



Deliverable 6.1

Dissemination and Exploitation Plan

for SUSHEAS

Sustainable Production of High Entropy Alloys from Secondary Metals

Author: Bursa Technical University (BTU)



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Thailand

Short	Partner Name	Country	Type	Role / Expertise
BTU	Bursa Technical University	Türkiye	Academic	Coordinator; powder metallurgy, HEAs, project management
BUL	Brunel University London	United Kingdom	Academic	Alloy design, liquid metal processing, additive manufacturing
NTNU	Norwegian University of Science and Technology	Norway	Academic	Metal recovery from metallurgical waste, pyrometallurgy
UPORTO	University of Porto	Portugal	Academic	Corrosion, tribocorrosion, mechanical testing
SUT	Suranaree University of Technology	Thailand	Academic	Waste management, upcycling of industrial waste
BournemouthU	Bournemouth University	United Kingdom	Academic	AI/ML, physics-inspired alloy design, digital twins
INL	International Iberian Nanotechnology Laboratory	Portugal	Academic	Advanced nanoscale characterisation, TEM/STEM
SAGLAM	Saglam Metal Sanayi Ticaret A.S.	Türkiye	Non-Academic	Scrap recycling, metal processing, prototype fabrication
Qinetiq	Qinetiq Ltd	United Kingdom	Non-Academic	Plasma processing, additive manufacturing, prototype testing
Quintus	Quintus Technologies AB	Sweden	Non-Academic	High-pressure densification, hot isostatic pressing
Guhring	Guhring Limited	United Kingdom	Non-Academic	Precision cutting tools; waste scrap supplier (Co, Fe)

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List of Abbreviations

AI	Artificial Intelligence
CALPHAD	Calculation of Phase Diagrams
CO₂	Carbon Dioxide
DE&C	Dissemination and Exploitation Plan incl. Communication Activities
DoA	Description of Action
ESR	Early-Stage Researcher
EU	European Union
GDPR	General Data Protection Regulation
HEA	High Entropy Alloy
KPI	Key Performance Indicator
LCA	Life Cycle Assessment
ML	Machine Learning
MSCA	Marie Skłodowska-Curie Actions
PU	Public (dissemination level)
SE	Staff Exchanges
SO	Specific Objective

Executive Summary

This deliverable presents the Dissemination and Exploitation Plan including Communication Activities (DE&C) for the SUSHEAS project – Sustainable Production of High Entropy Alloys from Secondary Metals. It defines the strategic objectives, target audiences, key messages, channels, governance arrangements, and monitoring mechanisms guiding all dissemination and exploitation activities throughout the project lifecycle.

SUSHEAS is a Marie Skłodowska-Curie Actions (MSCA) Staff Exchanges project funded under Horizon Europe, bringing together 11 partners from 6 countries across academia and industry to address one of the most pressing challenges in advanced materials science: establishing a sustainable, circular-economy-aligned production pathway for High Entropy Alloys (HEAs) using secondary metal sources derived from industrial waste and scrap.

The (DE&C) Plan provides a structured framework to ensure coordinated, transparent, and impactful communication and dissemination activities. It supports the visibility, uptake, and long-term sustainability of SUSHEAS results while ensuring compliance with Horizon Europe and MSCA requirements. As a living document, the Plan will be reviewed and updated as the project progresses, in line with emerging results, training activities, secondment insights, and lessons learned.

1 Introduction

This Dissemination and Exploitation (DE&C) Plan defines the strategy, objectives, governance, tools, and procedures guiding all dissemination, exploitation and communication activities within the SUSHEAS project.

The Plan is developed in line with the Description of Action (DoA) and supports the implementation of Work Package 6 (WP6 – Dissemination and Exploitation), while contributing to the visibility, impact, exploitation, and sustainability of results generated across all research and training work packages.

SUSHEAS addresses a technically complex and societally significant challenge: demonstrating that High Entropy Alloys – advanced metallic materials with exceptional mechanical and chemical properties – can be produced sustainably from secondary metal sources, such as industrial scrap and metallurgical waste. Exploitation and dissemination are therefore not treated as stand-alone visibility tasks, but as key mechanisms for ensuring that the project's knowledge, tools, methodologies, and approaches reach and are embedded within scientific, industrial, policy, and public communities.

The DE&C Plan is conceived as a living document and will be reviewed and updated as the project progresses to reflect emerging results, secondment-driven insights, training outcomes, and stakeholder engagement needs.

