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Deliverable

D7.1 – Plan for Dissemination and Communication

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Find us at www.R3-Mydas.eu.

Executive Summary

Communication and Dissemination are a core part of the R3-Mydas project to ensure that activities, resources, and results reach the relevant stakeholders in a clear, consistent, and effective manner. The present deliverable report, D7.1, comprises the initial strategy and plan by thoroughly covering the planned aspects of communication and dissemination, elucidating the involved target groups and stakeholders. Additionally, it provides detailed descriptions of the communication measures for each anticipated activity, including the tools to be employed and indicative locations and schedules for their organization. A dedicated section within the report outlines the planned knowledge transfer activities for the project, encompassing both internal and external initiatives. It also highlights the potential connections to other ongoing EC-funded projects and provides a timeline proposal for their establishment.

This document will serve as a reference for project partners when conducting R3-Mydas communication and dissemination activities.

Deliverable leader:	Fátima Zorro (EWF)
Contributors:	Rita Bola (EWF)
Reviewers:	Athanasios Poulakidas (NCI), Antero Kutvonen (LUT)
Approved by:	Athanasios Poulakidas, Anastasia Panitsa (NCI)

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Definitions, Acronyms and Abbreviations

Acronym/ Abbreviation	Title
ML	Machine Learning
AM	Additive Manufacturing
SSH	Social Sciences and Humanities
TAM	Integrated Technology Acceptance
UTAUT	Unified Theory of Acceptance and Use of Technology
CO	Coordinator
AE	Affiliated Entities
AP	Associated Partners
WP	Work Package
EU	European Union
ISO	International Organization for Standardization
CEN	European Committee for Standardization
EN	European Norm
ASTM	American Society for Testing and Materials
EFFRA	EU Factories of the Future Research Association
PR	Press Release
SOP	Standard Operating Procedure
DEC	Dissemination, Exploitation, and Communication
EDIH	European Digital Innovation Hubs

1 Introduction

1.1 Project Information

Despite the multiple advantages of product remanufacturing, being widely recognised as an effective means for transitioning to a more circular economy, there is still a need for improved research and experimental observations, to improve the traceability and reliability of the final products from end-users' perspectives, as well as enhanced impacts monitoring methods.

The primary R3-Mydas objective is to develop a multi-actor framework, integrating innovative digital technologies (machine learning (ML) for process and quality control, marketplace, graph models for defects detection, digital twins), advanced mechatronics (additive manufacturing (AM), laser-cladding, automated disassembly/reassembly) and newly developed approaches from social sciences and humanities (SSH) (extended integrated technology acceptance/ unified theory of acceptance and use of technology (TAM/UTAUT) models, ethics and legal framework), for functionally, environmentally and economically sustainable circular value chains for remanufacturing of energy goods at the factory level. Specific demo cases are to be investigated throughout the project implementation: Oil&Gas crankshafts (demo 1), E-vehicles batteries (demo 2) and Wind turbines gearboxes (demo 3).

R3-Mydas will deliver unprecedented impacts throughout the targeted value chains, as follows:

- up to 60% time reduction in programming for remanufacturing; up to 20% increased product quality; up to 30% rework reduction [Demo 1];
- up to 30% improved detection of tiny deviations from normal behaviour; up to 50% faster anomaly localization; up to 30% increase the number of different modality data streams handled; up to 20% faster fusion process [Demo 2];
- up to 99% reusage rate; -90% prevention rate; -75% lead time; up to 85% raw material savings potential [Demo 3].

R3-Mydas will deliver a marketplace associating to each remanufactured product or services/component for remanufacturing a Digital Passport-like set of information, ensuring full traceability.

Also, a dedicated training programme will be designed and delivered, targeting the R3-Mydas project remanufacturing value chains, to result in 100+ training hours and 100+ diverse stakeholders engaged during the project.

The partners in Table 1 are part of the R3-Mydas consortium:

Table 1: The R3-Mydas consortium.

Number[1]	Name	Country	Short name
1(CO)	NETCOMPANY-INTRASOFT SA	Luxemburg	NCI
2	EUROPEAN FEDERATION FOR WELDING JOINING AND CUTTING	Belgium	EWF
3	EIT MANUFACTURING SOUTH SRL	Italy	EITM
4	FLENDER FINLAND OY	Finland	FLE-FI
4.1(AE)	FLENDER GMBH	Germany	FLE
5	AVL LIST GMBH	Austria	AVL
6	TALLERES MECANICOS COMAS SLU	Spain	TMCOMAS
7	SPIN ROBOTICS IVS	Denmark	SPIN
8	ASOCIATION DE INVESTIGACION METALURGICA DEL NOROESTE	Spain	AIMEN
9	LAPPEENRANNAN-LAHDEN TEKNILLINEN YLIOPISTO LUT	Finland	LUT
10	INFORMATION TECHNOLOGY FOR MARKET LEADERSHIP	Greece	ITML
11	DEEP BLUE SRL	Italy	DBL
12	CHAROKOPEIO PANEPISTIMIO	Greece	HUA
13	IKERLAN S. COOP	Spain	Ikerlan
14	ZIKNES TECHNOLOGY SL	Spain	Ziknes
15(AP)	CSEM CENTRE SUISSE D'ELECTRONIQUE ET DE MICROTECHNIQUE SA - RECHERCHE ET DEVELOPPEMENT	Switzerland	CSEM

1.2 Document Scope

This document will serve as a reference for project partners when conducting R3-Mydas communication and dissemination activities. The project started on the 1st of January 2024 and will have a duration of 36 months. Work package (WP) 7, regarding the dissemination, communication & liaisons will last throughout its duration. This WP includes several tasks, which are represented in the following scheme:

[1] CO: Coordinator. AE: Affiliated Entity. AP: Associated Partner.

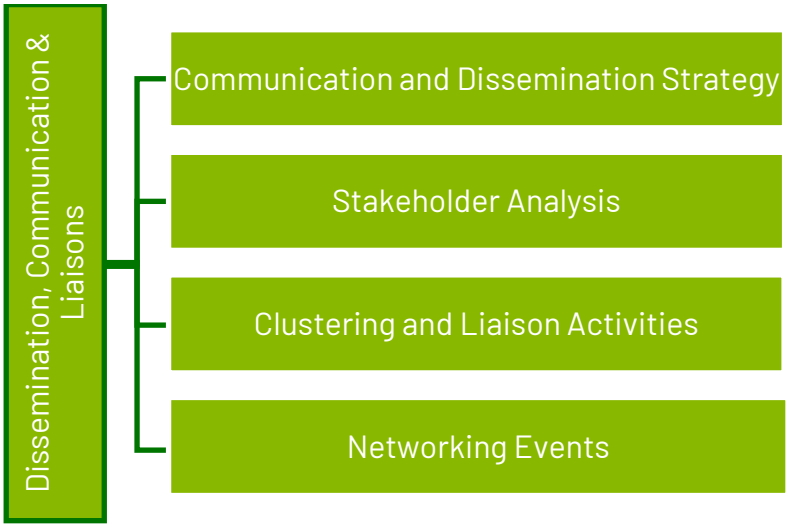


Figure 1: Scheme with the overview of WP7: Dissemination, communication & Liaisons.

Ensuring the sustainability of project results over time is heavily reliant on these activity groups. They are viewed as essential pillars for the project's success and play a pivotal role in securing the long-term viability of its outcomes.

1.3 Document Structure

This document is comprised of the following chapters:

Chapter 1 presents an introduction to the project and the document.

