



SCRREEN3

Coordination and Support Action (CSA)

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Start date : 2024-01-01 Duration : 36 Months

Mid-Term C&D&E report

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SCREEN3 - Contract Number: 101138060

Project officer: Victoria Leroy

Document title	Mid-Term C&D&E report
Author(s)	Dr. Marco DE LA FELD
Number of pages	34
Document type	Deliverable
Work Package	WP16
Document number	D16.3
Issued by	ENCO
Date of completion	2025-05-15 17:03:44
Dissemination level	Public

Summary

Interim Report on Communication, Dissemination & Exploitation activities

Approval

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MID-TERM C&D&E REPORT

DELIVERABLE 16.3 (V1)

**WP16: Communication, Dissemination,
awareness and clustering M1 – M18**



**Funded by
the European Union**

DOCUMENT TITLE: Mid-Term C&D&E report

DUE DELIVERY DATE: 30 April 2025

PROJECT TITLE: Solutions for CRITICAL Raw materials - a European Expert Network 3.

PROJECT ACRONYM: SCRREEN3

INSTRUMENT: CSA

CALL IDENTIFIER: HORIZON-CL4-2023-RESILIENCE-01

TOPIC: HORIZON-CL4-2023-RESILIENCE-01-07 Expert network on Critical raw materials (CSA)

GRANT AGREEMENT: 101138060

Organisation name of lead contractor for this deliverable:

ENCO

DELIVERABLE TYPE		
R	Document, report	X
DMP	Data Management Plan	
O	Other	
DISSEMINATION LEVEL		
PU	Public (fully open)	X
SEN	Sensitive, limited under the conditions of the Grant Agreement	

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HISTORY			
Version	Name (Partner)	Modifications	Date
V0.1	ENCO	First draft	11/03/2025
V0.2	LGI, BRGM	Revision, comments, and feedback	14/03/2025
V1	ENCO	Final version	18/04/2025

VALIDATION	
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LIST OF ABBREVIATIONS AND ACRONYMS

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

The Mid-Term Communication, Dissemination, and Exploitation (C&D&E) Report presents a comprehensive overview of the strategies, actions, and results achieved in the first 16 months of the SCRREEN3 project.

SCRREEN3 has implemented a well-structured and multi-faceted C&D strategy that includes a variety of communication channels such as a dedicated website, social media platforms, newsletters, video campaigns, press releases, and event participation. These tools have successfully supported the project's engagement with target audiences, including policymakers, industry stakeholders, academia, and the general public.

Quantitative and qualitative indicators demonstrate substantial progress, including surpassing initial KPIs for website visits and social media followers. Strategic awareness campaigns and clustering activities have further expanded the network and increased impact. The project has also laid a solid foundation for exploitation through the development of the Factsheet Digital Tool and the implementation of dedicated tools for characterisation, roadmapping, and risk analysis.

This report consolidates all communication and dissemination activities conducted to date, evaluates their effectiveness, and sets the direction for the remaining project period with a roadmap for sustainability and impact maximization.

1. INTRODUCTION

As part of Work Package 16, this Mid-Term C&D&E report documents the strategic communication, dissemination, awareness-raising, and clustering activities carried out between M1 and M16 of the project.

This deliverable aligns with the objectives of the C&D plan to ensure that the results and benefits of SCRREEN3 reach a wide and diverse audience. It outlines the tools, messages, and actions implemented to achieve high visibility, encourage dialogue among stakeholders, and facilitate knowledge exchange.

Key objectives of the C&D strategy include:

- Promoting the SCRREEN3 identity and increasing its public presence
- Facilitating the dissemination of project outputs through tailored messaging
- Engaging stakeholders through events, media, and online platforms
- Supporting the exploitation of project results through structured planning and monitoring

The report details the methods used to track effectiveness and adapt actions based on feedback and results. It serves both as a progress assessment and a strategic guide for future C&D&E activities.

2. C&D ACTIVITIES

2.1. Evaluation of effectiveness

The process of Communication and Dissemination of results has been continuously monitored to evaluate if the strategy implemented is effective. Having it under control is necessary since it is possible to timely apply corrective changes if needed and ensure that the results and KPI are achieved.

To evaluate the effectiveness of the C&D strategy, several key performance indicators (KPIs) have been considered. Parameters 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 have been and will be used to keep track of all C&D activities and aggregated numbers for KPIs. Activities done for each of the C&D tool have been described in the next subsections.

C&D Tools	KPI Identified	KPI	Month	Results achieved (M14)
Website	N. of hits/year	10.000	M36	63.901
Promotional materials (leaflets and gadgets)	N. of downloads	600	M36	1.205
Newsletter	N. of subscribers	500	M36	548
Social media	N. of followers	1.000	M36	2.367
Project videos	N. of views	3.000	M36	1.268
Press releases	N. of publications	< 5	M36	2
Annual project event(s)	N. of attendants/event	300	M36	100
Final online event	N. of attendants	100	M36	N.A.
External events	N. of events attended	< 25	M36	6
TV/radio/magazines	N. of interviews	< 12	M36	5
Outlook reports and magazines	N. of distributions	9	M36	N.A.

Meetings organized by EC agencies	N. of meetings	Upon request	M36	N.A.
Clustering events	N. of events/year	2	M36	2 in 2024 1 in 2025
	N. of participants/event	< 20	M36	< 20

Table 1: Evaluation of effectiveness

2.2. 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 has been implemented, including Google Analytics for the website and social media monitoring metrics to meticulously track engagement, measure impact, and gather insights.

