



PURity improv**E**ment of **SCRAP** metal

Deliverable 7.1

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Table of Content

Abstract	7
1 Introduction	8
2 Dissemination and communication strategy	9
2.1 PURESCRAP in short	9
2.1.1 Objectives of PURESCRAP	9
2.1.2 Expected results	9
2.1.3 Overall approach	10
2.1.4 Consortium	10
2.2 Objectives of the DC strategy	11
2.3 Target groups	11
2.3.1 Expected impact	11
2.3.2 Initial key messages	12
2.3.3 Organisations with a letter of interest	13
2.4 Dissemination and communication channels, tools and activities	14
2.4.1 Unified visual identity	14
2.4.2 Project presentation template	15
2.4.3 Web page	15
2.4.4 Shared repository	16
2.4.5 Dissemination and communication tools	16
3 Plan for dissemination and communication	18
3.1 Schedule of DC actions	18
3.2 Plan for the activities from M1 to M12	20
4 Dissemination management and evaluation	22
4.1.1 Common visual identity	22
4.1.2 Acknowledgements and disclaimer	22
4.2 Evaluation of the DC plan	23
Conclusion	25
References	26

List of Tables

Table 1:	Timetable of the dissemination and communication reports	8
Table 2:	Expected impact for target groups of the PURESCRAP project	12
Table 3:	PURESCRAP key messages for specific target group	13
Table 4:	Colour codes of the PURESCRAP project logo	14
Table 5:	General dissemination and communication plan of the PURESCRAP project	18
Table 6:	DC objectives and activities from M1 to M6 with participating partners	21
Table 7:	KPI for visibility of the project	23
Table 8:	KPI for knowledge transfer	24

List of Figures

Figure 1:	PURESCRAP project logo	14
Figure 2:	PowerPoint presentation templet for PURESCRAP	15
Figure 3:	Overview of the DC tools used in the PURESCRAP project	17
Figure 4:	Schedule for dissemination and communication activities	20
Figure 5:	Acknowledgement of the funding by the European Union	22

Abbreviations and acronyms

CE	Circular Economy
DC	Dissemination and Communication
KPI	Key Performance Indicators
LCA	Life Cycle Assessment
LCC	Life Cycle Costs
P4P	Processes4Planets

Abstract

This document represents deliverable D7.1 “Dissemination and communication plan” of the Horizon Europe project entitled "Purity improvement of scrap metal" (project acronym: PURESCRAP; grant agreement no: 101092168 [1]). The document is based on the conditions defined in the grant agreement and its annexes signed by the European Commission.

The DC plan includes objectives, target groups, timeline, existing channels and tools, quantitative indicators and evaluation parameters. The aim is to disseminate the results and findings of the PURESCRAP project to a wide target audience, including companies and organisations with an interest in reducing impurities in post-consumer scrap by applying highly efficient sensor stations. Given the varying patterns in communication and media consumption of these groups, this plan strives to reach each target group.

The plan will be reviewed, evaluated, and modified at fixed intervals to align activities with the progress of the project. KPIs are implemented to measure the success of these activities during the project lifespan.

1 Introduction

This deliverable outlines the dissemination and communication (DC) activities of the PURESCRAP project, providing an overview of the planned actions in alignment with the objectives set out in the Grant Agreement. The plan details the general principles, tools, and target groups of the DC activities, and coordinates all messages to different audiences while measuring their impact. The dissemination and communication actions aim to enhance the visibility of the project results and encourage discussions with various stakeholders.

The DC Plan is a living document being expanded and continuously monitored over the duration of the project. This allows changes arising during the implementation of the project to be incorporated and updated. It is intended to prepare four reports of the DC Plan, Table 1 lists the schedule of this documents.

Table 1: Timetable of the dissemination and communication reports

Version	Publication date	Change
1.0	31.03.2023	First version of the DC plan at M3
2.0	31.12.2023	First report on DC activities at M12
3.0	31.12.2024	Second report on DC activities at M24
4.0	30.06.2025	Third report on DC activities at M30
5.0	30.06.2026	Final report of DC activities at M42

2 Dissemination and communication strategy

The dissemination and communication strategy strives to disseminate the findings and results of the project in a strategic and effective way with dedicated communication tools. In the beginning, the dissemination activities intend to promote the PURESCRAP project to a wide audience, the following steps aim to increase the visibility of the project results and to encourage discussions with different stakeholders.