Chapter 2 outlines the "Strategy for Communication and Dissemination." It provides a comprehensive plan for how information about the project will be communicated to various stakeholders and target groups. This strategy includes stakeholders identification, communication tools and channels selection. Additionally, it discusses measures and procedures for effective communication and dissemination, including standard operating procedures for notification and internal processes.

Chapter 3 concludes the document.

Chapter 4 is the bibliography.

Appendix A.1 concerns the newsletters' schedule.

Appendix A.2 concerns the press release schedule.

Appendix A.3 focuses on the dissemination form.

2 Strategy for Communication and Dissemination

Communication and dissemination are related concepts, but they have distinct purposes and characteristics, particularly in the context of projects or research initiatives.

Communication is a dynamic and ongoing process, facilitating the exchange of information, ideas, or messages. It serves the broader purpose of promoting understanding, collaboration, and engagement among project team members and relevant stakeholders. The audience for communication is diverse, including project team members, citizens, the public, and the media. This multifaceted interaction can take various forms, encompassing both one-way communication, such as updates and announcements, and two-way exchanges like discussions and feedback sessions. Communication is a continuous effort, spanning the entire duration of the project, fostering transparency, and contributing to a collaborative environment.

Dissemination, in contrast, is a more focused and strategic aspect of information sharing for a project. The primary purpose of dissemination is to distribute and make accessible the project's results, findings, or outputs, maximizing its impact. The audience for dissemination is typically targeted and includes specific groups such as the research community, policymakers, industry stakeholders, or civil society. Unlike communication, dissemination primarily involves one-way exchanges where information is pushed out to the audience through various channels. These channels may include project websites, social media, press releases, scientific magazines, and databases, among others. Dissemination is not limited to a specific project phase, it occurs strategically throughout the project's lifecycle and may extend beyond its completion, ensuring that project results reach and impact the intended audience effectively [REF-01].

In this scope, this document aims to outline the strategy employed in the R3-Mydas project for communication and dissemination during its course. The following aspects will be covered to achieve this goal:

- Formulate a plan for communicating and disseminating project results.
- Devise effective communication strategies among beneficiaries to maximize indirect project benefits.
- Facilitate efficient knowledge transfer within the consortium and to external third parties.
- Guarantee the spread of knowledge beyond the project through conferences, and publications, amongst others.
- Explore potential events for disseminating project results.

Both communication and dissemination strategies were established from the project's beginning, specifically during the kick-off meeting. In their role as the work package leader, EWF emphasized the significance of these strategies to the entire consortium. The message emphasized that communication entails more than reporting, being a collective effort that should involve all consortium members. EWF highlighted that each partner has the potential to reach a distinct audience, underscoring the importance of a comprehensive and inclusive approach to communication within the project.

2.1 Stakeholders and Target Groups

Developing and deploying communication tools, tailored to the identified audiences and target groups from a stakeholder analysis, is a crucial step in enhancing the project's visibility. The primary objective of these communication activities is to inform and persuade stakeholders, establishing R3-Mydas as a reputable and reliable source of innovation for remanufacturing.

Stakeholders are people, entities or groups who are directly or indirectly impacted by an organization, project, or similar, and thus have an interest in it. They can be both internal and external to the organization or project and may include individuals, groups, or organizations affected by or affecting the project. At this early stage of the project, the stakeholders are defined as all the participants remanufacturing supply chains, e.g., technicians, engineers, managers, end-users, industrial professionals, workers, and other job profiles, but also policymakers involved in relevant legislation. In general, for R3-Mydas we can find the following stakeholders:

- EU manufacturing/remanufacturing companies (in any industrial sector). This is also the main target group of users for R3-Mydas. These companies, including owners/operators of materials that may need remanufacturing, in particular SMEs and Mid-caps, first need to grasp the abilities and advantages that remanufacturing, circular economy, and the promised taxes and laws will bring. Direct & Indirect Technology end-users, which may replicate/transfer R3-Mydas technologies/framework.
- Other providers or consumers of digital solutions, technologies, and circular economy services. The first set of tools and services is based on the project results provided by the R3-Mydas partners. To enrich its offer, the R3-Mydas initiative can also become the channel through which solutions developed by external providers in the field, including other EU projects in this area, are sold. Additionally, the initiative aims to serve owners/operators of materials that may require remanufacturing, offering them a platform to access and procure necessary services. This may be in the field of the study cases, e.g.: owners/operators of energy companies that may need remanufacturing services and later expanded to other fields. The R3-Mydas project will act as the reference hub for remanufacturing, where companies can present and sell their services/products.

- Other multipliers & aggregators, such as national and international sectorial associations, initiatives, digital innovation hubs (EDIH and DIH), and competence centres. Current activities such as Gaia-X, International Data Space Association (IDSA), and Big Data Value Association (BDVA) are magnets for companies interested in providing services. Digital Innovation Hubs (DIHs) as well as European Digital Innovation Hubs (EDIH) aim at making digital services available. The R3-Mydas offering is complementary to the offering of those initiatives/organizations since is more specialized in remanufacturing processes.

Concerning the target groups (group of people that an activity, product, or service is intended to reach) of the R3-Mydas framework, the following are expected to be reached:

1. Scientific & Academic Community: international researchers of all levels, interested in integrating advanced digital, SSH, and mechatronic approaches for remanufacturing at the factory level.
2. Local/Regional/National authorities, e.g. ISO, CEN, EN, ASTM communities, and others can use project results to shape strategies for sustainable manufacturing.
3. EU and national policymakers/regulators, multipliers and aggregators: R3-Mydas will inform country-specific policy issues/solutions for remanufacturing.
4. EU industrial sector. Suppliers and relevant EU companies and national trade associations, EU Factories of the Future Research Association (EFFRA), and others, to procure/deploy R3-Mydas technologies within their existing and future manufacturing lines post-project.
5. Civil society including minority groups, and social partners will benefit from innovation potential, emission mitigation, and the creation of new specialized jobs. Press and Media, as engaging with this sector can be a strategic approach for project promotion and dissemination.

In fact, R3-Mydas will use the developed business cases to demonstrate the project's abilities in circular economy and remanufacturing. This will be an opener to engage with further networks, standardization entities, and demonstrate excellence for further funding opportunities as well as further collaboration with the involved partners.

The numbering of the target groups will later assist in the connection of the dissemination and communication tools with the target group in the next section.

2.2 Dissemination and communication tools and channels

Creating and implementing communication tools with identified target groups in a stakeholder analysis is an important step toward raising the project's awareness. The main aim of communication activities is to inform and convince stakeholders and target

groups to establish R3-Mydas as a credible and trusted source of innovation for the remanufacturing of energy goods.

The standard dissemination and communication tools planned are presented in Table 2 including the identification of the target groups to be involved/reached for each individual activity.

It is important to mention that the stakeholders will, in general be affected by the dissemination and communication tools, and as they are assessed in further detail, the tools will be tailored to them.

Table 2: Dissemination & Communication Tools: Target groups numbered according to the previous section.