All Communication and Dissemination activities are being recorded in a spreadsheet shared with all partners, the SCRREEN3 Monitoring Logbook. This spreadsheet exactly replicates the F&T C&D section. 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. ENCO is responsible for reflecting its content into the F&T Portal.

2.3 SCRREEN website

The same website active since SCRREEN has been used for SCRREEN3 project. Doing so, the project had taken the 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.

The website is available at the link 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 to feature project progress, workshop announcements and related news, and participation in events, ensuring that stakeholders are kept informed about the latest developments. 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 are presented the website Google Analytics at M16.

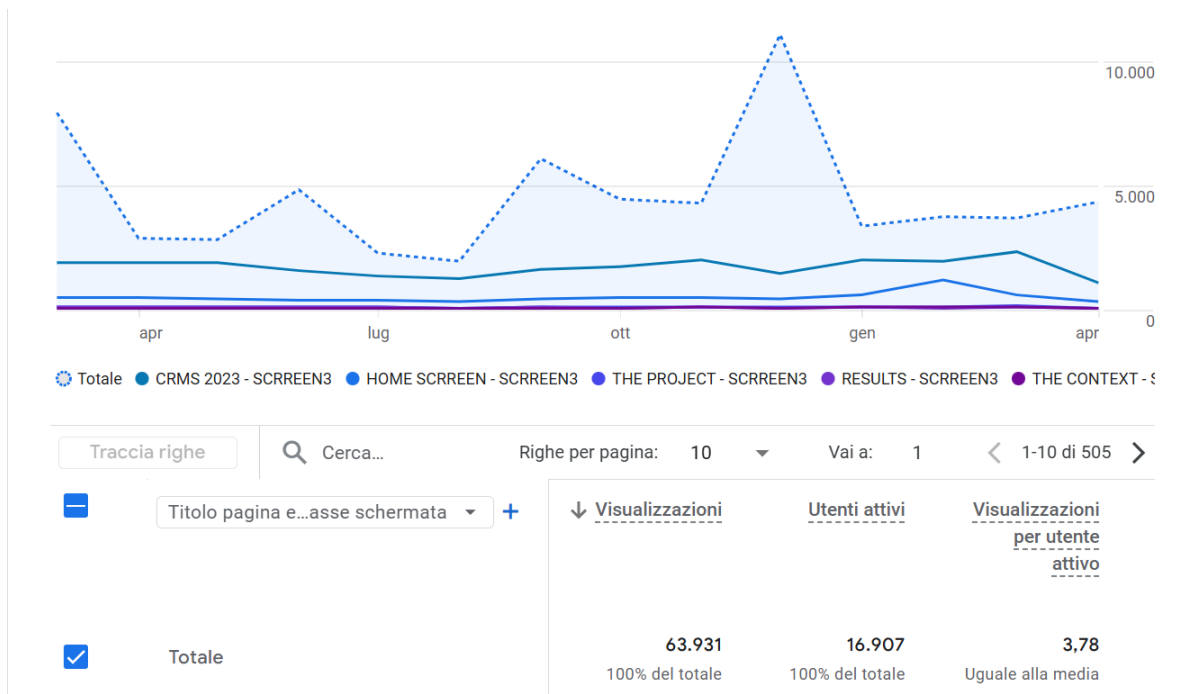


Figure 1: SCRREEN website Analytics

2.4 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 be placed 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 to allow stakeholders and the broader community to stay informed and engaged with the project's developments.

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

2.5 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 is 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 has been released at the end of June 2024. It has been sent to all users subscribed and it is also available in the “MEDIA” section of SCRREEN website. The support of the entire consortium has been fundamental to expand the network by inviting the contacts who can be interested to subscribe to the newsletter through the dedicated [section](#) of the website.

Also, a second issue has been released in April 2025 and a special issue has been released to promote the SCRREEN event during the Raw Materials Week in November 2024.

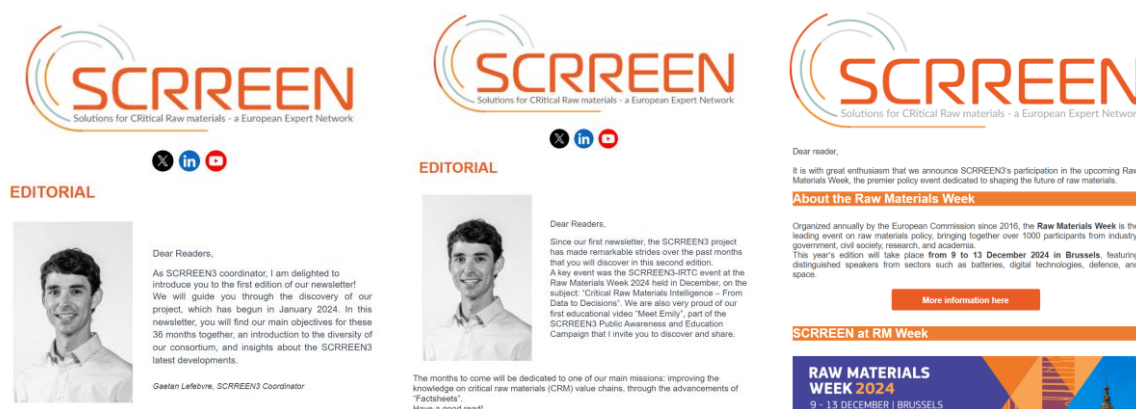


Figure 2: SCRREEN Newsletters (1st, 2nd, special edition)

2.6 Social media

Social media platforms 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.

Currently, SCRREEN3 project is present on three major platforms:

LinkedIn: SCRREEN3 project has a strong presence on LinkedIn, reaching currently 1359 followers involving mainly qualified professionals who can facilitate valuable 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.

