

FLEX<>HYON



D5.1 Dissemination and Communication Plan





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TABLE OF CONTENTS

LIST OF TABLES.....	ii
LIST OF FIGURES	ii
1 INTRODUCTION.....	1
1.1 Objective and scope of the document	1
1.2 Structure of the deliverable	1
1.3 Interaction with other tasks.....	2
2 DISSEMINATION STRATEGY – PURPOSE AND MEANS	3
2.1 Branding materials	3
2.2 Printed and digital dissemination materials.....	4
2.3 Articles	4
2.4 Scientific publication	5
2.5 Public deliverables.....	6
2.6 Scientific conferences and industrial events	6
2.7 Networking WITH other national and european projects.....	8
3 PROJECT WEBSITE.....	9
4 SOCIAL MEDIA	11
4.1 youtube.....	11
4.2 x platform	12
4.3 Linkedin.....	13
4.4 facebook	13
5 DISSEMINATION PLAN.....	15
5.1 Roles and responsibilities.....	15
5.2 Dissemination and communication schedule and kpi's.....	15
6 CONCLUSIONS.....	19
GLOSSARY	20

LIST OF TABLES

Table 1 - FLEXHYON dissemination KPIs.....16

LIST OF FIGURES

Figure 1 – FLEXHYON website architecture 9

Figure 2 - FLEXHYON YouTube channel.....11

Figure 3 - FLEXHYON X account.....12

Figure 4 - FLEXHYON LinkedIn profile.....13

Figure 5 - FLEXHYON Facebook profile..... 14

➤ 1 INTRODUCTION

1.1 OBJECTIVE AND SCOPE OF THE DOCUMENT

The aim of this deliverable is to provide the strategy for the communication and dissemination efforts which will be carried out during the 48-month duration of the FLEXHYON project, as well as to specify the communication and dissemination activities in more detail.

The deliverable reports on dissemination tools (website, social media, publications, promotional materials, etc.) and activities performed up to M6 to accomplish the dissemination and communication project strategy.

Finally, the report highlights the degree of dissemination indicators accomplishment by the FLEXHYON consortium based on the type of activity conducted during the project lifecycle. The creation of this deliverable is the result of a collaborative partnership between the leader of WP5 and the project partners.

1.2 STRUCTURE OF THE DELIVERABLE

This deliverable is structured into several key sections to ensure a comprehensive and systematic presentation of the FLEXHYON Dissemination and Communication Plan:

- **Introduction:** Outlines the overall objective and scope of the document, highlighting the purpose of the dissemination and communication strategy within the FLEXHYON project framework.
- **Dissemination Strategy – Purpose and Means:** Defines the strategic approach, including the target audiences, key messages, and the communication tools and channels that will be used to effectively reach stakeholders and promote project results.
- **Project Website:** Describes the design, structure, and functionalities of the official FLEXHYON website, serving as the primary platform for information dissemination and public engagement.
- **Social Media:** Details the use of various social media channels (YouTube, X (formerly Twitter), LinkedIn, Facebook) to enhance project visibility, engage with different target groups, and disseminate project outcomes dynamically and interactively.
- **Dissemination Plan:** Specifies the roles and responsibilities of the project partners, outlines the dissemination and communication timeline, and sets Key Performance Indicators (KPIs) to measure the effectiveness of activities throughout the project's lifecycle.

1.3 INTERACTION WITH OTHER TASKS

The D5.1 report is being prepared in the framework of Tasks 5.1. Special focus of these tasks is given to dissemination and communication activities towards the FLEXHYON target audiences, which consist of:

- wide industry as the main beneficiary and end-user, especially: ceramic tiles industry (incl. ceramic tiles manufacturers); animal feed industry (incl. formulators, farmers); nutraceuticals, food industry, feed companies, cosmetics, pharmaceutical companies, cosmetics, aromatherapy;
- scientific community as sources of critical perspectives and cutting-edge knowledge;
- policy makers and standardization, regulatory bodies
- broader non-scientific public society

They will be effectively reached through a variety of communication channels and the utilization of a wide range of dissemination instruments during the project's lifecycle.

The current deliverable is interrelated with other deliverables of the whole WP5:

- D5.2 Dissemination and communication activities report
- D10.1 Dissemination and communication activities report
- D27.1 Final Dissemination and communication activities report

2 DISSEMINATION STRATEGY – PURPOSE AND MEANS

The plan is designed to raise awareness of the project's objectives and results, highlight the importance of electrified industrial heating in achieving energy efficiency and reducing emissions, and promote the value of international collaboration in accelerating the green transition.

Key objectives of this strategy include widespread dissemination of technical and economic findings to the scientific community, industry, and policy makers across Europe. The project will encourage the active participation of stakeholders and end-users in co-creation processes to ensure the outcomes are relevant and practical. Efforts will also be made to support sustainability and exploitation of results by linking FLEXHYON with existing networks, providing replication guidelines, and developing market analysis, business models, and scalability strategies to encourage uptake in various industrial contexts.