DC TOOL	CURRENT ACTIVITY STATUS	FUTURE PLANS	TARGET GROUPS				
			1	2	3	4	5
Project website	www.r3-mydas.eu	Quarterly updates	x			x	x
Standard presentation material Project Flyer PPT presentation General poster Promo roll-up poster	Flyer, poster and roll-up are available on the project website. Presentation in development.	Final flyer by the end of the project Final general presentation To be modified according to the dissemination events Final roll-up at the end of the project	x	x	x	x	x
Press Releases (PR)	Initial PR published Plan for publication can be found in annex	Press releases on interim results, activities, and events Press Release for Final Event (M34) Exclusive Interviews on request On-going observation of the media landscape and joint media activities Focus on trade magazines addressing the sectors (Oil & Gas, E-vehicles, Wind Turbines).	x	x		x	x
Social media accounts – LinkedIn – YouTube	https://www.linkedin.com/company/r3-mydas/ https://www.youtube.com/@r3mydas	All partners to include ref. to R3-Mydas in the corporate accounts. To be updated regularly (every month)				x	x
Community building and networking activities	Bilateral meetings with project coordinators. Contact forms to address projects.	Mutual collaboration agreements	x	x	x	x	x
Newsletters	Plan for publication can be found in annex	Quarterly (12 newsletters)	x	x	x	x	x

DC TOOL	CURRENT ACTIVITY STATUS	FUTURE PLANS	TARGET GROUPS				
			1	2	3	4	5
	1st Newsletter Published						
Standardisation Recommendation Documents	Mapping of standards relevant to the project on-going	To be managed in task 5.1		x	x	x	
Knowledge Transfer Activities – Training materials – Teaching material – Capacity building in SMEs and universities	To be planned	To be managed in task 8.4	x	x			
Events **Live Communication**	Draft plan of activities with fairs and relevant conferences to promote the project with oral and poster presentations, workshops, annual meetings and exhibition booths can be found in the section below	2/3 Interactive workshops with representatives of 8+ EU R&I projects – to be organised to present R3-Mydas 2/3 Information/Open day events to showcase the demos production lines for remanufacturing involving 20/25 costumers on partner facilities	x	x	x	x	x
Publications	To be developed	At least 5 publications regarding the project technologies			x		x
Final Event	-	Final event to be organised in the last month of the project (Dec 2026)	x	x	x	x	x

2.2.1 Branding

Establishing a robust project identity is crucial, as it ensures cohesive alignment across all developed materials. To achieve this, there was a focus on addressing three fundamental questions:

- What's the main aim of the project?
- Who are our target groups?
- What are the benefits the target groups get?

All these inquiries will find their answers in the promotional materials developed, including the flyer, poster, roll-up, and press release.

To visually capture the idea of Remanufacturing, Repurposing, and Recycling energy goods using advanced Mechatronic and Digital technologies, given the focus and objectives outlined for the project - which encompass innovation, sustainability, technology, and social impact, the proposed logo is represented in Figure 2.

Figure 2: R3-Mydas primary logotype.

This logo reflects the integration of various symbolisms in a visual representation:

- Integration of Elements: The R3-Mydas logo concept is a blend of form and meaning, represented through a stylized wind turbine and motion arrow, the logo becomes a dynamic visual narrative, symbolizing the transformative journey towards a sustainable, circular, and technologically advanced future in energy goods remanufacturing, repurposing, and recycling.
- Conceptual Foundation: The logo is a visual representation of the project's core values and objectives, blending innovation, sustainability, and technology. The design draws inspiration from the acronym itself, utilizing the letters 'R' and 'M' to convey that message.
- Typography Integration: The letter 'R' in the acronym is crafted into a stylized wind turbine. The turbine symbolizes sustainable energy and embodies the circular nature of the project's objectives. Its dynamic motion signifies the continuous cycle of remanufacturing, repurposing, and recycling energy goods. The letter 'M' is transformed into a motion arrow symbolizing forward movement. It represents the dynamic nature of the marketplace and product quality optimization.
- Colour Palette Representation: The colour palette is composed of various shades of green, chosen to evoke a sense of environmental consciousness, growth, and sustainability.

Figure 3: Colours chosen for the R3-Mydas branding.

The logo is also prepared to be used across a wide set of media, ranging from website icons to a large print format. Next are shown the various formats of the logo:

Figure 4: R3-Mydas logo versions.

2.2.2 R3-Mydas Website

A specific website for R3-Mydas was developed and acts as a platform to communicate up-to-date information relating to the project during and after its duration. It gives an overview of the project, outlining its main objectives and tasks. It contains contact points for those who want to know more about R3-Mydas. The website will also allow the promotion of the partner's involvement in R3-Mydas. The link to the project website (www.r3-mydas.eu) will be also the link to all the services/resources R3-Mydas will provide.

The structure of the website as shown in the figure below is divided into the following tabs:

1. HOME
2. ABOUT
    a. BACKGROUND
    b. IMPACT
    c. IMPLEMENTATION
    d. INNOVATION
3. NEWS
4. DOCUMENTS
    a. DISSEMINATION MATERIALS
    b. PROJECT ACTIVITIES
    c. SEMINARS
    d. CONFERENCES
5. PARTNERS
6. CONTACTS

The main page, also identified as home, contains a brief description of the project, its impact, innovation, study cases and the latest news.

Figure 5: R3-Mydas Main webpage.

The website was presented to the partners in March 2024 and is continuously updated throughout the project duration and is monitored via Google Analytics.

2.2.3 Promotional Materials

2.2.3.1 Flyer

The primary objective of a flyer is to condense the most pertinent information into a single, easily accessible format. Flyers serve as an excellent tool for spreading awareness about the project due to their portability, making them suitable for distribution at conferences or other relevant events, even at short notice. The flyer must emphasize the project's visual identity while maintaining a strong focus on content, as the visual appeal is what prompts individuals to pick it up from among other leaflets at a conference, for instance.

Figure 6 shows the front and the back of the flyers with some of the essential information, such as the key developments, the study cases and the impact. Additionally, the funding acknowledgement with the EU flag and some more details as the QR Code directing to the R3-Mydas's website are visible on the back side of the flyer.

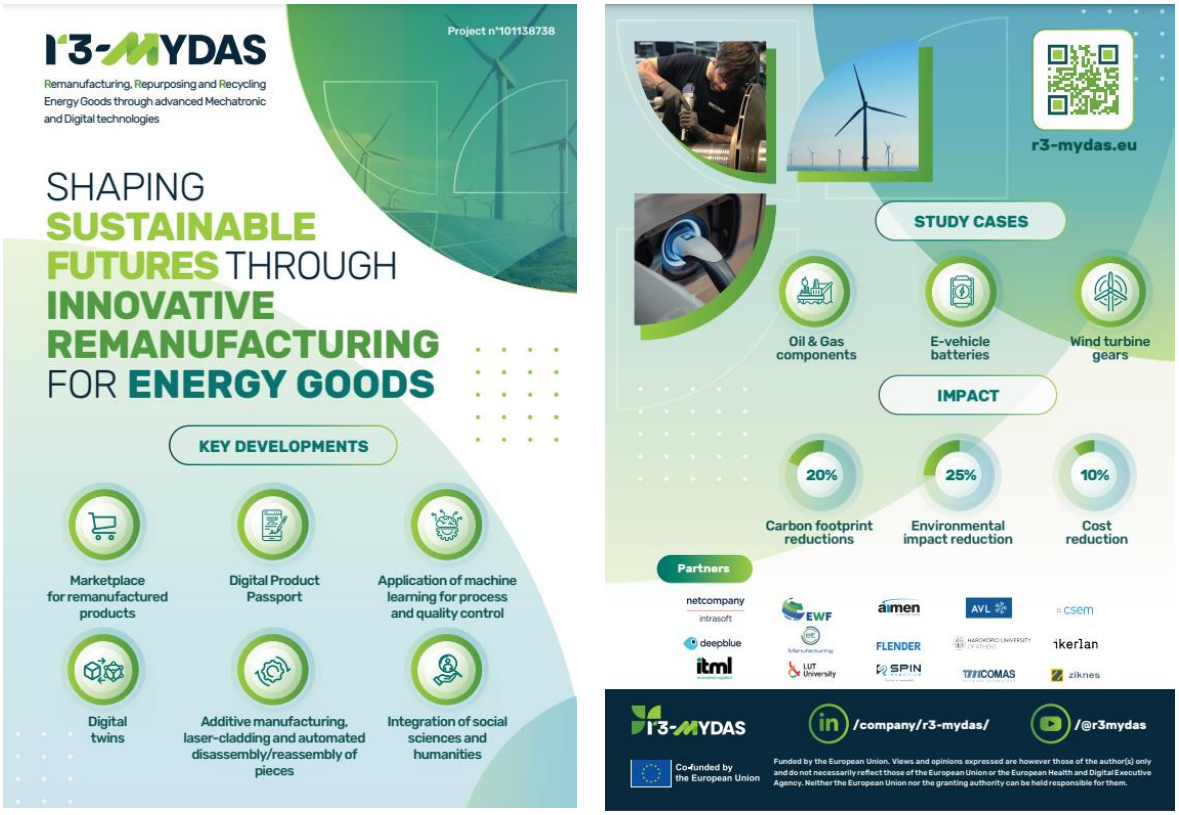


Figure 6: Initial flyer developed for the R3-Mydas project.

