

FLEX<HYON



D5.2 Dissemination and
Communication activities
report - Initial Version





D5.2 Dissemination and Communication activities report - Initial Version



Document Manager: Łukasz Wilczyński BENEFICIARY ASM

Project Title: Flexible hybrid electrical systems for sustainable process intensification on-demand and where required

Project Acronym: FLEXHYON

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Topic: HORIZON-CL5-2024-D4-01-03
Alternative heating systems for efficient, flexible and electrified heat generation in industry

Project Coordinator: Politecnico di Milano - POLIMI

WP Leader: POLIMI

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1 INTRODUCTION

1.1 OBJECTIVE AND SCOPE OF THE DOCUMENT

The **D5.2 Dissemination and Communication Activities Report - Initial version** serves as an assessment of the dissemination efforts carried out up to Month 6 (M6) of the FLEXHYON project. It builds upon the **D5.1 Dissemination and Communication Plan**, providing a structured overview of the activities performed and their alignment with the project's outreach strategy.

1.2 STRUCTURE OF THE DELIVERABLE

The deliverable is structured into the following key sections:

- Introduction (Section 1)
 - Outlines the scope and objectives of the report.
 - Describes its interrelation with other deliverables within Work Package 5 (WP5) – Driving impact through Engagement and Outreach.
- Branding and Dissemination Tools (Section 2)
 - Presents the dissemination materials developed and provided to all consortium partners.
 - Details the communication mechanisms used to share project updates and results up to M6.
- Dissemination and Communication Activities (Section 3)
 - Provides a comprehensive account of dissemination and outreach activities undertaken between M1 and M6.
 - Includes a quantitative and qualitative analysis of communication efforts, evaluated through Key Performance Indicators (KPIs).
- Conclusions (Section 4)
 - Analyses the effectiveness of dissemination strategies based on KPI metrics.
 - Provides recommendations for optimising future activities over the remaining project duration.

1.3 INTERACTION WITH OTHER TASKS

The D5.2 report is developed within the framework of Task 5.1, and 5.2 which focus on dissemination and communication activities targeted at key stakeholders involved in the FLEXHYON project. The aim is to effectively engage these audiences through dedicated communication channels and dissemination instruments, ensuring broad outreach and impact throughout the project's lifecycle. As mentioned in D5.1, a

detailed list of stakeholders analysis will be reported in D5.4.

Interrelation with Other Deliverables

The D5.2 report is part of a broader dissemination framework within WP5 and is closely linked to other key deliverables, including:

- D5.1 – Dissemination and Communication Plan: Outlines the initial dissemination strategy and communication objectives.
- D5.3 – Dissemination and Communication Activities Report - Update M18: Provide updates on progress and refinements in outreach activities up to M18.
- D10.1 – Dissemination and Communication Activities Report - Update M30: Provide updates on progress and refinements in outreach activities up to M30.
- D17.1 – Final Dissemination and Communication Report - Update M36: Consolidates all dissemination efforts and evaluates impact of communication strategies up to M36. It starts planning a strategy for communication beyond the project's lifecycle.
- D17.2 – Final Dissemination and Communication Report - Final Version: Consolidates all dissemination efforts, evaluates impact, and defines a strategy for communication beyond the project's lifecycle.

By aligning with these deliverables, D5.2 ensures a structured and strategic approach to engaging stakeholders, measuring the effectiveness of dissemination efforts, and enhancing the visibility of the FLEXHYON project within both professional and public domains.

➤ 2 DISSEMINATION MATERIALS AND ACTIVITIES (M6)

2.1 BRANDING MATERIALS

2.1.1 Logotype

The attached visuals (Figure 1) present the FLEXHYON project logotype, serving as a central element of the project's branding materials. The design reflects the project's focus on advanced industrial innovation, using a clean, modern typeface for the name and a strong, abstract symbol that evokes precision, symmetry, and energy flow - key themes of FLEXHYON's work on electrified heating technologies. The logo is shown across various professional settings, including signage, digital interfaces, and 3D metallic renderings, demonstrating its versatility and coherence across formats. This consistent visual identity supports the project's visibility, enhances recognition, and reinforces its technological and industrial character in both physical and digital communication materials.



