

D14.2

Dissemination and Communication report

White Research SRL

05/2026



Project Information

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“The methodology for the Dissemination and Communication Report of the JOULIA project (Grant Agreement number: **101192555**) leverages the extensive expertise, tools, and templates developed internally by White Research SRL. It incorporates European Commission guidelines and established best practices from relevant literature. This methodology builds on knowledge and approaches refined through White Research's involvement in previous projects, such as ALCHEMHY (GA: **101177996**), TealHelix (GA: **101136955**) and DE-CONSPIRATOR (GA: **101132671**) and D14.1 Dissemination & Communication Plan. These elements have been tailored to meet the specific needs of JOULIA while ensuring compliance with EU recommendations and the conditions outlined in the Grant Agreement. This report outlines the adapted methodology as it was further developed and implemented within the JOULIA project.”

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Abbreviations

Table 1: Abbreviations

D&C	Dissemination and Communication
DCP	Dissemination and Communication Plan
DCR	Dissemination and Communication Report
DSO	Distribution System Operator
DX	Deliverable X
EU	Europe
GDPR	General Data Protection Regulation
KPI	Key Performance Indicator
LCA	Life-cycle assessment
MX	Month X
R&D	Research and development
SME	Small-medium enterprise
TRL	Technology Readiness Level
TSO	Transmission System Operator
WP	Work Package

Executive Summary

This document presents **Deliverable 14.2 – Dissemination and Communication Report (DCR)** of the [JOULIA project](#) (**Electrification of industrial processes using induction and microwave technologies**).

The report provides an overview and assessment of the dissemination and communication activities implemented during the project to date (M1–M18), in line with the strategy defined in **Deliverable 14.1 – Dissemination and Communication Plan (DCP)**. Its purpose is to report on the progress, performance, and effectiveness of the activities carried out to ensure the visibility of JOULIA's objectives, results, and overall impact.

Dissemination and communication (D&C) activities have been designed to ensure that project developments effectively reach relevant stakeholders, including industry representatives, technology providers, policymakers, research organisations, and the wider public. Through a combination of digital and physical outreach activities, the project supports its objective of advancing industrial electrification and promoting innovative heating technologies.

The coordination of dissemination activities is led by **White Research (WR)**, with active contributions from all consortium partners. Activities have been implemented through a structured and collaborative approach, ensuring alignment with project milestones while maintaining continuous engagement with target audiences across multiple communication channels.

This report summarises the main activities carried out during the reporting period, including digital communication, stakeholder engagement, dissemination of scientific and technical results, participation in external events, and collaboration with relevant initiatives. It also presents an overview of the project's performance monitoring framework, including the key performance indicators (KPIs) used to assess reach, engagement, and communication impact.

By **M18**, JOULIA has established a strong digital presence through [the website](#) with **5,338 views** and **3,611 active users**, **five active social media channels**, **two newsletters**, **two press releases**, and **one promotional video** with **174 views**. The consortium also participated in **six external events** across Europe, reaching audiences of **more than 3,600 participants** and distributing **95 project leaflets** during conferences, exhibitions, and workshops. These results demonstrate steady progress in strengthening stakeholder engagement and increasing the visibility of JOULIA's activities and objectives, providing a solid foundation for the next phase of dissemination and communication activities.

Overall, Deliverable D14.2 confirms that dissemination and communication activities are progressing in line with project expectations and are contributing effectively to raising awareness of JOULIA's objectives and results. These efforts support the wider ambition of the project to facilitate the adoption of electrified heating technologies and contribute to the decarbonisation of energy-intensive industries in Europe.

This deliverable has been prepared in accordance with the description provided in Annex 1 (Part A) of the Grant Agreement, with no deviations from the planned timeline or scope.

1. Introduction

This **Dissemination and Communication Report (Deliverable 14.2)** presents an overview of the dissemination and communication activities implemented within the JOULIA project in line with the strategy defined in **Deliverable D14.1 – Dissemination and Communication Plan**.

The activities reported herein were carried out in accordance with the established communication strategy and were aligned with the project's objectives, target groups, and KPIs, which are used to monitor progress and assess impact.

The main objectives guiding the implementation of dissemination and communication activities were:

1. To effectively communicate the key messages of JOULIA to target audiences at regional, national, and international level.
2. To engage a diverse range of stakeholders and increase the visibility of the project, its activities, and its results.
3. To support future uptake, replication, and exploitation of JOULIA's innovations beyond the project lifetime.

1.1 Methodology

The dissemination and communication activities reported in this deliverable were implemented according to the methodology and approach defined in the project's DCP.

The implementation followed a structured and practice-oriented approach, incorporating established communication principles and good practices from EU-funded projects, as well as continuous coordination with the consortium.

Key elements of the methodology included:

- Alignment with European Commission guidance and Horizon Europe communication requirements to ensure compliance and consistency with programme expectations.
- Application of proven communication and dissemination practices from previous EU-funded projects, particularly in relation to stakeholder engagement and multi-channel communication approaches.
- Continuous collaboration with project partners to ensure coordinated implementation, alignment with project developments, and effective targeting of relevant audiences.
- Ongoing monitoring of dissemination and communication activities through defined KPIs, enabling performance tracking and evidence-based adjustments where necessary.

The implementation approach was designed to remain flexible and responsive, allowing communication activities to adapt to project progress, stakeholder feedback, and emerging opportunities.

All consortium partners actively contributed to dissemination and communication activities throughout the reporting period (M1–M18), ensuring broad visibility of project activities and results. These activities also supported knowledge exchange and acted as a feedback mechanism for project implementation.

WR, as lead beneficiary of WP14, coordinated dissemination and communication activities in close collaboration with all partners. The operational guidelines defined in **Annex I** were applied throughout implementation and updated as needed based on project progress.

Reporting and review of dissemination and communication reporting activities will be conducted in line with the planned updates foreseen at M36 (D15.2), and M48 (D16.2).

1.2 Contribution from Partners

Partner	Contribution
15. WR	WP leader; preparation of deliverable
7. KTH	Deliverable review;
1. CIRCE	Coordinator; Deliverable quality review
All partners	Reporting;

1.3 Relation to Other Project Activities

Task	Relation to Other Project Activities
T14.1 – Development of the Communication and Dissemination Plan	Horizontal task supporting all dissemination and communication activities

2. About the JOULIA project

2.1 Addressing a global challenge

The industrial sector is heavily dependent on fossil fuels for heating, accounting for 40% of global CO₂ emissions. This reliance, coupled with inefficient heating systems, leads to substantial energy losses and hinders progress toward climate neutrality. Medium-to-high-temperature processes, essential in industries like rubber and plastics, offer significant potential for electrification, enabling both emissions reduction and improved energy efficiency.

To meet the EU's ambitious climate targets, such as the **Fit for 55 package**, the **REPowerEU Plan**, and the **Net-Zero Industry Act**, a shift to cleaner, more efficient, and flexible heating technologies is essential for the industrial sector. However, challenges such as diverse process and material requirements, along with international competition continues to create barriers to the adoption of clean heating technologies.

JOULIA aims to accelerate the energy transition in the industrial sector by demonstrating two innovative electric heating processes that enhance flexibility, energy efficiency, and renewable energy integration.

By leveraging induction and microwave heating, JOULIA aims to decarbonise process and energy-intensive industries, significantly improve energy efficiency, enhance sustainability, strengthen the sector's resilience and competitiveness and contribute to the EU's climate objectives.

2.2 Project goals, objectives and expected impact

The JOULIA project aims to revolutionise industrial heating processes by transitioning from fossil fuel-based methods to innovative electric technologies. Its overarching objective is to design, implement, and demonstrate highly efficient electromagnetic heating systems (using induction and microwave technologies) for medium-to-high temperature processes (100-500°C), ensuring flexibility to adapt to fluctuating renewable energy supplies. The specific goals that enable the achievement of the JOULIA main objective are described below:

1. Development of electric heating systems

JOULIA will develop safe, efficient electric heating technologies to replace fossil fuel systems in the rubber and plastic industries. Two specific processes—rubber vulcanisation and multilayer pipe gluing—will employ induction and microwave technologies. These systems will undergo rigorous testing to ensure scalability, safety, and economic viability.

2. Integration of digital tools for flexibility and safety

The project will create digital tools to enhance the flexibility, reliability, and safety of the heating systems. These tools will optimise energy consumption by aligning with fluctuating renewable energy supplies and market prices. Additionally, predictive maintenance systems will monitor performance, ensuring safety and minimising risks, while real-time life cycle assessments (LCA) will evaluate environmental and economic impacts.

3. Validation and demonstration of technologies

The project will conduct demonstrations at two industrial sites to validate the technologies up to Technology Readiness Level (TRL) 7. The systems will undergo long-term trials in real industrial settings, including a retrofitted induction heating system for rubber vulcanisation and a microwave-based pipe gluing process. Performance, safety, and sustainability benchmarks will be assessed to ensure industrial applicability.

