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Research Fund for Coal and Steel

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D5.1

Communication and dissemination plan and activities report

STEEL Applications for Low Investment manufacturing of high Value Elements

Lead beneficiary:
CIDAUT

December 25

Project & Document Information

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1.0	23/12/2025	Final version ready for submission

List of Abbreviations

Acronym	Description
AHSS	Advanced High Strength Steel
B2B	Business-to-Business
CEN	Comité Européen de Normalisation (European Committee of Standardization)
EU	European Union
F2F	Face-to-Face
IP	Intellectual Property
ISO	International Standards Organization
KPI	Key Performance Indicator
NWIP	New Work Item Proposal
OEM	Original Equipment Manufacturer
SME	Small and Medium Enterprises



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1 Executive summary

This dissemination plan outlines a structured communication strategy to ensure the project's visibility and maximise its impact across industry, academia and policy sectors.

Key components include raising awareness during the early stages of the project, sharing technological outcomes during development and promoting adoption in its final phases. Dissemination tools such as a project website, visual identity elements, social media presence, publications, press releases and participation in scientific conferences and workshops will ensure a broad and targeted reach.

The plan emphasises developing collaboration, promoting policy and standards development and building cross-network relationships. By using modern communication channels and tailoring engagement to diverse audiences, STEEL-ALIVE aims to drive the adoption of innovative solutions while enhancing sustainability and efficiency in the metal processing industry.



2 Introduction

Together with the exploitation strategy, the communication and dissemination are essential to connect research with the stakeholders who can benefit from it. Communication aims to raise awareness and generate interest among a wide range of stakeholders. Dissemination ensures that the research results reach the right people: the scientific community, industry, commercial players, civil society and policymakers. A proper communication and dissemination strategy can have a positive impact on the research done, as it is widely recognized that:

- It improves the relevance and quality of the research,
- It can mobilise further resources, as well as external support to take the research a step beyond,
- And can promote researcher careers thanks to the increased visibility and credibility as experts of the research team.

In a more practical approach, a well-structure dissemination and communication plan for a research project:

- Helps the Consortium to share the findings with external stakeholders in an organised way,
- Gives the Consortium full control over how and when to communicate the research findings,
- Enables the Consortium to engage effectively with the project's target audience,
- Allows the Consortium to track the progress and to better measure the impact of the efforts made.

This dissemination plan outlines a structured framework to effectively communicate the project's objectives, methodologies and outcomes to a broad spectrum of stakeholders. It emphasises the use of modern communication channels, targeted engagement activities and collaboration with key networks to ensure maximum impact and visibility.

STEEL-ALIVE considers dissemination, communication and exploitation activities as a tightly bound grid which brings the project results to the society and the market, through the appropriate channels and at the appropriate timing depending on the result maturity. At the start of the project, the communication strategy will focus on raising awareness among the industrial and academic community and when first project results will become available, dissemination of project outputs will start and will last until the end of the project.

As the project evolves, the outreach activities will be more intense, and their orientation is turned from awareness creation to outcomes' validation and industrial approach. During the last part of the project, the project results will be available to a wider audience and considerations for follow-up cooperation of the consortium for further exploitation will be done.



When the project will be concluded, all partners will make use of the results according to their individual exploitation plans. A dissemination and communication plan to inform, engage, create awareness and to promote information about STEEL-ALIVE will be developed in the first phase of the project and presented in a final version with evaluation of the results.

3 Communication and dissemination strategy

3.1 Objectives of the communication and dissemination strategy

Depending on the target audience that STEEL-ALIVE wants to address (see Section 3.2) and the nature of the project's information and nature, there will be two approaches:

Communication: it involves everything related to the project, news about all sectors participating in STEEL-ALIVE and any piece of information that doesn't contain specific non-public data. Disclosure of some data or information about the project and its work packages is desirable in order to show transparency and expand knowledge, but for scientific and technical data, the dissemination tools are available. The main objective of the project communication is for any piece of information to spread as much as possible and to make the project known for as many people as possible. Specific communication objectives are:

- Raise awareness: ensure a broad visibility of the project's goals and innovations.
- Encourage a proactive stance towards the use on advanced steel grades for lightweight applications in the road transport sector.
- To involve and engage stakeholders throughout the project, incorporating their ideas, suggestions and perspectives.
- To make use of digital communication channels and strategic platforms to effectively reach diverse audiences.

Dissemination: the dissemination of the project involves the public disclosure of project-generated results. It is normally addressed to researchers, academia, researchers, professionals of different sectors, stakeholders, etc. However, dissemination actions can also target other specific audiences, such as science weeks for students and general public, who may be interested in STEEL-ALIVE results and progress. Open access in scientific publications will be actively pursued, so any audience can download these results from any specific audience. Specific dissemination objectives are:

- Promote knowledge sharing: disseminate findings through academic and industry channels.
- Encourage adoption: support the integration of the STEEL ALIVE solutions into industrial practices.
- Foster collaboration: build partnerships with academia, industry and policy bodies.



- To document and share best practices identified during the project across diverse sectors, including transport, manufacturing, or welding, among others
- Support policy and standards.

3.2 Target group and audiences

The STEEL-ALIVE project pursues a focused strategy for performance validation, regulatory approval, market access and commercialisation, designed to ensure a transformative and scalable impact. This sustainable strategy is carefully aligned with the needs of key stakeholders across the steel-associated ecosystems.

At the **industry and professional level**, the project directly benefits technology developers, automotive industry stakeholders, Original Equipment Manufacturers (OEMs) and sectorial organisations. These entities will use the recommendations and lessons learned derived from the practical use case applications to strengthen their product designs, enhance manufacturing processes and boost economic activities.