Figure 1 - FLEXHYON logotype

2.1.2 Presentation and document template

The FLEXHYON presentation (Figure 2) and document templates (Figure 3) have been carefully designed to align with the project's visual identity, ensuring consistency and professionalism across all communication materials. Incorporating the official color palette drawn from the FLEXHYON logotype, the templates use the Montserrat font to convey a clean, modern, and highly legible aesthetic suitable for both digital and printed formats. Key visuals, including abstract, industrial-inspired design elements, are integrated throughout the layout to reinforce the project's focus on innovation and sustainability in electrified heating. These templates are essential branding tools, not only supporting internal coordination and external reporting but also enhancing the project's marketing and dissemination efforts by presenting a unified and recognizable image across all stakeholder-facing materials.



Figure 2 - FLEXHYON presentation title page

GENERAL DOCUMENT
TEMPLATE

Document Manager:	Name Surname	BENEFICIARY	POLIMI
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Project Title:	Flexible hybrid electrical systems for sustainable process intensification on-demand and where required
Project Acronym:	FLEXHYON
Contract Number:	101192990
Call:	HORIZON-CL5-2024-D4-01
Topic:	HORIZON-CL5-2024-D4-01-03 Alternative heating systems for efficient, flexible and electrified heat generation in industry
Project Coordinator:	Politecnico di Milano - POLIMI
WP:	POLIMI
WP Leader:	POLIMI
Task:	Task to which this document has relation
Version:	DRAFT
Title:	GENERAL DOCUMENT TEMPLATE

Document ID n°:	FLEXHYON_D1.2	Version:	DRAFT
Document Title:	GENERAL DOCUMENT TEMPLATE	Due Date:	30/06/2025
		Submission Date:	30/06/2025
Dissemination Level:	SEN - Sensitive	Lead Partner:	POLIMI
Document short description	Short description of the document content		

Meeting Minutes Template

Document Manager:	Name Surname	BENEFICIARY	POLIMI
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Project Title:	Flexible hybrid electrical systems for sustainable process intensification on-demand and where required		
Project Acronym:	FLEXHYON		
Contract Number:	101192990		
Call:	HORIZON-CL5-2024-D4-01		
Topic:	HORIZON-CL5-2024-D4-01-03 Alternative heating systems for efficient, flexible and electrified heat generation in industry		
Project Coordinator:	Politecnico di Milano - POLIMI		
WP:	WP1		
WP Leader:	POLIMI		
Task:	Task to which this document has relation		
Version:	DRAFT		
Title:	Meeting Minutes Template		
Meeting date:	30/06/2025		
Location:	Meeting Location		
Dissemination Level:	SEN - Sensitive	Lead Partner:	POLIMI
Document short description	Brief description of the document		

COMMUNICATION/ DISSEMINATION
ACTIVITY TEMPLATE

Participant name	...
Date	Click or tap to enter a date.
Task	Task to which this activity has relation
Category	Communication or dissemination
Type of activity	☐ Social media ☐ Publications, peer review publications, popularized publication ☐ Briefings, leaflets, roll-up... ☐ Websites ☐ Conference, Fair, workshops, exhibition, etc. ☐ Project presentation to potential clients ☐ TV and radio (Communication campaign) ☐ Training ☐ Activities organized jointly with other Horizon Europe Projects ☐ Others
Title of the event	
Short description of the event	Short description about the event. Indicating the location and date of the event. Link to a website for more information
Organizers	
Description of the participation	Describing FLEXHYON participation and main achievements obtained
Participants	Describing the type of participants and the number of attendees
Attachments (photos, presentations, flyer, etc)	These attachments are essential to prove that the activity was done.