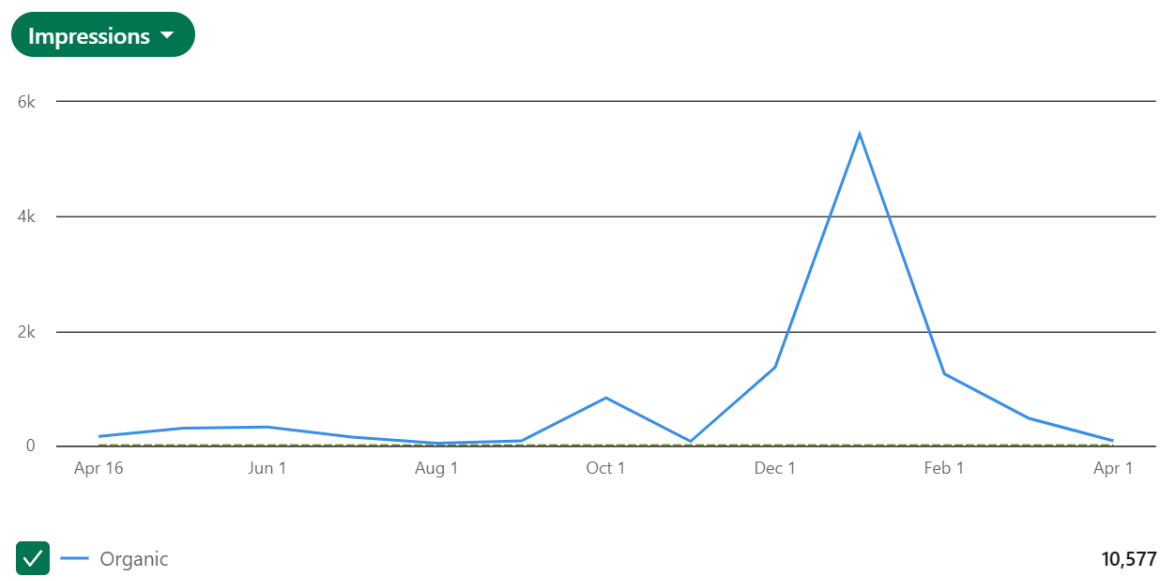


Figure 3: SCRREEN LinkedIn Impressions

[X/Twitter](#): SCRREEN's Twitter experienced the loss of several followers after 13th November 2024 and, by the time of writing, it is followed by 886 users. The profile is available following the link:

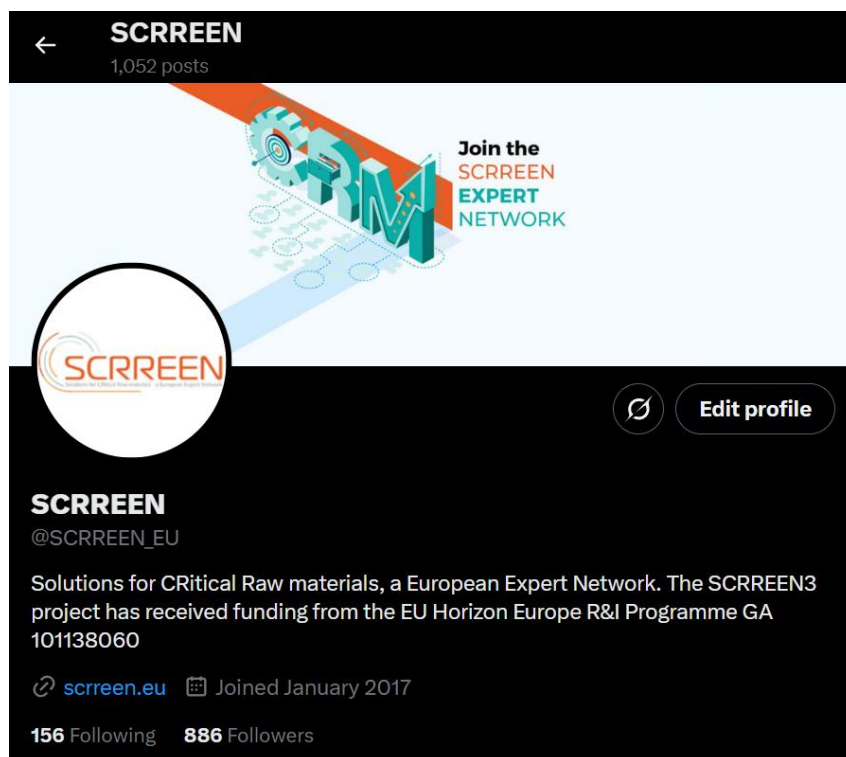


Figure 4: SCRREEN Twitter Profile

[YouTube](#): 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.

