



### **SCRREEN3**

#### *Coordination and Support Action (CSA)*

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### **Communication and Dissemination Plan**

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Summary

Planning a Communication and Dissemination strategy is crucial in order to maximize the visibility, reaching and impact of a project. Effective C&D actions ensure that the project’s progress and achievements are shared with the target groups and reach an increasingly wider audience. This document outlines the strategy that will be implemented to ensure effective and constant communication and dissemination of the project results and updates from its beginning until the end. This plan will provide guidelines to the partners for carrying out all C&D activities in an effective manner and using the tools identified in order to achieve the expected outcomes

Approval

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## **COMMUNICATION AND DISSEMINATION PLAN**

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### **DELIVERABLE 16.1 (V1)**

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awareness and clustering M1 – M18**



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## LIST OF ABBREVIATIONS AND ACRONYMS

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CA – Consortium Agreement

CC BY NC ND – Creative Commons Attribution Non-commercial No-Derivatives

CRM – Critical Raw Materials

C&D – Communication and Dissemination

C&D&E – Communication and Dissemination and Exploitation

D – Deliverable

DoA – Description of Action

EC – European Commission

EIT – European Institute of Innovation and Technology

ESG – Environmental, Social and Governance

GA – General Assembly

GHG – Greenhouse gases

H2020 – Horizon 2020

HEU – Horizon Europe

IPR – Intellectual Property Right

KPI – Key Performance Indicators

M – Month

PC – Project Coordinator

PR – Press Releases

SDGs – Sustainable Development Goals

SME – Small and Medium Enterprise

T – Task

UN – United Nations

WP – Work package



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## EXECUTIVE SUMMARY

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Planning a Communication and Dissemination strategy is crucial in order to maximize the visibility, reaching and impact of a project. Effective C&D actions ensure that the project's progress and achievements are shared with the target groups and reach an increasingly wider audience.

This document outlines the strategy that will be implemented to ensure effective and constant communication and dissemination of the project results and updates from its beginning until the end.

This plan will provide guidelines to the partners for carrying out all C&D activities in an effective manner and using the tools identified in order to achieve the expected outcomes.

# 1. INTRODUCTION

---

The following Communication and Dissemination Plan is designed strategically to share information, raise awareness and engage stakeholders in order to ensure the successful implementation of SCRREEN3 project.

The plan outlines C&D strategy developed by ENCO and LGI, including SCRREEN3 target audience and key messages to be delivered, and tools that will be used in order to ensure a correct and continuous communication and dissemination flow. Since SCRREEN3 project is an extension of SCRREEN and SCRREEN2, its identity will remain the same in order to give continuity and underline recognizability to the end users.

Clustering activities are included in the C&D strategy aiming to increase SCRREEN Network visibility and feed cross-projects co-operation, consultations, sharing of results and joint activities.

The C&D activities will be subject to continuous monitoring and evaluation of the results obtained so that the foreseen KPIs are respected.

Communication and Dissemination plan is a dynamic document so that, if necessary, it will be modified during the project duration in order to achieve SCRREEN3 maximum impact.

## 1.1. Objectives of the C&D Plan

An effective communication and dissemination strategy is essential to ensure the success and the maintenance in the long term of the results of a project.

The following plan aims to raise awareness in the identified target groups and stakeholders about the actions and the achievements of SCRREEN3 project. More specifically, the objectives are the ones listed below:

- To develop new the eye-catching materials taking into consideration what already developed for the previous versions of the project as a branding campaign.
- To facilitate and enhance collaboration and engagement among relevant stakeholders all along the CRM value chain.
- To provide an action plan for C&D to be shared with all partners aimed at ensuring that everybody follows the same strategy to engage the target audiences identified.
- To promote the Expert Network and its results.
- To disseminate the knowledge and findings among the target groups identified, while supporting better informed decision-making processes at EU, national and local level.
- To raise stakeholders' awareness of the unavoidable nexus between reaching EU's SDGs and the need for virgin raw materials.
- To enhance collaboration and engagement between relevant actors all along the value chain, fostering, in particular, clustering and cooperation activities with other relevant projects and initiatives on Raw Materials.

- To provide guidelines for the implementation of specific actions aimed to raise the awareness of the society on CRM issues.

By employing printed and digital tools, ENCO will be responsible for disseminating results to relevant stakeholders, including researchers, industry professionals, policymakers, and general public, facilitating the adoption and utilization of SCRREEN3 outcomes. Additionally, the plan seeks to continue to reinforce the project identity, support transparency, and encourage collaboration and feedback from all interested parties.

## 1.2. Expected results of the C&D plan

The expected results of the SCRREEN3 C&D plan are tailored considering the different target groups that will be addressed. Four different target groups - policy makers, scientists, industry, general public - have been identified because SCRREEN3 primary goal is to achieve a significant impact across different sectors of society.

Having SCRREEN3 target groups distinct needs and expectations, it is necessary to deliver tailored messages to effectively achieve the desired impact and foster positive outcomes.

Tailored messaging not only enhances engagement but also builds trust and credibility among people, encouraging more individuals and organizations to join and support our initiatives. This strategic approach and multifaceted engagement ensure that our outreach efforts are impactful and that our network continues to grow in a meaningful and sustainable way.

Considering the identified target groups, the main results of SCRREEN3 project C&D plan are the following:

Target group	Expected results
<b>General Public</b>	<ul style="list-style-type: none"> <li>• Raised awareness on the importance of raw materials for the green and digital transition.</li> </ul>
<b>Industries &amp; Stakeholders</b>	<ul style="list-style-type: none"> <li>• Raised awareness on innovation opportunities.</li> <li>• Raised stakeholder awareness of the unavoidable nexus between reaching EU's Sustainable Development Goals (and the supporting policies) and the need for virgin raw materials.</li> <li>• Clear understanding of the Factsheet Digital Tool.</li> <li>• Enhanced collaboration and engagement among relevant stakeholder all along the CRMs value chain.</li> </ul>
<b>Scientists &amp; Researchers</b>	<ul style="list-style-type: none"> <li>• Enhanced cooperation among scientist working on CMRs issues and engagement between relevant actors all along the value</li> </ul>

	chain, fostering clustering and cooperation activities with other relevant projects and initiatives on Raw Materials.
<b>Decision Makers and regulatory bodies</b>	<ul style="list-style-type: none"> <li>• Better informed decision-making processes at EU, national and local level.</li> </ul>

*Table 1: Expected results of C&D Plan*

Effective communication within this groups aims to maintain high levels of engagement and ensure everyone is aligned with the project's objectives and timelines. In order to strengthen our impact, drive greater awareness, and foster a sense of shared purpose among all stakeholders, vary communication tools will be employed. They have been identified in this document and for this purpose will be regularly updated.