Figure 3 - FLEXHYON utility templates

2.2 PRINTED AND DIGITAL DISSEMINATION MATERIALS

The FLEXHYON roll-up banner (Figure 4) is designed as a visually striking and informative display tool, ideal for use at events, conferences, and exhibitions. It features the project's logo and tagline prominently at the top, followed by a concise overview of FLEXHYON's objectives, namely, the development of fully electrified heating systems for industrial processes using combinations of microwave, ultrasound, and

heat pump technologies. Key visuals inspired by industrial energy systems and clean technology reinforce the project's focus. The roll-up also highlights the three pilot sectors (ceramics, biomass treatment, and feed production), supported by graphic icons, and concludes with partner logos, funding acknowledgements, and the project website URL to encourage further engagement.



Figure 4 - FLEXHYON Roll up proposal

The A5 flyer (Figure 5) complements the roll-up by offering attendees a portable, easy-to-read summary of the project. It includes a brief introduction to FLEXHYON, a list of the main technological components and their benefits, such as increased energy efficiency, reduced GHG emissions, and improved industrial sustainability, and a visual representation of the pilot applications. The flyer is designed with the same branding elements as other materials: the Montserrat font, the official colour palette, and key visuals consistent with the project's identity. Contact details, social media links, and a QR code directing readers to the FLEXHYON website ensure that stakeholders can quickly access more in-depth information.



Figure 5 - FLEXHYON flyer cover proposal

2.3 ARTICLES

Non-scientific articles published on the FLEXHYON website typically include project insights, updates, and news. These pieces are written for a general audience, offering context around FLEXHYON's work without technical jargon. They aim to inform stakeholders about developments, partnerships, and applications of FLEXHYON's technologies in everyday settings. The first non-scientific article on the FLEXHYON website, titled "Welcome to FLEXHYON", marks the official launch of the project and sets the foundation for ongoing public communication. Published on 30 April 2025, the article reflects on the successful kick-off meeting held on 5–6 February 2025 in Brussels, where project partners from across Europe gathered to align on goals, key milestones, and the implementation of work package tasks. The meeting was formally opened by Pau Rey Garcia, Project Officer from the European Climate, Infrastructure and Environment Executive Agency (CINEA), who welcomed the consortium and emphasised the importance of collaboration in driving forward sustainable industrial heating solutions.



Figure 6 - FLEXHYON non-scientific article featuring picture of the consortium

The article introduces FLEXHYON's ambition to support Europe's transition to clean energy through the development of electrified heating systems tailored to the ceramics, biomass, and feed production sectors. Presented in clear, accessible language, it outlines how the project aligns with EU priorities such as the REPowerEU plan and climate neutrality targets. As the first of many updates to come, the piece invites readers to follow FLEXHYON's progress and highlights the commitment of all partners to achieving practical, energy-efficient solutions for industry.

All these efforts are published as non-scientific articles directly on the project's website.

Table 1 - List of non-scientific publications

Title	Link
FLEXHYON Project Kicks Off in Brussels	Link
Cluster meeting	Link

2.4 SCIENTIFIC PUBLICATION

Scientific publications present peer-reviewed research and experimental findings related to the project's technologies. These articles are authored by experts and often include detailed methodologies, data analysis, and references to support their conclusions. They serve to validate FLEXHYON's innovations within the scientific community and contribute to ongoing academic discourse. As already explained in D5.1, as part of its commitment to advancing scientific knowledge and supporting the transition to sustainable industrial heating, the FLEXHYON project will produce over 12 peer-reviewed scientific publications - 8 of which are planned for release by the end of the project, with at least 4 more to follow within one year after its conclusion. These publications will be prepared by consortium partners and submitted to 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*. In parallel, FLEXHYON researchers will actively participate in international conferences through oral and poster presentations, with more than 10 contributions expected. These include key events such as *Sustainable Places*, *IEEE MetroInd*, *IEEE Sensors Applications Symposium*, the *International Conference on Microwave and High-Frequency Applications*, the *European Biomass Conference*, the *International Conference on Life Cycle Management*, and the *SETAC Europe LCA Symposium*. These scientific dissemination activities are essential to ensuring that FLEXHYON's findings are accessible to the academic and technical communities, fostering collaboration and supporting future innovation.