2.2.3.2 Poster

Regarding the poster, its main objective lies in its ability to visually communicate key information about a project or topic in a concise and impactful manner. Posters serve as effective tools for attracting attention, conveying messages, and engaging viewers, making them valuable assets for disseminating information, and enhancing understanding and awareness of the subject matter.

In this scope, the following poster was developed to advertise R3-Mydas:

Figure 7: Initial poster developed for the R3-Mydas project.

2.2.3.3 Roll-Ups

Roll-ups, also known as banner stands or pull-up banners, are essential promotional tools commonly used at events, conferences, and trade shows. They provide a portable and highly visible platform to showcase key information, branding, and messages related to a project or business. Roll-ups serve as attention-grabbing displays that can draw attendees to a booth or presentation area, effectively conveying important details and creating a lasting impression. Their versatility and ease of setup make them valuable assets for marketing and promoting various initiatives, products, or services.

In this case, the following roll-up was developed for the R3-Mydas, it includes the information about the key development, study cases, and the partners involved.

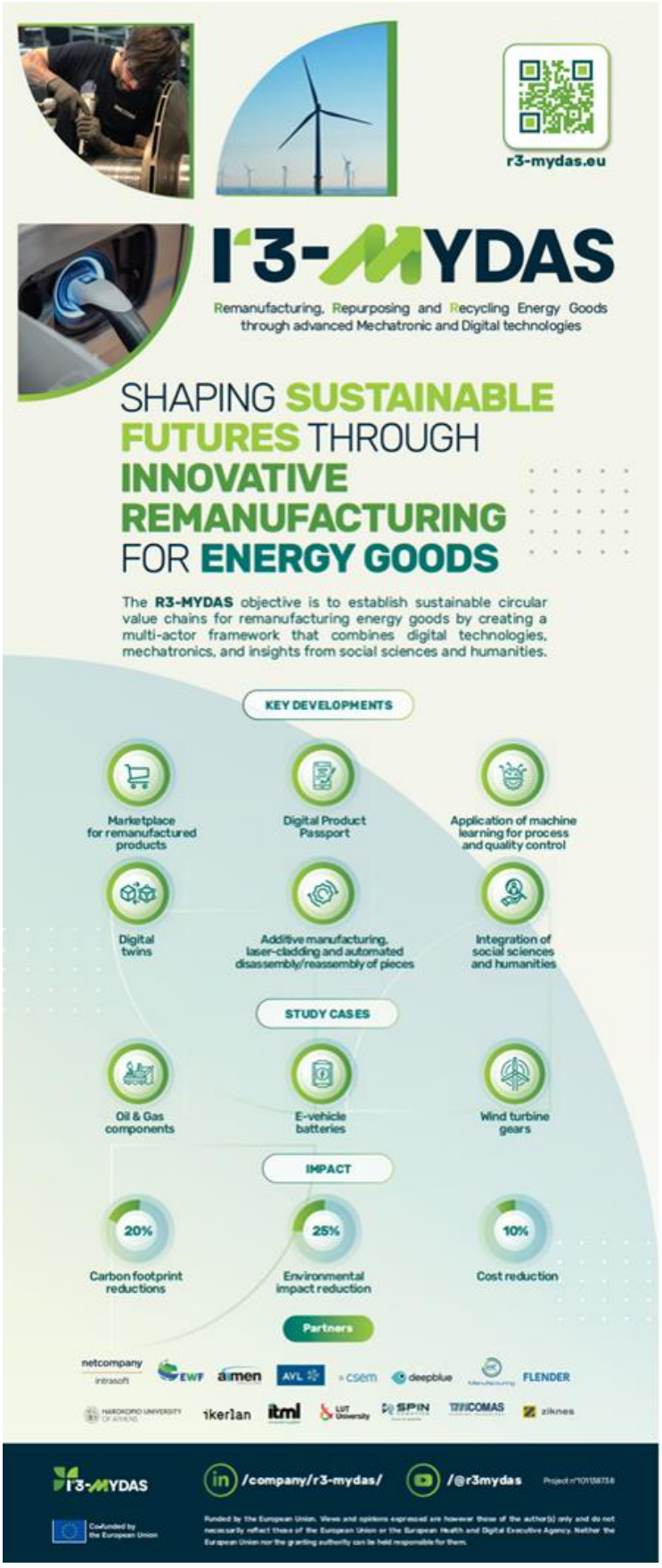


Figure 8: Roll-Up developed for the R3-Mydas project.

2.2.4 Social Media

Regarding the social media for the dissemination of the project, it was discussed with partners and agreed that the most suitable are the LinkedIn (Figure 9) and YouTube (Figure 10) platforms. Therefore, the LinkedIn profile for the project can be found at https://www.linkedin.com/company/r3-mydas/about/ and the YouTube page at https://www.youtube.com/@r3mydas.

The impact of the webpage and social media will be tracked every six months. Tracking visualizations allows to assess the performance of the content. It provides insight into which pieces of content are resonating with the audience and which ones are not. This data can help to refine the content strategy to focus on creating more engaging and effective content. Additionally, the number of visualizations indicates the level of engagement the audience has with the content. Higher visualization numbers suggest that the content is being seen by more people and is likely capturing their attention. Monitoring these metrics helps to understand the audience's interests and preferences, allowing to tailor future content to better meet the audience needs. Visualizations serve as benchmarks that allow to track progress over time and set realistic goals for growth. By setting targets for increasing visualization numbers, you can strive to continuously improve your content quality, reach, and audience engagement.