A strict collaboration and participation of partners to each C&D initiative will be an essential component to amplify SCRREEN3 voice and guarantee that messages reach a wider audience.

## 2. COMMUNICATION STRATEGY

Developing a communication strategy is a crucial step in order to ensure the success of any project. Communication activities guarantee that all stakeholders are involved and aware about the process and the progress of the project.

The following strategy has been designed to convey specific messages to a targeted audience in order to achieve the desired outcomes. It outlines how SCRREEN3 project will communicate its goals, objectives, and messages to its audience. The communication activities will start as project begins and will continue throughout its entire duration as described in WP16 and WP17.

To engage stakeholders effectively, it's necessary to identify the target groups, their communication styles, and the channels they use to do it. This knowledge allows for the implementation of the most effective strategies to capture their interest.

### 2.1. Target audience

A targeted approach will be used to reach each group, considering users' behaviours, preferences and mainly used communication tool.

By identifying the right activities, we can ensure an effective stakeholders' engagement and the maximization of the impact of the Communication activities. The following table provides with a list of them.

Target group	Activities foreseen
General Public	<ul style="list-style-type: none"> <li>Awareness campaign</li> </ul>
Industries & Stakeholders	<ul style="list-style-type: none"> <li>Dedicated webinars and events to raise</li> </ul>
Scientists & Researchers	<ul style="list-style-type: none"> <li>Clustering workshops with relevant projects and initiatives</li> </ul>
Decision Makers and regulatory bodies	<ul style="list-style-type: none"> <li>CRM day in RM Week and other targeted EU events</li> </ul>

Table 2: Target groups and Activities foreseen

### 2.2. Key Messages

Being the audience that varied, it is necessary to identify the main key messages SCRREEN3 needs to deliver to each group. In this section the pivotal points and insights that stakeholders need to receive in order to understand the value and implications of our project are listed. They depend on the type of audience they are addressed to, in order to ensure that each group receives the information most pertinent to their role and concerns. The table below shows the key messages identified per group.

Target group	Key Messages
General Public	<ul style="list-style-type: none"> <li>SCRREEN3 will generate interest towards CRM, bringing them closer to a more concrete level and</li> </ul>



	<p>making people understand their importance in daily lives, contributing to the creation of modern technologies such as smartphones.</p> <ul style="list-style-type: none"> <li>• By implementing SCRREEN3 at least 10% of CRM-related jobs will be created by 2035 and economic development will be boosted.</li> <li>• The quality of life will be improved (child labour, perilous working conditions, health of the communities, precarious working conditions) and the environmental impact will be reduced (e.g. GHG emissions, biodiversity impacts, water and soil pollution...).</li> </ul>
<b>Industries &amp; Stakeholders</b>	<ul style="list-style-type: none"> <li>• SCRREEN3 will support a more resilient European industry by reducing EU dependencies on other countries for critical raw materials and technologies, and by enhancing the flexibility of the EU's industrial base.</li> <li>• SCRREEN3 implementation will help to improve industrial understanding of the social and environmental impacts associated with raw materials, resulting in more informed ESG assessments and responsible sourcing strategies (related factsheet section).</li> <li>• Better oriented opportunity for entrepreneurship through EIT-RM boosters will be promoted.</li> </ul>
<b>Scientists &amp; Researchers</b>	<ul style="list-style-type: none"> <li>• All scientific outputs of the project will be available either in scientific journals or conference proceedings, under Open access conditions, supporting scientific community who will be able to use the new discovers to continue the research from an advanced point.</li> <li>• By implementing SCRREEN3 project gaps and opportunities in the value chains will be identified and the breakthrough innovation potential of technologies applicable to CRM production, processing, recycling and substitution will be enhanced aligned with CRM Act targets.</li> <li>• SCRREEN3 will support innovators bringing new products and services to the market, by providing them access to the Expert Network to identify the adapted technologies to their needs, in being aware of the state of the art, and of alternative metals/technologies/processes.</li> </ul>

<b>Decision Makers and regulatory bodies</b>	<ul style="list-style-type: none"> <li>• All the available data and analyses will help decision-makers to better understand the raw materials value chains, and therefore decide on public and/or private actions that will reinforce their resilience.</li> <li>• The provision of a single access to a consolidated knowledge platform will facilitate exchanges with public bodies, large companies and research organisations will allow SMEs to streamline their collaboration efforts, thus triggering new developments in the field.</li> <li>• On the long term, SCRREEN3 implementation will promote the development of innovative processes complying with the Circular Economy Package to ensure the sustainable supply of raw materials to the European economy and relying with the UN SDG.</li> </ul>
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All these key messages will be meticulously conveyed through a series of strategic communication and dissemination actions, with active participation from all partners involved.

### 2.3. Project identity

In order to establish a clear and coherent image of a project, capable to support the partners to communicate more effectively with the target groups, it is essential the creation of a project identity.

SCRREEN3 identity includes elements such as a unique name, a visual attractive logo and the establishment of a colour palette that can increase project awareness and recognition. All these elements represent the essence and the values that the project wants to convey to its customers.

The SCRREEN3 project is a continuation of the previous SCRREEN and SCRREEN2, building upon their successes and lessons learned. Therefore, it was decided to maintain the same identity to give continuity and strengthen recognition and trust among project's stakeholders. This strategic decision has been made recognizing the effectiveness of previous strategies and also leveraging its results to push SCRREEN3 to achieve even greater engagement and visibility.

In the following paragraphs, the communication tools that will be used by all partners to reach the public have been identified.

### 2.3.1. Logo

The logo is the distinctive character of a project and the tool through which people will recognize it and create a connection with.

Being SCRREEN3 the continuation of SCRREEN1 and SCRREEN2 projects, of which communication and dissemination strategy has been successful, the decision to keep the same logo of the original project developed originally by LGI.



Version	Logo
Positive version	
B/W version	

Table 3: SCRREEN logo

The SCRREEN logo cannot be used with different colours from the ones stated in this manual, proportions will never be altered and any use on coloured background should never alter its visibility.

### 2.3.2. Graphical Layout Guidelines

The following graphical guidelines are provided in order to ensure all partners maintain a cohesive look for all the materials developed for the project. Aware use of colours, fonts and templates for the deliverables enhance the clarity and impact of the messages, reducing confusion and fostering trust in the users.