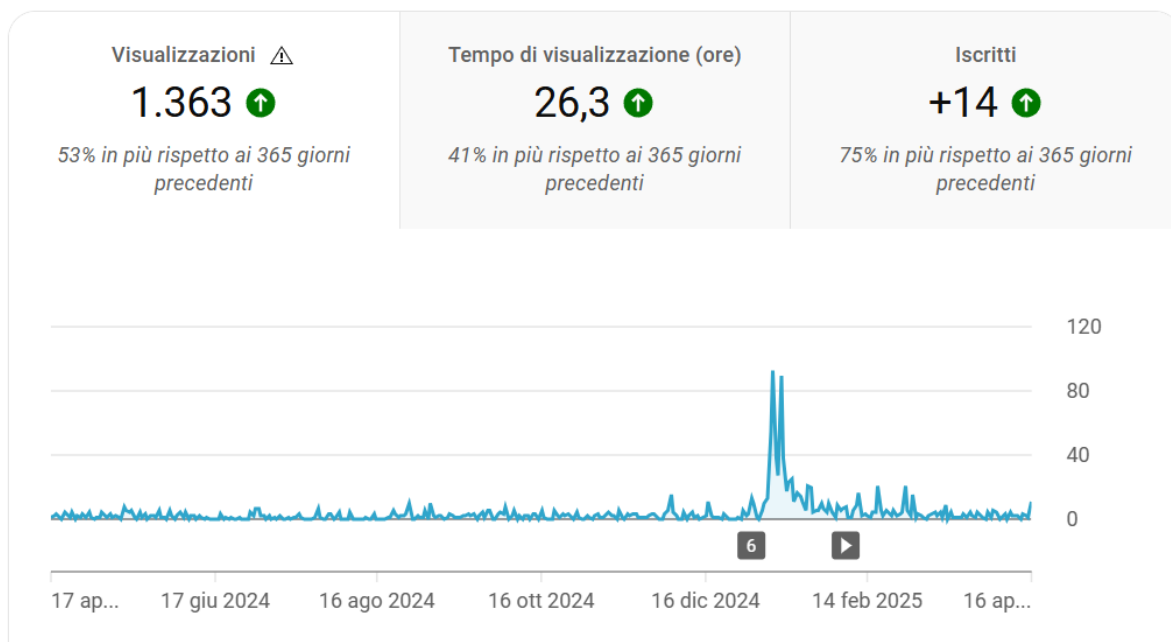


Figure 5: SCRREEN YouTube channel Analytics

These channels have been selected for their extensive user bases, diverse functionality, and effectiveness in disseminating information to various stakeholder groups.

2.7 Project Videos & Interviews

To facilitate the general public's understanding of complex aspects related to raw materials, the project developed a series of video interviews to the experts that not only captured insights and perspectives but also made 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 are available on the SCRREEN3 YouTube [channel](#) and on the website of the project at the section [Promotional Material](#).

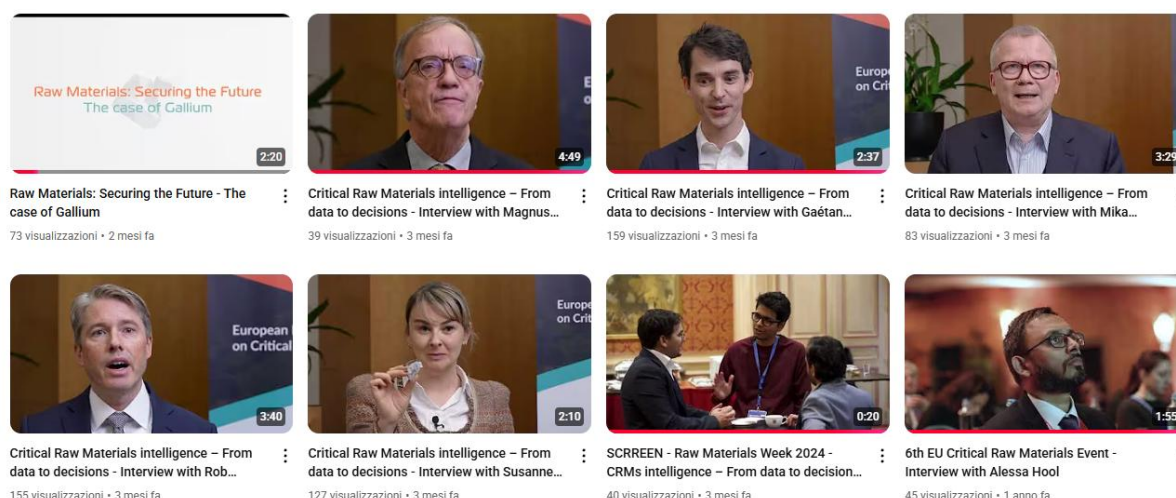


Figure 6: SCRREEN video interviews

2.8 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.

2.9 Annual Event

An annual event has been organised by SCRREEN3 and IRTC on 10th December 2024 titled “Critical Raw Materials Intelligence – From Data to Decisions” in the main frame of the Raw Materials Week 2024.

Throughout the day, the SCRREEN3 team conducted impactful discussions, gained key insights, and held exclusive interviews with leading experts in the field, including:

- Magnus Eriksson: professor, partner and co-founder of the Raw Materials Group drawn on his extensive expertise in mineral economics and resource governance to recommend key policy measures for a more adaptive and forward-thinking CRM strategy
- Rob Strayer: President of the Critical Minerals Forum who shared a global perspective on fostering partnerships and initiatives that could strengthen the EU’s CRM supply chain resilience.

- Susanne Moser: Ph.D. from RHI Magnesita with which were addressed the topics of the need for secure CRM supply chains and the pressures of sustainability and decarbonization.
- Mika Seitorvirta: Chief Regional Officer of Sibanye-Stillwater with whom were discussed the themes of the effectiveness of current supply risk monitoring mechanisms and the role of the upstream companies in improving transparency and collaboration across the value chain.
- Gaetan Lefebvre: Senior analyst and SCRREEN3 coordinator from BRGM shared his perspective on using stress testing and serious games to enhance critical raw materials supply chain monitoring.

This high-level event focused on data-driven strategies and collaborative solutions for a sustainable raw materials ecosystem, emphasizing the importance of robust intelligence in addressing critical raw materials (CRMs) challenges.



Figure 7: "Critical Raw Materials Intelligence – From Data to Decisions" event

2.10 Project related events

SCRREEN3 organized and contributed to relevant events together with the EC.