4. Roadmap for replication and scale-up

JOULIA will develop a comprehensive roadmap to replicate and scale up these technologies across sectors such as food and ceramics. This includes cost assessments, regulatory reviews, and identifying barriers to adoption. Training materials will be developed, and the project will provide recommendations for stakeholders to promote sustainable electrification.

5. Strategic communication and exploitation

To maximise impact, JOULIA will engage with industry, SMEs, public bodies, and other stakeholders, ensuring widespread dissemination of results. It will establish business-oriented commercialisation plans, connect with related EU and global initiatives, and contribute to policy recommendations, fostering a sustainable transition to electrified heating processes.

By advancing decarbonised heating systems and promoting renewable energy integration, JOULIA aims to lead the way towards a more sustainable and energy-efficient future for European industries. The expected impact of the JOULIA project aligns with European energy and climate goals, focusing on sustainability, efficiency, and competitiveness. Key impacts include:

1. **Scientific impact:** The JOULIA project will contribute to advancing knowledge in the field of induction and microwave heating systems, fostering the development of new research and development (R&D) lines and opportunities. By enhancing the understanding of the performance and applicability of these heating technologies in industrial processes, the project will facilitate the emergence of new multidisciplinary research areas, activities, and projects, driving innovation in this field.
2. **Societal impact:** The project is expected to have a significant positive impact on climate change mitigation by enabling the cost-effective decarbonisation of various industrial sectors within the European Union. Additionally, JOULIA will contribute to the creation of new professional career pathways and employment opportunities in a highly specialised and technologically advanced sector, supporting talent retention and attraction in a strategically important field.
3. **Economic and technological impact:** JOULIA will play a crucial role in sustaining the competitiveness of European industry in the context of evolving regulatory frameworks, while ensuring continued economic growth. By fostering a more resilient and energy-independent industrial landscape, the project will reduce exposure to price volatility and resource shortages. Furthermore, it will accelerate the green and digital transition, contributing to the overarching goal of decarbonising European industry.

JOULIA project represents a transformative step towards sustainable industrial heating, combining innovative technologies, renewable energy integration, and strategic collaboration to drive Europe's transition to a decarbonised, energy-efficient, and independent future.

3. Objectives and Target Audience

3.1 Purpose of Dissemination and Communication Activities

The D&C activities within the JOULIA project are designed to ensure the effective transfer, visibility, and uptake of project results, in line with the objectives defined in the DCP. **This report is prepared in accordance with the agreed planning and reflects the implementation status and progress of communication and dissemination activities up to M18.**

The primary purpose of these activities is to ensure that JOULIA's vision, objectives, and results are effectively communicated to relevant stakeholders at local, national, European, and international levels. In particular, the D&C activities aim to translate scientific and technical outputs into accessible and meaningful messages, supporting both awareness-raising and knowledge transfer.

More specifically, the objectives of the D&C activities are to:

- Ensure broad visibility of the project, its consortium, and its key achievements;
- Engage relevant stakeholder communities and strengthen awareness of JOULIA's approach to industrial electrification;
- Facilitate the dissemination and exploitation of project results, supporting their uptake and replication beyond the project duration;
- Support the long-term impact of JOULIA by promoting its contribution to industrial decarbonisation and energy efficiency;
- Foster collaboration and synergies with related initiatives at European and international level.

Overall, these activities contribute to ensuring that JOULIA results are not only disseminated in a timely and effective manner but also positioned for long-term use and impact across relevant sectors.

3.2 Target Audiences and Stakeholder Groups

The identification and engagement of target audiences was a key element of the JOULIA D&C strategy, ensuring that communication and dissemination activities are appropriately tailored and impactful. The project follows a structured stakeholder analysis approach in order to align messages, channels, and engagement levels with the needs and expectations of different groups.

Based on the analysis conducted, JOULIA has identified **six main target audience groups**, selected according to their relevance to industrial electrification and their potential role in the uptake and exploitation of project results:

Table 2. Description of JOULIA's target audiences.

Target Audiences	Sub - Target Groups	Description	Indicative Examples
------------------	---------------------	-------------	---------------------

Process Industries (PIs) & Energy-Intensive Industries (EIs)	Rubber, plastic, food, ceramics industries; other energy-intensive sectors;	Industries that transform raw materials into finished products or intermediates through continuous and batch processing methods, such as the rubber, plastic, food, and ceramics industries. These industries consume significant amounts of energy in their production processes, making them increasingly focused on sustainability initiatives, including reducing greenhouse gas emissions and integrating renewable energy sources.	Alliance of Energy Intensive Industries CEFIC CEMBUREAU CEPI CERAME-UNIE
Technology providers and manufacturers	Developers, equipment manufacturers (e.g., rotocure manufacturers and microwave providers);	Companies or organisations that develop, supply, and produce the technologies, equipment, or systems facilitating industrial electrification.	European Microwave Association
Renewable energy companies	Providers of solar, wind, and other renewable energy sources;	Companies that specialise in the development, production, and distribution of energy derived from renewable sources.	SolarPower Europe Wind Europe
Grid system operators	Transmission System Operators (TSOs) and Distribution System Operators (DSOs);	Entities responsible for managing and operating the electricity transmission or distribution systems that deliver power from producers to consumers. Their role is critical in ensuring the reliable and efficient functioning of the electrical grid.	European Network of Transmission System Operators for Electricity (ENTSO-E) Eurelectric
Technical scientific community	Researchers, scientists, technical experts;	Researchers, scientists, and technical experts specialising in energy sector, sustainable process engineering, and renewable energy systems.	European Energy Research Alliance
Public authorities and policymakers	Government agencies, EU policymakers, local authorities;	Government agencies, policy makers, and regulatory authorities committed to advancing sustainability and decarbonisation within industry, particularly through initiatives aligned with the EU Green Deal.	Process4Planet Mission Innovation (MI) 2.0 Directorate-General for Energy (DG ENER) European Environment Agency (EEA) Directorate-General for Climate Action (DG CLIMA)

These groups represent the core ecosystem relevant to the deployment and scaling of electrified heating technologies in industrial applications. Each group plays a specific role in the innovation chain, ranging from technology development and industrial application to policy formulation and system integration.

To further refine engagement strategies, stakeholders are classified according to their level of interest, influence, and involvement in the project. This classification, **elaborated under D14.1**, enables the adaptation of communication approaches, ranging from informing and consulting to involving and collaborating, depending on the stakeholder profile and role within the project ecosystem.

This structured approach ensures that JOULIA's messages are targeted, relevant, and aligned with stakeholder needs, thereby maximising the effectiveness of dissemination and communication activities and supporting the overall impact of the project.

4. Communication and Dissemination Activities

4.1 Overview of communication and dissemination Approach

Communication within the JOULIA project refers to the coordinated set of activities aimed at raising awareness, promoting the project's objectives, and ensuring broad visibility of its progress and achievements among a wide and diverse audience. These activities are designed to translate complex technical concepts, such as electrified heating technologies using induction and microwave systems, into clear, accessible, and engaging messages that can be also understood by non-specialist audiences, including the general public, media, students, and cross-sector stakeholders.

Communication in JOULIA plays a strategic role in building recognition, and interest in the project, positioning it within the wider European landscape of industrial decarbonisation and energy transition. By leveraging a mix of digital tools (such as the website, social media, newsletters, and videos) and traditional channels (including press releases, events, and promotional materials), JOULIA ensures continuous outreach and consistent messaging. Importantly, communication serves as the first layer of engagement, creating entry points for stakeholders, stimulating curiosity, and paving the way for deeper interaction with the project's results, ultimately supporting its long-term visibility, societal relevance, and impact.

The communication approach adopted by JOULIA is guided by the DCP, which defines:

- clearly segmented target audiences,
- tailored key messages adapted to each group,
- and a set of appropriate tools and channels to maximise outreach and engagement.

To ensure effectiveness, JOULIA implements a **hybrid communication strategy**, combining both digital (social media, website, newsletters) and traditional channels (event participation, non-technical publications). This approach reflects the understanding that no single channel is sufficient to reach all relevant audiences, and that different stakeholder groups require different forms of engagement.

Dissemination on the other hand, refers to the targeted and structured process of sharing the project's scientific, technical, and practical results with specific stakeholder groups who have the capacity to use, replicate, or build upon them. Unlike communication, which focuses on broad awareness,

dissemination is driven by the objective of enabling uptake, fostering innovation, and contributing to measurable impact in industry, research, and policy.

In JOULIA, dissemination activities are carefully designed to reach key audiences such as process and energy-intensive industries, technology providers, researchers, and policymakers, using channels that support in-depth knowledge transfer and validation. These include public deliverables, scientific publications, conference presentations, technical workshops, and participation in specialised industry events. Dissemination outputs are characterised by their technical depth, accuracy, and relevance, often employing specialised language and detailed methodologies to ensure usability by expert audiences.