2 Objectives of Dissemination and Exploitation

The overarching objectives of dissemination and exploitation activities in SUSHEAS are to:

- Ensure clear and transparent communication of the project's objectives, activities, and progress to a broad and diverse audience across Europe and internationally.
- Disseminate project outputs, tools, methodologies, and scientific findings to relevant professional, industrial, policy, and community stakeholders.
- Support the uptake and exploitation of SUSHEAS results by industry, researchers, policymakers, and other relevant stakeholders who can translate findings into practice.
- Foster cross-sector learning and dialogue through secondments, training events, workshops, and the project's knowledge-sharing platforms.
- Ensure EU and MSCA visibility, acknowledgement, and compliance in all communication outputs.
- Contribute to the advancement of circular economy principles in metallurgy and materials science through responsible communication.
- Support the long-term sustainability and impact of project results beyond the project lifetime, including through spin-off proposals, publications, and continued industrial partnerships.

In addition, exploitation and dissemination activities will support the exploitation strategy of WP6 by ensuring that key SUSHEAS outputs – including novel HEA compositions, recovery process methodologies, and computational alloy design tools – are visible, accessible, and usable by the stakeholders most likely to apply them in practice.

2.1 Dissemination and Exploitation: Complementary Functions

In line with Horizon Europe and MSCA principles, SUSHEAS distinguishes between exploitation and dissemination while recognising their complementary and mutually reinforcing roles.

Dissemination focuses on sharing project results, knowledge, tools, and methodologies with specialist audiences such as materials scientists, metallurgists, industry engineers, and policymakers, enabling the uptake and application of project outcomes.

Exploitation translates project results into tangible value, whether through commercialisation, licensing, standardisation, policy uptake, or integration into industrial practice. It ensures that SUSHEAS outputs do not remain within the project alone but generate lasting scientific, economic, and societal impact beyond the project lifetime.

In SUSHEAS, dissemination and exploitation are closely interconnected. Dissemination builds the awareness and credibility needed for exploitation to take hold, while exploitation gives dissemination a clear purpose beyond visibility. This is particularly important given the project's ambition to challenge established norms in HEA production and demonstrate that secondary metals represent a viable, high-performance raw material base — findings that must not only be shared but actively embedded into industrial and policy practice.

3 Key Messages, Outputs and Narrative Framing

Clear and consistent messaging is essential for ensuring that SUSHEAS communication and dissemination activities effectively convey the purpose, relevance, and impact of the project. The project addresses highly technical but societally important challenges related to sustainable material production, circular economy integration, and the decarbonisation of advanced manufacturing. Communication must therefore combine scientific rigour with clarity and accessibility, ensuring that the project's work is understandable to both specialist and non-specialist audiences.

3.1 Core Project Messages

Across all communication and dissemination activities, SUSHEAS promotes the following core messages:

High Entropy Alloys can be developed from secondary metal sources for targeted engineering applications

SUSHEAS investigates sustainable routes for producing HEAs from recycled metal scrap and industrial waste streams. The project explores how secondary metal sources can be used in the design and processing of advanced alloy systems with properties suitable for selected engineering applications.

Circular economy principles are the future of advanced material production.

SUSHEAS seeks to integrate circular economy thinking across the entire HEA production chain – from waste collection and sorting through recovery, alloy design, manufacturing, and prototype demonstration – with the aim of contributing to a more sustainable model for metallurgy.

Research, computational intelligence, and industry expertise must work together.

SUSHEAS brings together AI/ML-driven computational alloy design, cutting-edge manufacturing technologies, and real-world industrial expertise to develop tools and approaches that can help bridge the gap between laboratory research and commercial application.

Staff Exchanges unlock innovation across borders and sectors.

Through structured secondments across 11 partner organisations in 6 countries, SUSHEAS aims to build lasting collaborative networks, facilitate knowledge transfer between academia and industry, and contribute to the development of the next generation of researchers and engineers in sustainable metallurgy.

European cooperation accelerates sustainable industrial transformation.

As a Horizon Europe MSCA project, SUSHEAS harnesses the collective expertise of academic institutions and industry partners from across Europe and beyond to generate knowledge that can drive policy, influence standards, and strengthen Europe's leadership in green metallurgy.

3.2 Key Outputs to Communicate

As the project progresses from research and pilot activities towards results generation and exploitation, communication efforts will increasingly focus on the following planned outputs:

Impurity-Tolerant HEA Compositions

Communicate the development of novel HEA compositions designed with the support of CALPHAD and AI/ML tools. Selected compositions will be investigated for their ability to accommodate impurity levels associated with secondary metal sources and to meet the requirements of targeted engineering applications.

Advanced Secondary Metal Recovery Processes

Communicate research activities related to secondary metal recovery processes, including AI-assisted smart sorting, metallothermic reduction, plasma-based processing, and hydrometallurgical separation.

AI/ML and CALPHAD Computational Tools

Computational tools and approaches supporting HEA design and assessment, including AI/ML-assisted alloy design, Bayesian optimisation, microstructure analysis, and CALPHAD-based screening of candidate alloy compositions based on secondary-metal-related input data.