2.1 PURESCRAP in short

Full title	PURITY IMPROVEMENT OF SCRAP METAL
Horizon Europe Call	CL4-2022-TWIN-TRANSITION-01
Start date	2023-01-01
Duration	42 Months
Type	Innovative Action
Budget	6.2 M€
Coordinator	SWERIM AB
Contact	
Website	www.purescrap.eu

2.1.1 Objectives of PURESCRAP

PURESCRAP is taking an ambitious, major step towards reducing impurities in post-consumer scrap prior to melting by applying highly efficient sensor stations in conjunction with improved scrap sorting. Reduction of impurities through deploying and applying best available technologies increase the recovery of low-quality scrap. A key part lies in the connection between scrap sorter and the steel industry, which are the consumers of the scrap. This ensures that there exists a demand for the enhanced purification and valorisation methods.

2.1.2 Expected results

The project partners of PURESCRAP will implement efficient sensor stations to characterize low-quality scrap. The expected results are as follows:

- Reducing impurities in low-quality scrap through spectroscopy and vision systems
- Enhancing the uptake of post-consumer scrap to produce high-quality steel grades
- Improving the scrap characterisation through image detection and processing models using Deep Learning solutions
- Reducing CO₂ emissions by 10–30 % for scrap melting compared with reference BF-BOF or EAF operation using increased share of postconsumer scrap

2.1.3 Overall approach

In steel production, scrap counts as an important raw material. Apart from its main function as a source of iron, it finds its application as a cooling agent in melting furnaces to control the furnace temperature. According to current industry practice, 0.2–0.25 t [2] of scrap per ton of crude steel can be used in the production of crude steel via the Basic Oxygen Furnace (BOF). Within the Electric Arc Furnace (EAF), the possible scrap rate comes up to 100 %, which corresponds to approximately 1.0–1.2 t of scrap per ton of steel [2]. In 2019, the EU28 steel industry recycled ~90 Mt [3] of scrap, which includes scrap from inside the steelworks, cuttings from steel product manufacturers and post-consumer scrap.

Availability of low-grade scrap is increasing, although in some cases, tramp elements, such as copper, tin, chromium, nickel or molybdenum prevent the reuse. This surplus of low-quality scrap within the EU generates enormous scrap exports. In 2019, these amounted to 21.8 Mt [4]. On the contrary, scrap of higher quality is imported to the EU to fulfil the scrap demand for steel production.

2.1.4 Consortium

The PURESCRAP consortium includes companies from metallurgical industry as well as research institutions, as listed below:

- Industry partners:
 - Scrap recycling: Stena Recycling AB
 - End user: SSAB EMEA AB, voestalpine Stahl Donawitz GmbH
 - Sensor technology: BT-Wolfgang Binder GmbH, SPECTRAL Industries BV
 - Process control: DANIELI AUTOMATION SPA

- Scientific partners:
 - Research organisation: SWERIM AB, K1-MET GmbH, ESTEP
 - University: Scuola Superiore Sant'Anna, Luleå tekniska universitet, TU Dortmund

Some of the above-mentioned partners have dual roles. Luleå tekniska universitet, SWERIM AB, and DANIELI AUTOMATION SPA also provide sensor technology to the project.

2.2 Objectives of the DC strategy

The dissemination and communication strategy for the findings and results of the PURESCRAP project pursues the following objectives: [5]

- Enhancement of awareness and visibility,
- Promotion of project activities,
- Exchange of knowledge and results,
- Initiation of new collaborations and opportunities,
- Acquisition of high-level professionals,
- Creation of consumer interest in services produced,
- Demonstration of the benefits of European cooperation and
- Fulfilment of the legal obligation.

2.3 Target groups

A detailed categorisation of the target audience is carried out to structure the communication and dissemination activities and to analyse the impact of these activities. The current and future stakeholders who could benefit from PURESCRAP will have access to the main results and support the exploitation.

2.3.1 Expected impact

For the PURESCRAP project, the expected impact for specific target groups have been defined in the proposal and are listed in Table 2. To address the specific audiences more precisely, refined and detailed messages will be developed during the project.