For the **institutional level**, the project's deliverables, specifically the generated recommendations, guidelines and roadmap, are intended to facilitate the realisation of political objectives endorsed by the core EU policies. This includes direct support for the EU Green Deal and Just Transition, Fit for 55 Package, the Circular Economy Action Plan and the REPowerEU objectives. Clear, targeted recommendations promoting both the production of clean steel and the subsequent use of clean steel in automotive applications will be instrumental in accelerating innovation and ensuring the adoption of cleaner production technologies without imposing significant extra costs for the end consumer.

On the **research and academic level**, stakeholders, including international and national professional societies and scientific key opinion leaders, will benefit. STEEL-ALIVE will generate a wealth of high-quality data and novel scientific insights, which will be made accessible to the wider scientific and research communities. This foundation will unlock possibilities for follow-up academic research, public-private collaborations and subsequent funding opportunities, thereby advancing the state of knowledge in relevant fields.

Finally, at the **societal level and for the general public**, the project seeks to raise awareness regarding the critical role EU steel plays in developing Europe's technical capabilities and securing its industrial strength. By effectively communicating its benefits, impact and cost-effectiveness, STEEL-ALIVE aims to generate deeper public insight into the potential of the EU steel sector, encouraging broader involvement and understanding.

3.3 Communication tools and channels

The following channels can be distinguished:

- Public website
- Private online area



- Visual Identity (logo, templates, ...)
- Press release and newsletters
- Social media presence
- Public events (conferences, seminars, fairs, workshop, B2B matching and brokerage, ...)
- Scientific publications
- Publication acknowledgment and disclaimer sentence
- Project meetings
- Networking with other projects
- Contribution to standards

3.3.1 Public website

The public website will play a major role in creating public awareness. It details the project objectives, its partners and the results. The website will also receive updates with the results of publicly shared deliverables.

The STEEL-ALIVE website has the following structure:

- Consortium
- Project goals,
- Project description,
- Methodology
- Events
- Project partners,
- results - Resources
- News
- Contacts.

The public website <https://steel-alive.eu/> is active starting since M3. Its first version contains basic information, but currently a limited amount of deliverables and foreground information has been included. Currently (Dec. 2025 – M6), also a dedicated project page has been created on the IFEVS website; see Figure 5. Similar dedicated project pages are foreseen on the websites of the partners.