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

Events	Date	Place
IRTC24: Raw materials in a changing world	21-23/02/2024	Torino, Italy
PDAC 2024	3-6/03/2024	Toronto, Canada
37th International Geological Congress (IGC)	25-31/08/2024	Busan, South Korea
Channelling knowledge from European projects into the Raw Materials Information System (RMIS)	9-10/10/2024	Brussels, Belgium
Raw Materials Week 2024	9-13/12/2024	Brussels, Belgium
IRTC 2025: From Raw Material Policies to Practice	19-21/02/2025	Ljubljana, Slovenia

Table 2: Events attended

Furthermore, a roadmap events has been also designed for the next 6 months. It is updated every month.

Events	Date	Place
Raw Materials Summit	13-15 May 2025	Brussels, Belgium
EU Industry Days 2025	5-6 June 2025	Rzeszow, Poland
Metal Recycling Conference & Expo 2025	11-12 June 2025	Frankfurt, Germany
EU GeoInnovation Lapland conference	18 June 2025	Rovaniemi, Finland
OECD Mining Regions and Cities conference	16-18 June 2025	Rovaniemi, Finland
FEM 2025	28-30 October 2025	Levi, Finland
FEMS EUROMAT 2025	14-18 September 2025	Granada, Spain

Table 3: SCRREEN roadmap of events

2.11 Clustering events

The consortium established 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 are 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 carried out by the time of writing comprehend the co-organisation of:

- IRTC24: Exploring Raw Materials in a Dynamic World: A standout feature of the event has been the single-day introductory program. Led by experts Luis Tercero, Dieuwertje Schrijvers, and Alessa Hool, the program provided participants with a comprehensive understanding of criticality and the evaluation of CRMs. Attendees delved into the EU assessment methodology, gaining insights into its composition, factors, indicators, and common data sources. Armed with this knowledge, participants could reproduce a standard EU criticality assessment for a given material, empowering them to navigate evolving CRM policies such as the EU Critical Raw Materials Act
- IRTC 2025 - From Raw Material Policies to Practice: during the IRTC Training directed to professionals in industry, research, and policymaking, attendees had the opportunity to learn directly from leading experts within the SCRREEN3 project. Alessandra Hool from the ESM Foundation, broke down the complexities of the EU Critical Raw Materials Act, offering valuable insights into its implications, while Luis A. Tercero Espinoza from Fraunhofer-Gesellschaft led an interactive session, guiding participants through the process of calculating Supply Risk Scores for critical raw materials themselves. Alessandra Hool and Luis A. Tercero Espinoza also moderated respectively a panel discussion “Industry, Policy and Civil Society – is there Common Ground on Resource Policies?” and keynote conversation “How are CRM Policies Making a Difference?”.
- Critical Raw Materials intelligence – From data to decisions: As part of the Raw Materials Week 2024 program, the SCRREEN-IRTC event took place on Tuesday, 10 December 2024, in Brussels. The event has been articulated in two sessions: “Session I: Feedback and lessons learnt on stress testing and serious games exercises. How to engage with industry to go a step further on criticality and monitoring their supply chain?” and “Session II: Supply risk monitoring of intermediates steps in specific value chains”. The sessions have been followed by panels and presentations.

2.12 Awareness-raising campaign

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

The videos are 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). The videos 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 was carried out by M16 (T16.2). The second and third videos will be carried out by M33 (T17.2).

The narrative

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

These videos aim 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 following a relatable character through everyday situations and illustrating the consequences of events that disrupt CRMs supply, T16.2 and T17.2 will promote a deeper understanding of the significance of CRMs in our daily lives. These videos will also highlight the key objectives of the 2023 CRM Act, emphasising the EU's efforts to boost self-reliance in this strategic area.

Video 1: Raw Materials: Securing the Future: The case of Gallium

[The first video](#), developed under T16.2, focuses on Emily, a woman living in the modern world with access to everyday technology. Suddenly, she begins to wonder what would happen if a key element in her phone or car became unavailable. This video highlights Gallium and its critical role in daily life, exploring the potential consequences of supply disruptions.

A script was first developed and validated by partners, followed by a storyboard with the images that would appear in the final video. The video was released in February 2025 (M14).

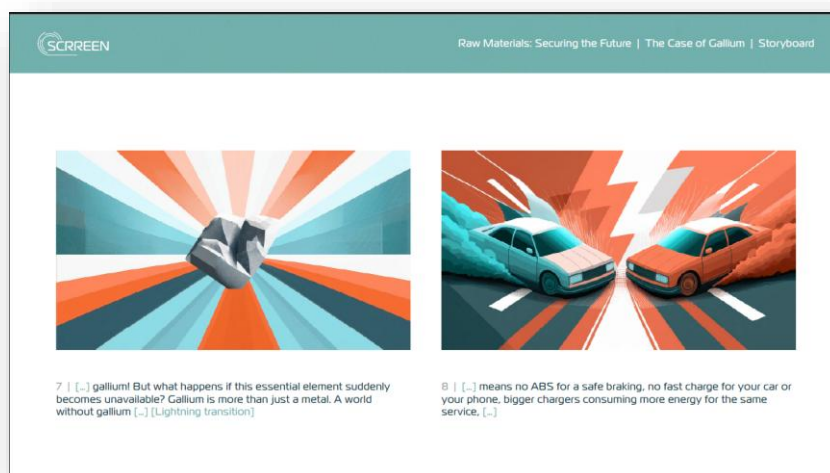


Figure 8: Storyboard for the first SCRREEN3 video

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 (SGDs).
	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 4: Key Messages for the general public in the context of the awareness and education campaign

Promotion of the videos

To ensure that the videos have maximum reach and impact, they are 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 first SCRREEN3 video is available on The [SCRREEN3 website page](#), all social media platforms, including the SCRREEN3 [YouTube channel](#). To support its launch, LGI provided WPL ENCO with tailored texts for the website, YouTube description, and social media, ensuring the communication aligned seamlessly with the newly created video.