HEA Prototype Demonstrators

Industrial prototypes produced from secondary metal-derived HEAs and tested in real-world operational environments with industrial partners Qinetiq and SAGLAM, demonstrating viability for aerospace, automotive, defence, and tooling applications.

Life Cycle Assessment (LCA) and Sustainability Data

Quantitative environmental and economic assessments comparing secondary-metal-based HEA production with primary routes, supporting evidence-based policy recommendations and industry business cases for circular metallurgy.

Training Materials and Knowledge Resources

A portfolio of training outputs including workshop proceedings, summer school materials, teaching resources, and the SUSHEAS digital collaboration platform, designed to build capacity in sustainable HEA production across the research and industrial communities.

3.3 Content Streams

To support consistent communication throughout the project lifecycle, SUSHEAS communication activities are organised around the following thematic content streams:

Project Identity and Vision

Communication explaining the purpose, mission, and societal relevance of SUSHEAS, introducing the project's objectives, consortium partners, and broader context within the EU Green Deal and circular economy agenda.

Research Insights and Scientific Innovation

Highlighting research findings, methodological breakthroughs, and scientific contributions in sustainable HEA production, computational alloy design, metal recovery, and materials characterisation.

Tools, Technologies and Innovation

Presenting SUSHEAS innovations – from AI-driven sorting systems to novel alloy compositions and advanced manufacturing routes – in accessible ways that highlight their practical purpose and potential applications.

Secondments and Skills Development

Showcasing the human dimension of MSCA Staff Exchanges: researcher mobility, interdisciplinary knowledge transfer, career development, and the enrichment of participating organisations through cross-sector collaboration.

Training and Capacity Building

Communicating training events, workshops, summer schools, and seminars – including open activities for the broader HEA and materials science communities.

Impact and Sustainability Achievements

As the project matures, communication will increasingly focus on measurable impact: LCA outcomes, prototype performance results, publication records, policy contributions, and the project's legacy for sustainable metallurgy in Europe.

4 Target Audiences

SUSHEAS communication and dissemination activities are directed towards a diverse set of audiences whose roles in project uptake, validation, visibility, and sustainability differ significantly. The project does not apply a one-size-fits-all approach. Instead, audiences are addressed through tailored messages, formats, and channels, depending on their relationship to the project and their potential to use, amplify, or benefit from its results.

From a strategic perspective, audiences are grouped into three categories: Primary Audiences, who are directly involved in the uptake, testing, or application of project results; Secondary Audiences, who contribute to the visibility, validation, and wider dissemination of project knowledge; and Multiplier Audiences, who can further amplify project results within professional, policy, or research networks.

4.1 Primary Audiences

4.1.1 Materials Science and Metallurgy Researchers

Academic researchers and PhD students working in materials science, metallurgy, alloy design, computational materials science, and related fields represent a core audience for SUSHEAS scientific dissemination.

For this audience, dissemination should: present methodological innovations and experimental results in peer-reviewed open-access publications; position SUSHEAS within wider debates on sustainable metallurgy and HEA development; and encourage adoption of secondary-metal-based alloy design approaches.

Typical formats include journal publications, conference papers, seminars, and summer schools.

4.1.2 Industry Partners and the Wider Industrial Community

Industry stakeholders in metallurgy, aerospace, automotive, tooling, and advanced manufacturing represent a critical primary audience given SUSHEAS's goal to translate research into commercial applications.

For this audience, communication should: highlight the commercial viability and cost savings of HEA production from secondary metals; present prototype testing

outcomes and performance benchmarks; and provide accessible technology transfer pathways.

Typical formats include industry conferences, webinars, trade publications, technology briefs, and bilateral engagement with industrial partners.

4.1.3 Policymakers and Regulatory Bodies

Local, national, and European decision-makers working on materials policy, circular economy regulation, and research funding represent an important audience for SUSHEAS's policy-relevant outputs.

For this audience, dissemination should: communicate the policy relevance of LCA findings and sustainability metrics; support the transferability of SUSHEAS approaches into broader regulatory frameworks on circular economy and green manufacturing; and position SUSHEAS findings within EU Green Deal and Critical Raw Materials Act contexts.

4.2 Secondary Audiences

4.2.1 Environmental Organisations and Sustainability Networks

Organisations working on industrial sustainability, resource efficiency, and circular economy advocacy are relevant audiences for SUSHEAS's environmental dimension, particularly LCA outcomes and CO₂ reduction data.

4.2.2 EU Institutions and International Stakeholders

European networks, MSCA community stakeholders, and international bodies interested in sustainable manufacturing innovation and cross-border research collaboration. Their importance lies in supporting the European added value and broader replication of SUSHEAS approaches.

4.2.3 General Public

The general public is a relevant communication audience in relation to transparency, accountability, and wider public understanding of EU-funded research. Communication should explain the purpose and societal value of the project in accessible language, support trust in publicly funded research, and increase awareness of the potential of recycled materials in advanced technology applications.