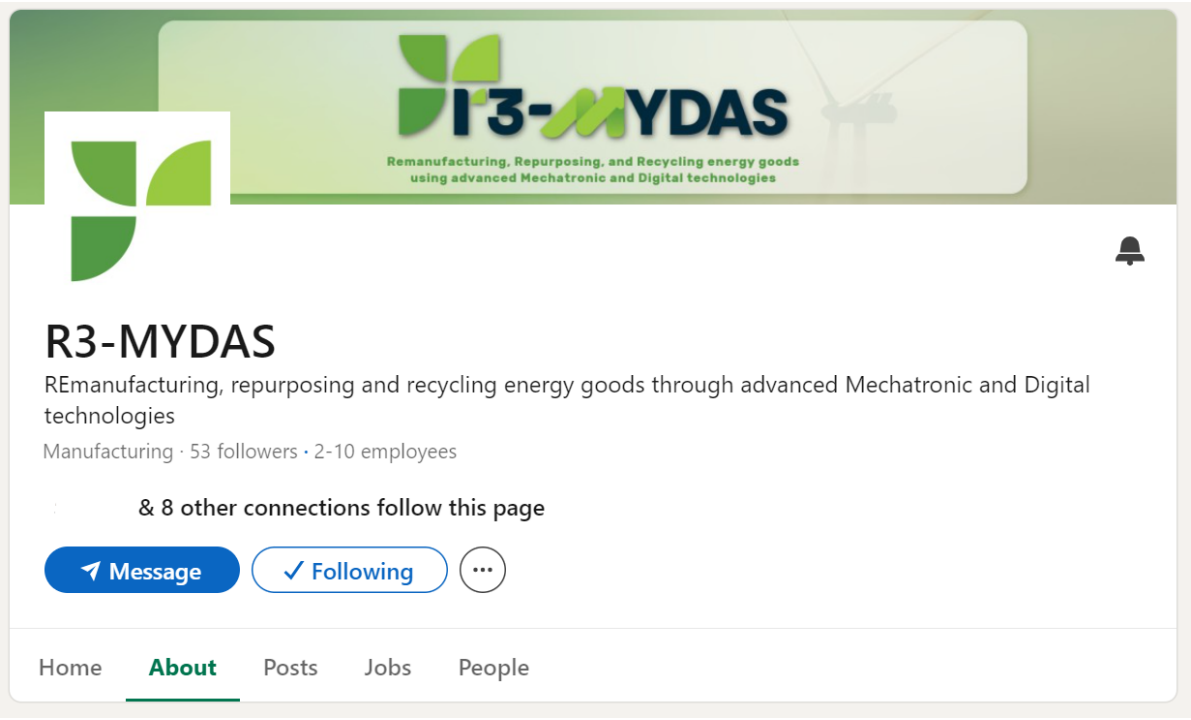


Figure 9: R3-Mydas LinkedIn page.

Figure 10: R3-Mydas YouTube page.

2.2.5 Press Release and Newsletters

The R3-Mydas newsletters will be sent quarterly to all stakeholder subscribers. The newsletter will ensure both communication and dissemination at different levels - EU and international – and will keep the stakeholders up to date with the findings of the project, and inform them about other relevant events, publications, key policy developments, and key messages of the project partners. Contributions to the R3-Mydas newsletter will be open to all project partners according to the table in Appendix A.1 "Newsletters Schedule".

The press release will be published yearly and will contain all the relevant updates regarding the overall project development summarized. Their schedule is possible to see in Appendix A.2 "Press Release Schedule".

2.3 Dissemination Activities

Dissemination events play a pivotal role in the development of projects by serving as vital platforms for sharing knowledge, insights, and achievements with relevant stakeholders and the broader community. These events facilitate the exchange of ideas, best practices, and lessons learned, fostering collaboration and synergy among project participants.

2.3.1 International Academic Conferences

Participation in academic conferences is essential to disseminate the developed work, exchange ideas with peers, receive feedback, and stay updated on the latest developments in their fields, ultimately contributing to the advancement of knowledge and fostering professional growth. In the scope of R3-Mydas, the following International Academic Conferences were identified for attendance:

- TRA conference
- AIMEN jornadas laser;
- Wind Energy Hamburg 2024 & 2026;

- Conference For Wind Power Drives
- R&D Management Stockholm
- Summit Industrie 4.0 österreich
- FISITA World Congress
- ISPIM Connects Osaka 2024
- ISPIM Conference 2025

The target for R3-Mydas is to participate in at least 10 international academic conferences during the project.

2.3.2 International Trade Shows

Participation in international trade shows is instrumental in expanding market reach, establishing business networks, showcasing products or services, and staying abreast of industry trends and innovations, thereby fostering global business growth and competitiveness. The following international trade shows, along with the partners that mentioned them, were identified to disseminate the project:

•I-AM2025 conference	EWF	•Automatica Munich 2025	Spin
•BIEMH	Ikerlan, Ziknes	•ELMIA Sweden	Spin
•EFECS	ITML	•MECSPE Bologna 2025	Spin
•Eur. Robotics Forum 2025	NCI, CSEM	•Global Industrie 2025	Spin
•Formnext Frankfurt 2024	Ziknes	•Metal Madrid 2024	Ziknes

The target for R3-Mydas is to participate in a minimum of 5 international trade shows in the project duration.

2.3.3 Workshops

Workshops facilitate cross-pollination of ideas, best practices, and lessons learned, leading to enhanced efficiency, innovation, and impact in project implementation. Within the scope of synergies with other projects are invaluable for fostering collaboration, exchanging expertise, and leveraging resources to address common challenges or objectives.

In this scope, R3-Mydas consortium is encouraged to participate in workshops, some of the identified as a possibility are Manufacturing Partnership Day, Flender Innovation days, and AIOTI Days 2024

Additionally, it will be necessary to organize 2-3 interactive workshops with representatives of 8+ recent or current EU R&I projects focusing on similar topics to facilitate the exchange of learnings and identify possible synergies.

Projects identified for possible synergies with R3-Mydas are the following:

Table 3: Projects identified for possible synergies with R3-Mydas.

Title	Acronym	Project ID	Coordinator
Remanufacturing Network	RemaNet	101138627	POLIMI

Title	Acronym	Project ID	Coordinator
A data-driven remanufacturing process for sheet metal and thermoplastic composites	COMPASS	101136940	Profactor
Flexible remanufacturing using AI and advanced robotics for circular value chains in EU industry	RENEE	101138415	Uni of Patras
Sustainable Remanufacturing solution with increased automation and recycled content in laser and plasma-based process.	RESTORE	101138775	EWF
Circularity and Remanufacturing-Enabling DIgital Twins	CREDIT	101138182	Idener
EdgeAI	EdgeAI	101097300	SINTEF Digital

2.3.4 Publishing Scientific Results

The publication of scientific results is crucial for advancing knowledge, fostering transparency, and facilitating peer review, thus ensuring the integrity and credibility of research findings. R3-Mydas intends to have scientific results published in peer-reviewed journals. The ones already identified are listed below:

- Welding in the world
- Tribology International
- Engineering Failure Analysis
- International Journal of Fatigue
- Journal of Cleaner Production
- IEEE Access
- IEEE Technology and Society Magazine
- Journal of Intelligent Manufacturing
- Journal of Product Innovation Management

The target for R3-Mydas is to submit a minimum of 5 academic papers, over the project duration to reach the scientific audience.

2.3.5 Other Actions

Regarding other events being developed in the scope of R3-Mydas is possible to find 2/3 Information/Open day events to showcase the demos production lines for remanufacturing involving 20/25 costumers on partner facilities, which will be developed at the end of the project in the facilities of TMCOMAS, AVL, and Flender-Finland.

Additionally, other dissemination measures include suggestions such as the European Big Data Value Forum, Data Week, European convergence summit, or internal dissemination activities, for example, EWF internal network, and LUT homecoming day.

Publishing at least 5 position articles, for example, industry publications about the project technologies.

2.4 Measures for Communication and Dissemination

The communication & dissemination strategy will be composed of 3 pillars, but interrelated by the stakeholder interrelations delineated in Table 4:

1. Cross lobbying to engage an international associations network and Digital Innovation Hubs as multipliers and facilitators. Making use of cross-lobbying activities with related lobbying institutions across the EU and beyond (EFFRA-Made in Europe, ManuFuture, including the promotion towards European and national policymakers) providing an exchange platform to enable European decision-makers (different kinds of industrial, political, and financial stakeholders) to make an informed decision including the recognition of remanufacturing as a smart and sustainable solution.
2. Dissemination, exploitation, and communication (DEC) measures to push standardization (to be addressed by task 5.1).
3. Knowledge transfer activities (to be addressed in WP8).