#### Corporate Typography for the logo:

Magistral Book

#### Corporate Typography for documents or ppts:

Calibri

#### Corporate Colours:



Figure 1: Project colour palette






	HEX: #a4a4a4 RGB: (164, 164, 164)
	HEX: #bacdc8 RGB: (186, 205, 200)
	HEX: #ec5c24 RGB: (236, 92, 36)
	HEX: #f19234 RGB: (241, 146, 52)
	HEX: #e43c14 RGB: (228, 60, 20)

Figure 2: SCRREEN3 HEX and RGB

### 2.3.3. Template toolkit

In order to ensure consistency, professionalism, and clarity in all SCRREEN3 related presentations and documents, a template toolkit has been developed by ENCO.

Well-designed templates help to keep the audience focused on the key messages, ensure a coherent communication, and maintain a cohesive appearance across different presentations.

This manual provides two templates, one for deliverables and another one for presentations, specifically designed to support the communication and dissemination activities of SCRREEN3 project. being aligned with the project's branding and communication strategy, thereby enhancing the overall effectiveness and impact of the project's outreach efforts.



Figure 3: SCRREEN3 Deliverable Template



Figure 4: SCRREEN3 PPTs Template.

No one, other than the members of the consortium, is authorized to use these templates for other purposes that do not include the SCRREEN3 project.

## 2.4. C&D Channels

Effective communication and dissemination are key to the success of any project, especially if the action is a CSA, and particularly when the audience to be involved is very diverse.

This chapter delves into the various tools and strategies used to ensure that the key messages identified above reach all stakeholders. By leveraging a range of communication channels, from the project website and social media to traditional media and events, we aim to maximize our impact and broaden our network.

The active participation of each partner is critical in these efforts, promoting a collaborative approach that increases the persuasiveness of our dissemination activities.

The following paragraphs outline the specific tools that will be employed to achieve our communication objectives, ensuring that our messages resonate effectively across different audiences and contexts.

### 2.4.1. SCRREEN website

For the same reason it was decided to keep SCRREEN3 project identity, the same website active since SCRREEN will be used for SCRREEN3 project. Doing so, it will take advantage of the good visibility already reached during the earlier SCRREEN and SCRREEN2 projects and of multiplying networks/associations directly involved in the project and of the associations supporting SCRREEN3. It will be updated on a regular basis to feature project progress, workshop announcements and related news, and participation opportunities in events, ensuring that stakeholders are kept informed about the latest developments.

The website is available at the link [www.scrreen.eu](http://www.scrreen.eu) and it represents the main source of information about objectives, progress and results of the project and the main reference point for partners, stakeholders, experts and public audience who want to get or give information on the implications of CRMs.

The website is regularly updated it will remain accessible for the whole duration of the project and at least two years after its end, ensuring sustained impact over time.

The website is easily accessible and visual attractive, consistent with SCRREEN graphical identity. It is administrated by ENCO with the support of LGI. Below there is a screenshot of the project website homepage.



Figure 5: SCRREEN3 Website homepage

With the aim of expanding the audience, a calendar has been created by ENCO and has been shared with all the other partners in the TEAMS shared folder in order to monitor the publication of at least one news item on SCRREEN3 website every month.

	Months	Deadline	Partner	Sent to ENCO	Published on the website
M7	July 2024	15 July 2024	ENCO		
M8	August 2024	15 August 2024	BRGM		
M9	September 2024	15 September 2024	CEA		
M10	October 2024	15 October 2024	EIT RM		
M11	November 2024	15 November 2024	EGS		
M12	December 2024	15 December 2024	GeoSphere		
M13	January 2025	15 January 2025	GeoZS		
M14	February 2025	15 February 2025	CSIC-IGME		
M15	March 2025	15 March 2025	ISPRA		
M16	April 2025	15 April 2025	SGUDS		
M17	May 2025	15 May 2025	TNO		
M18	June 2025	15 June 2025	ENEA		
M19	July 2025	15 July 2025	Fraunhofer		
M20	August 2025	15 August 2025	GTK		
M21	September 2025	15 September 2025	LGI		
M22	October 2025	15 October 2025	NTUA		
M23	November 2025	15 November 2025	PROMETIA		
M24	December 2025	15 December 2025	Amphos 21		
M25	January 2026	15 January 2026	POLITO		
M26	February 2026	15 February 2026	REIA		
M27	March 2026	15 March 2026	ULEI		
M28	April 2026	15 April 2026	VTT		
M29	May 2025	15 May 2025	ESM		

Table 4: SCRREEN3 Calendar of news items

### 2.4.2. Social media

Social media platforms will play a crucial role for the success of the project. In today's digital era where everybody is present on at least one social network, they represent a great opportunity to reach a wider engagement and allow for two-way communication, fostering real-time interaction, which is essential for building a strong, engaged community.

A right social media usage and some tools, such as hashtags or analytics, can have several advantages: strategic use of relevant hashtags can help to tap target specific demographics, ensuring that tailored messages reach the right audience; the table below provides a list of the main hashtags that will be used to increase SCRREEN3 visibility and reach.

Targeted hashtags	General hashtags
#criticalrawmaterials	#HE
#CRM	#HorizonEurope
#refractorymaterials	#Innovation
#niobium	#EU
#tungsten	#sustainability
#rawmaterials	#circulareconomy
#materialsresearch	#technology

Table 5: SCRREEN3 hashtags

Whereas analytics provide content creators valuable insights about the performance of campaigns and users' behaviour useful to refine their C&D strategy and maximize outreach efforts.

On these platforms contents visual potential can be exploited to attract stakeholders. In fact, creating engaging visual content is essential to capture and maintain the attention of target groups more effectively than traditional methods. Content must not only be aesthetically pleasing, but also value-packed, offering useful information or entertainment that calls to action, such as signing up for a newsletter or visiting a website.

Social media is not just a tool for C&D but a vital component of the overall communication strategy, crucial for raising awareness, fostering collaboration, and achieving the project's goals.