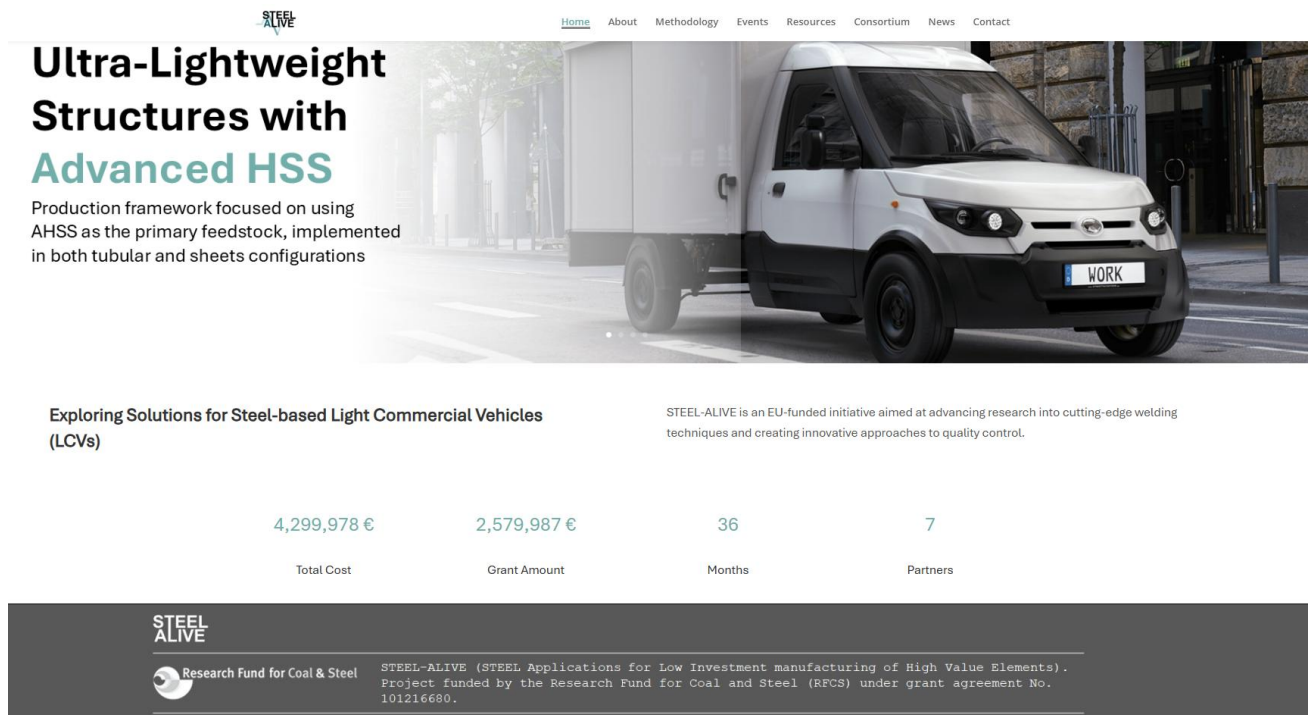


Figure 1: STEEL-ALIVE website screenshot

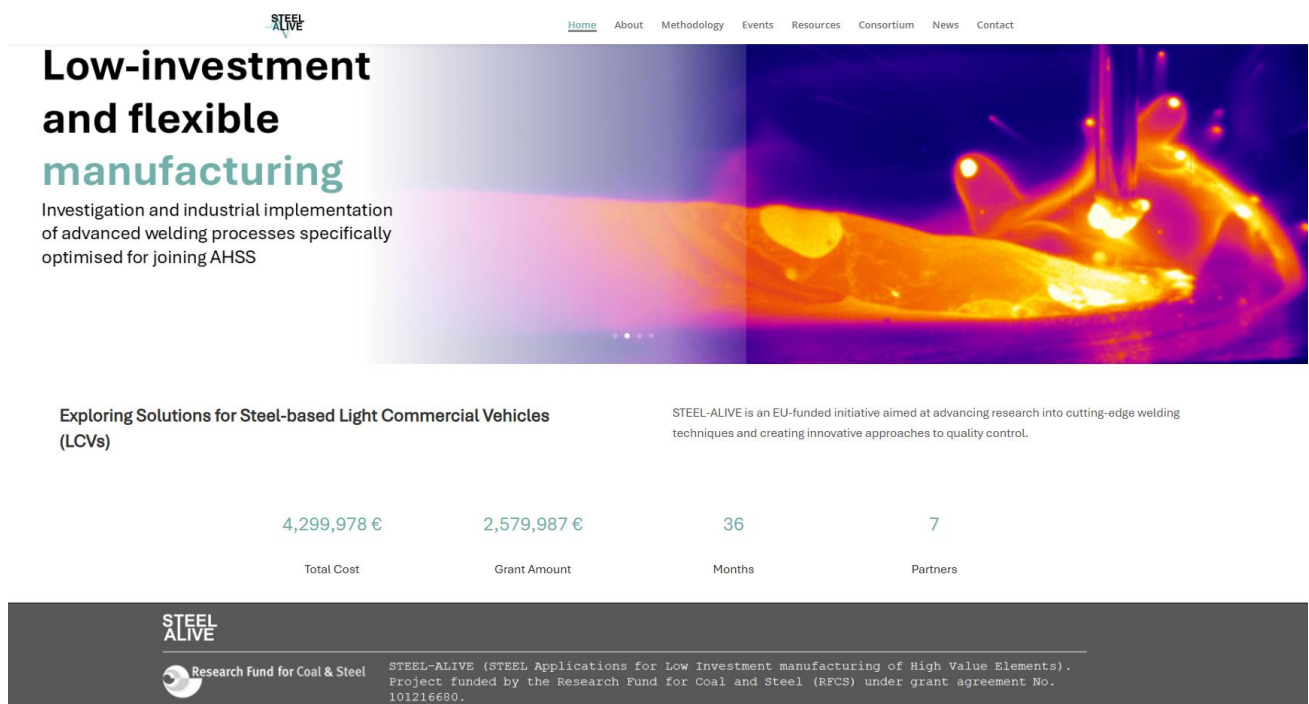


Figure 2: STEEL-ALIVE website screenshot



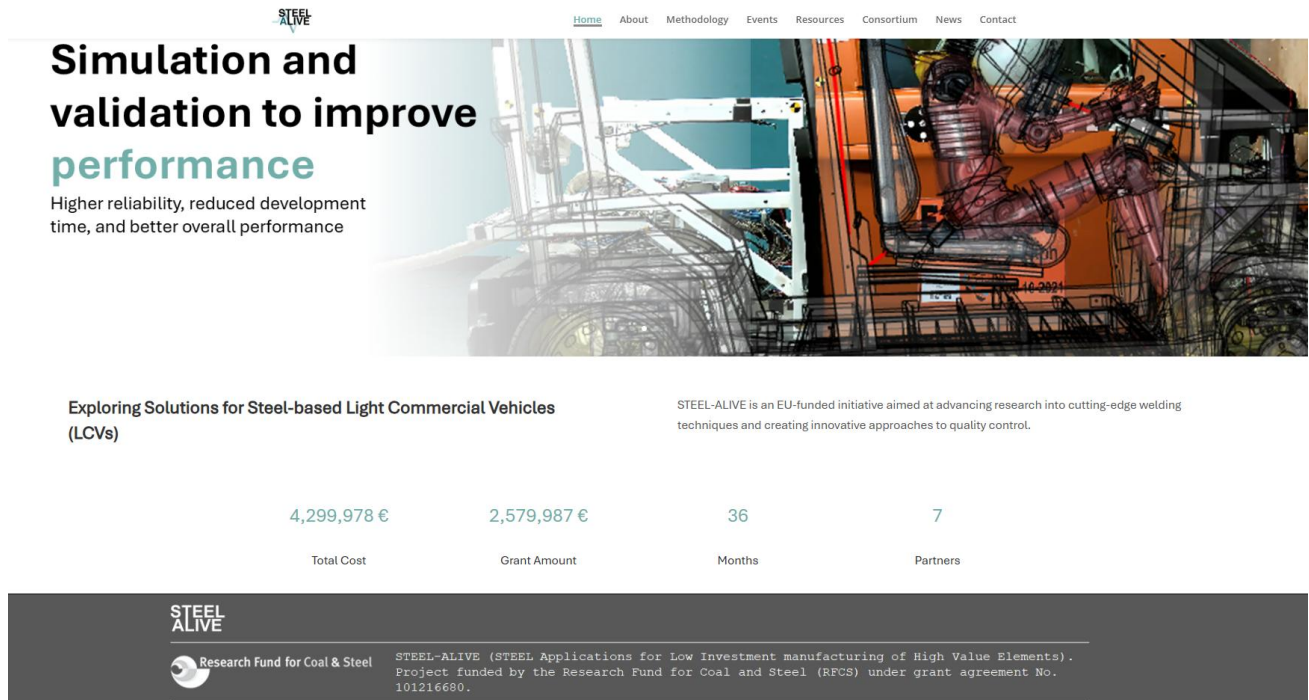


Figure 3: STEEL-ALIVE website screenshot

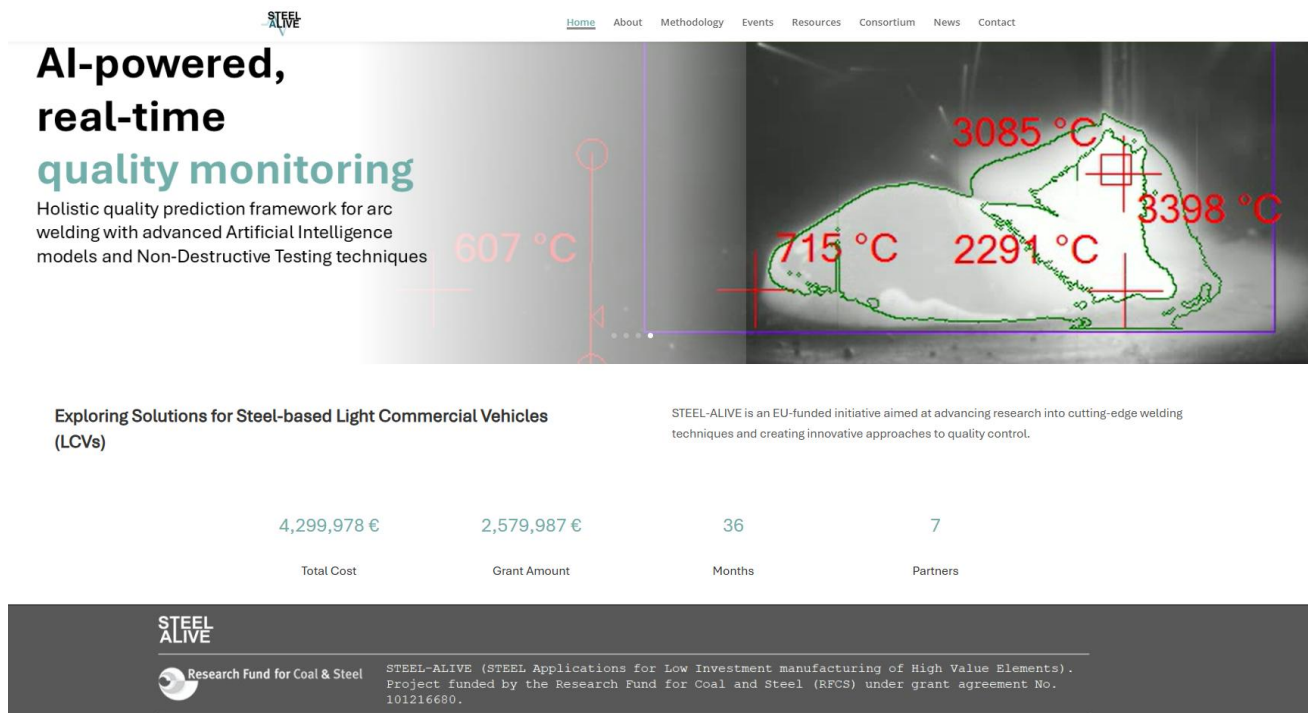


Figure 4: STEEL-ALIVE website screenshot





STEEL ALIVE

February 2025, European Research Project · Steel Alive



STEEL-ALIVE – *STEEL Applications for Low Investment manufacturing of high Value Elements* – is a new European research and innovation action in which IFEVS joins forces with leading industrial and academic partners to redefine how **advanced high-strength steel (AHSS)** is formed and assembled for **light commercial vehicles (LCVs)**.

The project's overarching goal is to create a **flexible, sustainable and economically viable production ecosystem** that aligns with the EU Green Deal while accelerating electric-vehicle adoption. By starting from standard AHSS tubes and flat sheets that are *cut, folded, punched and welded*—instead of stamped or giga-cast—STEEL-ALIVE will:

- reduce upfront tooling investment by **80%**;
- cut energy demand and CO₂ footprint during part manufacture by **70%**;

Figure 5: Public STEEL-ALIVE webpage on the IFEVS website



3.3.2 Private online area

The STEEL-ALIVE Consortium has set up a private SharePoint area, accessible upon user authentication, offering several collaboration functionalities, such as:

- Project management: definition and management of work packages, tasks and deliverables, assigned to specific users and/or groups, each with a specific workflow, a start and a due date and a percentage of completion.
- A project Gantt chart, created and updated starting from work packages, tasks and deliverables definition and evolution.
- Document management system: document hierarchical repository of all information for the project, enabling data and document sharing and consultation by all authorised users according to their role, linked to specified permission criteria for data uploading and consultation; each document may be linked to a specific work package, task or deliverables.
- Calendar: showing all the project events (work packages and tasks start and due dates, deliverables and milestones).

3.3.3 Project visual identity

Project logo

The main image of the project is the project logo. The logo design has gone through a selection procedure inside the consortium in which all the partners expressed their preferences among different proposals.

The selected logo, approved by all partners of the STEEL-ALIVE consortium, is presented in the following Figure 6. It shall be included in all documentation related to the project.



Figure 6: STEEL-ALIVE official logo

Project infographic

Besides this, a project infographic has been created to visualise the project concept and methodology (Figure 7).