Table 2: Expected impact for target groups of the PURESCRAP project

Target group	Expected impact
Industrial project partners	Successful project, economic exploitation
Scientific project partners	Successful project, scientific output, competence increase, cooperation with industries
Other industry (steelmaker, scrap and plant suppliers, sensor system provider), industrial associations	Encouragement of other industrial players to implement PURESCRAP approach, thus increasing post-consumer scrap utilization within their processes while lowering environmental and resource impact (win-win business)
Scientific community	Creation of new knowledge and understanding of innovative scrap characterization and recycling processes, as well as new research opportunities
Regional / national authorities	Ensure replication of PURESCRAP solutions and widen the awareness that an almost closure of the steel cycle can be reached with a highly innovative and efficient PURESCRAP sensor stations
Policy makers and standardization bodies	
Media	Increasing awareness on benefits of the research and innovation for increasing the sustainability and the competitiveness of the EU industry
Employees of project partners	Involve in DC measures
Society (public, local neighbours)	Enhanced awareness of a necessity to develop scrap characterization and recycling technologies for an efficient closure of the steel cycle
European Commission (EC)	Enhanced contribution to the goals of the Clean Steel Partnership in terms of circular economy (CE) and CO ₂ emission reduction
Other European partnerships	Cooperation e.g., with Processes4Planet (P4P) to create synergies regarding process efficiency and CE

2.3.2 Initial key messages

For the PURESCRAP project, initial key messages for specific target groups have been defined in the proposal and are listed in Table 3. To address the specific audiences more precisely, refined and detailed messages will be developed during the project.

Table 3: PURESCRAP key messages for specific target group

Target group	Key messages
Industrial project partners	<ul style="list-style-type: none"> All project deliverables Details to specific solutions (in terms of function and impact on the production process) Project working progress (best practices, methods, concepts, issues, solutions)
Scientific project partners	
Other industry (steelmaker, scrap and plant suppliers, sensor system provider), industrial associations	<ul style="list-style-type: none"> Information on melting and quality steel production Application of sensor techniques in scrap characterization
Scientific community	<ul style="list-style-type: none"> Report on dissemination and communication activities Comparison with state-of-the-art solutions
Regional / national authorities	<ul style="list-style-type: none"> Importance to an almost closure of the steel circle and scrap recycling KPI's and LCA / LCC results Potential for CO₂ mitigation
Policy makers and standardization bodies	
Media	<ul style="list-style-type: none"> Importance of sensor technology for future scrap recycling Dissemination and communication activities
Employees of project partners	<ul style="list-style-type: none"> Impact on CO₂ emissions KPI's and LCA / LCC results Details on Exploitation and transferability Dissemination and communication activities
Society (public, local neighbours)	<ul style="list-style-type: none"> Importance to scrap recycling and an almost closed steel circle CO₂ mitigation potential
European Commission (EC)	<ul style="list-style-type: none"> Potential for CO₂ mitigation Information on melting and quality steel production KPI's and LCA / LCC results
Other European partnerships	<ul style="list-style-type: none"> Topics requiring additional expert knowledge (opportunities for cooperation) Challenges and open issues Dissemination activities

2.3.3 Organisations with a letter of interest

Organisations which have expressed interest in the project will be involved in the following ways:

- Receiving information about the progress of the project,
- Supporting the dissemination of the project and its result through their communication channels and
- Participation in relevant workshops and meetings organised during the project to discuss synergies dedicated to sustainability and circular economy as well as to receive information about the new mechanisms of cooperation between agencies.

2.4 Dissemination and communication channels, tools and activities

Various activities, channels and instruments come into operation for communication and dissemination. They are described in the sub-sections.

2.4.1 Unified visual identity

The PURESCRAP logo was created during the proposal phase and is displayed in Figure 1. To provide a unified brand identity across all communication and dissemination tools, the logo is and will be used in all documentation, promotional material, and tools (electronic or paper).



Figure 1: PURESCRAP project logo

The colour codes and their part in the logo are listed in Table 4.