To support these efforts, a FLEXHYON Stakeholders' Community will be established from the start, comprising representatives from industry, academia, and policy bodies. The analysis of FLEXHYON stakeholders list will be reported in D5.4. This community will receive regular updates, be invited to key events, and contribute feedback throughout the project. Dissemination activities will be tailored to reach primary beneficiaries, including ceramics, feed, nutraceuticals, and related industries, as well as researchers, regulators, and the general public. A strategic mix of tools and channels will ensure that FLEXHYON's outputs are communicated effectively, at the right time, to the right audiences, encouraging engagement, adoption, and replication of project results.

2.1 BRANDING MATERIALS

A cohesive and recognisable visual identity is essential for ensuring the visibility, consistency, and professionalism of the FLEXHYON project's communication activities. From the outset, bespoke branding materials will be developed to reflect the industrial and technological nature of the project, while supporting the overarching aim of promoting sustainable, electrified heating solutions in European industry.

At the core of the branding strategy will be the creation of a distinctive logotype that captures the project's focus on innovation, electrification, and industrial process transformation. The logotype will be accompanied by a set of key visuals (graphical elements and motifs inspired by energy systems, process engineering, and sustainability), which will enhance visual coherence across all communication outputs. A comprehensive suite of templates for presentations, deliverables, reports, and other Word-based documents will also be developed. These templates will incorporate a consistent layout, typeface, colour palette, and use of logos, ensuring all internal and external documents present a unified and professional image. The design choices made in these materials, such as fonts, colour schemes, and graphical styles, will form the visual foundation for all other dissemination products, including printed and digital publications, promotional materials, and event graphics. This unified approach will help establish a strong project identity and facilitate stakeholder recognition.

throughout the project's lifetime.

2.2 PRINTED AND DIGITAL DISSEMINATION MATERIALS

Throughout the duration of the FLEXHYON project, a range of printed and digital dissemination materials will be produced to effectively communicate the project's objectives, progress, and outcomes to diverse audiences. These materials are designed to inform stakeholders, engage target groups, and promote the wider adoption of the project's innovations across the industrial sector.

Key promotional tools will include digital and printed leaflets in English, outlining the expected results, benefits for different stakeholder groups, and the broader environmental and economic impacts of the project. Posters and roll-up banners will be created for use at conferences, workshops, and public exhibitions, offering a clear visual summary of FLEXHYON's aims and technologies. A comprehensive brochure, to be produced at the end of the project, will present final outcomes, achievements, and policy recommendations.

Roadmap of Dissemination Activities

- **Year 1:** Focus on awareness-building through clear and explanatory messaging. Activities include the release of an initial promotional video, creation of digital and online materials, and communication of project objectives, tools, and expected outcomes.
- **Year 2:** Dissemination efforts will centre on informing stakeholders about ongoing progress. Channels will include social media updates, press releases, short articles, and regular news posts on the project website.
- **Year 3:** Communication activities will shift to the dissemination of results emerging from pilot sites. Emphasis will be placed on showcasing practical outcomes and engaging targeted audiences, particularly industry stakeholders.
- **Year 4:** Final dissemination materials will be delivered, including a second promotional video, a comprehensive project brochure, scientific publications, and press releases. These will present the consolidated results and demonstrate the project's full impact.

2.3 ARTICLES

Over the 42-month duration of the FLEXHYON project, the consortium plans to publish 15 articles in leading professional and industry-focused magazines. These publications aim to raise awareness and stimulate interest in the project's innovative electrified heating solutions among stakeholders such as industrial engineers, energy managers, policy advisors, and sustainability professionals. By targeting non-academic platforms, FLEXHYON seeks to bridge the gap between research and practical application, fostering dialogue across sectors and accelerating the adoption of clean, efficient heating technologies in European industries.

The targeted magazines are selected for their relevance to FLEXHYON's core themes, including industrial process electrification, energy efficiency, renewable integration, and sustainable manufacturing. Each publication offers a unique platform to engage with specific audiences, from technical engineers to policy-makers, ensuring a broad dissemination of the project's findings and innovations.

Planned Publications in Professional and Industry Magazines:

- **Energy Efficiency Magazine** – A platform dedicated to promoting energy efficiency, showcasing innovations and achievements in the sector.
- **Energy Magazine** – Covers renewable energy, smart energy, sustainability, and technology advancements.
- **IEN Europe (Industrial Engineering News Europe)** – Provides news and technologies for industry professionals across Europe.
- **Energy Focus** – Delivers regional market insights and expert commentary on the global energy industry.
- **Renewable Matter** – A bimonthly magazine focusing on the circular economy transition and sustainable innovations.
- **Heat Processing** – Covers thermal process engineering and serves as an international forum for heat treatment industry knowledge exchange.
- **Process Industry Informer** – Provides news on energy generation, power management, heating, cooling, and drying systems.
- **Renewable Energy Magazine** – Offers news and interviews on renewable energy and energy efficiency issues.
- **Recharge** – A business news platform covering

While the primary focus will remain on disseminating results through journals most relevant to the core objectives of the project, the possibility of publishing in other specialised journals addressing peripheral but scientifically relevant topics will not be excluded. Such publications may arise from specific activities or findings that, while not central to the project's development, contribute to broader scientific discourse and stakeholder engagement.