By making results accessible through open science practices and actively engaging stakeholders in dialogue and feedback, JOULIA ensures that its innovations, particularly in electrified industrial heating, are not only shared but effectively understood, adopted, and integrated into real-world applications, thereby maximising the project's technological, economic, and societal impact.

The **JOULIA DCP** set a range of channels and activities to effectively promote the project's activities and results to diverse stakeholders. Below follows a summary of JOULIA's D&C channels and activities.

4.2 Promotional material

During the first four months of the JOULIA project, WR oversaw the creation of the project's promotional materials, managing both the graphic design and content development. Consortium partners actively contributed throughout this process by providing feedback to ensure full alignment with the project's goals and overall vision. These materials have been made accessible through the project's website and have also been distributed across JOULIA's social media channels to maximise visibility and engagement with diverse audiences. In parallel, printed versions of the leaflet and poster have been produced and used during in-person events, workshops, and conferences, enabling the project to effectively reach key stakeholders and provide clear insights into its mission, objectives, and progress. Each partner has also taken responsibility for disseminating these materials within their respective networks and at relevant events, further extending the project's outreach.

4.2.1 Project logo and visual identity

The JOULIA logo and visual identity were established during the project's first month to ensure a unified and professional appearance across all dissemination and communication materials. This included key assets such as leaflets, posters, templates, social media banners, and the project website, ensuring consistency across all communication outputs from the outset.

The logo design process followed a collaborative, single-stage selection procedure. Four distinct design options were presented to the coordinators (CIRCE), who selected the logo that best represented the project's vision and core values. This process ensured that the chosen logo strongly reflected JOULIA's mission of advancing innovative and sustainable solutions leveraging electrified heating technologies for energy-intensive industries. The finalised visual identity now serves as a foundational element, ensuring coherent and consistent branding across all promotional and communication activities implemented within the project (see **Figure 1**).

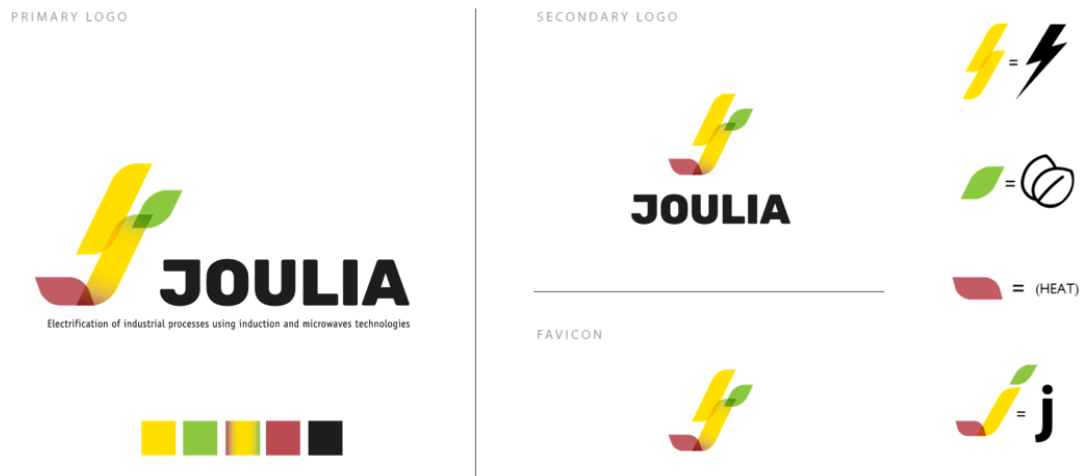


Figure 1. Elements of JOULIA's logo.

The JOULIA logo was designed to capture the essence of the project's vision and objectives through a carefully considered synthesis of visual elements. The yellow lightning bolt symbolises electricity, underscoring the project's focus on electrifying industrial heating processes. The green leaf represents sustainability and the integration of renewable energy, reflecting JOULIA's commitment to environmentally friendly technologies. The red element conveys heat, directly relating to the high-temperature industrial processes that the project seeks to transform with induction and microwave technologies.



Figure 2. JOULIA's colour palette

The colour palette, as shown in **Figure 2**, was carefully selected to reinforce the meaning embedded in the visual identity. Yellow evokes energy and innovation, green reflects sustainability and renewable energy integration, red signifies heat and industrial processes, and black adds professionalism, contrast, and visual balance.

Different variations of the logo have been developed and implemented to ensure flexibility and adaptability across multiple platforms and communication formats. The primary logo integrates all key visual elements, providing a complete representation of the project identity. The secondary logo has been designed to maintain recognisability while offering greater versatility in constrained layouts, and the favicon version has been simplified for digital applications, ensuring visual consistency even in reduced formats such as browser tabs and mobile interfaces.



JOULIA / TYPOGRAPHY STYLE GUIDE

FOR TITLES AND QUOTES:

CF OFFICE BOLD

FOR SUBTITLES:

RUBIK MEDIUM

FOR MAIN TEXT:

Rubik Light or Regular

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FOR DELIVERABLES AND PRESENTATIONS:

APTOS REGULAR / BOLD

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Figure 4. JOULIA's typography style guide.

4.2.2 Leaflet, Poster and Roll-up banner

Leaflet, poster, and roll-up banners have been developed as tools for communicating the JOULIA project's objectives, progress, and expected impacts in a clear and visually engaging manner. These materials were designed to translate complex project information into accessible messages for diverse audiences, thereby supporting both awareness-raising and stakeholder engagement activities. A trifold leaflet (**see Figure 5, 6**), alongside poster and roll-up banner materials (**see Figure 7**), was produced by M4 to ensure early availability for dissemination activities and to support the visibility of the project

during its initial implementation phase. Consortium partners have actively used these materials during the events they have attended, where they have been distributed to stakeholders from industry, research, and policy communities. To date, **95 leaflets** have already been disseminated in the context of conferences, workshops, and stakeholder meetings attended by the consortium, contributing directly to increased project visibility and outreach. In addition, all materials have been made available in digital format through the JOULIA project website, ensuring open access and enabling wider reuse by stakeholders beyond physical events. This dual distribution approach, physical dissemination at events and online availability, has been adopted to maximise reach, ensure consistency of messaging, and support continuous access to project information throughout the project lifecycle.



Figure 5. JOULIA's leaflet (1)