Table 4: Colour codes of the PURESCRAP project logo

Part in Logo	Name	Colour	Code	
Rectangle	Pacific Blue		R 0 G 164 B 222	Hex: #00A4DE
Rectangle	Ocean		R 0 G 127 B 172	Hex: #007FAC
Rectangle	Petrol		R 0 G 83 B 112	Hex: #005370
Script	Peacock Blue		R 0 G 108 B 146	Hex: #006C92
Script	Dark grey		R 91 G 91 B 91	Hex: #595959

2.4.2 Project presentation template

To provide unified presentations at the kick-off meeting and throughout the project, a presentation template was created and shared with all partners at the beginning of the project. Figure 2 displays the first slide of this template.

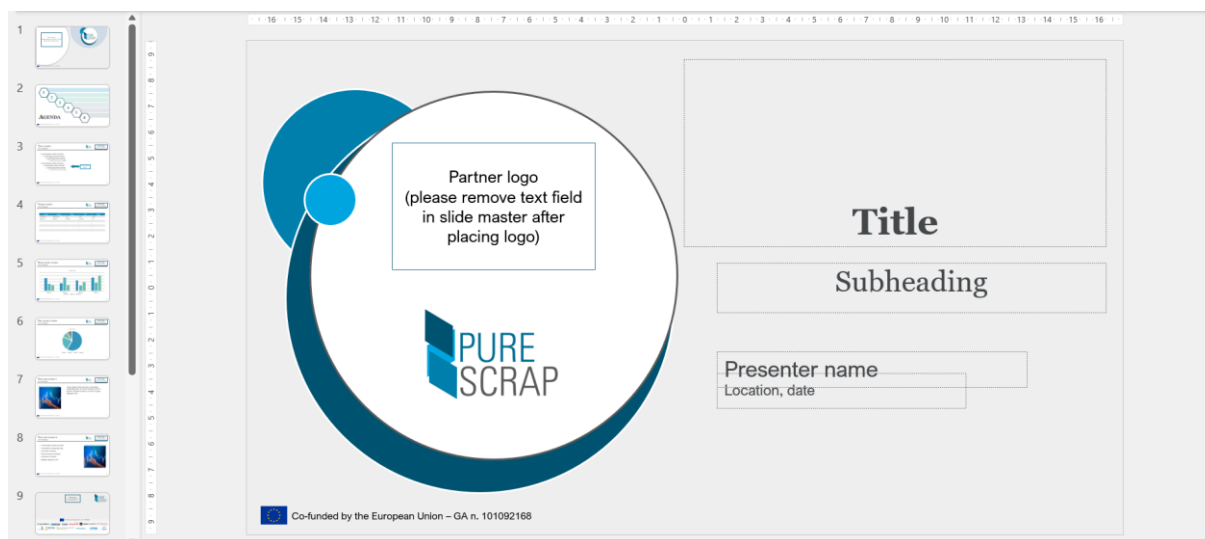


Figure 2: PowerPoint presentation template for PURESCRAP

2.4.3 Web page

The PURESCRAP online presence provides fundamental information regarding the project and increases the visibility of this research topic. Furthermore, the website informs about the content of the project, updates related to the work and achievements, the current workflow, the timeline of the project, etc. The website will be updated on a regular basis to share the present project progress. In addition to the project partners it approaches the following target audience: society, media, other industry & industrial associations, European Commission, regional/national authorities, policy makers & standardization bodies and other European partnerships.

The project webpage can be visited at www.purescrap.eu and imparts the following content to the visitors:

- Details of the project,
- Description of all partners involved,
- Address and contact details,
- Recent updates on the project,

- Events organised as part of the project,
- News about publishing the results in articles or at conferences,
- Public deliverables,
- Information about granted patents,
- Publication of the titles, leaders, and objectives of all work packages,
- Embedding of social media activities (LinkedIn, ...),
- Acknowledgement and reference to the Horizon Europe framework programme of the European Union.

Deliverable D7.2 provides more details about the PURESCRAP project webpage.

2.4.4 Shared repository

A SharePoint has been established by the coordinator to facilitate communication between the project partners, with access to this platform limited to the employees of the project partners. This aims to improve the sharing of documents and to increase the transparency of the various activities. In the web forum, templates, deliverables, work package documents, meeting information and more can be stored and shared.