The table below showcases a more detailed video promotion plan.

Promotion Plan	
Social Media Campaign	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.
Website Promotion	Feature the videos prominently on the SCRREEN3 project website with links to shareable versions on YouTube.
Email Newsletter/ Newsflashes	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.
Partner Outreach	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 5: Promotion Plan

Key Performance Indicators (KPIs)

Success metrics, including views, likes and impressions are monitored to evaluate the effectiveness of the campaign and inform future outreach efforts. Below are the initial metrics for the first video.

Key Performance Indicators (KPIs)		Video 1
Video views	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.	568 views as of 1 month after video publication . Further promotion shall be implemented to reach the necessary KPI.

Engagement Metrics	Track likes, comments, shares, and retweets on social media posts promoting the videos to gauge audience interaction and interest.	2 social media posts to promote the video with a total of: 10 reposts, 905 impressions, 43 clicks and 33 likes.
Newsletter/ Newsflash	Open rate: at least 40% openers	Will be promoted through the SCRREEN3 April 2025 newsletter.

Table 6: KPIs for the video campaign

The full results of the awareness-raising activities will be reported in D17.1, after all three videos have been released and promoted. This report will highlight the impact of the videos in educating and engaging the general public on the critical role of CRMs in driving the transition to a sustainable future.

3. EXPLOITATION ACTIVITIES

The main objective of the exploitation strategy is to turn project outcomes into benefits, favouring the sustainability of SCRREEN Expert Network after project end and helping project partners to launch new activities and business. This strategy, which will be updated during the project lifetime, will allow the capitalisation of all tangible and intangible results of the SCRREEN3 project, optimising their value, enhancing their impact and facilitating their integration at multiple levels. Table 10 SCRREEN3 Key Exploitable Results gives a summary description of a selection of the expected SCRREEN3 main KERs and their respective exploitation path.

All the measures that assure both the continuation and long-term sustainability of the FDT and the Expert Database after the project ends and ensure knowledge transfer and the promotion of the activities of the Experts Network will be taken. Different options will be evaluated during the project, in particular the involvement at the longer term of existing associations that could support the operational costs. Another additional option would be for the Network to sell services to stakeholders/customers.

The next paragraphs describe the methodology and tools that have been used to assess the post project exploitation roadmap for each of SCRREEN3 KERs ensuring its sustainability.

3.1. Key Exploitable results

1 main KER has been identified to be exploited, which is the Factsheet Digital Tool :

- Factsheet Digital Tool: a web application allowing experts to manage factsheets directly from this interface where the necessary graphics will be generated automatically. This web application saves time on the writing of factsheets and also offers a more advanced user experience. Graphics and tables are automatically generated in connection with the database, ensuring a permanent coherence of information at all levels.

Key Results	Exploitable	Owner	IPR Tool	Exploitation pathway
Factsheet Tool	Digital	LGI - BRGM	Trademark	Partnerships and Collaborations

Table 7: SCRREEN3 Key Exploitable Result

3.1.1. Methodologies and tools for KERs characterisation

3 main tools are used:

- Characterisation table
- Exploitation Roadmap
- Risk Analysis & Priority Map

These tools will allow us to consider all the aspects of each KER.

3.1.1.1 Characterisation table

The characterisation table is the tool used to summarises the main features of the KER and to provide information on the selected exploitation route. Information summarised in the characterisation table is to be further integrated and finalised during the project lifetime. It does not focus on the scientific dimension of the KER but offers a snapshot of the most important elements to be considered when dealing with the use of a result, following a problem oriented (demand driven) approach.

In the table, each element is described in a simple way highlighting the most important features that distinguish the result from current solutions. The table contains information on: Description of the Result, target user's needs, competitive advantages or innovativeness introduced compared to already existing Products/Services; Competitors; Customers; IPR Status (Background & Foreground type and partner owner).

KER name	
Target user's needs	
Alternative solutions available	
Unique Value Proposition UVP	
Description	
Target users	
Early Adopters	
Competitors	
Use model	
Timing	
IPR Background	
IPR Foreground	

Table 8: Characterisation table

3.1.1.2 Exploitation roadmap

The Exploitation Roadmap is a tool designed to help the consortium to identify and plan activities to be performed after the end of the project. The highest risk a consortium faces is

not being able to implement the exploitation and dissemination plan and increase the TRL level or go to market, due to lack of resources. The exploitation roadmap is designed to address this risk, mitigate it and pave the way toward use and a stronger impact.

This tool considers the i) Exploitation Forms (direct industrial use, technology transfer, license agreement, publications, standards, etc.), ii) Which partner contributes to what (main contributions in terms of know-how, patents, etc.), iii) Sources of financing foreseen after the end of the project (venture capital, loans, other grants, etc.).

Exploitation roadmap	
Actions	
Roles	
Milestones	
Financials	
Costs	
Revenues	
Other sources of coverage	
Impact in 3-year time	

Table 9: Exploitation Roadmap

3.1.1.3 Risk Analysis & Priority Map

The Priority Map provides briefly a snapshot on the main risks identified by the partners. It is based on risks selected in the Risk Matrix assessment tool (Risk Matrix) and the proposed remedy actions. The Risk Matrix helps the partnership identifying for each KER, the type of risk, its level of importance related to the use of the concerned KER, the probability for such a risk to happen, remedy actions and their probability to succeed.