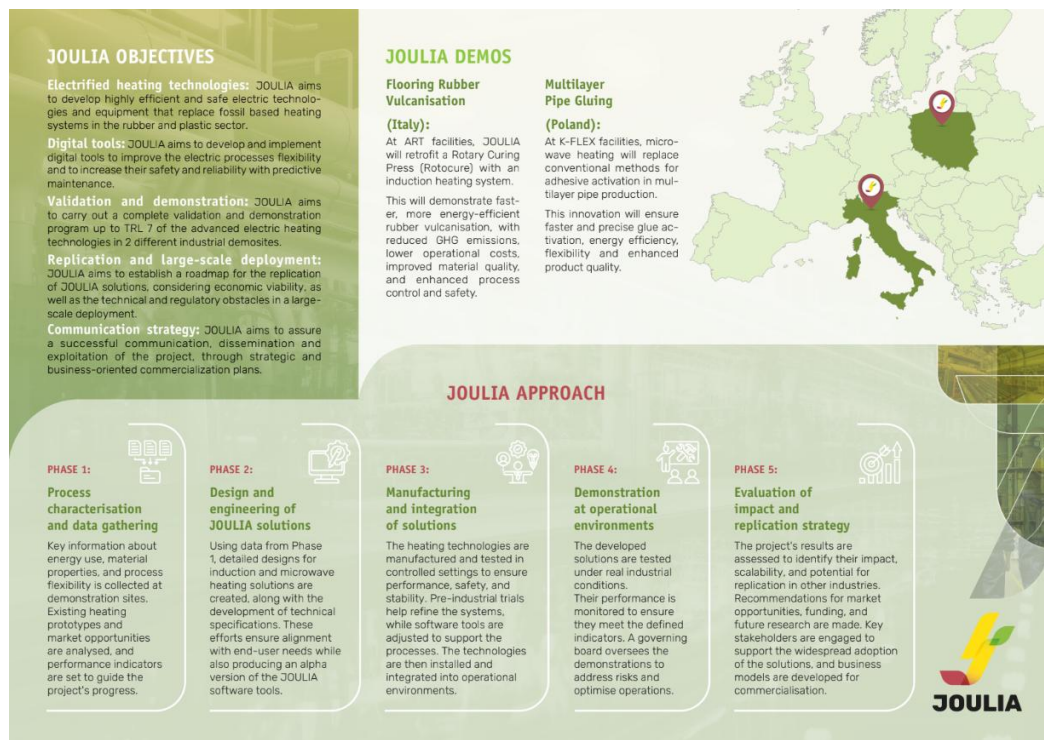
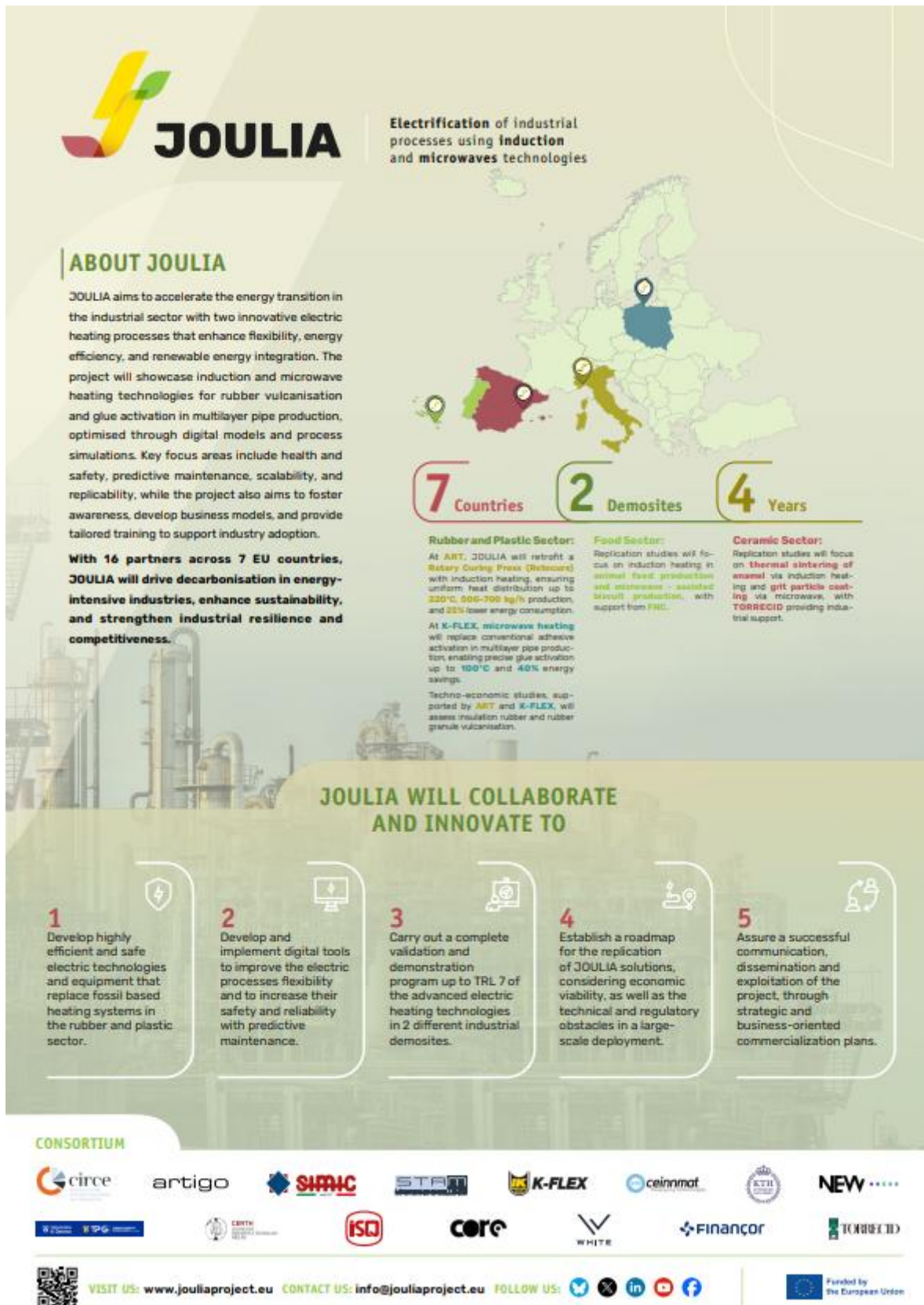


Figure 6. JOULIA's leaflet (2)



JOULIA

Electrification of industrial processes using induction and microwaves technologies

ABOUT JOULIA

JOULIA aims to accelerate the energy transition in the industrial sector with two innovative electric heating processes that enhance flexibility, energy efficiency, and renewable energy integration. The project will showcase induction and microwave heating technologies for rubber vulcanisation and glue activation in multilayer pipe production, optimised through digital models and process simulations. Key focus areas include health and safety, predictive maintenance, scalability, and replicability, while the project also aims to foster awareness, develop business models, and provide tailored training to support industry adoption.

With 16 partners across 7 EU countries, JOULIA will drive decarbonisation in energy-intensive industries, enhance sustainability, and strengthen industrial resilience and competitiveness.

7 Countries **2 Demosites** **4 Years**

Rubber and Plastic Sector:
At ART, JOULIA will retrofit a **Rotary Curing Press (Rebourse)** with induction heating, ensuring uniform heat distribution up to 220°C, 600-700 kg/h production, and 25% lower energy consumption.
At K-FLEX, **microwave heating** will replace conventional adhesive activation in multilayer pipe production, enabling precise glue activation up to 100°C and 40% energy savings.
Techno-economic studies, supported by ART and K-FLEX, will assess insulation rubber and rubber granule vulcanisation.

Food Sector:
Replication studies will focus on **induction heating in animal feed production and microwave-assisted sprout protection**, with support from FMC.

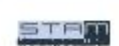
Ceramic Sector:
Replication studies will focus on **thermal sintering of enamel via induction heating and grit particle coating via microwaves**, with TORRECID providing industrial support.

JOULIA WILL COLLABORATE AND INNOVATE TO

- 1** Develop highly efficient and safe electric technologies and equipment that replace fossil based heating systems in the rubber and plastic sector.
- 2** Develop and implement digital tools to improve the electric processes flexibility and to increase their safety and reliability with predictive maintenance.
- 3** Carry out a complete validation and demonstration program up to TRL 7 of the advanced electric heating technologies in 2 different industrial demosites.
- 4** Establish a roadmap for the replication of JOULIA solutions, considering economic viability, as well as the technical and regulatory obstacles in a large-scale deployment.
- 5** Assure a successful communication, dissemination and exploitation of the project, through strategic and business-oriented commercialization plans.

CONSORTIUM















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Figure 7. JOULIA's poster/ roll-up banner

4.2.3 Templates

In addition to the poster and leaflet, templates have been developed for the JOULIA project, aligning with the project's graphical identity and the visual style of the JOULIA logo. These templates include a presentation template (see **Figure 8**) for use by consortium partners at events and meetings, as well as a report template (see **Figure 9**) designed for project deliverables and other publications.



Figure 8. Power Point template

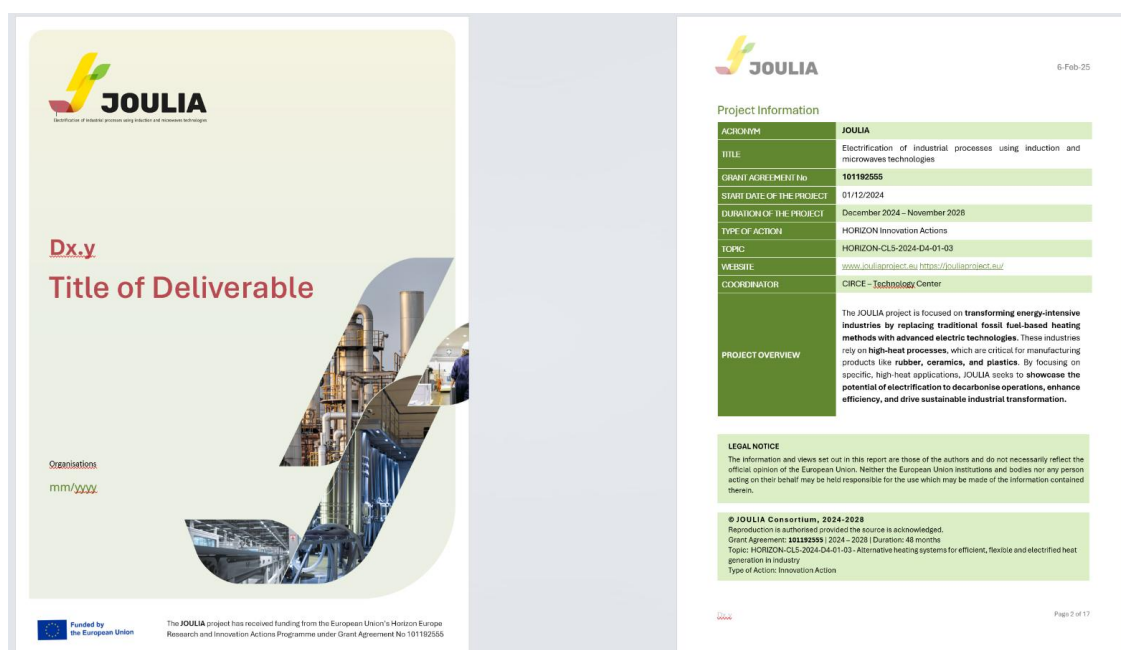


Figure 9. Report template

4.2.4 Promotional video

A promotional video has been developed to increase public awareness of the project's activities and highlight its key elements in an accessible and engaging format (see **Figure 10**). The video was released as planned in M13 and has since been actively disseminated through the project's [YouTube channel](#), [website](#), and various social media platforms in order to maximise visibility and reach a broad and diverse audience. Its primary objective is to provide a clear and engaging overview of JOULIA's scope, objectives, and expected impact, translating technical content into a format that is easily understandable for both specialised and non-specialised audiences, thereby encouraging interaction and strengthening stakeholder engagement.