The tables below summarize the objectives, stakeholders and measures associated with each pillar of the dissemination and communication strategy.

Table 4: Pillar 1 of the DC Strategy.

1) CROSS-LOBBYING ACTIVITIES TO ENGAGE AN INTERNATIONAL ASSOCIATION NETWORK AS MULTIPLIERS AND FACILITATORS
Objectives: To make use of the EWF network (e.g. EFFRA, ManuFuture) to win related associations as multipliers for wide-spread information, awareness-rising and promotion of the new technology, its environmental and economic benefits and upcoming training offers, events and for the influence of legislation within and beyond Europe.
Stakeholders: – Commercial and trade associations such as CECIMO (European Association of the Machine Tool Industries and related manufacturing technologies). For this EWF has a Memorandum of Understanding. – EC Authorities: DG Research, DG for Education and Culture (DGEAC) and DG Employment. – Related projects in Remanufacturing – EU, National, and local policy makers – European Technology Platforms (ETPs): ManuFuture and Advanced Engineering Materials and Technologies

Measure 1: Stakeholder Relations via Association Networks – EWF is one of the founding and/or active members in High-Level Groups of several platforms whose contact will be sought for mutual knowledge exchange and transfer of results, contributing to roadmaps, supporting standardisation issues and discussion etc. with a strong focus again to build/enhance remanufacturing capacity based on R3-Mydas results in Europe and beyond. EWF will be actively supported in the referred meetings by the consortium partners that also take part in these platforms as members (details in the table below). – Tools: Invitation Mail, Promo in LinkedIn groups and contacts, Conference Calls. – Place and Time: Aligned with annual meetings.

ManuFuture	AM Platform	EFFRA	BDVA	Gaia-X	IDSA
EWF EITM	EWF AVL AIMEN	EWF AVL Ikerlan	AVL Ikerlan ITML	EITM Ikerlan	AIMEN Ikerlan

Table 5: Pillar 2 of the DC Strategy.

2) DC Measures to push Standardisation
Objectives: To disseminate and communicate results to push standardisation; since R3-Mydas is focussing on the remanufacturing of components for specific industry applications, there will be the need to develop standards that can walk along with production and manufacturing – either process, materials or product standards. This assessment will be a continuous activity in the project and the communication made through the partners already engaging with standardisation bodies.
Stakeholders: Consortium liaising with standardisation bodies: EWF Standardisation bodies: ISO, CEN, ASTM The consortium partners liaising with standardisation bodies and the respective standardisation bodies will be assessed in the scope of task 5.1.
Measure 2: Participation in Standardisation Body Committee Meetings and Events – to communicate industry needs gathered in R3-Mydas to standardisation bodies. **Measure 3:** Set up joint working groups – to promote the development of new standards for remanufacturing

In the initial stages of the project, our efforts should be concentrated on elevating awareness regarding its objectives and potential impact. As preliminary results become available, our focus should then shift towards cultivating the audience's interest and engagement. Upon achieving more comprehensive outcomes, our strategic actions should be directed towards creating a compelling desire among the audience for these results.

Therefore, to attract potential customers and investors, final-year dissemination activities will be especially focused towards preparing for post-project exploitation and market take-up.

2.5 Standard Operating Procedures for Dissemination

Standard Operating Procedures (SOP) for dissemination are presented hereafter and will ensure that commercially relevant results are not prematurely disclosed. The SOP is a

simplified version of the procedure established in the Consortium Agreement for the notification of dissemination activities taking into consideration the legitimate interest of the members of the consortium,

Therefore, during the Project and for a period of 1 year after its completion, partners are obliged to notify the members of the consortium about any dissemination activity in advance and obtain the corresponding approval from the consortium members. This is to avoid the unauthorized/premature disclosure of sensitive information (e.g. other partner's background or project results). Nevertheless, partners must cooperate to facilitate the timely submission, examination, publication and defence of any dissertation or degree thesis which might include results or background subject to confidentiality and publication barriers established in the consortium agreement.

Unauthorized disclosure of sensitive information might undermine the value of the results causing damages to their owners and blocking the possibility to protect related products or processes under intellectual property rights such as patents, utility models and industrial designs. The non-compliance of the exploitation and dissemination obligations might generate severe consequences according to the Grant or Consortium Agreement affecting implementation of the project and the achievement of objectives. Therefore, partners are required to familiarize themselves with the D&E rules and terms established in the Grant and the Consortium Agreements.

According to article 17 of the Grant Agreement, each partner of the R3-Mydas project is obliged, if not specified otherwise by the granting authority, to actively promote the action and its outcomes by disseminating tailored information to various stakeholders, encompassing the media and the general public. This promotion should be carried out strategically, coherently, and effectively. Prior to undertaking any communication or dissemination effort likely to have a major media impact the media, beneficiaries must notify the granting authority.

If not specified otherwise by the granting authority, beneficiaries' communication efforts concerning the action—such as media engagements, conferences, seminars, and informational materials (e.g., brochures, leaflets, posters, presentations) distributed electronically or through traditional or social media, or significant results funded by the grant, must acknowledge EU support. They should prominently display the European flag (emblem) and funding statement, as possible to see in the figure below, translated into local languages if necessary.

Figure 11: European emblem and funding statement to include in communication and dissemination actions.

The emblem should maintain its distinctiveness and integrity, without alterations or additions of other visual elements, brands, or text. No other visual identities or logos, aside from the emblem, should be utilized to emphasize EU support. When presented alongside other logos (such as those of beneficiaries or sponsors), the emblem must be showcased with equal prominence and visibility.

Additionally, regarding the dissemination and communication of results, article 17 also specifies that any dissemination of results (in any form, including electronic) must display the following disclaimer:

"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. Neither the European Union nor the granting authority can be held responsible for them."

After executing dissemination activities, partners are responsible for providing relevant information (i.e. type of event, when and where it was held, target audience and number of attendants, number of dissemination material handed, contacts made, photographs from the event, contact lists etc.). Other relevant information such as videos, photos, agendas, etc. should be uploaded to the relevant folder on the repository for external events. A summary of the past activity must be prepared by the organiser/participant to be published on the R3-Mydas website.

2.5.1 Notification Procedure

1. Partners are required to provide sufficient information about the intended dissemination activity and send it to the WP7 leader which will forward it to all partners within 30 calendar days before the dissemination activity. (The information should include the type of activity, partners involved, place, date, a description, and abstract, title and authors, if applicable).
2. Partners may object to the dissemination of the activity or material only within the next 20 calendar days after the receipt of the notice.
3. Partners objecting to a dissemination activity MUST address it to the project coordinator, to the Party or Parties proposing the dissemination and to the D&C

Manager explaining how the dissemination activity will affect their legitimate interests.

4. Any objection must include a precise request for necessary modification to facilitate the dissemination activity without affecting the legitimate interests of consortium members. Relevant partners may discuss as need to overcome the grounds for the objection on a timely basis. Particularly, in the case of scientific or academic publications and presentations.
5. The objecting partner can request a delay of the dissemination activity of not more than 90 calendar days from the time it raises such an objection.
6. After 90 calendar days the dissemination activity is permitted, provided that there is no harm to the legitimate interests of the objecting partner.
7. In addition, after the dissemination activity, the consortium partners will fill in the form accessible with the QR code in the figure below and the following link: https://forms.office.com/e/cpe0ckFnvm. The objective of this form is to keep track of the dissemination events planned and report the ones performed. The form questions may also be found in the Annex A.3.

   The information provided in the form will be made available to consortium partners as an Excel file located in the WP7 folder on the project SharePoint. This file will be updated with each new response.