Currently, SCRREEN3 project is present on three major platforms:

**LinkedIn:** is a platform where businesses, professionals, and organizations connect over work-related content. SCRREEN3 project has a strong presence on LinkedIn, reaching currently 1359 followers involving mainly qualified professionals who can facilitate valuable business opportunities and strategic alliances. It will continue to be used to showcase achievements, share progress updates, and engage with a community of professionals who are passionate about similar causes. The profile is available following the link: <https://www.linkedin.com/company/screen/posts/?feedView=all>



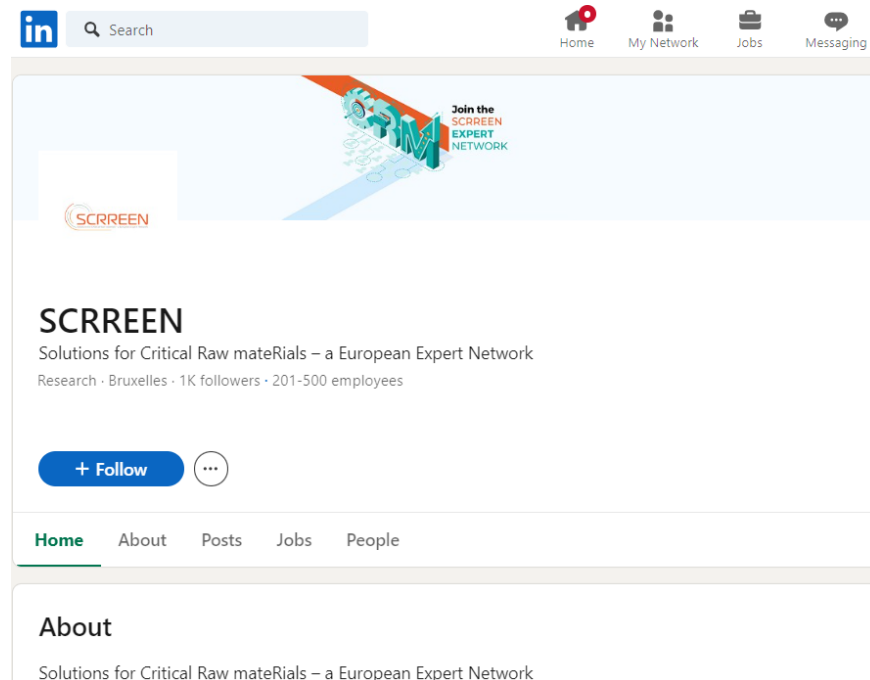


Figure 6: SCRREEN LinkedIn profile

**Twitter:** is a platform designed for quick, real-time communication. Content creators have a 280-character limit for posts, which is an element that encourages concise messaging: it is ideal for sharing SCRREEN3 news, announcements, and engaging in immediate conversations.

Its user base is varied, that it allows for broader outreach but requires even more engaging content to capture interest (visual attractive, hashtags, effective communication) and using a simple and clear language to increase understanding of the message to a wider audience.

Currently SCRREEN's Twitter profile is very active, and it is followed by 919 users. The profile is available following the link: [https://x.com/SCRREEN\\_EU](https://x.com/SCRREEN_EU)

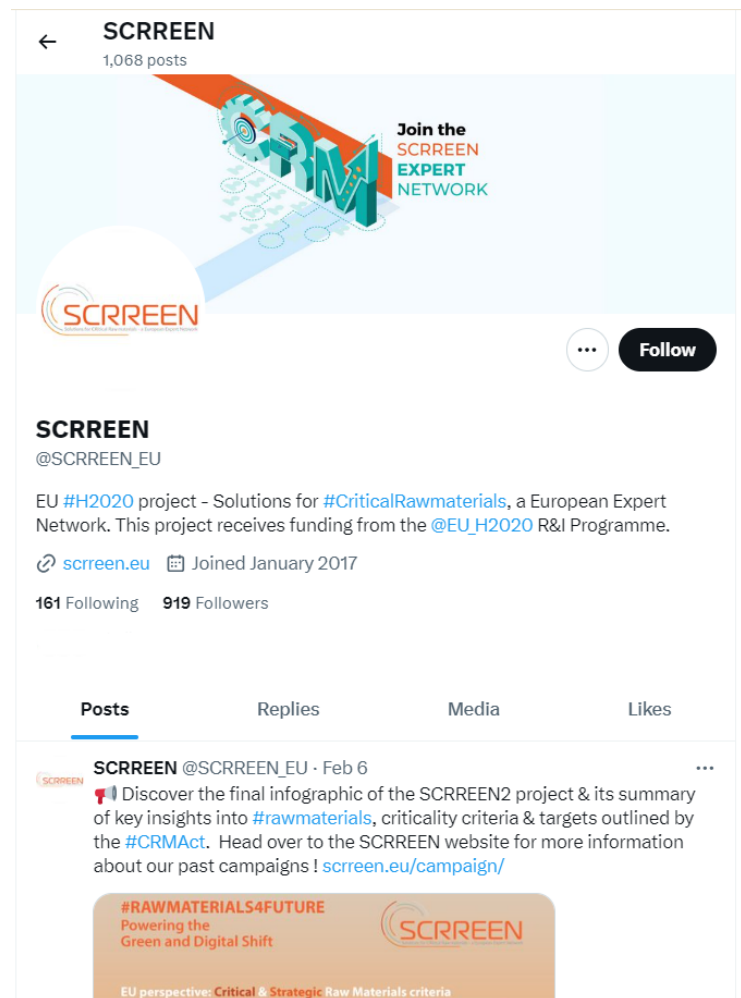


Figure 7: SCRREEN Twitter Profile

**YouTube:** it is a dynamic platform to showcase results and latest updates through engaging video content. By leveraging YouTube, we can visually demonstrate the progress, impact, and stories behind our project in a way that resonates more deeply with our audience.

Since the beginning of the project, SCRREEN3 YouTube channel has been used to mainly share interviews with the Expert Network testimonials and videos to capture events offering a comprehensive view of project's activities and achievements. Its sharing nature of contents facilitate easy dissemination across other social media channels and websites. The channel is reachable by following this link: [@scrreennetwork](https://www.youtube.com/@scrreennetwork).

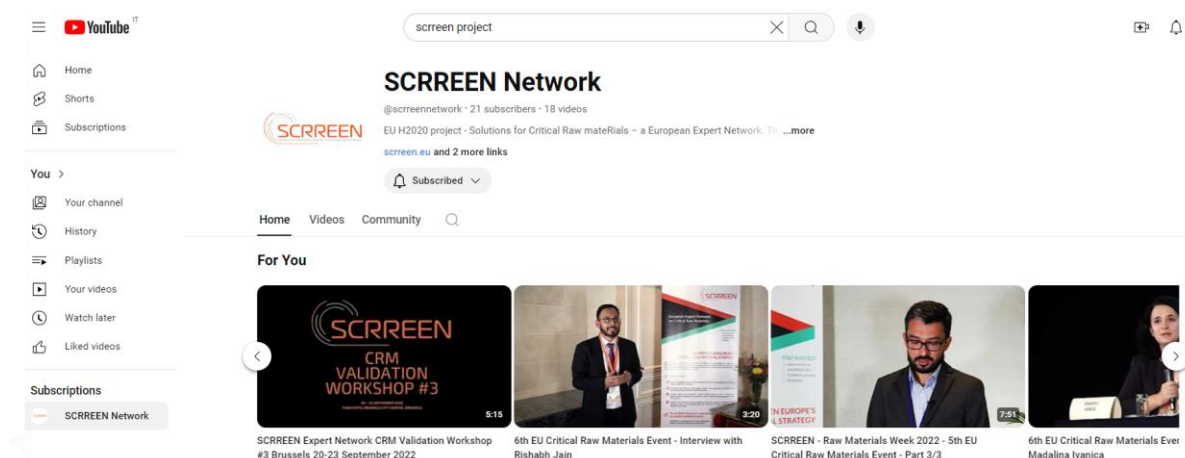


Figure 8: SCRREEN YouTube channel

These channels have been selected for their extensive user bases, diverse functionality, and effectiveness in disseminating information to various stakeholder groups. A table has been created and shared with all partners in order to provide to ENCO organization's social pages tags and person involved tags in order to allow the C&D responsible to mention them and invite to share.