Figure 7 - Scientific magazines covers

2.5 SCIENTIFIC CONFERENCES AND INDUSTRIAL EVENTS

As defined in D5.1 the FLEXHYON consortium plans to participate in seven key events and organise one webinar by the end of 2025 to maximise stakeholder engagement and disseminate project outcomes. These activities will focus on promoting FLEXHYON's advancements in electrified industrial heating systems, fostering collaboration, and showcasing the project's contributions to sustainable manufacturing.

Possible to participate events include:

- **EUBCE 2025** (9–12 June, Valencia, Spain): A premier platform for discussing biomass and bioenergy innovations. ([European Biogas](#))
- **IEEE MetroInd4.0 & IoT 2025** (1–3 July, Castelldefels, Spain): Focused on metrology for Industry 4.0 and IoT applications. ([metroind40iot.org](#))
- **IEEE Sensors Applications Symposium (SAS) 2025** (8–10 July, Newcastle upon Tyne, UK): Dedicated to advancements in sensor technologies. ([IOTimes](#))
- **AMPERE 2025** (15–19 September, Bari, Italy): Concentrating on microwave and high-frequency applications. ([MDPI](#))
- **LCM 2025** (9–12 September, Palermo, Italy): Addressing life cycle management and sustainability practices. ([lifecycleinitiative.org](#))
- **Sustainable Places 2025** (8–10 October, Milan, Italy): Emphasising sustainable building and energy solutions. ([sustainableplaces.eu](#))
- **SETAC Europe 35th Annual Meeting** (11–15 May, Vienna, Austria): Covering environmental toxicology and chemistry. ([setac.org](#))

Additionally, the consortium will host a webinar to engage with a broader audience, providing insights into FLEXHYON's objectives, methodologies, and preliminary results. This virtual event aims to facilitate knowledge exchange and gather feedback from stakeholders across various sectors. The recording of the webinar will be available publicly on FLEXHYON YouTube channel.

These participations and the planned webinar are integral to FLEXHYON's strategy to disseminate knowledge, foster collaborations, and drive the adoption of sustainable heating technologies in industry.

2.6 NETWORKING WITH OTHER NATIONAL AND EUROPEAN PROJECTS

In the first 6 months of the project duration, the FLEXHYON team successfully established a cluster consisting of its sister projects (JOULIA, CARBOWAVE) and the project METAWAVE, as well as the synergy initiative eLITHE (Figure 8). This early coordination enabled the projects to align on shared goals, identify complementary activities, and lay the groundwork for collaborative efforts in both technical development and communication. By exchanging insights and discussing opportunities for joint innovation and dissemination, the cluster aims to build a unified approach to advancing sustainable, electrified heating technologies for industry. This

collective engagement marks an important step towards maximising impact and fostering long-term collaboration across related initiatives.



Figure 8 - FLEXHYON sister-projects cluster first meeting banner

2.7 WEBSITE DEVELOPMENT

The [FLEXHYON project website](https://flexhyon.eu/), (<https://flexhyon.eu/>) delivered with a small delay in Month 4 (due to technical issues), serves as the central platform for communicating the project's aims, progress, and results to a wide range of audiences. Designed with a clean, user-friendly interface, the website presents key information about the project's objectives and its role in supporting the decarbonisation of industrial processes through electrified heating solutions (Figure 9). Dedicated pages offer accessible summaries of the three pilot sectors: ceramics, biomass treatment, and feed production, demonstrating how FLEXHYON technologies are being applied in real-world industrial settings (Figure 10).