2.4.5 Dissemination and communication tools

Depending on the audience different channels are used to disseminate and communicate the findings and results of the PUERSCRAP project. Figure 3 displays an organigram of those tools and lists examples of the respective categories. Scientific platforms include papers, participation in conferences, exhibition fairs and open innovation events and science popularization events. All subcategories list examples of ways to participate. The events, meetings and activities are divided into organization of workshops and meetings with the scientific advisory board. Press release and media coverage comprise the publishing in magazines and newspapers and online press releases. Social media and visual identity involve project logo and visual identity, information on project web page, creating newsletters, media channels of partners and popular social networks. The category other materials covers creating video content, timeline infographic, brochures as well as reports and documentation.

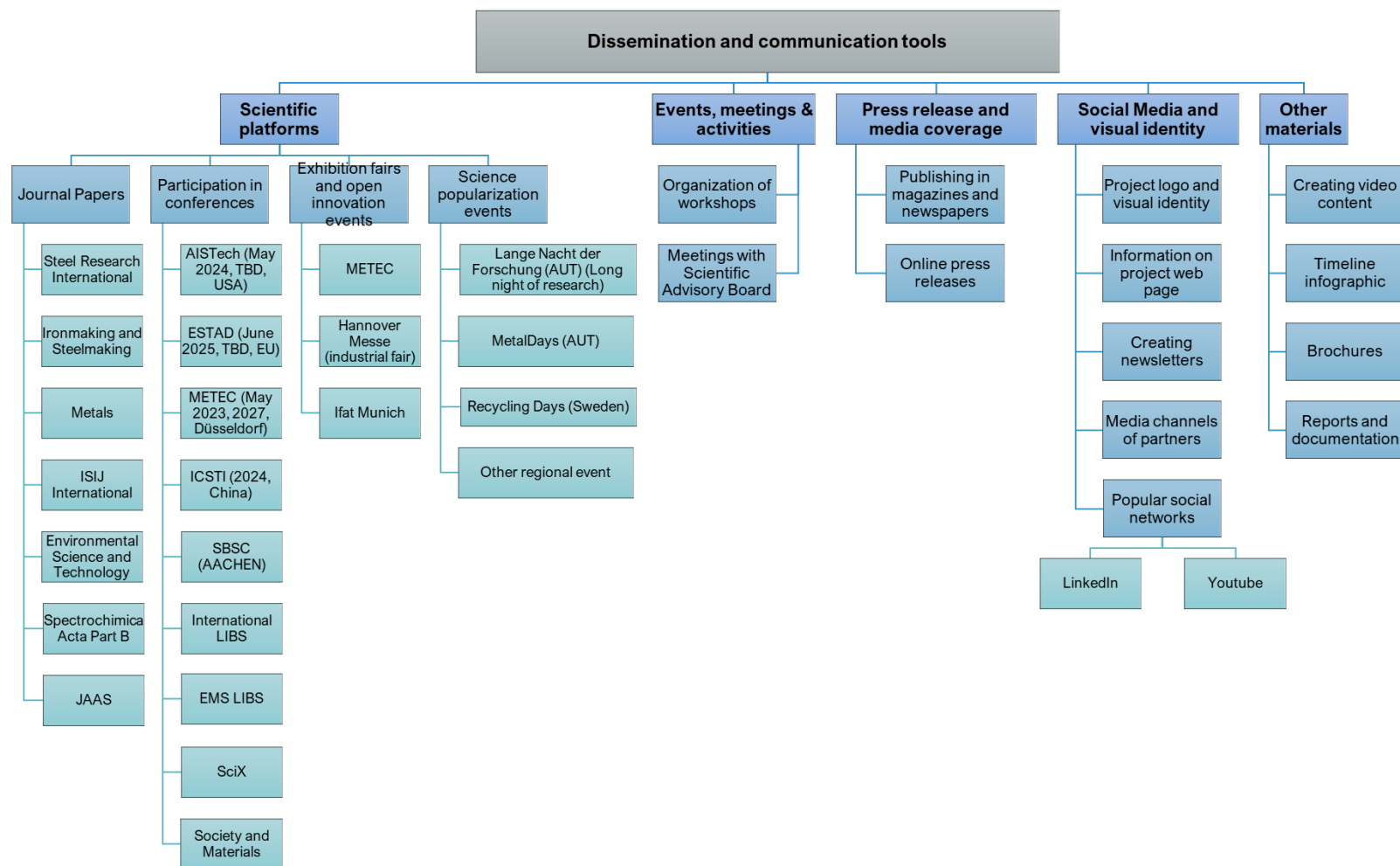


Figure 3: Overview of the DC tools used in the PURESCRAP project

3 Plan for dissemination and communication

The DC objectives are specified to structure the various activities. The general plan defines the main ideas; it is a living document being expanded and constantly monitored.