Typical formats include website news, social media, and public-facing visual content.

4.3 Audience Engagement Logic

Table 1: Audience Engagement Logic

Audience	Strategic Relevance	Main Purpose	Main Channels
Materials science researchers	Evidence base, validation, methodological visibility	Dissemination of scientific knowledge	Publications, conferences, seminars, summer schools
Industry & manufacturers	Technology uptake,	Practical relevance, replication	Workshops, webinars, trade

Audience	Strategic Relevance	Main Purpose	Main Channels
	commercialisation, market adoption		events, bilateral engagement
Policymakers & regulators	Circular economy policy, green manufacturing standards	Influence, strategic visibility	Policy briefs, targeted dissemination, EU events
Environmental organisations	Sustainability credentials, LCA outputs	Awareness, endorsement	Website, reports, sustainability networks
EU institutions & MSCA community	European added value, wider dissemination	Positioning, networking	MSCA events, Horizon Europe networks
General public	Transparency, accountability	Awareness and legitimacy	Website, social media, press releases

4.4 Audience Prioritisation Across the Project Lifecycle

Audience prioritisation in SUSHEAS evolves over time, reflecting the maturity of project outputs:

- In Phase 1 (M1–M6), emphasis is placed on broad awareness and stakeholder visibility, including the general public, institutional actors, and early network-building through the project website and social media launch.
- In Phase 2 (M6–M18), communication increasingly targets research and industry audiences as secondments begin and early scientific findings emerge from WP1 and WP2.
- In Phase 3 (M18–M36), emphasis shifts towards professional, training, and policy audiences as computational tools, recovery processes, and experimental results from WP2 and WP3 mature.
- In Phase 4 (M36–M48), dissemination focuses on long-term uptake, sustainability, policy relevance, and prototype demonstration outcomes from WP4, with a final conference and stakeholder engagement events.

5 Communication and Dissemination Channels

To reach its target audiences effectively, SUSHEAS uses a combination of digital communication channels, professional networks, academic publishing routes, and dissemination events. These channels are complementary and support different aspects of project visibility, stakeholder engagement, and results dissemination.

5.1 Project Website

The project website serves as the central communication hub of SUSHEAS. It provides publicly accessible information about the project and acts as the primary point of reference for external audiences, including researchers, industry

professionals, policymakers, and the wider public interested in sustainable HEA production.

The website has been launched and will be maintained and regularly updated throughout the 48-month project duration and, where possible, beyond.

The website includes:

- Project overview, objectives, and consortium partners
- News and events calendar
- Access to open-access publications, deliverables, and training resources
- SUSHEAS Digital Collaboration Platform (repository of research papers, technical guidelines, and datasets)
- Secondment information and MSCA Staff Exchange features
- Links to social media channels and external dissemination platforms
- Contact information and subscription for project updates