The site also provides a comprehensive overview of the technological innovations being developed, including hybrid systems combining microwave, ultrasound, and heat pump technologies. Visitors can explore the contributions of the project's multi-disciplinary consortium through a dedicated "Partners" section, highlighting the collaborative effort across research institutions, industry stakeholders, and technology providers. The overall layout and visuals of the website are aligned with the FLEXHYON branding, reinforcing the project's professional identity and ensuring coherence across all communication channels.

To maintain transparency and encourage ongoing engagement, the website features a regularly updated "News" section, where project milestones, events, and media appearances are shared. In addition, the site includes clearly structured sections for academic, scientific, and non-scientific publications. These areas will host peer-reviewed papers, conference presentations, public deliverables, and general articles,

ensuring that both technical experts and the broader public can follow and benefit from the project’s outputs. The site thus plays a key role in supporting FLEXHYON’s dissemination and outreach strategy.

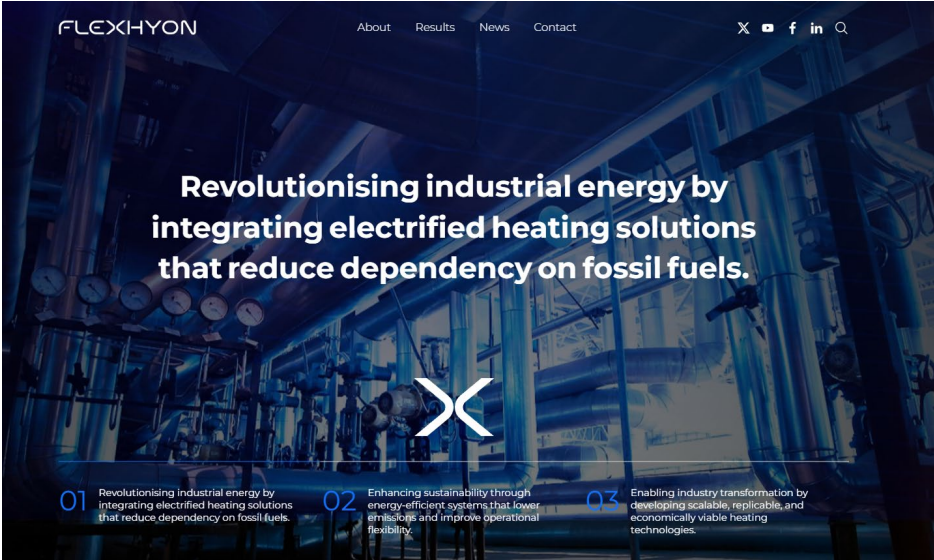
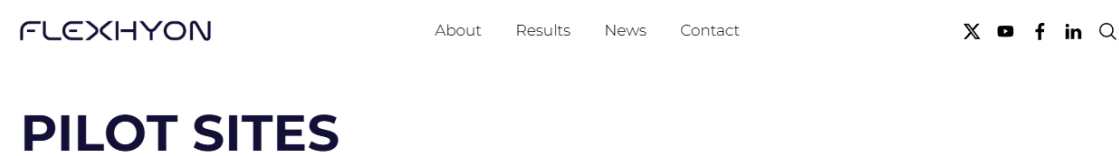


Figure 9 - FLEXHYON website home page



Fully electrified ultra-fast drying of ceramic formed tile bodies



The demonstration activities will be performed in a Keraben production site located in **Nules (Spain)**. There are 350.000 m2 of facilities with a total production capacity of 14.5 Mm2. There are 2 plants, one for porcelain stoneware and one for wall porcelain or porous porcelain. In each plant there are 7 and 6 production lines for the drying process. In each line, the atomized powder coming from the spray-drying process is pressed according to a certain shape and size and then goes to the dryer. The 7 lines in the porcelain stoneware plant work with vertical dryers and in the porous porcelain plant there are 4 vertical dryers and 2 horizontal.