Press Releases and Media Outreach

To ensure widespread visibility and public engagement, the FLEXHYON project will issue at least 20 press releases over its 42-month duration. These publications will appear in general media outlets and online news platforms, providing regular updates on project milestones, pilot demonstrations, and key results. The press releases aim to familiarise a broader audience, including citizens, stakeholders, and policymakers, with the FLEXHYON concept and its role in accelerating the transition to clean, electrified industrial heating. By highlighting project achievements and the benefits of EU-supported collaboration, these media updates will raise awareness about innovative energy solutions, demonstrate European leadership in sustainable industrial transformation, and showcase the impact of cross-border research and innovation efforts.

2.4 SCIENTIFIC PUBLICATION

Throughout the 42-month duration of the FLEXHYON project, the consortium will

produce a range of scientific publications aimed at disseminating its innovations and contributing to the advancement of knowledge in the field of industrial energy transition. These publications will be coordinated across various partners, reflecting their involvement in the development, integration, and validation of fully electrified heating systems for industrial applications. Emphasis will be placed on both the technological advancements and the broader implications of FLEXHYON's solutions in reducing energy consumption and greenhouse gas emissions, thereby supporting the European Union's strategic energy and climate goals, particularly those outlined in the REPowerEU and Processes4Planet initiatives.

Scientific articles will address specific technical themes such as the design and optimisation of combined microwave, ultrasound, and heat pump-based systems tailored to distinct industrial sectors (ceramics, biomass treatment, feed production). They will also explore advances in non-contact sensors and AI-driven process monitoring, the influence of alternative heating methods on product quality and material properties, and comprehensive assessments of energy performance, environmental impact (LCA), and cost-effectiveness (LCC). Research outcomes will be published in high-impact journals such as *Sustainability*, *Energies*, *IEEE Transactions on Microwave Theory and Techniques*, *IEEE Sensors Journal*, *Measurement Science and Technology*, *Measurement*, *Journal of Cleaner Production*, and *Sustainable Energy Technologies and Assessments*. Through this scientific dissemination, FLEXHYON aims to support knowledge transfer, strengthen industrial engagement, and promote the adoption of scalable and sustainable electric heating solutions.

2.5 PUBLIC DELIVERABLES

All public deliverables produced by the FLEXHYON project will be made openly accessible through the project's official website and open-access platforms like Zenodo or OpenAIRE. These deliverables will include key technical reports, summaries of findings, policy recommendations, and final outcomes relevant to stakeholders across industry, research, and policymaking. To maximise their reach and impact, each deliverable will be promoted via the project's social media channels, using targeted messaging to highlight their relevance and encourage engagement from the wider community. This approach ensures transparency, supports knowledge sharing, and contributes to the broader dissemination of FLEXHYON's contributions to energy efficiency and industrial decarbonisation.

2.6 SCIENTIFIC CONFERENCES AND INDUSTRIAL EVENTS

To ensure direct engagement with targeted audiences and facilitate the co-creation and wide dissemination of project results, the FLEXHYON consortium will organize a series of dedicated events throughout the project's 42-month duration. These events aim to foster collaboration among researchers, industry stakeholders, and policymakers, promoting the adoption of electrified heating solutions in industrial processes.

FLEXHYON-Organized Events:

- **Living Lab Workshops:** Two interactive workshops will be conducted at pilot sites to engage local stakeholders in the development and validation of FLEXHYON technologies. It should be noted that the proposed “living lab workshops” at the pilot sites may potentially conflict with the protection of Key Exploitable Results (KERs) of the project. This concern arises particularly from the open nature of these events, which are intended to involve industry stakeholders, including potential competitors and end-users. Appropriate measures may be required to safeguard intellectual property while ensuring effective stakeholder engagement.
- **Webinars:** A series of webinars will be organized to present project progress, share insights, and gather feedback from a broader audience.
- **Final Conference:** A concluding conference will be held in Brussels to showcase project outcomes, discuss policy implications, and explore pathways for large-scale implementation. A small fee for key experts' engagement is foreseen in the budget, along with travel reimbursement for some experts attending the conference.

In total, approximately 10 project-specific events are planned, targeting around 300 attendees from research, industry, and policy sectors.

Participation in External Events:

FLEXHYON partners will also actively participate in various trade fairs and industry conferences to present and distribute project information. These events include:

- **European Ceramic Days:** An annual event bringing together representatives of the European ceramic industry with officials and policymakers.
- **IFEAT Conference 2025 (14–18 September, Göteborg, Sweden):** Focusing on sustainability and innovation in the essential oils and aroma trades industry.
- **Organic Food Iberia 2025 (11–12 June, Madrid, Spain):** The largest fair for professionals in the organic sector in the Iberian Peninsula.
- **Expobiomasa 2025 (6–8 May, Valladolid, Spain):** An international event on sustainable biomass solutions for companies and professionals.
- **BIOFACH 2025 (11–14 February, Nuremberg, Germany):** The world's leading trade fair for organic food.
- **XIX Conference of the European Ceramic Society (31 August–4 September, Dresden, Germany):** A platform for exchanging cutting-edge research in ceramics.
- **International Ceramics Festival (27–29 June, Aberystwyth, UK):** A festival featuring demonstrations, kiln firings, and exhibitions in ceramics.
- **BIOFACH America 2025 (2–5 June, Atlanta, Georgia, USA):** An organic industry trade fair in North America.
- **International Day of Ceramics Webinar (12 March 2025):** A global initiative celebrating the role of ceramics in daily life.