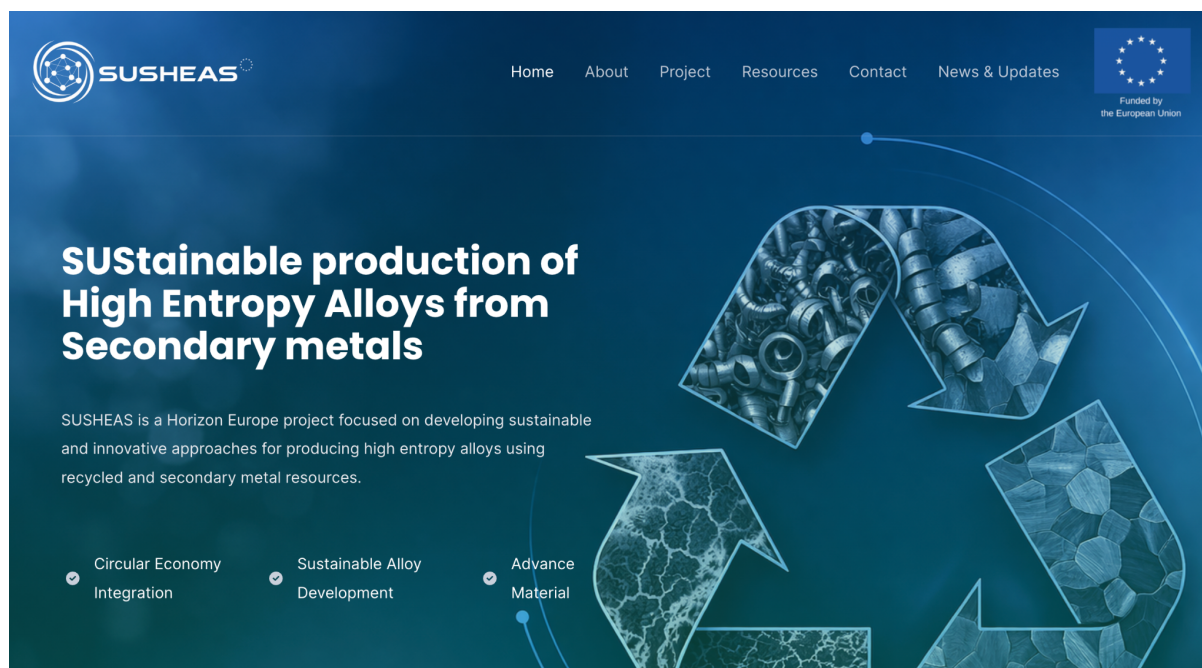


Figure 1: Project Website - Homepage

The website will evolve to reflect emerging results, secondment activities, training events, and knowledge outputs, serving as a repository for public-facing project materials and a gateway to further engagement opportunities. A target of 4,000 website visits by M48 is set as a KPI.

5.2 Social Media

Social media platforms support the regular communication of project activities, secondment highlights, training events, milestones, and results. They allow the project to reach wider audiences, share updates quickly, and amplify partner activities.

The official SUSHEAS social media presence includes LinkedIn (primary professional channel for research and industry communities) and YouTube (for video content, including event recordings, training materials, and project highlights), with potential expansion to additional platforms as determined by the WP6 team. Content is coordinated by BTU in consultation with all partners.



Figure 2: Project LinkedIn Banner

Social media is used to: announce project milestones and events; highlight secondment experiences and researcher profiles; amplify publications and dissemination outputs; share visual content including infographics and short videos; and engage the broader materials science and sustainability communities.

- LinkedIn: SUSHEAS
- Website: susheas.eu

A target of 1,000 followers across social media channels by M48 is set as a KPI.

5.3 Newsletters and Media Outreach

BTU coordinates periodic newsletters communicating key project updates to registered stakeholders. Press releases and media engagement are anchored through BTU's institutional channels and supported by partner networks where appropriate. This combination of partner-led institutional outreach and network-based dissemination ensures both credibility and wider reach.

To support coordinated and timely communication, BTU will notify all consortium partners in advance of planned press releases, major announcements, and newsletter distributions. Where relevant — particularly for significant project milestones, publication releases, or prototype results — partners will be invited to coordinate simultaneous release through their own channels, maximising reach and ensuring message consistency across the consortium.

Partners are encouraged to share project news through their institutional communications offices, alumni networks, and professional association memberships, multiplying the project's communication footprint across Europe and internationally.

5.4 Scientific Publications and Knowledge Outputs

Scientific publications represent a central channel for disseminating the research, methodologies, and evidence generated within SUSHEAS. Through peer-reviewed publications, conference contributions, and other scholarly outputs, the project contributes to advancing scientific understanding of HEA production from secondary metals.

In line with Horizon Europe open science principles, partners are required to ensure that publications are made openly accessible in accordance with the provisions of the Grant Agreement. Scientific outputs will also be communicated through the project website, social media, and the Digital Collaboration Platform.

Planned publication types include:

- Peer-reviewed journal articles in high-impact SCI journals (target: ≥ 10 by M48)
- Conference papers and presentations at national and international materials science events (target: ≥ 5)
- Review articles and methodological contributions
- Trade magazine and professional publications accessible to non-specialist industrial audiences (target: ≥ 5)
- Policy-oriented research briefs for policymakers and standards bodies

To ensure coherence and visibility of research outputs, the consortium will develop a coordinated publication schedule, aligned with the project's research phases and expected results from each WP.

5.5 Events, Workshops, and Training Activities

Participation in, and organisation of, training events and professional events represents a key dissemination opportunity within SUSHEAS. The full training activity plan is managed under WP5 (Joint Networking and Skills Development); the DE&C Plan coordinates communication around these activities to maximise their visibility and reach.

Key networking and dissemination events planned within SUSHEAS include:

Table 2: Key Network and Dissemination Events

Type	Topic	Month	Host	Attendees	Objective
Workshop	Metal Extraction Technologies from Waste	M8	NTNU	15-30	SO1, Recovery methods
Workshop	Metal Recovery and Sustainability	M12	SUT	15-30	SO1, Knowledge transfer
Workshop	CALPHAD Approach for HEAs	M18	BTU	15-30	SO2, Alloy design
Workshop	AI and ML Strategies on Alloy Design	M24	BournemouthU	15-30	SO2, Computational tools