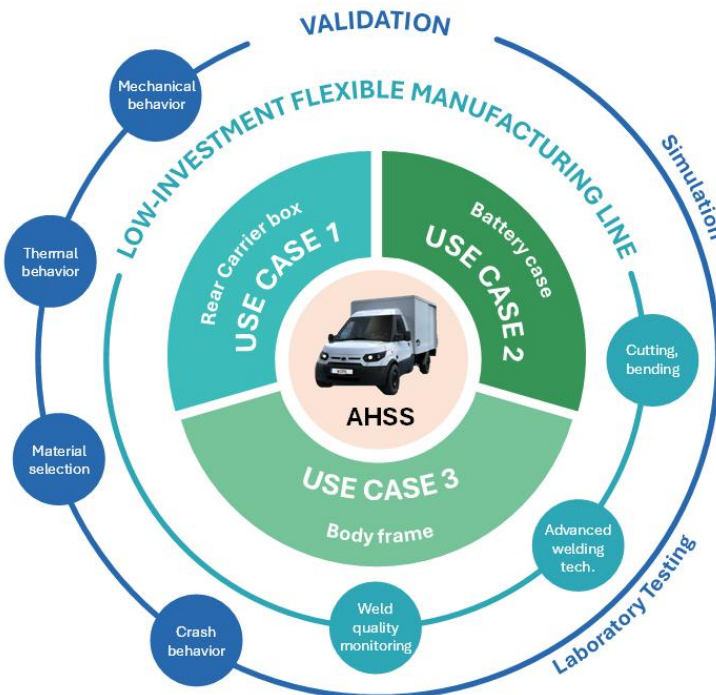


Figure 7: STEEL-ALIVE infographic

Project documentation templates

The use of document templates ensures that the STEEL-ALIVE visual identity is consistent through the whole duration of the project and among all partners. This set of templates include templates for:

- project deliverables,
- minutes of meetings,
- project presentations.

Project templates are available in the project’s website private area.

The deliverable template is a Microsoft Office Word model (.DOCX) and is shown below in Figure 8.





Deliverable XX | STEEL-ALIVE | Grant Agreement no. 101216680



Project & Document Information

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Project Full Title	STEEL Applications for Low Investment manufacturing of high Value Elements		
Project Website			
Coordinator	CIDAUT (Spain)		
Start Date	01/07/2025	Duration	36 months
Deliverable	Dx.x	Work Package	WPx
Document Type	Report/DEM	Dissemination Level	PU/SEN
Lead beneficiary	Organisation (ACRONYM)		
Authors	Name (Organisation ACRONYM)		
Contractual due date	dd/mm/yyyy	Actual submission date	dd/mm/yyyy

Figure 8: STEEL-ALIVE deliverable template

The minutes of meeting template is a Microsoft Office Word model (.DOCX), which has been designed following the same guidelines of the deliverable template (Figure 9).





Figure 10: Presentation template

3.3.4 Press releases

Press releases are one of the most effective ways of communicating the existence of the project to a specific target audience (general public and related institutions) by attracting attention to the project's progress and its achievements.

The initial press release is important, because it defines the STEEL-ALIVE project objectives as well as its working plan. There will be further press releases during the project. In the middle of the project, there will be a press release to explain the project's progress, and at the end of the project, a press release for the project's main results.

3.3.5 Social media presence

STEEL-ALIVE will develop its presence on miscellaneous social networks, with in particular LinkedIn. This network will be used to boost the interaction with the professional community as well as the general public. The social media strategy has been designed to increase the project's outreach and social impact and can be summarised as follows:

- identifying specific target audiences and key stakeholders to be reached on the social networks,
- creating and updating social media content,
- initiating live discussions on social media with online articles and posts.

3.3.6 Events and conferences

The partners will disseminate the findings of the STEEL-ALIVE project to the scientific and industrial communities through traditional channels: conferences, seminars, fairs, workshop,



B2B matching and brokerage events, both in an industrial and scientific context. Presenting the latest updates of the project at such events, meetings or workshops will be an effective means of involving industry and research organisations in discussions or project execution.

3.3.7 Scientific publications

The STEEL-ALIVE consortium commits to bringing research results closer to the public. It will adhere to the Open Access guidelines set by the Horizon Europe Programme. All partners, and more specifically the research centres involved in the consortium, will actively contribute to the dissemination of the project outcomes. To improve visibility and maintain the highest standard for scientific publications, STEEL-ALIVE will favour journals and publishing houses that offer some form of Open Access.

3.3.8 Publication acknowledgement sentence

The following acknowledgement sentence shall be included in every publication related to the STEEL-ALIVE project, including the public website.

STEEL-ALIVE: STEEL Applications for Low Investment manufacturing of high Value Elements

This project received funding from the Research Fund for Coal and Steel (RFCS), under Grant Agreement No. 101216680.

3.3.9 Project meetings

The most important channel for internal communication is the project's meetings (both physical and online). For each meeting, the Minutes of Meeting (MoM) shall be created and approved by all the attendees using the defined template.

3.3.10 Networking with other projects

STEEL-ALIVE will lead the creation of a working network with other projects awarded in the call, or with other national or European projects. This process has already started with the identification of the sister projects working on automotive applications of steel under the RFCS Programme: e-TRUCKS, RAVES, ShotTempering, H2FORM3G.

3.3.11 Contribution to standards

Recommendations to standardisation groups will provide insights and data to guide the development of new standards, or the review of existing standards. These recommendations will be based on the findings from the STEEL-ALIVE project.

Collaboration with standardisation bodies will help align the executed tasks with industry needs and ensure broad applicability across sectors.

3.4 Roles and responsibilities

In the following table, the role of each partner (leader - L or contributor - C) for the various activities foreseen for each tool/channel is reported.