#### 2.4.3. Newsletter

The primary objective of C&D is to establish a meaningful connection between the project and its community, fostering an environment of mutual understanding and engagement. In order to reach this goal another invaluable action for SCRREEN3 project C&D will be to issue a 6-monthly newsletter that will keep our stakeholders informed and connected throughout the project's duration, providing insights about SCRREEN3 progress and achievements.

The first newsletter is currently in preparation and will be released at the end of June. It will be sent to all users already subscribed to the previous iterations and will be also available in PDF format in the "MEDIA" section of SCRREEN website. The support of the entire consortium will be requested in order to expand the network by inviting the contacts who can be interested to subscribe to the newsletter through the dedicated [section](#) of the website.

All the newsletters will promote events and will encourage feedback by the users. News and events will be also published on the project website in the section [News and events](#). Through this tool we aim to ensure a long-lasting impact and drive engagement fostering a sense of community among SCRREEN3 audience.

#### 2.4.4. Digital and Printed materials

ENCO has developed materials in printed and digital versions. These materials have been meticulously crafted taking into account the audience they will be delivered to. Accessible language to explain SCRREEN3 topics will be employed in order to ensure they effectively communicate the project's objectives and action even to non-expert groups.

Printed material consists mainly of promotional literature, i.e. project posters, leaflets and roll-up banner to place at any SCRREEN3 organized event. In the project's commitment to promote sustainability, printed materials will be significantly minimized in order to decrease paper consumption, lower waste, and reduce the overall carbon footprint associated with printing. Instead, SCRREEN3 website will guarantee free download of materials in an efficient and eco-friendly manner in the [Promotional Material](#) section.

In addition to this, digital materials will include public deliverables and press releases of the project will be published and will remain permanently available on the in the [Results](#) and [Press releases](#) sections of project's website. They will be downloadable free of charge to allow stakeholders and the broader community to stay informed and engaged with the project's developments.

SCRREEN3 website also will include a [factsheets](#) section. The digital and downloadable factsheets on all the screened materials will include up-to-date data and give access to interactive graphics developed in WP3&4&5. Each factsheet will include environmental and socio-economic considerations which were already considered in SCRREEN2 but further developed (WP6-WP12).

#### 2.4.5. Scientific publications

As part of SCRREEN3 project, all the not confidential results will be collected in a series of scientific publications to document research findings and advancements. These publications will be rigorously peer-reviewed to ensure the highest standards of academic integrity and will be made available on EU and National journals and in conference proceedings under Open access conditions.

SCRREEN3 will fully embrace the open access policy of Horizon Europe, favouring Gold Open Access whenever possible. Open access will also be granted to the metadata that identify the deposited publication.

Any Open Access platforms, such as [Open Access Europe](#), will be used to maximise project's reach. At the time of publication, a machine-readable electronic copy will be deposited in a trusted repository (Zenodo) for scientific publications under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or equivalent.

SCRREEN3 as a CSA supporting EC strategy, in particular CRM assessment, does not aim at publishing scientific publications however, beneficiaries (or authors) shall retain sufficient intellectual property rights to comply with the open access requirements. Metadata of deposited publications shall be open under a Creative Commons Public Domain Dedication (CC 0) or equivalent, in line with the FAIR principles (in particular machine actionable). Where applicable, the metadata shall include persistent identifiers for any research output or any other tools and instruments needed to validate the conclusions of the publication.

By sharing our work with the scientific community, we aim to contribute to the research providing documents that can drive further innovation and progress in CRM field.

#### 2.4.6. Briefings and Press releases

ENCO is in charge to disseminate briefings and press releases to key media contacts across television, radio, and written press. These tools are crucial to keep stakeholders informed and engaged throughout the project.

More specifically, ENCO is responsible for press releases related to project activities (such as workshops, milestones, etc.) and LGI (with INTRAW support) is responsible for press releases & articles to be published in the specialised press. At least 5 press releases will be developed throughout the duration of the project, precisely at M6, 12, 18, 24 and 30. The first press release has been already released in M1 and it is possible to download it from the [“Press Release” section](#) of the project website. ENCO has provided partners with a PR template to use in writing it.

#### 2.4.7. Video interviews

To facilitate the general public’s understanding of complex aspects related to raw materials, the project will develop a series of video interviews to the experts that will not only capture the insights and perspectives of various experts but also make them accessible to a wider audience.

Promotional videos with the Expert Network testimonials from the validation workshops and from the CRM Events aim to enhance engagement and ensure that the valuable information shared during these interviews reaches as many people as possible.

All the video interviews will be available on the SCRREEN3 YouTube [channel](#) and on the website of the project at the section [Promotional Material](#).

## 3. DISSEMINATION STRATEGY

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SCRREEN3 dissemination strategy has been designed to ensure that the project's key messages, findings, and advancements reach a broad and diverse audience effectively.

By employing a comprehensive approach that integrates online, offline and physical dissemination actions, we aim to maximize visibility and engagement with stakeholders, industries, policymakers, scientific community and the general public.

### 3.1. Online dissemination

All the digital tools introduced in chapter 2.4. will be utilized to effectively disseminate all the SCRREEN3 contents online. By employing a coordinated approach that leverages various digital platforms, we will maximize the reach and impact of our communication efforts.

Additionally, official EU dissemination channels will be approached to further amplify our outreach efforts and enhance the visibility of our project within the European community and beyond.

#### 3.1.1. Awareness raising campaign

To increase awareness and education on the importance of critical raw materials (CRMs) for the green and digital transition and Sustainable Development Goals (SDGs), a series of three short videos will be produced targeting the general public.