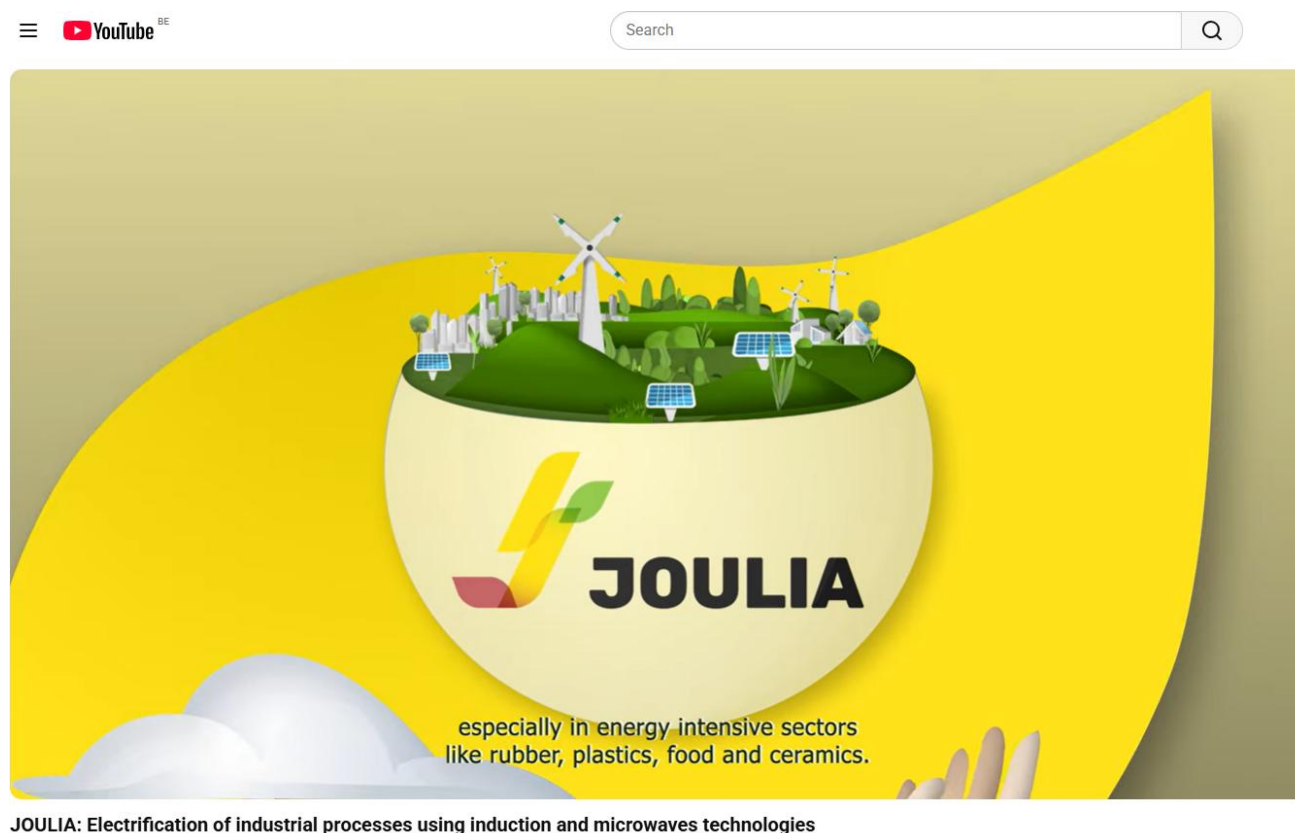


Figure 10. JOULIA's promotional video

Since its release, the promotional video has contributed to increased audience engagement across JOULIA's digital channels, recording **174 views** to date, reflecting strong initial interest and the effectiveness of video-based communication in reaching wider audiences. This KPI indicates a positive initial uptake and confirms that video-based content is effective in attracting early attention, particularly in the context of complex technical topics. At the same time, the relatively modest number of views reflects the early stage of dissemination and suggests that further amplification through partner networks, additional platform sharing, and integration into future communication campaigns will be important to increase reach. The video thus provides a first baseline for measuring performance of visual content within the project.

This early performance demonstrates the value of visual storytelling in complementing more traditional dissemination tools, particularly in supporting awareness-raising among stakeholders who may not

typically engage with written project outputs. In terms of next steps, the video should continue to be reused strategically in upcoming events, newsletters, and partner communications and focus on optimised targeting, broader distribution, and integration with emerging technical results to further enhance engagement.

4.3 Digital presence

4.3.1 JOULIA Website

The JOULIA project website was successfully launched in M4 and has since been established as the central digital platform for the dissemination of project results, communication activities, and stakeholder engagement. Designed with a user-friendly structure and tailored to the needs of diverse stakeholder groups, the website provides comprehensive information on the project's objectives, methodologies and consortium composition. A structured sitemap of the web portal, developed by WR, guides users through the platform and ensures intuitive navigation across thematic areas, including technical content, news updates, deliverables, and stakeholder-oriented sections (see Figure 11).

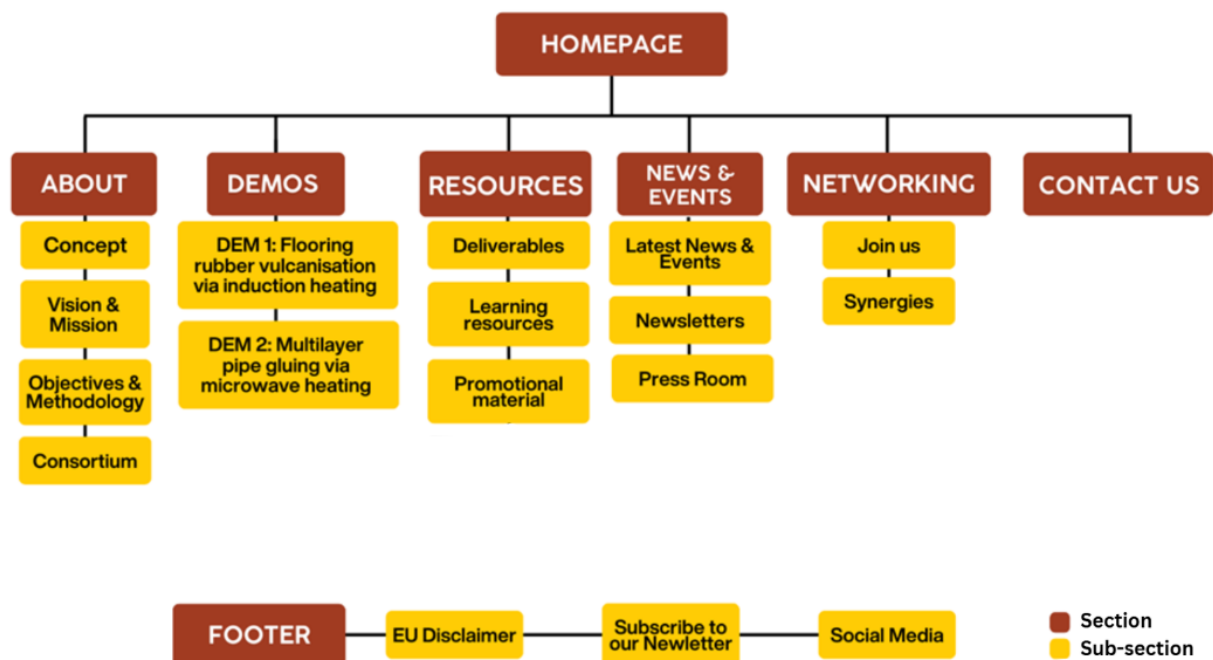


Figure 11. JOULIA's website sitemap

The website functions as a key repository for all public project outputs, including deliverables, promotional materials, newsletters, and event-related content, all of which are made openly available for download. This approach supports transparency and aligns with the project's commitment to open access and knowledge sharing. **Consortium partners play an active role in sustaining the platform by**

contributing relevant content, including news items, event announcements, and updates from pilot activities. WR, as D&C manager, oversees the coordination of website management, ensuring regular updates, quality control, and consistency of messaging across all published content.

Since its launch, the website has demonstrated strong and sustained engagement from its target audiences. To date, it has recorded **5,338 total views** and **3,611 active users**, with an average of **1.48 views per active user** and an average engagement time of **19 seconds per user**, indicating meaningful interaction with the content. The homepage alone accounts for **2,054 views (38.48% of total traffic)** and remains the main entry point for users.