Tool / channel	CIDAUT	BWI / BWI IND	IFEVS	AMMR	PRIMA	StS	CRF- Stellan- tis
Public Website							
Initial setup	L						
Management	L						
Update	L	C	C	C	C	C	C
Private online area							
Initial setup	L						
Management	L						
Update	L	C	C	C	C	C	C
Visual identity – Logo							
Initial proposal	L						
Approval	L	C	C	C	C	C	C
Visual identity – Templates							
Initial Proposal	L						
Approval	L	C	C	C	C	C	C
Press releases and newsletters							
Content production	L	C	C	C	C	C	C
Publishing	L	C	C	C	C	C	C
Social media presence							
Initial Setup	L	C	C	C	C	C	C
Management	L	C	C	C	C	C	C
Continuous update	L	C	C	C	C	C	C
Events and conferences							
Conferences	L	C	C	C	C	C	C
Workshops	L	C	C	C	C	C	C



Tool / channel	CIDAUT	BWI / BWI IND	IFEVS	AMMR	PRIMA	StS	CRF- Stellan- tis
Fairs	L	C	C	C	C	C	C
Scientific publications							
Content production	L	C	C	C	C	C	C
Composition of texts	L	C	C	C	C	C	C
Submission to journals / Publishing	L	C	C	C	C	C	C
Publication acknowledgment and disclaimer sentence							
Definition	L						
Project meetings							
Organisation	L	C	C	C	C	C	C
Coordination	L						
MoM	L	C	C	C	C	C	C
Networking with other projects							
Initial setup	L	C	C	C	C	C	C
Management	L	C	C	C	C	C	C
Continuous update	L	C	C	C	C	C	C
Contribution to standards							
Initial setup		L					
Management		L					
Continuous update	C	L	C	C	C	C	C

4 Planned activities and targets

The partners will disseminate the findings of STEEL-ALIVE to the scientific and industrial communities through traditional channels, including press releases, peer-reviewed publications, specialised websites and participating in scientific conferences.



To monitor and evaluate the effectiveness of the dissemination and communication activities within STEEL-ALIVE, data will be collected and analysed with the contribution of all project partners. The list below specifies the planned activities together with the targets.

We recognize that the Key Performance Indicators (KPIs) outlined in Section 5 will be used as the primary benchmarks for evaluation. While these values provide a solid framework, we believe it is important to emphasise our commitment to the significance of dissemination activities. As such, we will aim to not only meet but potentially exceed these targets where feasible, demonstrating our dedication to maximising the impact and reach of our efforts.

4.1 Project website

Description:

- Digital platform dedicated to the project, providing information and updates to its stakeholders, collaborators and the general public.
- Central hub for all project-related activities, fostering transparency, collaboration and engagement.

Actions:

- Launch an interactive website to serve as the central hub for project information.
- Include dedicated sections for use cases, news and downloadable resources.
- Dedicated pages with project information on the partners' websites.
- Continuous update of the website and partners' webpages.
- Integrate a project calendar with upcoming events.
- Develop a media gallery.
- Implement a subscription/newsletter functionality.
- Implement web analytics tracking (e.g., Google Analytics) to monitor website traffic.

Targets:

- Quarterly increment of the metrics detailed below by 10% during the whole project duration.
- Amount of website visits during the project: At least 5000

Web metrics will be used provided by Google Analytics or similar, showing the visitors' engagement, such as:

- amount of visits,
- amount of unique visitors,
- time spent per visit,
- page views per visit,
- engagement level (downloading, sharing, ...),
- countries.



4.2 Project visual identity

Description:

- The visual identity of a project is the collection of visual elements that represent and communicate the project's brand.
- It includes the logo, colour palette, typography and overall design style.

Actions:

- Develop a cohesive visual identity including logo, typography and templates.
- Use identity consistently across all materials, ensuring brand recognition.
- Periodically review partner materials: occasional checks of the visual communication materials produced by project partners to ensure they are consistently applying the identity.

Targets:

- Creation of a visual identity (logo, document templates, ...).

4.3 Press releases and newsletters

Description:

- Publicly available press releases.
- Press releases on the consortium members' websites.
- Regular newsletters will be prepared and distributed by the dissemination responsible.
- Newsletters may be taken over and disseminated via project partners' existing communication channels, for example:
 - BWI newsletter: ~4,300 recipients from 110 companies
 - CIDAUT newsletter: ~1,100 recipients

Actions:

- Establish a pre-publication review protocol: Define a mandatory step for key project partners and legal/IP personnel to review and approve all press releases, white papers, and open-access articles before they are distributed publicly.
- Coordinate partner press activity: Develop a process to ensure all consortium members release the information (or link to the central release) on their respective websites and social media channels.
- Use of partner social media channels: Create ready-to-use social media kits (pre-written posts, accompanying images) for consortium members to promote the press releases and newsletters on LinkedIn or on other relevant platforms.
- Target leading magazines in the welding, bending, cutting and manufacturing sectors.
- Produce technical white papers, case studies and open-access articles to promote research findings.
- Integrate multimedia snippets into newsletters: Include short video links showcasing progress, lab work or brief "meet the researcher" segments to increase engagement.



- Include a “Partner spotlight” in each newsletter: Dedicate a small section of each of the 6 newsletters to highlight the specific contribution, facility or expertise of a different consortium member.

Targets:

- Number of press releases issued: At least 6.
- 6 STEEL-ALIVE newsletters.

4.4 Social media presence

Description:

- Posts on social media like LinkedIn.