Figure 10 - FLEXHYON pilot site subpage

2.8 SOCIAL MEDIA

All FLEXHYON social media channels were successfully established in Month 1 of the project to ensure an immediate online presence and early engagement with stakeholders. By Month 3, these platforms, including LinkedIn and Facebook, were fully updated with the project's official branding materials, including the logo, key visuals, and templates aligned with the visual identity guidelines. This early setup allowed for a consistent and professional presentation across channels, supporting the dissemination of news, updates, and project achievements from the outset.

In the early stages of the project, FLEXHYON initiated a dedicated social media communication campaign structured around three core themes: #FLEXHYONobjectives, #FLEXHYONevents, and #FLEXHYONcluster. This campaign was designed to increase visibility and engagement across multiple audiences by tailoring messaging to the nature and expectations of each platform.

2.8.1 X platform(@Flexhyon_EU)

On X (formerly Twitter), the communication strategy focused on concise, high-impact messaging aimed at the research and policy communities. The posts highlighted FLEXHYON's mission to electrify industrial heating processes and contribute to the EU's green transition goals. Emphasis was placed on quick, informative updates that encouraged engagement through the use of targeted hashtags and direct links to the project website (see Figure 11, Figure 12, Figure 13).



Figure 11 - FLEXHYON post on X regarding General Assembly

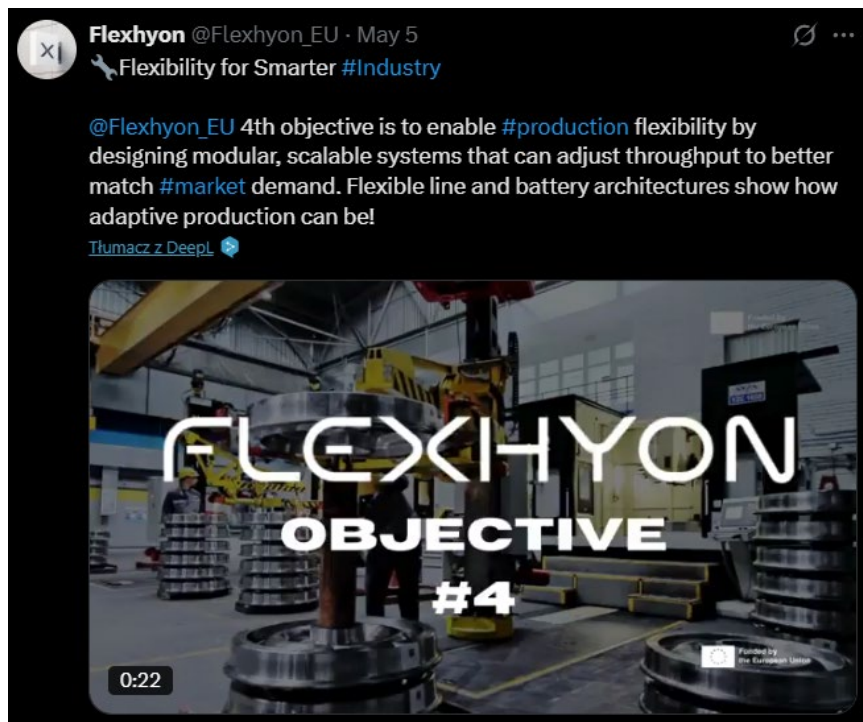


Figure 12 - FLEXHYON post on project objective (part of bigger series)



Figure 13 - FLEXHYON post on X about sister-projects cluster meeting

2.8.2 LinkedIn (@FLEXHYON)

On **LinkedIn**, the campaign adopted a more professional tone, targeting researchers, industrial partners, and EU-level stakeholders. Posts under each theme provided greater detail on FLEXHYON's technological objectives, upcoming events, and collaboration with sister projects. This platform served as a hub for fostering dialogue with professionals involved in Horizon Europe activities and promoting the project's strategic contributions to sustainable industrial transformation. Until M6 we have gathered **29 followers, and 1589 impressions**.