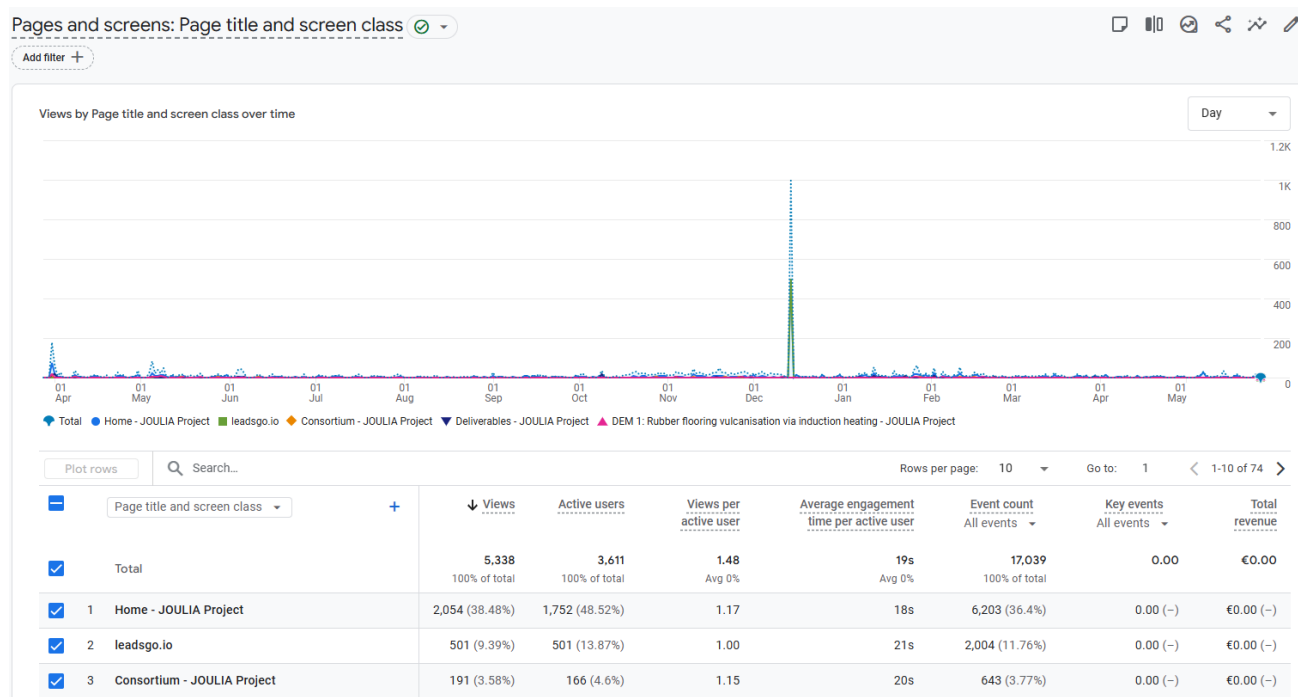


Figure 12. Website analytics.

Other highly visited sections include **Consortium (191 views)**, **Deliverables (189 views)**, **Concept (166 views)**, **Newsletters (162 views)**, **Latest News & Events (159 views)**, **Synergies (130 views)**, and the **DEM 1: Rubber flooring vulcanisation via induction heating page (171 views)**. This confirms that technical outputs are already among the main drivers of user interest, ranking second after the homepage, which is a positive indication of stakeholder engagement with substantive project content. **This share is expected to further increase as additional technical results, deliverables, and project outputs become available over the course of the project, reinforcing their central role in future updates and dissemination activities.**

Importantly, the website has also functioned as an effective dissemination gateway, enabling stakeholders to access structured information on demonstrations, results, and ongoing activities, while reinforcing the visibility of JOULIA across both scientific and non-scientific audiences. In terms of next steps, the KPI patterns suggest a need to **strengthen engagement strategies, particularly by increasing cross-promotion from social media channels, enhancing storytelling around deliverables and pilot activities, and encouraging deeper navigation within the platform.** The

website will remain active throughout the project duration and for at least two years after its completion, ensuring long-term accessibility of results and continued knowledge exploitation.

4.3.2 Newsletter

A bi-annual newsletter has been established as one of the D&C tools within the JOULIA project to ensure regular, structured, and accessible updates on project progress, activities, and results. The newsletter is designed to complement other communication channels by reaching stakeholders who may not actively follow social media platforms or who have had limited initial engagement with the project. In this way, it supports both awareness-raising and sustained engagement, progressively strengthening the connection between JOULIA and its wider stakeholder community as the project advances. Each edition is made available after its release, through the [JOULIA website](#), ensuring open access and long-term visibility of the content.

The preparation and coordination of each newsletter are led by WR, with structured input collected from all consortium partners at least fifteen (15) days prior to each release. This ensures that every issue provides a balanced and comprehensive overview of technical progress, demonstration activities, and stakeholder-relevant developments. To ensure compliance with GDPR requirements, the newsletter is managed and distributed via a secure platform (Mailchimp), following a consistent editorial structure that includes an introduction to JOULIA, progress updates, news items, and upcoming events. This standardised format enhances clarity, readability, and continuity across issues, ensuring accessibility for both technical and non-technical audiences.

So far, **two (2) newsletters** have been successfully released, contributing to the steady establishment of JOULIA's communication outreach. A third edition is currently under preparation and is scheduled for release immediately after M18. This release strategy ensures continuity in stakeholder engagement while aligning with key project milestones and dissemination activities.



Figure 13. First page of JOULIA newsletter #2

To date, the newsletter has reached **59 subscribers**, primarily built through consortium partner networks, synergies with related projects, stakeholder contacts established during Task 4.4 (stakeholder interviews), and broader dissemination activities across partner organisations. This KPI reflects a deliberately targeted and quality-focused approach to audience building, prioritising relevance over volume in the early stages of the project. While the current subscriber base is still limited, it provides a solid foundation of highly relevant stakeholders within industry, research, and policy domains. **It is expected that this number will progressively increase as the project generates more tangible**

technical outputs, demonstration results, and exploitable findings, which will significantly enhance both the relevance and attractiveness of the newsletter content and overall stakeholder engagement. In particular, the availability of more technical information and validated results is expected to further stimulate interest and increase interaction with future editions.

In parallel, the consortium will continue actively promoting the newsletter through webinars, conferences, workshops, and other dissemination events, ensuring continuous visibility and onboarding of new subscribers across different stakeholder groups. Partners remain actively engaged in promoting subscriptions and contributing content, ensuring that the newsletter continues to evolve as a key channel for sustained stakeholder engagement and knowledge dissemination.

Social Media Accounts (SMAs)

Social media platforms have been actively utilised within the JOULIA project as cost-effective and high-impact tools for engaging with a wide range of external audiences. Since the early stages of the project, these platforms have enabled JOULIA to reach diverse stakeholder groups while allowing for tailored messaging adapted to different interests, levels of expertise, and information needs. Through regular activity, coordinated campaigns, and targeted content, JOULIA has established a consistent online presence aimed at maintaining visibility and fostering ongoing engagement with its stakeholder community.

By M2, dedicated JOULIA accounts were successfully established on [LinkedIn](#), [X](#) (formerly Twitter), [Facebook](#), [Bluesky](#), and [YouTube](#). These platforms were strategically selected to support D&C across different audience segments and content formats, ranging from professional and technical communication to more accessible, awareness-raising content. The management of all social media channels, including content creation, scheduling, and community engagement, has been coordinated by WR, ensuring consistency in tone, branding, and messaging across platforms.

In terms of performance, LinkedIn has emerged as the most effective platform for JOULIA, demonstrating strong engagement and interaction with key target groups, particularly industry stakeholders, researchers, and policymakers. This aligns with the platform's professional orientation and confirms its relevance as the primary channel for sharing project updates, technical insights, and collaboration opportunities. In contrast, engagement levels on other platforms such as X, Facebook, and Bluesky have been comparatively more limited. However, these channels continue to be actively maintained, as they play an important complementary role in broadening outreach and ensuring that JOULIA's messages reach different types of audiences. Each platform attracts distinct stakeholder groups, for example, X and Bluesky are more relevant for the research and policy community, while Facebook and YouTube support engagement with wider and more general audiences. **Maintaining a multi-platform presence is therefore a deliberate strategic choice, ensuring inclusivity and maximising overall reach in line with the project's DCP.**

The selection of social media channels is aligned with the project's stakeholder mapping and communication objectives, as outlined in **Table 3**. Different platforms are used to target specific groups and achieve tailored objectives, including sharing technical results, showcasing demonstration activities, promoting collaboration opportunities, and supporting policy dialogue. This structured

approach ensures that content is not only widely disseminated but also relevant and actionable for each audience segment.