The videos will be developed in the context of work package (WP) 16 Communication and dissemination, awareness and clustering, Task (T) 16.2 Awareness and education and WP 17 Communication and dissemination awareness and clustering, T17.2 (continuation of T16.2) and will incorporate storytelling techniques to engage viewers and make the issues addressed relatable. The narratives will focus on topics that resonate with the concerns of the public, ensuring their relevance and fostering accessibility.

The script and production of the first video in the series will be carried out by M16 (T16.2). The second and third videos will be carried out by M33 (T17.2).

##### 3.1.1.1. *The narrative*

The narrative for the SCRREEN3 videos will revolve around the everyday life of a main character who is impacted by one or several disruptive events related to shortages of CRMs or geopolitical changes that affect their supply.

The aim of these videos will be to emphasise the critical role of CRMs in facilitating the green and digital transition. Each video will depict a unique scenario in which the main character faces challenges in their daily life as a result of issues with the supply of critical raw materials (e.g., market fluctuations, geopolitical tensions, regulatory changes, etc.). Through these narratives, the videos will illustrate how these challenges directly impact the main character, while also highlighting the wider societal implications.

By creating a relatable character in their day-to-day lives and situations and exploring the consequences of the different events that can lead to CRMs supply issues, T16.2 and T17.2 will promote a deeper understanding of the significance of CRMs in our daily lives and the targets outlined in the 2023 CRM Act to boost EU's self-reliance in this area.

#### 3.1.1.2. Key Messages

The three animated videos will be targeting the general public and will integrate the following key messages to raise awareness of the importance of CRMs in our society.

Key Messages	
General Public	Critical raw materials are essential for the green and digital transition and achieving Sustainable Development Goals (SDGs).
	Disruptions in the supply of critical raw materials can impact our everyday lives and society as a whole.
	Awareness and understanding of the importance of critical raw materials are crucial for addressing supply shortages and geopolitical challenges.
	By taking action to prevent supply shortages and promote sustainable sourcing, the EU can ensure a more resilient and sustainable future.
	Everyone has a role to play in supporting responsible sourcing and recycling of critical raw materials to minimize environmental impact and support a circular economy.

Table 6: Key Messages for the general public in the context of the awareness and education campaign

#### 3.1.1.3. Promotion of the videos

To ensure that the videos have maximum reach and impact, they will be shared and promoted using a variety of communication channels such as:

- The SCRREEN3 website
- All SCRREEN3 social media platforms
  - X (Twitter),
  - LinkedIn,
  - YouTube
- The SCRREEN3 Newsletter/ Newsflashes

The table below showcases a more detailed video promotion plan.

Promotion Plan	
<b>Social Media Campaign</b>	Share the videos along with an awareness-raising social media message on X (Twitter) and LinkedIn, using relevant hashtags. Dedicated hashtags will be created to enhance visibility and encourage participation.
<b>Website Promotion</b>	Feature the videos prominently on the SCRREEN3 project website with links to shareable versions on YouTube.

<b>Email Newsflashes</b>	Send out an email blast to project stakeholders, partners, and subscribers announcing the release of the videos and encouraging them to share them with their network.
<b>Newsletter/ Partner Outreach</b>	Collaborate with partners and their organisations to amplify the reach of the videos through their networks: project partners will play a crucial role in amplifying the campaign by sharing the videos widely across their networks.

Table 7: Promotion Plan

#### 3.1.1.4. Key Performance Indicators (KPIs)

Success metrics, including views, likes and impressions will be monitored to evaluate the effectiveness of the campaign and inform future outreach efforts.

Key Performance Indicators (KPIs)	
<b>Video views</b>	At least a total of 1000 views per video (combined from all platforms (LinkedIn, X (Twitter), YouTube/ project website). Website visits of the “Public Awareness” page will also be tracked.
<b>Engagement Metrics</b>	Track likes, comments, shares, and retweets on social media posts promoting the videos to gauge audience interaction and interest.
<b>Newsletter/ Newsflash</b>	Open rate: at least 40% openers

Table 8: KPIs for the video campaign

The outcomes of this awareness-raising activity will be reported in D17.1, demonstrating the impact of the videos in educating and engaging the general public on the importance of CRMs for the transition to a sustainable future.

## 3.2. Offline dissemination

Offline dissemination concerns the distribution of information, results and knowledge of a project through non-digital channels. This type of dissemination is important for reaching audiences who prefer to receive information in a more traditional way.

ENCO is responsible for the publication of all non-confidential materials such as promotional materials and public deliverables which represent the main materials through which offline dissemination will be carried out. Furthermore, they will be also available on ZENODO platform because, according to the Art. 17 of the GA:

*The beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results. In particular, they must ensure that:*



- *at the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in a trusted repository for scientific publications:*
- *immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights; for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g. CC BY-NC, CC BY-ND) and*
- *information is given via the repository about any research output or any other tools and instruments needed to validate the conclusions of the scientific publication.*

*Beneficiaries (or authors) must retain sufficient intellectual property rights to comply with the open access requirements.*

*Metadata of deposited publications must be open under a Creative Common Public Domain Dedication (CC 0) or equivalent, in line with the FAIR principles (in particular machine actionable) and provide information at least about the following: publication (author(s), title, date of publication, publication venue); Horizon Europe or Euratom funding; grant project name, acronym and number; licensing terms; persistent identifiers for the publication, the authors involved in the action and, if possible, for their organisations and the grant. Where applicable, the metadata must include persistent identifiers for any research output or any other tools and instruments needed to validate the conclusions of the publication.*

*Only publication fees in full open access venues for peer-reviewed scientific publications are eligible for reimbursement.*

### **3.3. Physical dissemination**

Physical dissemination is a crucial element for SCRREEN3 project as it includes participation and organization of events and conferences which represent interactive platforms where to share project outcomes, amplify network and receive immediate feedback.

Through physical dissemination activities, SCRREEN3 aims to develop a greater understanding of information in stakeholders, since individuals can interact among each other and take advantage of instant face-to-face communication. Furthermore, it improves the credibility and visibility of the project by creating positive moments to make policy and decision-makers aware of the impact of CRMs and associated social, economic, environmental, and accessibility aspects.

The project will be disseminated in the frame of workshops, dedicated sessions and events identified in the agenda of EU and international events. Papers will be submitted in conferences and some virtual events will be organised to inform industries representatives and decision makers on SCRREEN3 Expert Network activities, sharing knowledge and all the screened CRMs.

### 3.3.1. Project related events

As the previous iterations of the project have been doing for six years, SCRREEN3 will continue to organize and/or contribute to relevant events together with the EC and the EIT RM (EU Raw Materials Week, EIT RM Raw Materials Summit, etc.) or other initiatives (World Materials Forum, etc.).