- **World Ceramic Tiles Forum (Dates TBD):** An annual meeting focusing on developments in the ceramic tile industry.

In total, FLEXHYON partners plan to participate in at least 25 external events, reaching an estimated audience of over 1,250 attendees. This comprehensive event strategy will enhance the project's visibility, foster stakeholder engagement, and support the dissemination and exploitation of FLEXHYON's results.

2.7 NETWORKING WITH OTHER NATIONAL AND EUROPEAN PROJECTS

During its four-year duration, the FLEXHYON project will be seeking to enhance links and synergies with other EC-funded projects and similar initiatives. In this regard several dissemination and communication activities that are planned within the project will be considered in order to create synergies whenever possible. From the very beginning of the project duration, meetings with other EU-funded projects under the same call have already started.

The objectives of the cooperation would be to:

- foster connections with other communities that would be difficult to reach otherwise;
- create long-term research collaboration;
- increase project visibility;
- maximize project impact;
- share knowledge on energy management and Demand Response related topics;
- share experience on technical challenges encountered;
- networking.

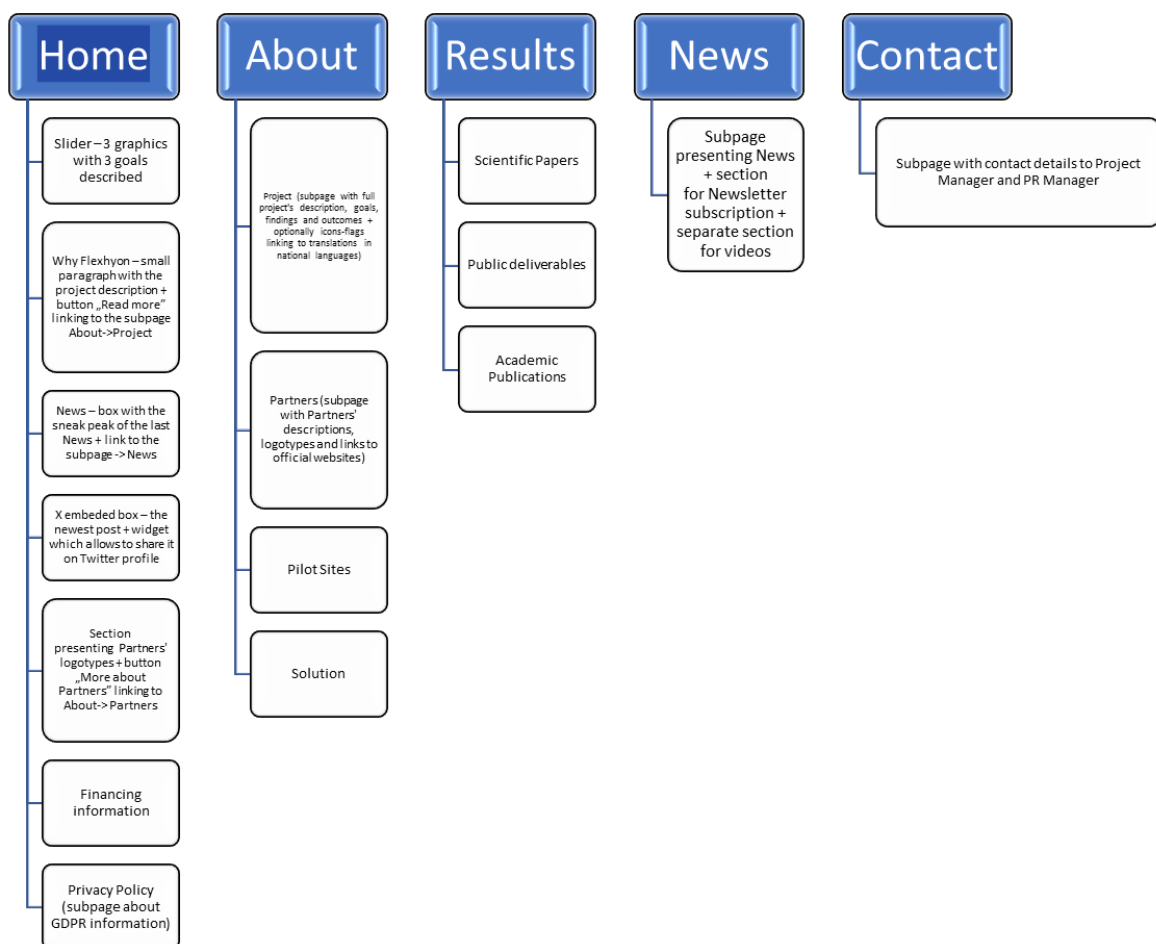
The following common activities will be considered:

- mutual promotion of events and news by exchange of announcements published on projects websites/newsletters/social media;
- mutual invitations to participate in and speak at project workshops and conferences;
- joint organisation of events like workshops, conferences, working meetings;
- joint applications for external events: booths, networking sessions, workshops, conferences;
- exchange of feedback on project publications and deliverables;
- creation of working groups.

3 PROJECT WEBSITE

The FLEXHYON project places significant emphasis on reaching and engaging a diverse audience, including industrial stakeholders, researchers, technology developers, policymakers, and practitioners in energy efficiency and sustainable manufacturing. To support this outreach, a professionally designed project website will be launched by Month 4 and serve as the primary gateway for accessing comprehensive, up-to-date information on the project's objectives, activities, and results.