Table 3. The target audiences addressed by each social media channel

Target Group	Social Media Channel	Objectives
TG1. Process Industries (PIs) and Energy Intensive Industries (EIs)	LinkedIn, YouTube, Facebook	Share technical results and business models
		Showcase implementation success stories
		Facilitate knowledge sharing and networking opportunities
TG2. Technology providers and Manufacturers	LinkedIn, YouTube, Facebook	Highlight market potential for replication
		Present technical advancements and case studies
		Foster collaboration with JOULIA consortium and stakeholders
TG3. Renewable energy companies	LinkedIn, YouTube, Facebook	Present new market opportunities for renewable energy
		Share insights on operational needs of electrified processes
		Promote collaborations with PIs & EIs
TG4. Grid System Operators (DSOs and TSOs)	LinkedIn, YouTube, Facebook	Showcase flexibility and auxiliary services of PIs & EIs
		Discuss grid upgrading requirements
		Highlight potential for enhanced RES integration
TG5. Technical & Scientific community	LinkedIn, YouTube, X/Bluesky	Disseminate technical innovations
		Encourage discussions on future challenges
		Increase visibility of peer-reviewed publications
TG6. Public authorities and Policy makers	LinkedIn, Facebook, X/Bluesky	Advocate for regulatory support of JOULIA technologies
		Share lessons learned and policy briefs
		Promote alignment with EU directives and goals

Consortium partners have actively contributed to the implementation of the social media strategy by following and promoting JOULIA's accounts within their own professional networks, thereby maximising the project's visibility. Partners have also supported content generation by sharing relevant news, publications, and updates aligned with JOULIA's objectives, as well as by identifying and connecting with relevant organisations and initiatives. This collective effort has strengthened the project's digital

footprint and reinforced its positioning within the broader ecosystem of industrial decarbonisation and electrification initiatives.

4.3.2.1 LinkedIn

LinkedIn has been selected as a key platform for JOULIA to enhance visibility within professional networks, creating a dedicated space for industry and energy experts to exchange insights and experiences. Launched in M2, the LinkedIn account aims to promote the project's objectives while serving as a unifying hub for all partners. It facilitates in-depth discussions, regular updates, and acts as a knowledge-sharing platform for policies and developments relevant to industrial electrification and sustainability.

Over the reporting period, the account achieved **279 LinkedIn followers**, while confirming strong audience interaction, with approximately **635 reactions, 4 comments, 6 shares, and 1,323 clicks**, demonstrating not only visibility but also meaningful stakeholder engagement and content-driven traffic generation.

The audience composition is particularly well aligned with JOULIA's target groups. Followers predominantly come from **professional services (47.31%)**, **manufacturing (12.19%)**, and **education (12.19%)**, with key professional roles in **project management (18.28%)**, **research (15.05%)**, **education (10.04%)**, **engineering (7.17%)**, and **business development (7.89%)**. In terms of seniority, the audience is mainly composed of **senior professionals (38.71%)** and **entry-level professionals (31.90%)**, indicating a strong balance between decision-making stakeholders and future-oriented professionals.

Geographically, LinkedIn has enabled strong outreach across Europe and beyond, with key audience concentrations in **Greece (30.82%)**, **Italy (14.34%)**, **Spain (10.39%)**, **Portugal (8.24%)**, and **Belgium (7.53%)**, as well as major metropolitan hubs including **Athens, Thessaloniki, Brussels, Lisbon, and Genoa**. This confirms both strong EU-level penetration and growing international visibility.

Content performance analysis shows that posts related to:

- project kick-off and consortium milestones,
- General Assembly meetings,
- technical demonstrators and electrification use cases,
- international awareness days, and
- newsletters and dissemination outputs,

consistently generated the highest engagement. For instance, posts highlighting **General Assembly activities (up to 1,597 impressions and 511 interactions)** and **project kick-off content (1,868 impressions and 250 interactions)** performed particularly strongly. This confirms that **event-driven, technically grounded, and results-oriented communication resonates most effectively with JOULIA's audience on social media platforms**.

Overall, LinkedIn has proven highly effective in fulfilling dissemination objectives, particularly in reaching industry professionals, researchers, and policymakers. It serves as the primary channel for communicating technical progress, fostering credibility, and encouraging stakeholder interaction.

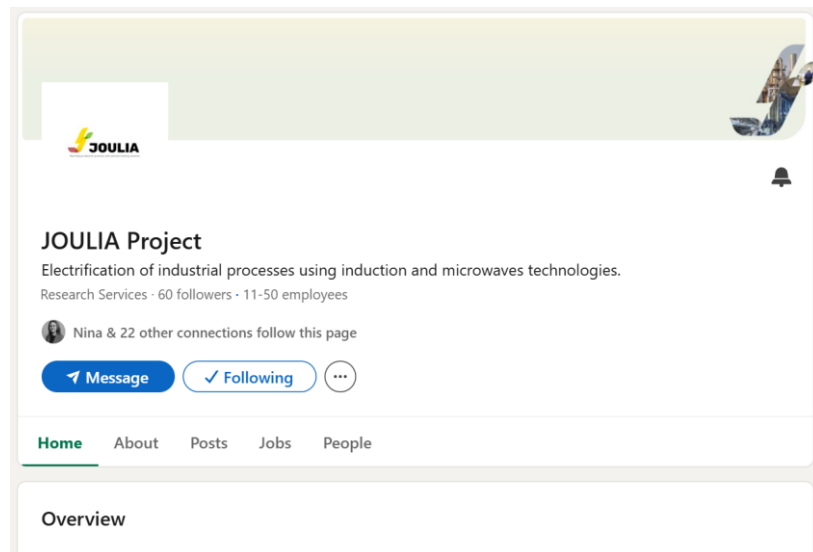


Figure 14. JOULIA's LinkedIn account.

4.3.2.2 X (formerly Twitter)

The X account was established in M2 as part of the project's broader communication strategy, aiming to reach a diverse range of stakeholders and strengthen the project's visibility across established social media platforms. While engagement on X has remained more limited compared to LinkedIn, the platform has contributed to overall outreach through impressions, interactions, and visibility within relevant online discussions.

Although growth and interaction levels have been modest, X continues to provide value as a channel for:

- Sharing timely project updates and milestones,
- Reaching policy and research-oriented audiences,
- Participating in wider conversations through hashtags and topical discussions.

The platform supports real-time communication and maintains the project's presence within policy, innovation, and research networks. Content published to date includes project news, dissemination activities, event participation, and cross-posted material from other communication channels.

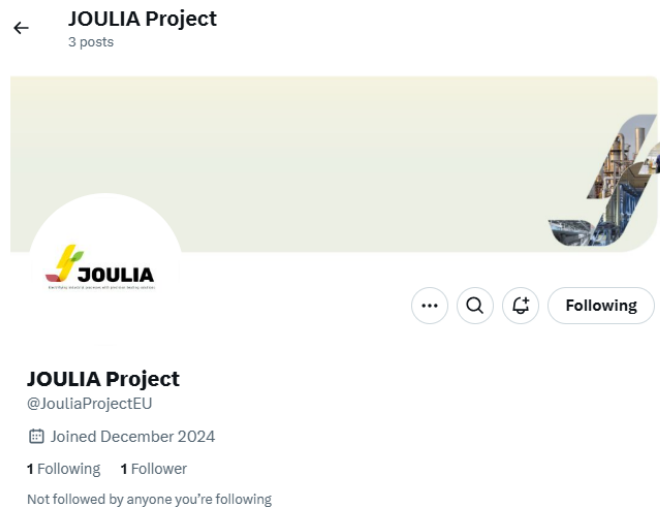


Figure 15. JOULIA's X account.

4.3.2.3 Bluesky

The Bluesky account was created in M2 as part of the project's forward-looking communication strategy, aiming to engage with digitally active audiences and explore emerging, decentralised social media environments. As a relatively new platform, Bluesky offers opportunities to connect with innovators, early adopters, and communities interested in open and alternative models of online interaction.

As of the latest reporting period, the account has reached **19 followers** and has generated interactions through the publication of **15 posts**. While overall engagement remains modest, this reflects both the early-stage development of the platform itself and the project's growing presence within it.

Content shared on Bluesky includes project updates, deliverables, newsletters, synergy activities, and cross-posted material from other communication channels. Maintaining a presence on the platform supports the project's objectives by:

- Engaging with emerging digital communities,
- Exploring alternative dissemination channels,
- Strengthening visibility within innovation-oriented online spaces.

Although the platform currently has a limited reach compared to more established social networks, Bluesky represents a valuable opportunity for experimentation and future audience development as the platform continues to evolve.