Type	Topic	Month	Host	Attendees	Objective
Workshop	Processing of HEAs: Melting/Casting/Forging	M30	BUL	15-30	SO4, Manufacturing
Workshop	Nanoscale Characterisation and Analysis	M25	INL	20-50	SO4, Characterisation
Seminar	Prototype Development Strategies	M36	Qinetiq	20-50	SO5, Demonstration
Seminar	Additive Manufacturing of HEAs	M42	BTU	20-50	SO4, Manufacturing
Seminar	High-Pressure Densification of HEAs	M37	Quintus	20-50	SO4, Densification
Advanced Training	Recycling Strategies for HEAs	M23	SAGLAM	5-15	SO1, Industry skills
Advanced Training	Corrosion and Tribocorrosion of Metals	M44	UPORTO	5-15	SO4, Testing
Knowledge-Sharing Platform	SUSHEAS Webpage	M3-M36	BTU	4000 visits	SO7, Dissemination
Knowledge-Sharing Platform	Open Innovation Platform LinkedIn, Social Media	M1-M36	BTU	40	SO8, Knowledge Transfer
Knowledge-Sharing Platform	Project Working Group	M1-M36	BTU	50	SO7-SO8, Dissemination, Knowledge Transfer
Roundtable Discussion	Collaborative Research Opportunities	M48	BTU	10-20	SO7-SO8, Dissemination, Knowledge Transfer
Roundtable Discussion	Commercialisation Pathways For HEAs	M48	BTU	10-20	SO7-SO8, Dissemination, Knowledge Transfer
Summer School	Production of HEAs from Metal Scraps	M48	BTU	50-75	SO7, Dissemination
Summer School	Advanced Characterisation Techniques	M40	INL	35-40	SO4, Training
Final Conference	Sustainable HEAs / LCA	M48	BTU	50-75	SO7, Final dissemination

6 Visual Identity

A consistent visual identity supports the recognisability and professional presentation of SUSHEAS across all communication and dissemination outputs. The project's visual identity is defined through the SUSHEAS Brand Guidelines, which provide

guidance on the use of the project logo, colour palette, typography, and visual elements.



Figure 3: Project Logo

The SUSHEAS logo reflects the project's interdisciplinary and interconnected nature. The network structure within a circular boundary symbolises the multi-elemental composition of HEAs and the collaborative ecosystem of the consortium. The green colour palette embodies sustainability, circular economy principles, and the project's commitment to environmental responsibility. The dynamic spiralling forms surrounding the network node suggest movement, transformation, and the conversion of waste materials into high-value innovations.

All public-facing materials – including deliverables, presentations, posters, social media graphics, and website content – must comply with the SUSHEAS Brand Guidelines and include the required EU/MSCA acknowledgement text and logo in accordance with the Grant Agreement. Partners are provided with:

- The SUSHEAS Brand Guidelines (visual identity and EU visibility rules)
- A Word template for deliverables
- A PowerPoint presentation template
- Social media graphic templates
- Visual assets for communication materials

These tools ensure that all public-facing materials present a coherent project identity and comply with Horizon Europe and MSCA visibility requirements.

7 Governance and Coordination

Dissemination and exploitation activities in SUSHEAS are coordinated under Work Package 6 (WP6 – Dissemination and Exploitation) and rely on close collaboration between several partners with clearly defined roles and responsibilities.

7.1 Strategic and Operational Roles

WP6 Lead – Bursa Technical University (BTU)

BTU holds overall responsibility for the coordination and delivery of WP6, including the development and management of the DE&C Plan, the project website, social media channels, visual identity materials, and the SUSHEAS Digital Collaboration

Platform. BTU also leads the organisation of the Final Conference, Summer Schools, and Roundtable Discussions, and coordinates the cross-partner reporting of dissemination activities.

Project Coordinator – Bursa Technical University (BTU)

As project coordinator, BTU also oversees overall project communication from an institutional perspective, maintains the central monitoring system for dissemination and exploitation activities, and ensures alignment between dissemination efforts and overall project management and reporting obligations.

All Project Partners

All consortium partners contribute actively to dissemination and exploitation activities by: participating in dissemination events; sharing project outputs through their institutional networks and professional associations; reporting their dissemination activities through the central monitoring system; hosting training and networking events as assigned; and providing content and updates related to project progress for the website and social media.

7.2 Operational Responsibilities

Table 3: Operational Responsibilities

Activity	Lead	Support
Overall dissemination coordination and strategy	BTU	All partners
Website development and management	BTU	All partners (content input)
Social media coordination	BTU	All partners (amplification)
Brand Guidelines and Social Media Playbook	BTU	—
DE&C Plan drafting and updates	BTU	All partners
Newsletters and bulletins	BTU	All partners
Press releases and institutional communication	BTU	WP6 partners
Dissemination activity tracking and reporting	BTU	All partners
Scientific publications coordination	Lead authors (all WPs)	BTU (open access compliance)
Final Conference organisation	BTU	All partners
Training event communication	WP5 hosts	BTU (amplification)

7.3 Communication Workflow

To ensure clarity and consistency, project communication follows a structured but proportionate flow:

- Institutional communication: Major announcements or press-related communications are published through BTU's institutional channels and distributed to all partners for amplification.
- Project communication channels: Regular updates are communicated through the project website and social media channels managed by BTU.
- Partner amplification: All consortium partners amplify project communication through their institutional websites, social media channels, and professional networks.
- Scientific dissemination: Lead authors coordinate publications with co-authors and inform the WP6 team in advance to enable coordinated visibility support.