Figure 1 – FLEXHYON website architecture



The website will be structured into five main sections, starting with a visually engaging and informative **main page** that highlights FLEXHYON's mission to support industrial decarbonisation through fully electrified heating systems. The homepage will act as a dynamic teaser, showcasing the latest news, key achievements, upcoming events, and calls to action, encouraging users to delve deeper into the content. From there, visitors will be guided to dedicated subpages:

- **About Project** – Offers an overview of FLEXHYON's goals, the challenges it addresses, and its alignment with EU energy and climate strategies.
- **About Solution** – Explains the technological innovations being developed, including the integration of microwave, ultrasound, and heat pump systems.
- **About Pilot Sites** – Provides detailed insights into the demonstration activities in the ceramics, biomass, and feed sectors, including pilot progress and stakeholder involvement.
- **Results** – Hosts all scientific outputs such as public deliverables, peer-reviewed publications, and relevant academic contributions. This section will be linked to the Zenodo open-access platform to facilitate transparency and knowledge sharing.

To ensure continued relevance and user engagement, the site will be optimised for all devices and include clear calls to action, such as subscribing to the newsletter or accessing downloadable materials. Key dissemination content—including promotional brochures, policy briefs, event updates, and videos will also be featured prominently.

The website's performance will be monitored regularly using **Google Analytics** to track user engagement and guide content improvement. The consortium aims for approximately **1,500 visits per year**, with at least **600 return visits** and over **500 downloads** of key project reports and deliverables. This data will inform ongoing communication strategies and help the consortium tailor its messaging to better reach and serve its target audience. Overall, the FLEXHYON website will function as a central communication tool, providing value, fostering dialogue, and reinforcing the project's visibility and impact across Europe.

4 SOCIAL MEDIA

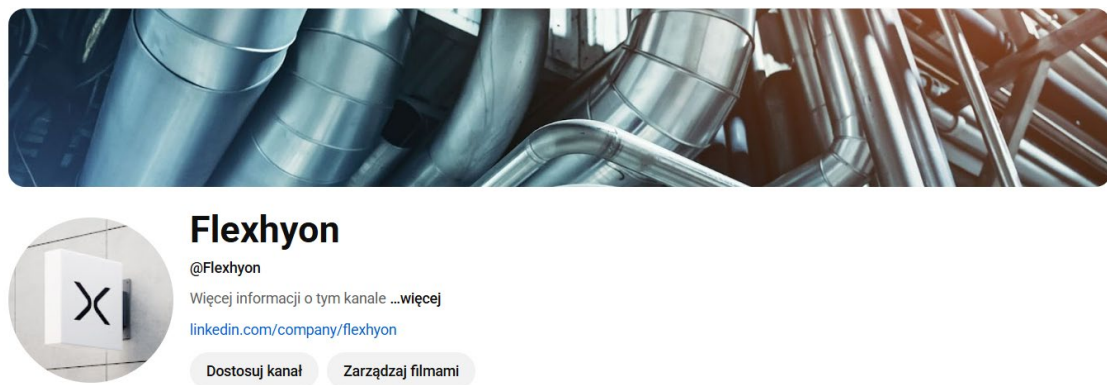
In the initial phase of the FLEXHYON project, key social media channels such as YouTube, X, and LinkedIn were strategically established to fulfil various objectives. YouTube serves as a multimedia platform, aimed at disseminating informative videos, tutorials, and project highlights to a diverse audience, enhancing visibility and engagement. Twitter, known for its real-time updates and concise messaging, is utilized to provide regular project news, event announcements, and industry insights, fostering active dialogue and interaction with stakeholders. LinkedIn, a professional networking platform, is leveraged to showcase the project's expertise, achievements, and thought leadership within relevant communities, while also facilitating networking opportunities and recruitment efforts. Together, these social media channels play a crucial role in amplifying the project's reach, enhancing communication, and fostering collaboration with stakeholders.

4.1 YOUTUBE

FLEXHYON's YouTube channel aims to engage all target groups into project's activities via two short promotional videos with national subtitles, and other explanatory and report-style videos. The first promotional video will focus on the project, its ambition and benefits and awareness raising, while second on the final results and its use application and benefits.

We plan to reach **120 observers**.

Figure 2 - FLEXHYON YouTube channel



The following type of content will be published on YouTube:
www.youtube.com/@Flexhyon

- promotional videos showing benefits of FLEXHYON solutions,
- interviews with project Partners,

