media Kit comprises essential materials aimed at facilitating effective communication and engagement with diverse stakeholders. These materials are aligned with the project's deliverables to ensure comprehensive dissemination and outreach efforts. The HURRICANE Media Kit contains a Presentation Deck and a list of keywords.

6.5.5.1 Presentation Deck

A dynamic PowerPoint presentation deck will be developed, serving as a versatile tool for showcasing the HURRICANE project at conferences, events, and one-on-one meetings with industry stakeholders and key partners. This electronic resource will also be accessible for download on the project website, enabling easy dissemination and sharing of project updates and insights.

6.5.5.2 Keywords

In alignment with the objectives of the HURRICANE project, the following keywords are identified to enhance visibility and searchability across communication channels:

- Energy efficiency
- Water efficiency
- Material efficiency
- Industrial symbiosis
- Circular economy
- District heating

These keywords will be strategically incorporated into communication materials, including website content, social media posts, and promotional materials, to effectively convey the project's focus areas and attract relevant stakeholders and audiences. By emphasizing these keywords, the project aims to strengthen its online presence, increase engagement, and facilitate knowledge dissemination within the target communities.

6.6 Website

The development of an engaging and informative project website (www.hurricane-hub.eu) is to enhance the visibility and accessibility of the HURRICANE project's outputs to its diverse target audiences. This website will serve as the primary online platform for disseminating project-related information and fostering bidirectional communication between the consortium and stakeholders. Reciprocal links between partner websites will be established to drive traffic and ensure a seamless user experience. The website will feature the following key sections:

1. Home: The Home page will provide a welcoming introduction to the HURRICANE project, featuring highlights of its objectives and activities. It will also include call-to-action buttons to encourage visitors to explore further.
2. About Us: This section will offer information about the HURRICANE project, including its background, objectives, and the consortium partners involved. Visitors will gain insights into the project's mission and vision, as well as its significance in the context of energy efficiency, water efficiency, and circular economy initiatives.
3. Partners: Dedicated pages will showcase the consortium partners, providing details about their respective roles, expertise, and contributions to the project. Visitors will have the opportunity to learn more about each partner and its involvement in advancing HURRICANE's goals.
4. Publications: In this section, visitors will find the project publications, including research articles, technical reports, and conference proceedings. Regular updates will ensure that stakeholders have access to the latest findings and insights generated by the project.
5. Press & News: This section will feature the latest news and press releases related to the HURRICANE project, highlighting key milestones, events, and achievements.
6. Contact: This will provide essential contact information for inquiries, feedback, and collaboration opportunities. Visitors will have access to contact forms and relevant contact details to facilitate communication with the project team.
7. Social media links: To foster engagement and interaction, the website will include links to the project's official social media profiles. Visitors can connect with HURRICANE on platforms such as LinkedIn to stay updated on project activities and engage in discussions with the consortium and fellow stakeholders.

Additionally, the website will provide regular blog posts on topics related to energy efficiency, circularity, sustainability, and other pertinent issues. Creating a visually appealing website and logo (Deliverable 6.2), incorporating social media integration, and ensuring regular content updates to maximize dissemination efforts and engagement with stakeholders.

6.7 Social Media

HURRICANE will utilize LinkedIn as a primary social media platform to engage industry stakeholders, potential end-users, and the academic community. LinkedIn will serve as a targeted channel to reach audiences interested in energy efficiency, water efficiency, and circular economy initiatives, including industry professionals, stakeholders, and academic researchers. While our focus will primarily be on industry-related content, we will also cater to the interests of the academic community

and the general public who are interested in these topics. Our social media strategy will involve sharing articles and blog posts from our website to LinkedIn to ensure maximum visibility and dissemination of project updates. Through our social media presence, we aim to achieve several objectives:

- i. Build positive reputation: By sharing informative and engaging content, we will establish HURRICANE as a reputable and credible authority in the field of energy efficiency, water efficiency, and circular economy initiatives.
- ii. Raise Societal Readiness Level (SRL): We will contribute to raising awareness and understanding of the importance of our project's solutions in addressing environmental challenges and advancing sustainable practices.
- iii. Build public acceptance: Through transparent and informative communication, we will foster public acceptance of our solutions and initiatives, encouraging support and participation from the community.
- iv. Increase community involvement: We will actively engage with the local population and other stakeholders to encourage participation in workshops and site visits. This will foster a sense of ownership and responsibility towards environmental conservation.
- v. Enhance overall visibility: Our social media efforts will not only promote HURRICANE but also raise awareness about related projects and initiatives addressing energy efficiency, water efficiency, and circular economy issues.

In addition to sharing project updates and achievements, we will also create blog posts based on topics identified through tools like "AnswerThePublic", addressing subjects that our audience may find interesting and relevant. By aligning our social media content with the interests and concerns of our target audience, we aim to maximize engagement, awareness, and support for the HURRICANE project and its objectives. These will be topics related to: energy efficiency, water efficiency, material efficiency, industrial symbiosis, and circular economy.

Regarding hashtags and mentions, our social media communications will consistently use the hashtag #hurricane, supplemented by other relevant hashtags such as #energyefficiency, #waterefficiency, #circulareconomy, #industrialsymbiosis, #districtheating, and #circularhub. General hashtags common to EU-funded projects, such as #euproject, #horizoneurope, #eugreendeal, #innovation, #decarbonisation, #co2neutral, #climateneutral, #netzero2050, and #sustainability, will also be used. These hashtags are designed to enhance the project's visibility and encourage engagement across digital platforms. To ensure recognition and foster collaboration, all social media posts related to the HURRICANE project will mention and tag our project partners' social media handles, as detailed in section 7.2 HURRICANE's Partners. This strategy not only acknowledges the contributions of our partners but also strengthens our network and amplifies the project's impact through cross-promotion.

6.8 Press Release

The first press release (M6) will provide a general introduction to the project. Through targeted dissemination to media outlets, industry stakeholders, policymakers, and the public, the press release will amplify the project's impact and raise awareness about its objectives and outcomes. Additionally, it will serve to foster engagement, build credibility, and attract further interest and support for the project's initiatives.

6.9 Video

The release of the project video will provide a dynamic overview of the project's objectives, activities, and achievements, allowing viewers to gain insight into the innovative solutions being developed. By adding the video on the project's website homepage, we aim to enhance visitor engagement and provide an accessible and visually compelling introduction to the project. Additionally, the video will be strategically shared across partners' social media platforms to maximize its reach and visibility, ensuring that key stakeholders and the wider public are informed and inspired by the project's progress.

7 Dissemination Impact

The dissemination strategy will be continually evaluated and updated to align with project results. By effectively disseminating project outcomes to key stakeholders, the general media, and local communities, HURRICANE aims to overcome investment and logistical barriers while fostering industry and public acceptance of its solutions. Through strategic communication efforts, the project seeks to maximize its impact, promote market acceptance, and accelerate the transition towards sustainable resource management and industrial circularity.

7.1 HURRICANE's Communication Machine

In HURRICANE, effective communication is facilitated through a structured process known as the "Content Creation Machine." This serves as a systematic approach to generating, disseminating, and tracking content relevant to the project's objectives. The process, shown in Figure 4, is perpetual and consists of five steps, which occur continuously:

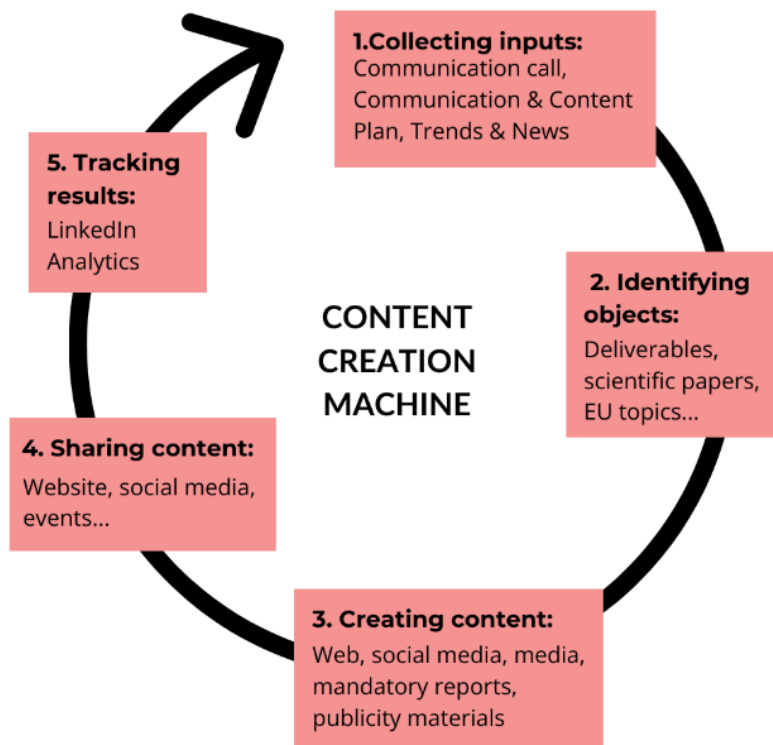
1. **Collecting inputs:** This stage involves gathering various inputs such as communication calls, communication and content plans, and trends/news relevant to the project. These inputs serve as the foundation for content creation.
2. **Identifying objects:** Once the needed input is collected, the next step is to identify objects, including deliverables, working documents, insights from experts and researchers, and topics relevant to the European Union (EU). These objects provide substance and context for the content-creation process.
3. **Creating content (storytelling):** With inputs and objects identified, the content creation process begins. This involves crafting compelling narratives and messages across different mediums, including web content, social media content, media content, mandatory reports, and publicity

materials. Storytelling is central to this stage, as it helps convey key messages effectively to the target audience.

4. **Sharing content:** Once content is created, it is shared through various channels, including the project website, social media platforms (LinkedIn), and events. This ensures that the content reaches the intended audience and contributes to the project's communication goals.
5. **Tracking results:** Finally, the effectiveness of the content creation and dissemination process is monitored and evaluated using tools such as LinkedIn Analytics. This allows the project team to assess the impact of their communication efforts and adjust as needed to optimize results.

Overall, the Content Creation Machine in HURRICANE streamlines the communication process, ensuring that relevant and engaging content is developed, shared, and evaluated to effectively communicate the project's objectives and outcomes.

Figure 5: HURRICANE'S Content Creation Machine



Throughout the sections of this document, we will delve into these elements, exploring how they align with HURRICANE's communication and dissemination activities. By understanding and optimizing these communication dynamics, the project aims to foster engagement, disseminate valuable information, and build meaningful connections with stakeholders and the broader community.

7.2 Dissemination Report

The Dissemination Report (M24) serves as an evaluation of HURRICANE's dissemination activities, providing valuable insights into the reach and engagement of various dissemination channels. By analyzing key performance indicators, such as website traffic, social media metrics, and audience feedback, the report will offer a holistic view of the project's communication strategy. Furthermore, it will highlight successful initiatives, identify areas for improvement, and inform future dissemination plans. Through this evaluation, HURRICANE aims to optimize its communication approach, ensuring that project outcomes are effectively communicated to stakeholders and the wider community.