3.1 Schedule of DC actions

The initial concept of the general dissemination and communication plan preceded the start of the project, see Table 5. For each year of the project duration as well as after the end of the project, specific objectives are defined, and their achievement involves various methods.

Table 5: General dissemination and communication plan of the PURESCRAP project

Time period	Objective	Method
M1-12	<ul style="list-style-type: none"> ▪ Creating a visual identity and project brand story ▪ Raising awareness on project's objectives ▪ Sharing first project results ▪ Uptake of stakeholder engagement ▪ Cooperation with other European partnerships (e.g., P4P) 	<ul style="list-style-type: none"> ▪ Web page, social media, preliminary promotion material (flyers, brochures, leaflets) ▪ Promotion and dissemination in strategic networks of the project partners ▪ Attendance in conferences, trade fairs and seminars ▪ Newsletters to stakeholders
M12 – M30	<ul style="list-style-type: none"> ▪ Communicate economic and environmental benefit of using PURESCRAP sensor stations ▪ Continuous project communication ▪ Continuous and reinforced stakeholder engagement ▪ Dissemination for public consciousness on scrap recycling ▪ Cooperation with other European partnerships (e.g., P4P) 	<ul style="list-style-type: none"> ▪ Webpage, social media, newsletters, promotion material (flyers, brochures, leaflets) ▪ Publishing of articles in international scientific journals and conference papers ▪ Organization of workshops for interested stakeholders ▪ Attendance in trade fairs

Time period	Objective	Method
M30 – M42	<ul style="list-style-type: none"> Policy recommendations for scrap management Dissemination activities on the project's success stories Continuous and reinforced stakeholder engagement Promote the smart and innovative PURESCRAP demonstration for industrial implementation Cooperation with other European partnerships (e.g., P4P) 	<ul style="list-style-type: none"> Webpage, social media, newsletters, promotion material (flyers, brochures, leaflets) Publishing of articles in international scientific journals and conference papers Organization of DEC events Applying for patents Guided tours for media, public, schools/students at industrial sites
After PURESCRAP	<ul style="list-style-type: none"> Industrial demonstrator concept available to public, research, and industry Knowledge transfer of lessons learned 	<ul style="list-style-type: none"> Continued access on project website, data base, etc. for sustainable knowledge transfer also after project Licensing activities of the industrial PURESCRAP partners for other industrial players

Figure 4 shows a segmentation of the project duration into quarters. The requirements from the grant agreement, such as consortium meetings (twice a year), advisory board meetings (three meetings throughout the duration of the project), periodic reports are included, and colour coded. In the kick-off meeting, the project partners agreed on the publication of newsletters and press releases twice a year, and social media releases four times a year. The colour highlighting of the journal papers and patents serve as a first idea and as an indication in which work package and in which quarter results and findings could be published. As this is a living document, the entries of journal papers, patents, conference papers, industrial fairs, guided tours, and workshops are updated regularly.

DC measure	DC Tool	2023				2024				2025				2026	
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Meetings	Consortium	C		C		C		C		C		C		C	
	Steering Committee	SC	SC	SC	SC	SC	SC	SC	SC	SC	SC	SC	SC	SC	SC
	Advisory Board				AB			AB						AB	
Events	Workshops	W			W			W							
	All scientific events		IF												
Reports	Reports and documentation					IR				IR					FR
Social media and press	Newsletters	NL		NL		NL		NL		NL		NL		NL	
	Press-release		PR		PR		PR		PR		PR		PR		PR
	Social media coverage	SM	SM	SM	SM	SM	SM	SM	SM	SM	SM	SM	SM	SM	SM
WP		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Scientific and D&C	Journal publications, conferences, patents	2.1				JP									
		2.2													
		2.3													
		2.4						JP							
		2.5													
		3.1													
		3.2						JP							
		3.3													
		3.4													
		3.5								JP					
		4.1													
		4.2													
		4.3										JP			
		4.4													
		4.5													
		4.6													
		5.1										JP			
		5.2													
		5.3													
		5.4										JP			