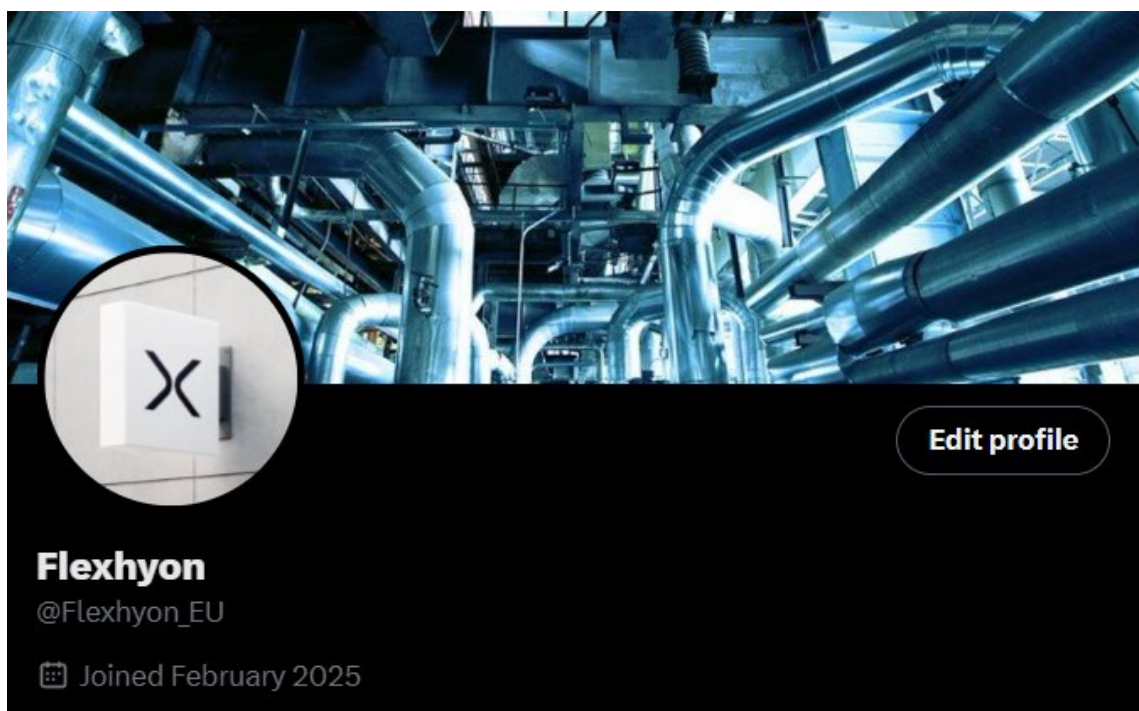
- video reports summarizing project events,
- webinars with FLEXHYON project Partners participation recorded during the project duration,
- videos explaining the core of the project tools.

4.2 X PLATFORM

The aim to create X account is to generate leads, increase brand awareness, create a positive opinion, build community, and communicate with the audience, especially with FLEXHYON's stakeholders, energy/industry players and Policy Makers, in an attractive and instant way.

We plan to reach **700 followers** with **300 posts published**.

Figure 3 - FLEXHYON X account



FLEXHYON's X account can be followed under the following link: [Flexhyon \(@Flexhyon_EU\) / X](https://twitter.com/Flexhyon_EU)

The following type of content will be published on X:

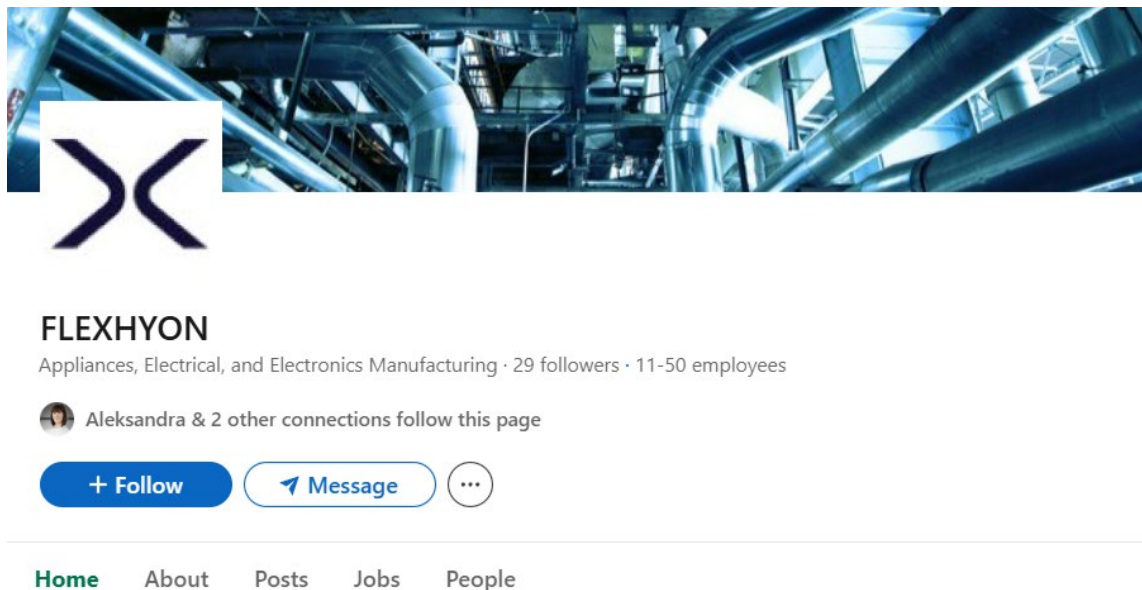
- Graphics/Animated graphics,
- Short messages,
- UGC,
- Re-tweets,
- Links to the website.

4.3 LINKEDIN

FLEXHYON's LinkedIn profile aim is to reach R&D and scientific community, professionals in the energy industry as well as EU projects and other initiatives to promote the project website and project results.