Actions:

- Create a unified social media policy: Develop a guide for all consortium partners on approved messaging and handling of information.
- Establish social media monitoring tools.
- Cross-promote content: Design posts specifically to drive traffic to the project website (e.g., linking to a new press release, a downloadable white paper or an event sign-up page).
- Develop thematic content pillars: Define 3-5 recurring content themes (e.g., “Meet the Researcher”, “Technologies”, “Milestone update”, “Partner Spotlight”) to ensure content variety and aid in reaching the 30-post target.
- Post updates showcasing project progress, visuals and event participation.
- Use LinkedIn analytics to identify engagement trends and optimise content.

Targets:

- Amount of social media posts: at least 30 posts using various social media channels.

4.5 Public events

Description:

- Public events (conferences, seminars, fairs, workshop, B2B matching and brokerage, ...).
- Conferences; see Table 1 for possible conferences.

Actions:

- Prepare a versatile presentation: Develop a modular, branded PowerPoint presentation that can be easily adapted by any partner for different audience types
- Participate in industry expositions (e.g., see Table 1).
- Live demonstrations: For the planned workshops and roadshows, ensure there is a practical live demonstration of the innovative solution or technology developed by STEEL-ALIVE.
- Host workshops and webinars to demonstrate innovative solutions.



- Conduct an event feedback survey: For the project events, distribute a short survey to the participants to gather feedback on the project outcomes, the utility of the innovation and suggestions for future research/commercialisation.

Targets:

- Number of participating people: At least 5 attended events.
- At least 2 workshops/road shows to promote STEEL-ALIVE outcomes: At least 2
- Project final event with 30 participants.

The list of possible events the consortium plans to attend or considers attending is listed below.

Table 1: Planned events and conferences

Date	Event	Location	Type	Partner(s)
10-12 Feb 2026	Road Transport Research conference	Brussels, Belgium	International conference	CIDAUT, IFEVS
18-21 May 2026	Transport Research Arena (TRA)	Budapest, Hungary	International conference	CIDAUT, IFEVS
25-26 May 2026	Mubil Mobility Expo	Basque Country, Spain	National trade fair	CIDAUT
16-18 Sept 2026	11 th European Scientific Conference on Steel and Composite Structures	Cracow, Poland	International conference	CIDAUT
19-21 Oct 2027	STEEL Tech Congress & Expo	Bilbao, Spain	National conference	CIDAUT
25-28 April 2027	NAFEMS World Congress	Vancouver, Canada	International Conference	CIDAUT
12-16 Sept 2027	19th European Congress and Exhibition on Advanced Materials and Processes	Graz, Austria	International Conference	CIDAUT
19-21 May 2026	Welding Week	Antwerp, Belgium	Fair	BWI



19-21 2026	May	BWI Welding Symposium	Antwerp, Belgium	Symposium	BWI
12-17 2026	July	79 th Annual Assembly and International Conference	Salzburg, Austria	IIW Commissions meetings	BWI
12-17 2026	July	79 th Annual Assembly and International Conference	Salzburg, Austria	International conference	BWI
1-3 2026	Sept.	Weld Tech 2026	Warsaw, Poland	International trade fair	BWI
Oct. 2026		International Conference on Advanced Joining Processes	Coimbra, Portugal	Conference	BWI

4.6 Scientific publications

Description:

- Peer-reviewed publications.
- Publications in conference proceedings.

Actions:

- Set up an internal review/drafting protocol: An internal peer-review process where non-author experts from partners review each manuscript before final submission to ensure quality, project branding and IP compliance.
- Utilise institutional repositories: All final accepted manuscripts will be deposited into the respective institutional and/or a central project repository (e.g., Zenodo) to ensure long-term, free public access.
- Define target audience and structure for white papers: Define the industrial audience (e.g., manufacturers, SMEs, policymakers) for the 2 white papers and define their content structure (e.g., problem statement, technology solution, economic impact, adoption roadmap).
- Target leading journals for the manufacturing sectors.
- Produce technical white papers, case studies and open-access peer-reviewed articles to promote the research findings.
- Promote publications on social media.
- Use the white papers for lead generation: Use the white papers as "gated content" on the project website.



Targets:

- Number of papers produced and submitted: At least 15 scientific publications
- At least 2 whitepapers

In Table 2 below, the related scientific journals have been identified, and links are provided for each one of them.

Table 2: Related scientific journals

Journal	Link
Acoustics	https://www.mdpi.com/journal/acoustics
Journal of manufacturing processes	https://www.sciencedirect.com/journal/journal-of-manufacturing-processes
Sensors	https://www.mdpi.com/journal/sensors
International journal of advanced manufacturing technology	https://link.springer.com/journal/170
Journal of Manufacturing and Materials Processing	https://www.mdpi.com/journal/jmmp
Journal of Advanced Joining Processes	https://www.sciencedirect.com/journal/journal-of-advanced-joining-processes
Advances in Materials Science and Engineering	https://www.hindawi.com/journals/amse/
International Journal of Engineering Science and Innovative Technology	https://www.ijesit.com/
Science and Technology of Welding and Joining	https://www.tandfonline.com/toc/ystw20/current
Welding in the World	https://link.springer.com/journal/4019
Welding and Cutting	http://www.welding-and-cutting.info/
Welding International	https://www.tandfonline.com/journals/twld20
Journal of Welding and Joining	https://e-jwj.org/



Engineering Applications of Artificial Intelligence	https://www.sciencedirect.com/journal/engineering-applications-of-artificial-intelligence
Journal of Advanced Manufacturing Technology	https://link.springer.com/journal/170
Applied Sciences	https://www.mdpi.com/journal/applsci
npj Computational Materials	https://www.nature.com/npjcompumats/
Magazines	Metallerie Lastechnik Weldfab Tech DYNA

4.7 Project meetings

Description:

- Meetings for internal communication.