The Risk Matrix analyses the following six different categories of risks:

- 1) Partnership Risks: internal risk factors related to the composition of the partnership or specific behaviours of the partners, conflict of interests, etc.
- 2) Technological Risks: external factors related to the feasibility of the technology, its level of development, presence of other emerging technologies, etc.
- 3) Market Risks: external risk factors related to fulfilment of marked needs, presence of competitors or alternative products, etc.
- 4) IPR Risks: factors related to the presence of similar previous patents, the possibility to protect the developed technology/product, patent counterfeit, etc.
- 5) Environmental risk factors: are external factors related to the presence or changing in legislations, standards, etc. Special attention will be given to regulatory environment and standardisation issues.
- 6) Financial risk factors: factors related to the availability of funds for bringing the research stage to prototyping industrialisation/commercialisation.

Once considered and rated all these kinds of risks a matrix will come out that will give an overview of each different situation. Below a visualisation example.

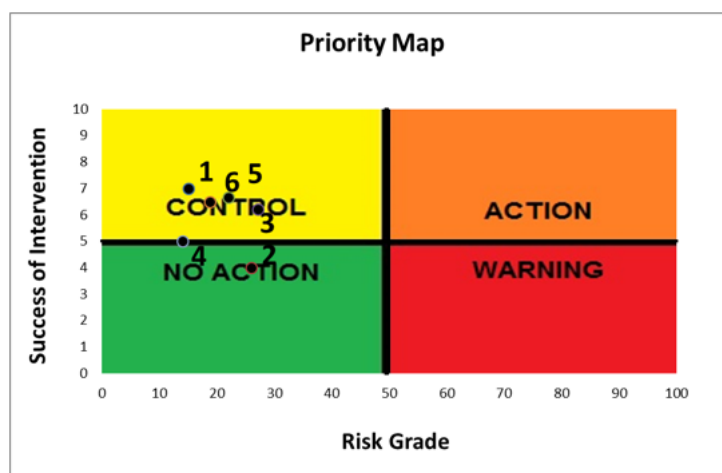


Figure 9: Priority Map example

3.2 Factsheet Digital Tool

3.2.1. Characterisation table

Factsheet Digital Tool	
Target users' needs	The preparation and maintenance of factsheets on Critical Raw Materials (CRMs) are currently time-consuming and prone to inconsistencies when performed manually. This creates inefficiencies and potential data misalignment, especially when dealing with large datasets or multiple users collaborating across institutions.
Alternative solutions available	Currently, most CRM factsheets are developed using disconnected documents processing software and spreadsheets. This process lacks centralized control, is inefficient for collaborative editing, and does not ensure automatic consistency with backend data sources.
Unique Value Proposition UVP	The Factsheet Digital Tool provides a centralized, web-based platform that automates the generation of CRM factsheets. Its unique advantage lies in its integration with the Database, enabling automatic updates of tables and graphics to reflect the latest data, thus ensuring coherence and accuracy.
Description	The Factsheet Digital Tool is a web-based application that allows experts within the SCRREEN3 network and beyond to create, manage, and share factsheets or only parts of them. It reduces the time and effort required for documentation and allows a better user's experience.
Target users	Primary targets include European Commission agencies, academic institutions, and industry stakeholders involved in raw material supply chain analysis and policy-making. More generally, any public interested in these topics as part of the website will be open.

Early Adopters	Early adopters are expected to include members of the SCRREEN3 Expert Network, institutions that contributed to SCRREEN1 and SCRREEN2, and governmental bodies actively involved in the EU Critical Raw Materials Act implementation.
Competitors	Competing solutions may include in-house developed tools used by geological surveys, proprietary software for data management, or consulting services offering factsheet creation as part of larger CRM analysis.
Use model	The tool will be offered through institutional access, possibly under licensing agreements, and hosted on a secure web platform. It may also be embedded within broader EU platforms or services offered to partners and collaborators of SCRREEN3.
Timing	The initial version of the tool is expected to be fully operational by Month 36 of the SCRREEN3 project. Post-project, a roll-out plan will support wide-scale adoption within the first year after project completion.
IPR Background	The foundational software components and methodological frameworks were developed during SCRREEN3 and enhanced by LGI and BRGM. These partners maintain the knowledge base and technical infrastructure necessary for ongoing development.
IPR Foreground	The intellectual property for the tool, including its name, interface, and underlying architecture, will be protected under a trademark owned jointly by LGI and BRGM. Additional protection strategies will be thought of if necessary.

Table 10: Factsheet Digital Tool Characterisation table

3.2.2. Exploitation roadmap

Exploitation roadmap	
Actions	<ul style="list-style-type: none"> • Complete the development and testing of the digital tool by the end of the project. • Initiate outreach campaigns to potential users, organize training webinars, and gather feedback from early adopters. • Reflection to ensure operational sustainability post-project.
Roles	LGI and BRGM will take the lead in managing the technical implementation, maintenance, and ownership of the tool.
Milestones	Within 6 months post-project, the goal is to secure sources of financing in order to maintain the tool and the website. As its usefulness would have been demonstrated for the institutional community, it may be the main resource.
Financials Costs	The core development and testing have been funded through SCRREEN3. Post-project, minimal maintenance costs are expected, covering server

	infrastructure and user support. Further improvements may require additional funding or co-financing from beneficiaries.
Revenues	Not applicable
Other sources of coverage	Possibly supported by integration within EU-funded platforms or partnerships.
Impact in 3-year time	The tool is anticipated to become a standard component of CRM documentation and reporting across Europe. Its scalability and adaptability can open new opportunities.