We plan to reach **500 observers** with **250 posts**.

Figure 4 - FLEXHYON LinkedIn profile



FLEXHYON's LinkedIn profile can be followed under the following link:
<https://www.linkedin.com/company/flexhyon/>

The following type of content will be published on LinkedIn:

- videos,
- infographics,
- professional articles,
- UGC,
- links to the website.

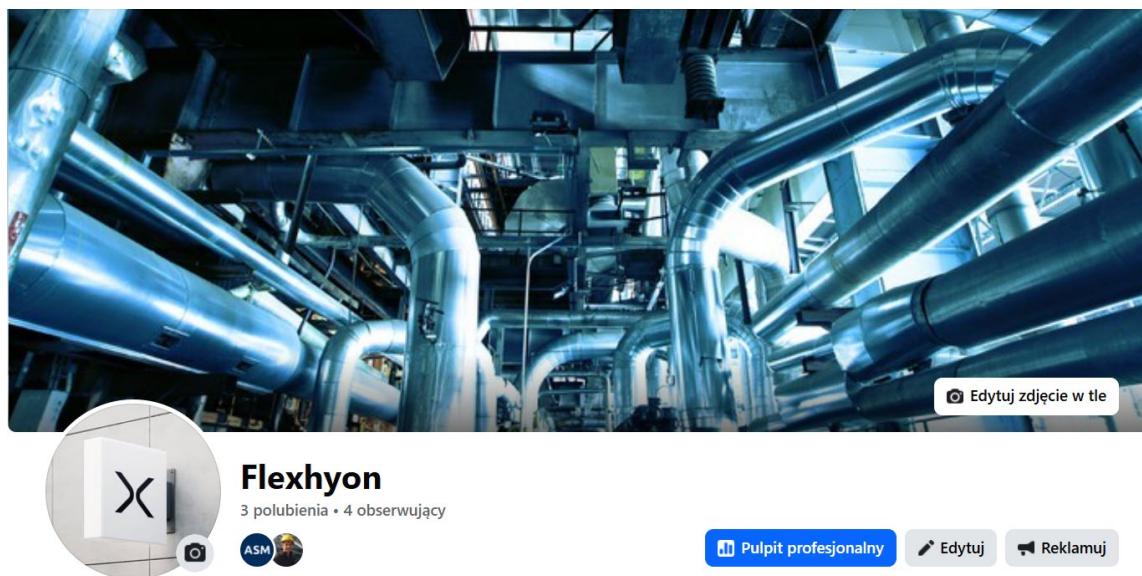
4.4 FACEBOOK

In addition to LinkedIn, FLEXHYON will utilise a dedicated Facebook page to engage a broader, more general audience, including citizens, environmental advocates, students, local communities near pilot sites, and non-specialist stakeholders interested in sustainable industry and clean energy. The Facebook channel will serve

to complement professional outreach by presenting the project's goals, updates, and outcomes in an accessible, engaging format suitable for public communication and awareness-raising.

The aim is to foster a community around FLEXHYON's activities and values by sharing digestible content and encouraging interaction. We plan to reach **at least 100 followers** with around **250 posts** throughout the project duration.

Figure 5 - FLEXHYON Facebook profile



FLEXHYON's Facebook page can be accessed at: [FLEXHYON Facebook profile](#).

The following types of content will be regularly published on Facebook:

- Short videos and video reports,
- Eye-catching infographics,
- Project milestones and pilot updates,
- Behind-the-scenes photos from events and demonstrations,
- Simplified explanations of technical solutions,
- User-generated content (UGC) from stakeholders,
- Links to key pages on the project website (news, results, events).

5 DISSEMINATION PLAN

5.1 ROLES AND RESPONSIBILITIES

The implementation of Dissemination and Communication Plan will be successful, only as far as the different FLEXHYON Partners fully engage with the shared collective responsibility for DCP. Therefore, WP5 is responsible for communication and dissemination, however these tasks will only be successfully fulfilled with the support from all Partners to regularly communicate their activities that are taking place and act as multipliers of information to the different target audiences. **In order to conduct this, activities partners are obliged to update the dedicated excel file on the project SharePoint on a daily basis.**

ASM as a Dissemination and Exploitation Manager (DEM) is responsible for the project's communication planning when its execution requires cooperation of all Partners organisations. This is of particular importance within FLEXHYON, where the Partners are either often part of, or closely connected, to some of the target audiences as well as to language and context awareness issues.

The full input, contributions, and regular dissemination by FLEXHYON Partners is essential to ensure that dissemination activities realize their full potential. FLEXHYON Partners are expected to provide content for the website (short updates and news posts) and share their Work Package research results. Partners are expected to notify the coordinator and DEM of completed deliverables, publications, and any promotional events. Partners will also actively disseminate FLEXHYON outputs using their existing and relevant media, networks and contacts to spread the FLEXHYON messages. Finally, FLEXHYON Partners will act as mediators (and multipliers) between the consortium and stakeholders.

5.2 DISSEMINATION AND COMMUNICATION SCHEDULE AND KPI'S

A set of Key Performance Indicators (KPIs) has been defined to measure the efficiency and effectiveness of dissemination activities carried out. The table below summarizes desired targets of KPI achievement at the end of the project duration.