This flow ensures coherent messaging while minimising duplication and administrative burden.

8 Implementation Plan and Timing

Dissemination and exploitation activities in SUSHEAS are implemented in a phased and progressive manner, aligned with the project lifecycle and the timing of results generation across work packages.

Phase 1 – Project Launch and Set-up (M1–M6)

Focus: Visibility, foundation, and stakeholder awareness

Key activities:

- Launch of the project website by M6
- Establishment of official social media channels
- Development of Brand Guidelines and Social Media Playbook
- Initial press release and institutional announcements
- Internal communication protocols and reporting templates established
- D6.1 Plan for Dissemination & Exploitation incl. Communication Activities

Phase 2 – Engagement and Early Dissemination (M6–M18)

Focus: Research dissemination, secondments communication, training launch

Key activities:

- Regular website and social media updates reflecting secondment activities
- First workshops: Metal Recovery and Sustainability (M10), Metal Extraction Technologies (M12)
- D7.3 Progress Report (M13)
- First scientific publications submitted from WP1 and WP2 early results
- D7.4 Mid-Term Meeting Report (M18)
- Workshop: CALPHAD Approach for HEAs (M18)

Phase 3 – Results and Training Dissemination (M18–M36)

Focus: Scientific outputs, industrial engagement, policy visibility

Key activities:

- Increased publication output from WP2 and WP3
- Workshops: AI and ML Strategies (M24), Nanoscale Characterisation (M25)

- Advanced Training: Recycling Strategies (M23)
- Webinars targeting policymakers and industry audiences

Phase 4 – Impact, Sustainability and Legacy (M36–M48)

Focus: Long-term impact, prototype dissemination, final conference

Key activities:

- Summer School: Advanced Characterisation Techniques (M40), hosted by INL
- Advanced Training: Corrosion and Tribocorrosion (M44)
- Seminar: Additive Manufacturing of HEAs (M42) and High-Pressure Densification (M37)
- Prototype dissemination and stakeholder engagement events
- Summer School and Final Conference: Sustainable HEAs / LCA (M48), hosted by BTU
- T6.4 Strategic Commercialisation and Sustainability Plan (M48)
- D6.3 Final Dissemination, Exploitation and Communication Summary (M48)

9 Risks and Mitigation Measures

Key risks related to dissemination and exploitation include:

- Delayed or incomplete reporting of dissemination activities by partners
- Inconsistent messaging or visual identity across the consortium
- Uneven visibility across work packages
- Low engagement from partners in reporting or amplification activities
- Limited external uptake of project outputs by target audiences
- Non-compliance with EU and MSCA visibility rules
- Insufficient reach to industry and policy audiences beyond academic networks

Mitigation measures include:

- Clear partner guidance on reporting, supported by simple templates aligned with project reporting periods
- Use of a single central dissemination tracking spreadsheet maintained by BTU
- Provision of Brand Guidelines and communication templates for all partners
- Direct support from the WP6 Lead for partners encountering challenges
- Regular coordination between WP6 Lead, partner contact points, and project management
- Proactive communication planning based on project milestones and upcoming events
- Targeted engagement of industrial partners (Qinetiq, SAGLAM, Quintus, Guhring) to bridge academic-industry communication gaps

10 Ethical and Responsible Communication

SUSHEAS communication will follow a responsible and ethical approach in line with Horizon Europe open science principles and MSCA values.

Communication activities will:

- Present research findings accurately, avoiding overstating results or making unsubstantiated claims about the project's outcomes
- Clearly distinguish between established scientific findings and results still under validation
- Attribute contributions fairly across the consortium, reflecting the collective and interdisciplinary nature of the collaboration
- Maintain sensitivity when communicating on topics related to industrial waste, environmental sustainability, and resource extraction, ensuring narratives are constructive and evidence-based
- Promote gender equality and diversity in all outreach activities, in line with SUSHEAS's Gender Equality Plan and the project's target of 50% female researcher representation
- Comply with all applicable GDPR regulations in the collection and use of data from stakeholder engagement activities

11 Review and Update

The Dissemination and Exploitation Plan will be reviewed periodically and updated as necessary to reflect project progress, emerging results, secondment-driven insights, training outcomes, dissemination opportunities, and lessons learned from implementation.

Formal review cycles will be conducted at M13 (aligned with the Progress Report deliverable, D7.3) and at M18 (aligned with the Mid-Term Meeting Report, D7.4). Ad-hoc updates may be made at any point in response to significant developments in the project or its external environment.

This adaptive approach ensures that the DE&C Plan remains relevant and responsive throughout the project lifecycle, supporting the continued visibility and practical impact of SUSHEAS outcomes.