Figure 12: QR code to the Dissemination form.

2.5.2 Internal processes

All communication actions will be coordinated by the WP7 leader, respecting the deadlines discussed with consortium partners and the graphic guidelines in all communication activities.

2.5.2.1 Procedures for Newsletters:

1. The WP7 leader is responsible for the distribution of the newsletter content according to the tasks developed in the Gantt chart.
2. The WP7 leader is responsible for sending a reminder to the designated partners two weeks before the deadline for the submission of the contributions from partners.
3. Consortium partners are to submit their contributions until the deadline established.
4. In case any partner wants to add relevant content to the newsletter, it must send an email to the WP7 leader, with the information to be added, until the deadline established for the respective newsletter.
5. Once published, the newsletter is sent to all subscribers, and published on social media and website.

2.5.2.2 Procedures for other dissemination material:

1. Other dissemination material, such as press releases, flyers, and posters will be developed by EWF periodically, according to the project needs.
2. The developed material will be shared among partners to receive feedback in due time.
3. The materials will be adapted according to the comments provided.
4. The materials will be made available on the webpage.
5. Additionally, some of the dissemination material, such as posters may be adapted to specific contexts or events.

3 Conclusions

This report outlines the initial strategy for Dissemination and Communication. It is crucial to note that this plan will evolve alongside the project, adapting to the latest developments and intentions regarding dissemination. In the following 6 months, it is planned to continuously update the project website, and social media, publish 3 newsletters, create an explainer video setting out project goals, and how results can address wider societal challenges, and establish synergies with other projects funded under HORIZON-CL4-2023-TWIN-TRANSITION-01-04.

4 References

[REF-01]	European Commission, European Research Executive Agency, Communication, dissemination & exploitation what is the difference and why they all matter, Publications Office of the European Union, 2023, https://data.europa.eu/doi/10.2848/289075

Appendix A

A.1 Newsletters Schedule

Table 6: R3-Mydas Newsletter Schedule.

Year	Newsletter #	Release Date	Articles	Tasks Associated	Contributors	Deadline for Info.
2024	1	15th April	1	1.1	NCI	29th March
			2	2.1.1	AIMEN	
			3	3.1	AVL	
			4	4.1	LUT	
	2	1st July	1	2.1.1	AIMEN	14th June
			2	3.1	AVL	
			3	3.2.1	SPIN	
			4	4.3	IKERLAN	
			5	4.4	FLE-FI	
	3	1st October	1	2.2	AIMEN	13th September
			2	4.1	LUT	
			3	5.1	EWF	
			4	5.2	AIMEN	
	4	2nd December	1	2.1.1	AIMEN	15th November
			2	3.1	AVL	
			3	4.2	FLE-FI	
			4	8.1	EITM	
2025	5	1st April	1	3.2.2	SPIN	17th March
			2	3.3	AVL	
			3	4.3	IKERLAN	
			4	4.4	FLE-FI	
	6	1st July	1	2.1.2	Ziknes	16th June
			2	4.2	FLE-FI	
			3	4.5	LUT	
			4	8.2	EITM	
	7	1st October	1	2.2	AIMEN	15th September
			2	6.1	CSEM	
			3	6.2	CSEM	
			4	6.3	CSEM	
	8	1st December	1	3.3	AVL	17th November
			2	4.6	LUT	
			3	5.1	EWF	
			4	5.2	AIMEN	
2026	9	1st April	1	2.3	TMCOMAS	16th March
			2	3.2	SPIN	
			3	3.4	ITML	
	10	1st July	1	3.5	AVL	15th June
			2	5.3	HUA	

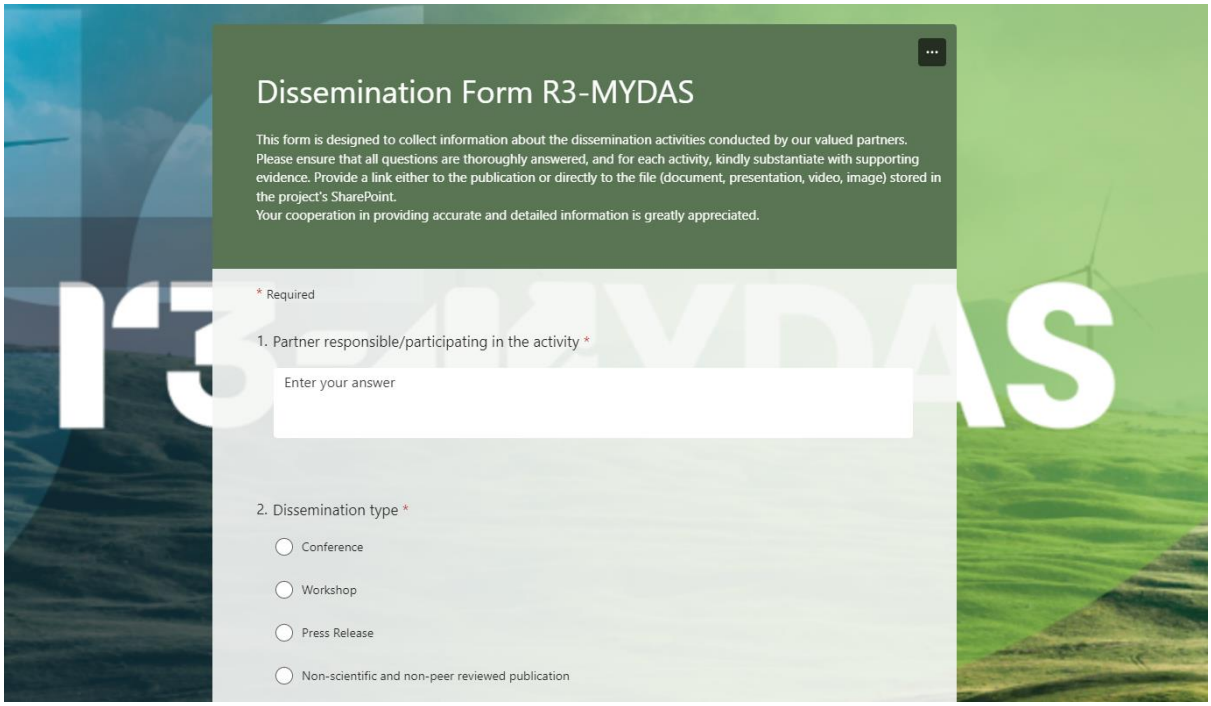
Year	Newsletter #	Release Date	Articles	Tasks Associated	Contributors	Deadline for Info.
			3	8.2	EITM	
			4	8.3	EITM	
	11	1st October	1	4.3	Ikerlan	18th September
			2	4.4	FLE-FI	
			3	5.4	DBL	
			4	5.5	LUT	
			5	5.6	LUT	
	12	1st December		2.3	TMCOMAS,	16th November
				3.5	AVL	
				4.6	LUT	
				6.3	NCI	
				8.4	EITM	