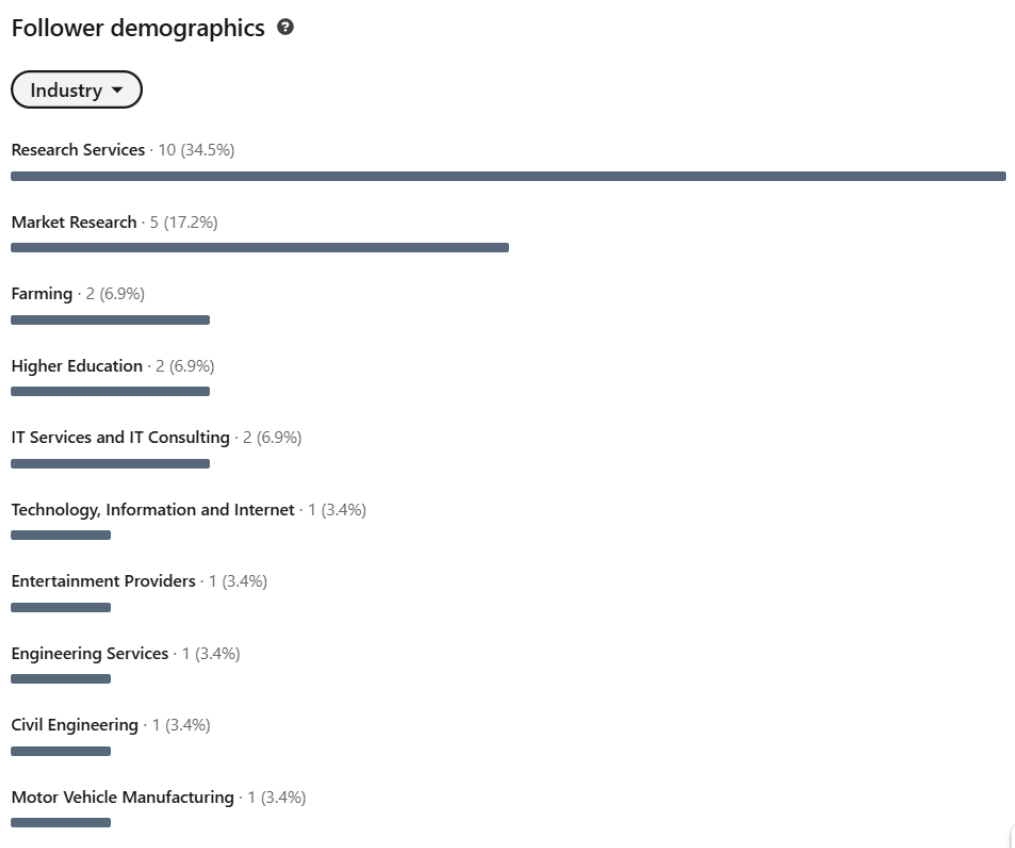


Figure 14 - FLEXHYON LinkedIn followers by industry

2.8.3 Facebook (@Flexhyon)

Meanwhile, the **Facebook** campaign was designed to be more accessible and community-oriented. Posts were crafted to inform and engage a wider, non-specialist audience, including local stakeholders and the general public. Visual storytelling and simplified language were used to explain the project's goals, highlight its presence at European events, and introduce the network of related projects working towards shared sustainability outcomes. Through this diverse approach, FLEXHYON ensured broad and effective outreach aligned with the communication preferences of each platform's user base. Figure 15 reports an example of a post in the FLEXHYON Facebook channel.



Figure 15 - FLEXHYON Facebook post example

2.8.4 YouTube (@Flexhyon)

As part of the FLEXHYON project, a dedicated YouTube channel will be established to host two professionally produced short promotional videos, each subtitled in national languages to enhance accessibility. The first video will introduce the project's objectives, ambitions, and expected benefits, aiming to raise awareness among a broad audience. The second video will present the final results, with a focus on their practical applications and benefits, particularly for industrial stakeholders. 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, supporting the goal of achieving over 500 views per video by the end of the project.