12 Monitoring, Reporting, and Evaluation of DE&C Activities

Dissemination and exploitation activities in SUSHEAS are systematically monitored to ensure transparency, accountability, and alignment with the project's strategic objectives. Monitoring supports both formal reporting to the European Commission and the continuous improvement of project communication and dissemination efforts.

12.1 Monitoring System

Dissemination and exploitation activities are monitored through a central MS Office dissemination and exploitation tracking spreadsheet maintained by BTU. This system serves as the single source of truth for recording dissemination and

exploitation activities across the consortium and supports reporting obligations under the Grant Agreement.

The monitoring system captures information on: conference presentations and workshops; publications and knowledge outputs; social media engagement and website analytics; secondment-related communication and outreach; events organised or attended by project partners; and stakeholder engagement and outreach initiatives.

All consortium partners are responsible for reporting their dissemination and exploitation activities through the central monitoring system. Activities should be recorded in a timely manner. Planned scientific publications should be notified to the BTU WP6 team in advance.

12.2 Indicators and Performance Monitoring

The effectiveness of dissemination and exploitation activities is assessed through the following key indicators:

KPI	Target	Verification Method
Project website visits	≥4,000 by M48	Google Analytics / web platform stats
Social media followers	≥1,000 by M48	Platform analytics
Peer-reviewed journal publications	≥10 by M48	Publication list in progress reports
Conference papers and presentations	≥5 by M48	Dissemination tracking spreadsheet
Trade / professional magazine articles	≥5 by M48	Dissemination tracking spreadsheet
Workshops and seminars conducted	≥9 (6 workshops + 3 seminars)	WP5 and WP6 event records
Training activities delivered	≥5 (training programs + summer schools)	WP5 records
Webinars organised	≥4 by M48	WP6 event records
Conferences attended by partners	≥5 by M48	Dissemination tracking spreadsheet
New collaborative proposals initiated	≥3 post-project	Annual partner survey / final report
Open access compliance for publications	100% of applicable outputs	Grant agreement compliance check

12.3 Strategic Use of Monitoring Data

Monitoring data is not only used for reporting purposes but also supports the strategic planning of communication and dissemination activities. BTU, as WP6 Lead, periodically reviews reported data in coordination with all partners to identify: under-represented work packages or outputs; gaps in visibility across target audiences; high-value results or activities suitable for amplification; and opportunities for better alignment between dissemination and exploitation activities.

Insights from this monitoring process feed directly into: website updates and news items; social media planning; newsletter content; reporting narratives and communication materials; and planning of future dissemination opportunities.

12.4 Integration of Operational Tools

The monitoring and implementation of dissemination and exploitation activities are supported by the following operational tools developed under WP6:

- Brand Guidelines (visual identity and EU/MSCA visibility rules)
- Social Media Playbook (platforms, workflows, posting principles, content calendar)
- Guidelines for reporting dissemination and exploitation activities
- Templates for deliverables, presentations, and posters
- The project website and social media channels
- The SUSHEAS Digital Collaboration Platform (WP5 output D5.3), serving as a knowledge repository for open-access research outputs

Together, these tools support consistency, partner coordination, and effective communication of SUSHEAS results across different audiences and channels.

13 Final Remarks

The Dissemination and Exploitation Plan provides the strategic framework guiding how SUSHEAS communicates its objectives, activities, and results throughout the project lifecycle.

By combining clear messaging, targeted audience engagement, diverse communication channels, open science practices, and coordinated dissemination activities, the plan supports the visibility, uptake, and long-term impact of the project's outputs. Particular emphasis is placed on reaching materials science and metallurgy researchers, industrial stakeholders, policymakers, and the broader public – communities whose engagement is essential for translating SUSHEAS's scientific innovations into real-world sustainable manufacturing practice.

The plan also recognises that effective communication requires the active participation of the entire consortium. All partners contribute to dissemination activities by sharing project developments, presenting results in relevant forums, and amplifying project messages through their institutional and professional networks. The unique multi-country, interdisciplinary composition of the SUSHEAS consortium

– spanning 6 countries, 7 academic institutions, and 4 industry partners – is itself a powerful communication asset, representing the European collaborative spirit at the heart of the MSCA programme.

As a living document, the Dissemination and Exploitation Plan will be periodically reviewed and updated in response to project progress, emerging results, and evolving stakeholder engagement opportunities. This adaptive approach ensures that communication and dissemination efforts remain aligned with the project's objectives and maximise the visibility and practical impact of SUSHEAS outcomes.

Through coordinated communication and dissemination efforts, the consortium aims to ensure that the knowledge, tools, and insights generated within SUSHEAS contribute to strengthening sustainable metallurgy practices, advancing circular economy principles in advanced material production, and fostering safer, more resource-efficient industrial futures across Europe and beyond.



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