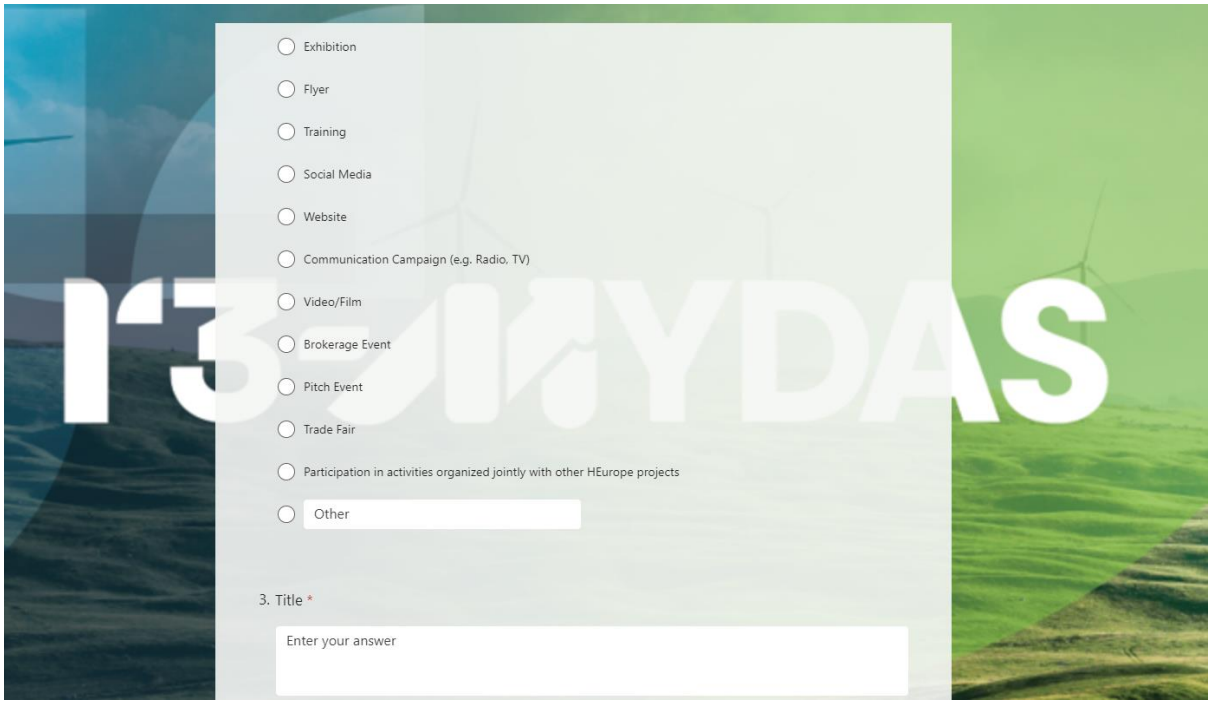
A.2 Press Release Schedule

Table 7: Press Release Schedule.

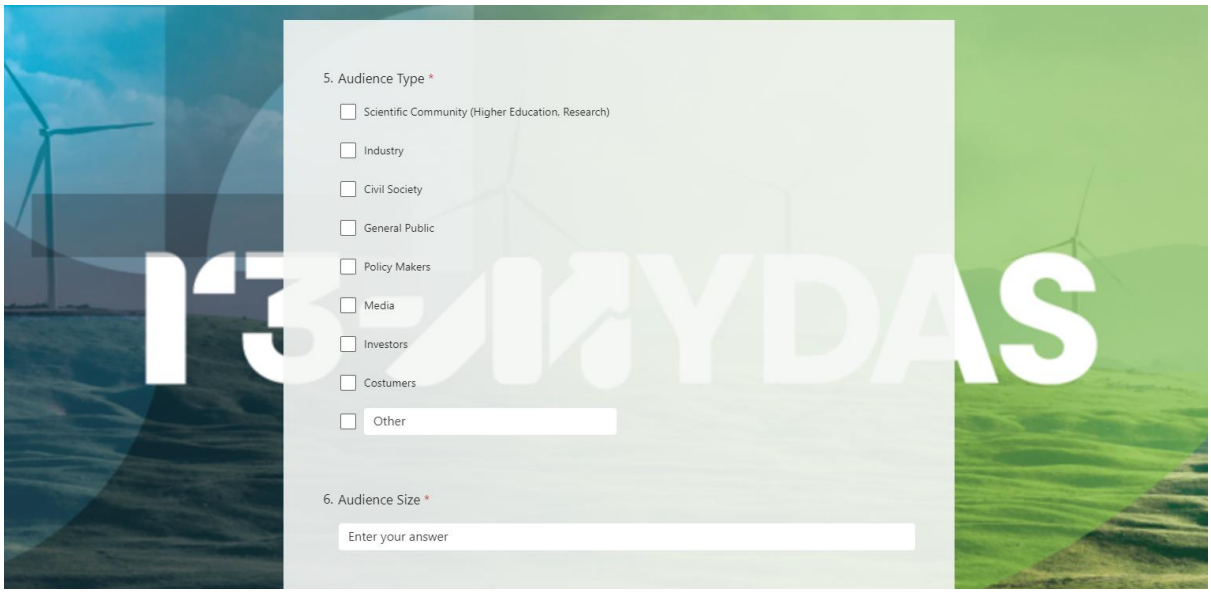
Year	PR #	Release Date	Date to be shared with partners for approval	Deadline for feedback from partners
2024	1	22nd April	8th April	15th April
2025	3	17th March	3rd March	10th March
2026	5	16th March	2nd March	9th March

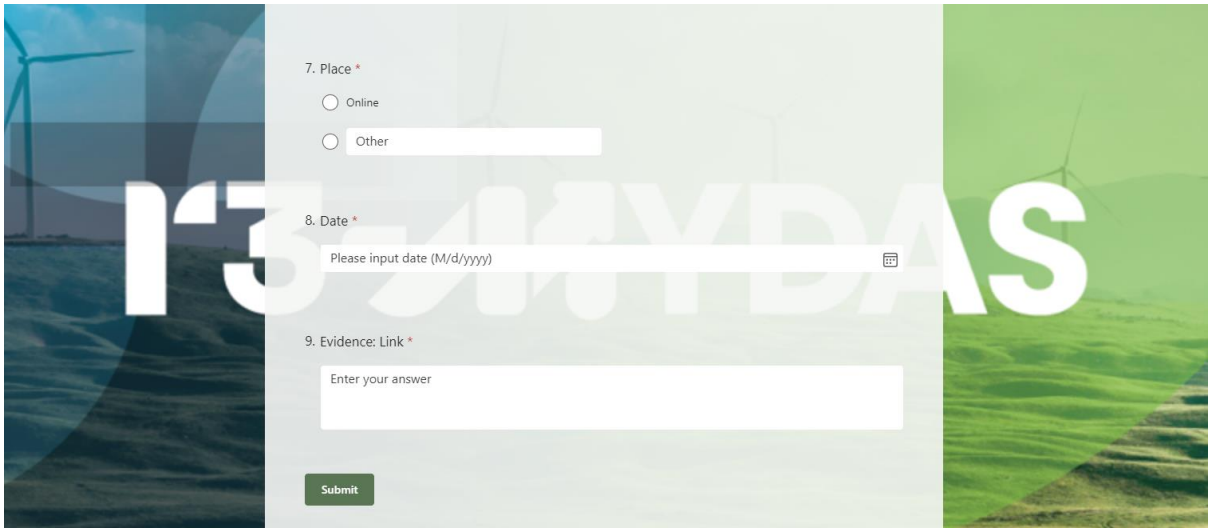
A.3 Dissemination Form






4. Partners Involved *
Netcompany Intrasoft
EWF
EIT Manufacturing
Fle-Fi
Flender
AVL
TMCOMAS
SPIN
AIMEN
LUT
ITML
DBL
HUA
Ikerlan
Ziknes
CSEM


5. Audience Type *
Scientific Community (Higher Education, Research)
Industry
Civil Society
General Public
Policy Makers
Media
Investors
Costumers
Other
6. Audience Size *
Enter your answer


7. Place *
Online
Other
8. Date *
Please input date (M/d/yyyy)
9. Evidence: Link *
Enter your answer
Submit