7.3 Dissemination Key Performance Indicators (KPIs)

In line with HURRICANE's commitment to transparency and measurable impact, several key performance indicators (KPIs) have been established to evaluate the effectiveness of the dissemination efforts. Table 6 shows these KPIs and their targets from [Deliverable 5.1](#). These KPIs serve as tangible benchmarks to evaluate the effectiveness and reach of HURRICANE's dissemination activities, guiding continuous improvement and ensuring alignment with project objectives. Table 7 shows the Preliminary Plan for Communication and Dissemination activities. This outlines specific objectives, target frequencies, audience segments, and anticipated outcomes for each communication initiative. From marketing material dissemination to workshops, publications, and conference contributions, each activity aims to inform, engage, and educate diverse stakeholders. By setting ambitious targets for audience reach and participation, HURRICANE seeks to maximize the dissemination of project outcomes, foster awareness of sustainable resource management, and empower current and future generations. Through monitoring of KPIs, we will continuously refine our communication strategies to maximize impact.

Table 6: Dissemination Key Performance Indicators (KPIs)

Entry	Unit	Target
Site visits (social media, website)	No.	≥ 25.000 site visits
B2B	No.	≥ 30 meetings
Scientific publications	No.	≥ 10 scientific publications
Mobile application users continued management	No.	≥ 50 users

Table 7: Preliminary Plan for Communication and Dissemination

Type	Targeted frequency	Target audience	Objective	Targeted number	Initiating partner
Marketing materials (brochure/ website/booth)	Before M6	General public	Inform, create awareness	25.000 in 5 years	AMB
Engagement workshops	≥ 3 workshops	Steel, renewable energy, policy makers	Inform and exploit	350 in 5 years	CRM, AMB
Scientific publications	≥ 10 publications	Scientific	Inform and exploit	5.000 in total	VITO, CRM, UPM
Conference contribution: EU	10 PPT or partners	Scientific & industry (eg. Eurofer, FEDARENE)	Inform, interact and exploit	50-250 per conference	VITO, CRM, UPM
Open (joint) workshops	3 EU	Scientific, policy makers and industry	Inform, interact and exploit	50-250	AMB, CRM, VITO, UPM, PDMFC, DBFZ
Pilot and demo site visits	As many as needed	Industry (policy makers)	Inform and exploit	≥ 250	AMB, CRM, Enertime
Video	M54	Media: general public	Inform and create awareness	≥ 25.000	AMB
In-house communication (Intranet, BE's Info's)	M18	Company employee's worldwide	Inform and create awareness	≥ 20.000 employees	AMB
External communication (media)	M56	General public	Inform and create awareness	5.000 hits after 1 year	AMB, DBFZ

Students: via events, site visits for universities. For operators and staff: via training	M1-M60	Students, scientists, and professionals	Educate current/future generation employees	≥ 20 operators ≥50 trained	AMB, CRM, UPM
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7.4 Collaboration and Synergies with Other Projects

Throughout its lifecycle, the HURRICANE project is committed to fostering collaboration and seeking synergies with other initiatives in the field of sustainability and circular economy. By actively engaging with complementary projects and initiatives, HURRICANE aims to enhance its dissemination efforts, leverage existing resources, and exchange knowledge and best practices. One of the objectives of HURRICANE is to identify opportunities for joint activities with other projects to amplify the impact of our dissemination efforts. By partnering with like-minded initiatives, we can broaden our reach, share insights, and collectively promote the adoption of sustainable practices within the industrial sector. Furthermore, HURRICANE will seek opportunities to connect with other circular hubs to learn from their experiences and exchange ideas. By engaging with established circular economy initiatives, we can gain valuable insights into successful strategies, technological innovations, and policy frameworks. This collaborative approach will enable HURRICANE to refine its methodologies, optimize its processes, and maximize the overall impact of its activities. In addition to learning from others, HURRICANE is also committed to sharing its own experiences and lessons learned with the broader sustainability community. Through participation in workshops, conferences, and knowledge-sharing platforms, we will contribute to the collective learning and advancement of sustainable practices within the industrial landscape.

Overall, collaboration and synergies with other projects are integral to the success of HURRICANE. By actively engaging with stakeholders, partners, and initiatives, we can collectively drive positive change, accelerate the transition to a circular economy, and contribute to a more sustainable future for all.