Actions:

- Organisation of meetings.
- Meeting minutes.

Targets:

- At least 6 face-to-face meetings, including meeting minutes
- Online meetings for progress discussions.

4.8 Networking with other projects

Description:

- Foster and maintain a proactive network to facilitate the structured exchange of best practices, lessons learned and technical expertise across projects facing similar challenges.
- Collaboration with other funded projects.
- Contacts with steel manufacturers.
- Policy with standardisation and certifying bodies.
- Contacts at events.

Actions:



- Proactively search for and establish formal communication channels with relevant, complementary projects (specifically those that are EU-funded).
- Organize joint cross-project workshops: Host at least one or two dedicated, small-scale virtual or physical workshops with the collaborating projects to specifically exchange technical expertise, discuss common challenges and share results.
- Participate in industry-specific working groups: Identify and actively join relevant industry working groups or technical committees within manufacturing associations to directly share and gather feedback.

Targets:

- Cooperation with +3 other EU funded projects

4.9 Contribution to standards

Description:

The STEEL ALIVE consortium already has significant expertise in participating and leading standardisation activities at an individual partner level. This knowledge and experience will be used for the benefit of the standardisation activities of the project.

BWI is well placed to participate in standards organisations and also promote modifications to existing standards.

Communication with the standards committees is handled directly by the sectoral operator Welding Technology of the Belgian Welding Institute, who is very active both nationally and internationally (CEN and ISO committees). The BWI staff members actively contribute to these technical committees by following up the international committees, with voting rights to approve proposals.

Actions:

- Identify relevant standardization bodies and technical committees: Define the specific technical committees within the European and international standardization organisations (CEN and ISO) relevant to the project's welding, bending, and cutting technologies.
- Create a dissemination package for certifying bodies: Prepare a technical summary specifically tailored for relevant certification and quality assurance bodies, outlining how the project's innovation can be integrated into existing certification schemes.
- Prepare New Work Item Proposals (NWIPs): Draft formal technical justifications and proposals for either the modification of existing standards or the initiation of a new work items within the relevant CEN/ISO committees.
- Draft and submit "Technical Reports": Use mechanisms within the standards bodies to submit the project's findings as Technical Reports, introducing the data and methodologies to committee members for their consideration before a formal standard proposal is ready.



- Actively participate in committee meetings: Attend CEN and ISO meetings to actively present the project's progress, discuss its implications and advocate for the adoption of its outcomes.

5 Key Performance Indicators overview

Tool	Dissemination/Exploitation Actions	Target Groups	KPIs
STEEL-ALIVE Website	News, links to social media, deliverables	ALL	5.000 visits
Project visual identity	Visual identity including logo, typography and templates	ALL	Created
Press releases	Press releases including specific project results	Research Industry	6 press releases
Newsletters	Annual electronic newsletters will be issued. They will provide an overview of all the activities being carried out in the project, provide reports on the public outputs of the project, which milestones have been achieved and lesson learned. It will also include relevant news and technical highlights.	Research	6 STEEL-ALIVE newsletters, redistributed through project's channels
Social media (including public videos)	The project will create social media channels in LinkedIn and Twitter. Relevant news also published through partner's social media	ALL	30 posts
Workshops, conferences, fairs and events	Enabling partners to discuss, compare and showcase the project output to both scientific and industrial communities.	Research Industry	5 attended events
(International) workshop/ road show	(International) workshops/road shows to promote STEEL-ALIVE outcomes/ recommendations/ guidelines /training. Hence, facilitating and accelerating the use	ALL	At least 2



	of use of AHSS as the most cost-effective material for the selected applications.		
Final project event	A final event will be organised at the end of the project. It will be based on the overall results of the project as well as provide an outlook of “life afterwards” to further drive the exploitation of STEEL-ALIVE results in the EU and abroad.	ALL	30 F2F participants
Scientific publications (journal, conference papers, technical magazines)	Enabling partners to discuss, compare and showcase the project outputs to both scientific and industrial communities.	Research	15 publications
Whitepapers	Brief reports addressing different audiences to share lessons learned during the project development.	Industry	2 whitepapers
Networking with other projects	STEEL-ALIVE will lead the creation of a working network with other projects awarded in this call, creating a LinkedIn page.	Research and industry	Cooperation with +3 other EU funded projects

6 Actions undertaken in the period M1-M6

Despite the fact that the project is in its first stages, and therefore there are not tangible research results to be disseminated, the Consortium has started to promote the project through various channels, as described briefly below:

- Creation of a project webpage in the domain www.steel-alive.eu
- Promotion of the project in IFEVS’ own webpage: https://www.ifevs.com/steel_alive.html
- Publication of a news article titled “Driving innovation: new steel grades to transform vehicles weight and performance” on 24/07/2025 in Cidaut’s own newsletter. Link: <https://www.cidaut.es/driving-innovation-new-steel-grades-to-transform-vehicles-weight-and-performance/>



- Presentation of STEEL-ALIVE project at the RFCS TGA4 “Steel applications and solutions for existing and new markets” meeting that took place on the 06/11/2025.

7 Conclusions

The STEEL-ALIVE dissemination plan is an integral component of the project, ensuring its innovations and outcomes reach the intended audiences effectively. By using diverse tools and channels, developing collaboration and adhering to best practices in communication and data management, the plan seeks to maximise the project’s impact on industry, academia and society at large. This approach will not only elevate the visibility of STEEL ALIVE but also support the widespread adoption of its technologies.