C Consortium meetings
SC Steering Committee meetings
AB Advisory Board
W Workshop

IR Interim Report
FR Final Report

NL Newsletter
PR Press-release
HP Homepage
SM Social Media

JP Journal Paper
CP Conference Paper
P Patent
IF Industrial Fairs
GT Guided Tours
CP Commercialization path

Figure 4: Schedule for dissemination and communication activities

3.2 Plan for the activities from M1 to M12

The activities in the first year of the project are mainly aimed at creating awareness or the PURESCRAP project. This will be achieved through regular updates on the web page, publications via social media and newsletters, distribution of flyers and brochures, and participation in conferences, exhibitions, fairs, and seminars. The objective, activities and participating partners are listed in Table 6.

Table 6: DC objectives and activities from M1 to M6 with participating partners

Objective	Activities	Partners
Raise awareness about the PURESCRAP objectives	Regular update of webpage and social media with PURESCRAP related news	K1-MET, SWERIM
Raise awareness about the PURESCRAP objectives	Preparation and distribution of newsletters	K1-MET, ESTEP
Raise awareness about the PURESCRAP objectives	Preparation of promotion material (flyers, brochures)	K1-MET
Raise awareness about the PURESCRAP objectives	Attendance and promotion at exhibitions and fairs	All
Raise awareness about the PURESCRAP objectives	Attendance and promotion at conferences, workshops, and seminars	All
Raise awareness about the PURESCRAP objectives	Networking and dissemination of PURESCRAP project ideas	All

4 Dissemination management and evaluation

Throughout the project duration, four reports of the DC Plan are planned, as listed in Table 1. The DC activities will be evaluated regularly to assess their impact and to refine future actions. A common visual identity for all internal and external dissemination activities is essential and the association with PURESCRAP and the acknowledgement of EC funding are mandatory on all publications released within the framework of the PURESCRAP project.

4.1.1 Common visual identity

The definition of a uniform graphic identity provides increased visibility and recognition of the PURESCRAP project. All internal and external dissemination activities and tools should therefore include or refer to the following:

- the project title,
- the URL of the PURESCRAP website,
- the project logo and
- references to the EC public funding.

4.1.2 Acknowledgements and disclaimer

Affiliation to PURESCRAP and recognition of EC funding are required on all publications based on work funded by the European Commission in the framework of the PURESCRAP Project. The mandatory EU emblem with the following sentence must be included in the dissemination of results produced by the project. This applies to any form, including electronic, such as scientific papers and publications.



Figure 5: Acknowledgement of the funding by the European Union

It is mandatory that every publication and presentation is endorsed with a disclaimer, the text of which reads as follows:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.”

4.2 Evaluation of the DC plan

The evaluation of the effectiveness of the DC activities consists of the introduction of key performance indicators (KPI), divided into the visibility of the project (Table 7) and knowledge transfer (Table 8). Each KPI has an intended target at the end of the respective reporting period and by monitoring KPIs regularly, the impact of the DC initiatives can be measured.

Table 7: KPI for visibility of the project

KPI	Target [M1-M12]		Target [M12-M36]		Target [M36-M42]	
	Intended	Reached	Intended	Reached	Intended	Reached
Unique visitors per month on website	300		600		800	
Likes on LinkedIn	200		500		1,000	
Flyers electronically distributed	200		1,000			
Stakeholders contacted	50		100			
Presences at fair	1-2		2-3		2-3	
Number of press releases issued	<1					
Number of newsletters issued	2		2		2	
Number of social media posts						
Onsite visits					15-20	
DEC events					3-4	

Table 8: KPI for knowledge transfer

KPI	Target [M1-M12]		Target [M12-M36]		Target [M36-M42]	
	Intended	Reached	Intended	Reached	Intended	Reached
Scientific journal papers			3		4	
Papers for international conferences			4		5	
Applied patents					2-3	
Number of teaching programs that have included the PURESCRAP topic						
Number of workshops organized						

Conclusion

The dissemination and communication plan of the PURESCRAP project is presented in more detail in this document. This is a living plan, and its content will be reviewed and updated at fixed intervals.

This version introduces the planned activities of the project and gives a first idea of when publications on social media, press releases and newsletters will take place.

References

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