The numbers presented are based on the different measurement tools that have been identified:

- Wordpress Analytics/Google analytics: web analytics solution that provides insights into the website traffic and marketing effectiveness. •
- X, LinkedIn, Facebook, YouTube and own statistics (X, Facebook, LinkedIn analytics), from where FLEXHYON is able to monitor the activity of social media.

Table 1 - FLEXHYON dissemination KPIs

Channel	Description	KPIs
Project website	A dedicated project website will be developed to inform about the project, give access to public deliverables, etc. Website will be inclusive, accessible for different target groups and available 5 years after project end.	1500 visits /year), 600 return visits, ≥ 500 key report downloads
FLEXHYON on partners' websites	To complement the above dedicated project website, FLEXHYON will also be referenced and advertised through a dedicated page or section on all partners' websites.	Google Analytics reference measurements
Social media channels	Social media channels set-up (X, YouTube, LinkedIn, YT, FB) strategy will consist in exploiting the full potential of existing / current project partners social media which already gather a very large number of followers / members. Visually attractive, informative reels on social channels will be prepared.	120 subscribers X: 700 followers/300 Tweets LinkedIn: 500 observers/250 posts Facebook: 100 observers/250 posts
Cooperation with sister-projects	FLEXHYON project will seek to enhance links and synergies with other EC funded projects and similar initiatives. Several dissemination and communication activities are planned to create synergies whenever possible	3 workshops jointly organised
Digital, printed promotional materials	Digital and printed leaflets, posters/roll-ups and brochures with information about expected results, benefits for different target groups and impacts. Leaflet at the beginning of the project, updated and re-published when relevant. Final project brochure will be translated into Partners national languages produced	2 digital/printed leaflets 1 roll-up 1 final brochure

	and widely disseminated. Replication and scalability brochure.	
FLEXHYON videos	Two short promotional videos with national subtitles will be elaborated dedicated to industrial stakeholders. All project videos will be encapsulated on the website and published on popular video platforms. A dedicated budget has been allocated to ensure a professional-looking quality result.	2 short videos in total
Non-scientific publications	Publications in targeted/professional magazines aimed to raise awareness and interest. Publications in general media with regular information updates of project activities and main results. Spread general information, familiarize and raise awareness about the project concept. Show the successful EU collaboration.	> 15 publications > 20 press releases until project end
Scientific publications	Scientific publications by different Partners will be prepared and published in e.g., Sustainability, Energies, IEEE Trans. On Microwave Theory Tech., IEEE Sensors Journal, Measurement Science and Technology, Measurement, Journal of Cleaner Production, Sustainable Energy Technologies and Assessments. Oral/poster presentations at relevant conferences, e.g. Sustainable Places, IEEE MetroInd, IEEE Sensors Applications Symposium, International Conference on Microwave and High-Frequency Applications, European Biomass Conference, The International Conference on Life Cycle Management, SETAC Europe LCA Symposium.	> 12 scientific publications (8 publications by the end of the project and 4 in one year after the project end). > 10 conference proceedings

Self-organised event	FLEXHYON events to ensure direct engagement of targeted audiences in the co-creation and wide dissemination of results. Execution of dissemination events. Small fee for the key experts' engagement is foreseen in the budget along with travel reimbursement for some experts for the conference in Brussels.	2 Living Lab workshops 3 webinars 1 Final conference
Events	Numerous in-person or remote events to present the project's goals, developed tools, results and progress. Project's representatives can give presentations, take part in discussion panels as well as disseminate information on the exhibition stand, presenting videos/ tools via live streaming, leaflets, roll-up and press kits.	No. of events ≥ 25 , with ca. 1250 attendees

> 6 CONCLUSIONS

The principal objective of this deliverable is to present the dissemination and communication strategy based on already elaborated branding materials and promotional channels established until M3.

The dissemination and communication activities in the FLEXHYON project will be actively conducted in all chosen channels. They are both supported, initiated and disseminated by all Consortium Partners to create a wide net of interested stakeholders.

The report provides a description of the target groups, dissemination tools (digital/printed materials, social media channels, website, publications, events, and videos), key performance indicators and the dissemination activities schedule. It ensures a solid framework against successful realization of the FLEXHYON project in the area of D&C.

Plan for M6-M12:

- Regular update of the website content.
- Regular actions on social media.
- 2 scientific papers to be published.
- 1 joint event with sister-projects
- 1 short videos
- 1 leaflet
- 1 roll-up
- 1 webinar,
- 5 non-scientific publications
- participated events

Monitoring Indicators (to be measured quarterly):

- Number of page visits to the website.
- Number of references to the project on search engines, number of links/followers/interactions with external entities on Social Media.
- Number of Newsletter's receivers.
- Number of event attendees.
- Number of views of promotional videos.
- Number of workshop attendees.

A comprehensive dissemination and communication results report will be updated in M18, M30, M36, M42.

Furthermore, a brief summary of the dissemination and communication strategy will be created in the form of a presentation to outline the pathway for Consortium Partners to follow in order to achieve dissemination goals most effectively.

GLOSSARY

ACRONYM	FULL NAME
USG	User Generated Content
WP	Work Package
T	Task
D&C	Dissemination and Communication
M	Month
D	Deliverable

FLEXHYON