Figure 16 - FLEXHYON YouTube channel profile

3 DISSEMINATION PLAN

3.1 ROLES AND RESPONSIBILITIES

Between M1 and M6, the implementation of the Dissemination and Communication Plan (DCP) described in D5.1 within the FLEXHYON project necessitated the active engagement of all partners. While WP5 was responsible for overseeing dissemination and communication activities, the process depended on consistent contributions from all consortium members to ensure the timely dissemination of project updates and outreach to relevant target audiences.

The Dissemination and Exploitation Manager (DEM), ASM, coordinated communication efforts, facilitating structured dissemination planning and emphasising the role of partner engagement. Given that many partners maintain direct links with stakeholders, their participation was essential in content development for the project website, the provision of research updates, and the reporting of key deliverables and events. This ensured that dissemination activities remained aligned with project progress and stakeholder needs.

In addition to content contributions, partners utilised their professional networks to support the broader dissemination of FLEXHYON outputs.

This collaborative approach enabled the project to maintain consistent knowledge transfer to industry, academia, and policymakers, supporting the effective communication of research findings and facilitating engagement with key stakeholders.

3.2 D&C SCHEDULE AND KPI'S

FLEXHYON's dissemination and communication performance is continuously monitored through a set of clearly defined Key Performance Indicators (KPIs), supported by regular analytics across multiple channels. Website engagement is tracked using Google Analytics, which provides data on user visits, return rates, and document downloads. Social media platforms, including LinkedIn, X (formerly Twitter), Facebook, and YouTube, are analysed using their native insights tools to evaluate post reach, engagement, follower growth, and content effectiveness. In parallel, the consortium maintains a central dissemination activities table where partners log every publication and event participation. This table captures essential details such as the target audience, number of participants, topics covered, and relevant links or media coverage. This structured approach ensures transparency, facilitates internal coordination, and allows the consortium to assess the effectiveness of outreach efforts, adapt strategies as needed, and maximise the visibility and impact of FLEXHYON's results.

Table 2 - FLEXHYON dissemination KPIs M1 – M6

Channel	KPIs	Target
Project website	N/A	1500 visits /year), 600 return visits, ≥ 500 key report downloads
FLEXHYON on partners' websites	Google Analytics reference measurements	
Social media channels	YouTube: 1 subscriber X: 1Min. 4 posts/month, (≥ followers/300 Tweets 800 followers) LinkedIn: 30 observers/10 posts Facebook: 4 observers/10 posts	
Cooperation with sister-projects	1 joint cluster meeting	3 joint events
Digital, printed promotional materials	1 leaflet 1 roll-up	Final brochure disseminated to 1000 relevant stakeholders. 2 leaflets/1 brochure/1 roll up
FLEXHYON videos	N/A	4 promotional videos. Number of views (>500 at the end of the project for each video)
Non-scientific publications	2	At least 20 press releases until project end
Scientific publications	N/A	At least 12 scientific publications(8 publications by the end of the project and 4 in one year after the project end). At least 10 conference proceedings
Self-organised event	N/A	Ca. 10 project events, with ca. 300 attendees.
Events	N/A	No. of events ≥ 25, with ca. 1250 attendees.

4 CONCLUSIONS

In conclusion, the dissemination activities carried out within the FLEXHYON project have been strategically designed to ensure broad visibility, stakeholder engagement, and long-term impact. By combining professional branding, a well-structured and informative website, tailored social media campaigns, printed and digital materials, and active participation in both project-specific and external events, the consortium has established a robust communication framework. These efforts have enabled the project to reach diverse target groups, including industry practitioners, researchers, policy makers, and the general public through appropriate channels and formats.

The early establishment of digital platforms, regular updates, and commitment to transparency have positioned FLEXHYON as a visible and credible initiative in the field of electrified industrial heating.

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 promotional video
- 1 webinar,
- 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 event attendees.
- Number of views of promotional video.
- 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