The table below lists a preliminary list of events identified.

Events	Date	Place
<b>1<sup>st</sup> International Circular Metallurgy Symposium</b>	9-11 September 2024	Mechelen, Belgium
<b>Conference on Exploration and Exploitation of CRMs: focus on Northern Europe</b>	7-9 October 2024	Tallinn, Estonia
<b>Raw Materials Week 2024</b>	9-13 December 2024	Bruxelles, Belgium
<b>Raw Materials Summit</b>	13-15 May 2025	Bruxelles, Belgium

Table 9: Potential events participation

The table has been shared with all partners via TEAMS shared folder so that everyone will be able to add the events they are interested in and will attend.

Below it is possible to consult the events where SCRREEN3 has been already represented.

Events	Date	Place
<b>IRTC24: Raw materials in a changing world</b>	21-23/02/2024	Torino, Italy
<b>PDAC 2024</b>	3-6/03/2024	Toronto, Canada

Table 10: Events attended

### 3.3.2. Policy Briefs

Policy briefs represent an essential tool for SCRREEN3 project dissemination of information as they provide policy recommendations to decision-makers facilitating policy development in the RM sector.

The SCRREEN3 Expert Network will gather key stakeholders from technological research, public policy, civil society and business, who will considerably and sustainably strengthen the CRM expertise in Europe. More specifically, it will support the Commission in the analysis of the future supply and demand of RM, technology gaps and innovation potential along the raw materials value chains and provide policy briefs and analyses based on requests from the Commission.

At least three policy briefs will be prepared upon request of the Commission, providing objective, well-balanced background information to support decision making within the Commission.

### 3.3.3. Annual Event

An annual event will be organised by SCRREEN3, gathering contributors to the projects (consortium partners and EECs) and institutional and industrial representatives to present the results of the projects, the activities of the Expert Network and all the progress on CRM issues. This 'CRM Day' (SCRREEN annual event) will be scheduled to take place during the EC's Raw Materials Week that will be held in Brussels from 9 to 13 December 2024, and it will be opened to public participation.

## 4. CLUSTERING ACTIVITIES

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The consortium will establish synergies with European, non-European and international projects and initiatives to perform clustering activities for cross-projects cooperation, consultations and joint activities on cross-cutting issues and share of results. Clustering activities (two networking events per year gathering more than 20 people) will be interconnected with all the tasks to increase SCRREEN3 Network visibility and feed cross-projects co-operation, consultations, sharing of results and joint activities.

The clustering activities will include:

- Joint six-monthly meetings with relevant projects and stakeholders from EU and - where suitable - with strategic partners.
- Joint dissemination activities (participation to events with a common booth, webinars, social media; strategy, publications, videos, digital and physic graphic material etc.); a public part of these workshops (e.g. in the form of stakeholder consultations) could take part at one of the relevant conferences as support of clustering activities (IRTC conference, the RM Summit, or the EC Raw Materials Week).

In addition, a direct connection to the IRTC Network is envisioned, with participation of SCRREEN as a co-organiser at the annual IRTC conference with a dedicated part, to strengthen outreach and foster the connection between the two networks.

LGI will organise a final clustering event (M33) to disseminate key results of a series of EU-funded projects in the field of raw materials targeting a professional audience. The event will feature short presentations on different raw materials topics, such as criticality, world market of CRMs, recycling, green transition, circular economy, EU initiatives in the field, etc. LGI will aim to make the event as interactive as possible using questions and polls to engage the audience. A communication toolkit will be created to help stakeholders and partners promote the event through their networks and a communication campaign will be launched on social media to engage with the audience prior to the event. The clustering activities will be facilitated by the Horizon Results Booster service module B.

## 5. MONITORING AND EVALUATION

### 5.1. Evaluation of effectiveness

The process of Communication and Dissemination of results will be continuously monitored for the whole duration of the project to check that the strategy implemented is effective. Having it under control is necessary: in this way, it is possible to timely apply corrective changes if needed, in order to ensure that the results are achieved anyway.

To evaluate the effectiveness of the C&D strategy, several key performance indicators (KPIs) will be considered. Parameters will include metrics such as audience reach, engagement rates, press releases published, events organized and number of attendants etc.

By analysing these indicators, we can gain insights to identify strengths and weaknesses of our strategy, identify areas for improvement, and enhance the impact of our communication initiatives if necessary. The following table provides KPIs identified to evaluate the effectiveness of the strategy. The following parameters, together with the C&D Logbook will be used to keep track of all C&D activities and aggregated numbers for KPIs.

C&D Tools	KPI Identified	KPI	Month	Results achieved (M6)
Website	N. of hits/year	10.000	M36	9.430
Promotional materials (leaflets and gadgets)	N. of downloads	600	M36	18
Newsletter	N. of subscribers	500	M36	350
Social media	N. of posts	1.500	M36	7
	N. of followers	1.000	M36	2.279
Project videos	N. of views	3.000	M36	N.A.
Press releases	N. of publications	< 5	M36	1
Annual project event(s)	N. of attendants/event	300	M36	N.A.
Final online event	N. of attendants	100	M36	N.A.
External events	N. of events attended	< 25	M36	2
TV/radio/magazines	N. of interviews	< 12	M36	0
Outlook reports and	N. of distributions	9	M36	0

<b>magazines</b>				
<b>Meetings organized by EC agencies</b>	N. of meetings	Upon request	M36	N.A.
<b>Announcements on partners' websites</b>	N. of newsfeed published	150	M36	N.A.
<b>Clustering events</b>	N. of events/year	2	M36	1
	N. of participants/event	< 20	M36	N.A.

Table 11: Evaluation of effectiveness

## 5.2. Tools for monitoring

Monitoring is crucial to guarantee the success of a communication and dissemination strategy, as it enables the continuous control of the visits of the users and their behaviour about the contents published. By checking their preferences on the website and social pages these tools allow to implement corrective actions and adjustment of activities to achieve optimal outcomes. By evaluating the effectiveness of communication and dissemination efforts, organizations can identify strengths, address weaknesses, and adapt their strategies in real-time to better reach their target audiences.

In the SCRREEN3 project, a suite of monitoring tools will be employed, including google analytics for the website and social media monitoring metrics to meticulously track engagement, measure impact, and gather insights.