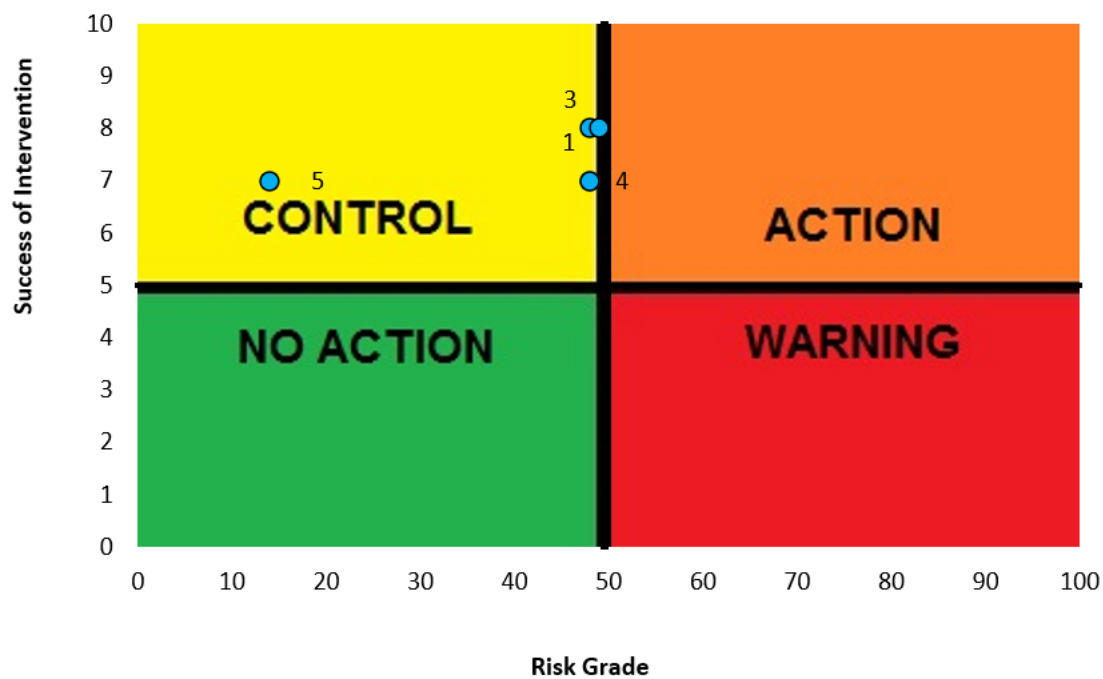
Table 11: Factsheet Digital Tool Exploitation Roadmap

3.2.3. Risk Analysis & Priority Map

KER Risk Assessment Map							
	Description of Risks	Degree of criticality of the risk related to the final achievement of this Key Exploitable Result. Please rate from 1 to 10 (1 low- 10 high)	Probability of risk happening Please rate from 1 to 10 (1 low - 10 high)	Risk Grade	Potential intervention	Estimated Feasibility/Success of Intervention Please rate from 1 to 10 (1 low- 10 high)	Conclusion
	Technological Risk Factors						
1	Integration issues with external databases or evolving tech standards.	8	6	48	Ensure modular, adaptable tech design and API standards.	8	Control.
2	Compatibility issues may arise due to rapid changes in browser standards, cybersecurity requirements, or interoperability with third-party data systems.	8	6	48	Design the tool with modular, standards-based architecture, allowing easy updates. Regular testing across platforms and formats will be scheduled.	7	Control.
	Market Risk Factors						

3	Despite a robust tool, market resistance may occur due to inertia or preference for traditional methods, slowing adoption.	7	7	49	Design a robust promotional campaign, leveraging testimonials, success metrics, and integration opportunities within EU networks.	8	Control.
IPR/Legal Risk Factors							
4	New EU regulations on data hosting, user consent, or accessibility might necessitate significant revisions to the platform design and content structure.	8	6	48	Work closely with legal experts throughout development to ensure GDPR and accessibility compliance. Update protocols to reflect new regulatory frameworks.	7	Control.
Financial/Management Risk Factors							
5	Absence of sustainable funding models could jeopardize long-term maintenance, especially in the absence of direct EC support after the project's end.	7	2	14	Develop a diversified revenue strategy involving licensing, EU follow-up proposals, and strategic partnerships with member state agencies and private stakeholders.	7	Control.

Priority Map - With Risk Numbers



4. CONCLUSIONS

Over the first 16 months of implementation, the SCRREEN3 project has demonstrated strong performance in its communication, dissemination, and exploitation activities. Through targeted messaging, dynamic online presence, high-impact events, and meaningful engagement, the project has established a robust visibility and recognition within the raw materials community.

Key performance indicators reveal that many goals have already been met or exceeded, notably in terms of website traffic, social media growth, and the production of informative digital content. Strategic clustering and the launch of awareness campaigns have strengthened synergies and enhanced SCRREEN3's outreach.

The project's exploitation planning, centred around tools like the Factsheet Digital Tool, is also progressing well, with clear roadmaps and methodologies ensuring long-term sustainability beyond the project's lifetime.

Looking ahead, the consortium remains committed to intensifying efforts in the second half of the project, with a focus on maximizing impact, reinforcing collaboration, and ensuring the durability of the SCRREEN Expert Network. The strong foundation established through these mid-term activities ensures that SCRREEN3 is well-positioned to deliver on its mission to support a resilient and sustainable European CRM ecosystem.