The following image present an overview of the page views on the SCRREEN website from April 1<sup>st</sup> 2024:

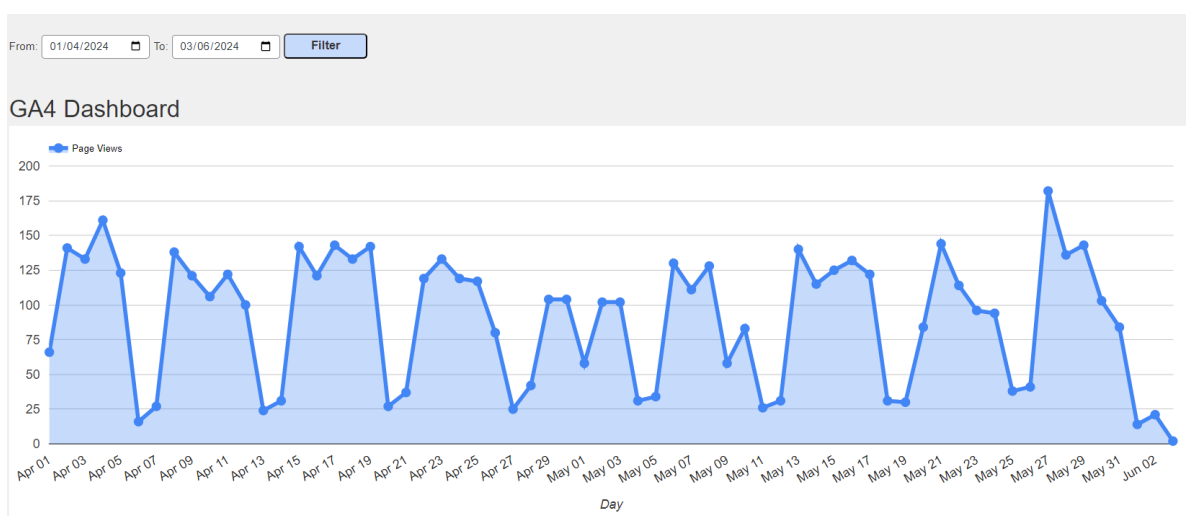


Figure 9: SCRREEN page views

This tool also provides the posts that generated more engagement and the type of visitors (new/returning; countries they come from):

Top Posts/Pages		
1.	CRMS 2023 - SCRREEN3	1,747
2.	HOME SCRREEN - SCRREEN3	412
3.	THE PROJECT - SCRREEN3	81
4.	RESULTS - SCRREEN3	79
5.	THE CONTEXT - SCRREEN3	61
6.	Be-Mat Business Event on Materials and Circular Economy - SCRREEN3	22
7.	CRMS 2020 - SCRREEN3	19
8.	PROMOTIONAL MATERIAL - SCRREEN3	11
9.	SCRREEN3 Kick off Meeting - SCRREEN3	10
10.	News - SCRREEN3	9

Figure 10: SCRREEN website more engaging content

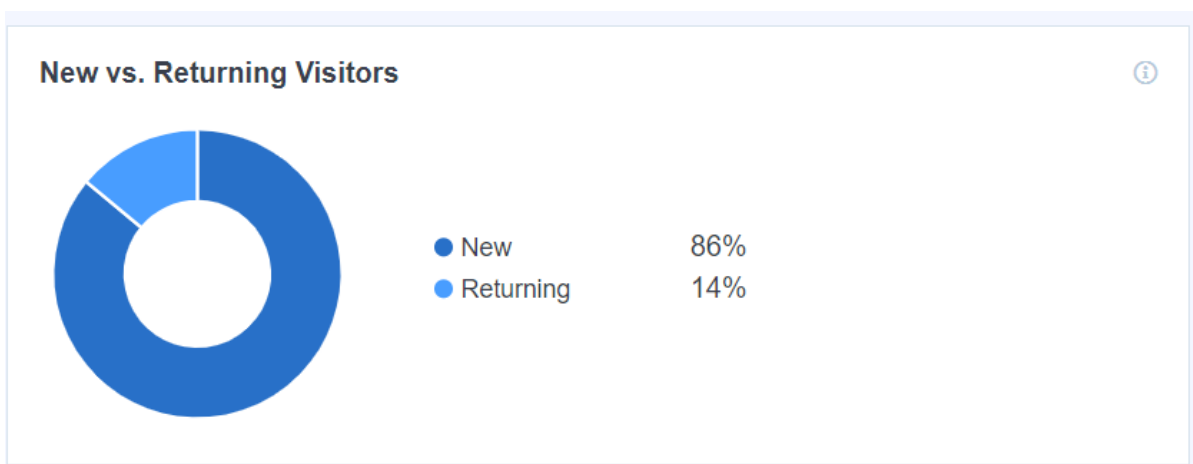


Figure 11: SCRREEN website visitors











Top 10 Countries		
1.	 France	308
2.	 Germany	256
3.	 Italy	255
4.	 Netherlands	142
5.	 Belgium	134
6.	 Sweden	98
7.	 Spain	87
8.	 United States	83
9.	 Austria	71
10.	 United Kingdom	63

Figure 12: SCRREEN website top 10 countries visitors

All Communication and Dissemination activities will be recorded in a spreadsheet specially created and shared with all partners, the SCRREEN3 Monitoring Logbook. A full participation of the consortium is required because all partners are responsible for properly filling this document which has been uploaded on TEAMS shared folder, in order to collect all C&D activities planned.

### COMMUNICATION & DISSEMINATION LOGBOOK

ROW NUMBER	NAME OF THE ACTIVITY	TYPE OF ACTIVITY	PARTNER	DATE	SITUATION	TYPE OF AUDIENCE	IMPACT / SIZE AUDIENCE	LINK
1	IRTC24: Raw materials in a changing world	Organisation of a Conference	ESM	21-23/02/2024	DONE	Scientific Community (High)	500	<a href="https://irtc.info/conference/overview/">https://irtc.info/conference/overview/</a>
2	PDAC 2024	Participation to a Conference	EGS	3-6/03/2024	DONE	Scientific Community (High)	26926	<a href="https://www.pdac.ca/convention">https://www.pdac.ca/convention</a>
3								
4								
5								
6								
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16								
17								

Figure 13: SCRREEN3 C&D Logbook



## 6. CONCLUSIONS

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The strategy described above aims at sharing information, raising awareness, and engaging stakeholders in order to ensure the successful implementation of SCRREEN3 project. The KPIs listed will allow the consortium to monitor the performance of C&D activities, in order to take corrective measures if needed.

This C&D plan is a living document, subject to continuous update, following the progress of the project and its results. In fact, the plan will be continuously monitored by providing a Mid-Term C&D&E report (M16) and a Final C&D&E report (M36) in order to evaluate the progress of the strategy and employ corrective actions, if needed.