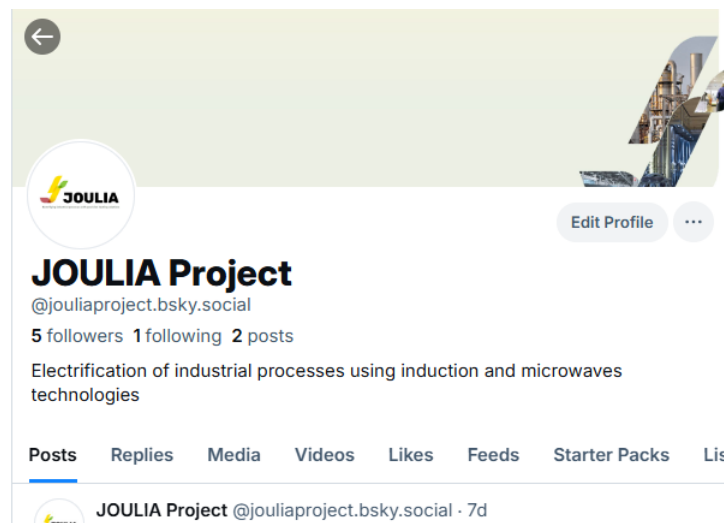


Figure 16. JOULIA's Bluesky account.

4.3.2.4 Facebook

The Facebook account serves as part of the project's inclusive communication approach, aiming to reach a broad and diverse audience beyond professional and research-focused communities. The platform supports awareness-raising activities by engaging students, early-career individuals, and members of the general public through accessible and easy-to-share content.

During the reporting period, Facebook maintained moderate visibility and audience growth, reaching **7 followers** and generating views and interactions across **51 published posts**. While engagement levels remain comparatively lower than on platforms such as LinkedIn, Facebook continues to contribute to the project's overall outreach and online presence.

Content shared on the platform includes project updates, dissemination activities, event participation, newsletters, and cross-posted material from other communication channels. Although visibility and interaction rates have remained modest, Facebook still provides value by:

- Reaching broader non-specialist audiences,
- Supporting accessibility and public awareness objectives,
- Extending dissemination activities beyond professional networks.

Maintaining a presence on Facebook therefore remains relevant within the project's wider communication strategy, particularly for fostering inclusive outreach and ensuring that project information is accessible to diverse stakeholder groups.

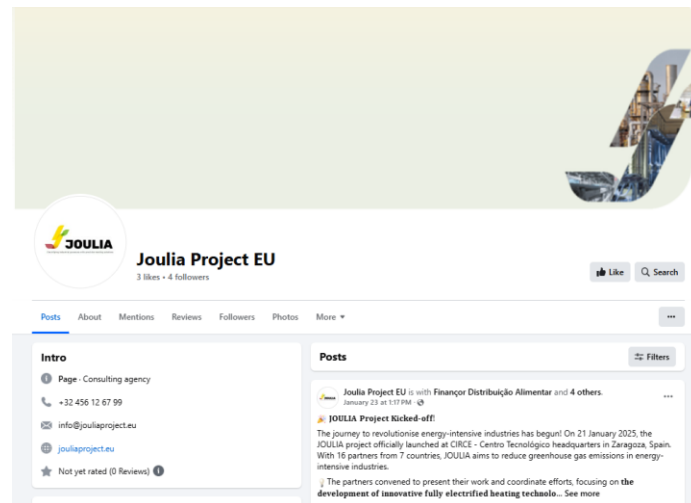


Figure 17. JOULIA's Facebook account

4.3.2.5 YouTube

A dedicated YouTube channel was launched in M2 to complement written communication with dynamic visual content. At this stage, YouTube has generated measurable engagement, with **17 subscribers**, recorded during the reporting period.

However, this does not diminish its strategic importance. YouTube is intended as a repository for:

- Promotional video,
- Demonstration content,
- Technical explanations,
- Event recordings.

As more video content is produced, particularly following the release of the promotional video, this platform is expected to play a more significant role in enhancing engagement and supporting visual dissemination.

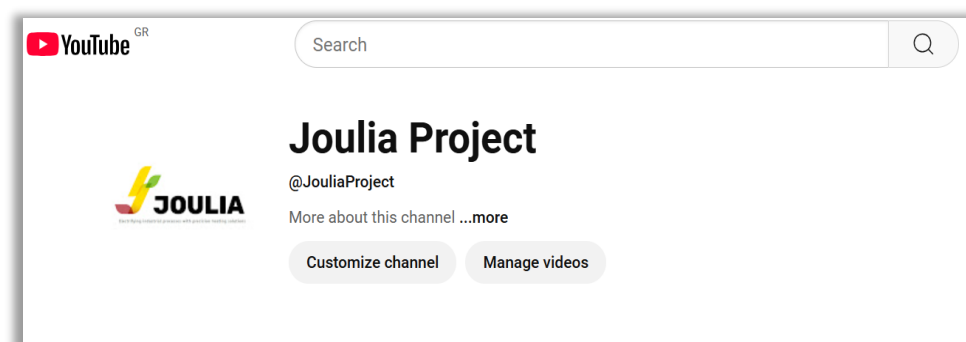


Figure 18. JOULIA's YouTube account

Overall, the social media performance of the JOULIA project demonstrates a clear differentiation between platforms, with LinkedIn emerging as the most effective channel for stakeholder engagement, while other platforms play a complementary role in extending reach to broader and more diverse audiences. The KPI trends, particularly the strong growth in LinkedIn impressions, interactions, and clicks, confirm that professionally oriented and technically relevant content is the main driver of engagement. As a result, the project will prioritise LinkedIn as the core dissemination platform, while further strengthening its presence through more frequent, technically rich, and results-oriented content to progressively expand reach and interaction levels.

In parallel, an additional next step will focus on increasing cross-platform integration, ensuring that high-performing LinkedIn content is systematically reused and adapted across other channels, supported by more visual and short-form content (e.g. videos, infographics, and highlights from deliverables or events) to further enhance user engagement. This multi-layered approach will help convert visibility into more active stakeholder interaction across platforms.

Maintaining strong and active social media channels is essential for the project, as they act as the primary interface between JOULIA and its external ecosystem, enabling continuous dissemination of results, reinforcement of project credibility, and timely engagement with industry, research, and policy stakeholders. A consistent and visible social media presence is therefore critical to maximising the project's outreach, supporting knowledge transfer, and ensuring long-term impact beyond the consortium.

4.4 Traditional channels

4.4.1 JOULIA events

A structured programme of JOULIA-specific events has been defined within the project's DCP to support stakeholder engagement, demonstrate technological solutions, and ensure effective uptake of project results. These include local demonstration workshops at pilot sites and a final dissemination event targeting an international audience.

However, at the current stage of the project, these activities have not yet taken place, as they are planned for later phases of implementation **when project results and demonstrable outcomes will be more mature and tangible**. Their planned organisation remains highly relevant, as they will provide hands-on, application-oriented environments where stakeholders, including process industries, technology providers, policymakers, and local communities, will be able to directly engage with JOULIA's solutions and better assess their practical value and real-world potential.

Table 4: JOULIA Workshops

Workshop	No of workshops	When	Who
----------	-----------------	------	-----

Local demo workshops ¹	2	From M7	ART, K-FLEX (as demo-site partners)
Final technical workshop	1	Final year	ISQ

4.4.2 External events

In parallel to the planned JOULIA-specific activities, consortium partners have actively participated in a range of external conferences, exhibitions, and policy events. This proactive engagement aligns with the DCP objective of ensuring early-stage visibility, building strategic partnerships, and positioning JOULIA within the broader landscape of industrial decarbonisation and energy transition initiatives.

Participation in external events has proven particularly valuable in:

- Introducing JOULIA’s objectives and technological approach to relevant audiences,
- Engaging directly with key stakeholders across industry, research, and policy,
- Building synergies with other EU-funded projects and initiatives,
- Disseminating early project results and concepts,
- Expanding the project’s network and visibility at European level.

To date, the JOULIA consortium has participated in **six (6) external events**:

1. Clustering Event (CINEA), Brussels – May 2025 (CIRCE)

CIRCE participated as a speaker in a clustering event organised in Brussels, focusing on **efficient and sustainable energy use in industry**, particularly in heat conversion and storage. This event provided an important platform to position JOULIA within a wider ecosystem of EU-funded projects and initiatives. The activity was strategically relevant as it facilitated the exchange of best practices, supported the identification of synergies, and contributed to discussions on scaling up industrial decarbonisation solutions. By engaging with a targeted audience of experts and stakeholders, the project strengthened its visibility and alignment with European policy priorities.

2. KTH Symposium on Heat and Power Technologies for Industrial Decarbonisation, Stockholm – April 2025 (KTH, K-FLEX)

KTH co-organised a major symposium bringing together approximately **250 participants** from industry, academia, and policy sectors. The event aimed to bridge gaps in knowledge, awareness, and trust related to industrial decarbonisation technologies. JOULIA was presented within a broader portfolio of EU and national projects, benefiting from strong visibility among relevant target groups, including process industries, technology providers, and policymakers. Importantly, **50 JOULIA leaflets were distributed**, directly supporting dissemination efforts and enabling stakeholders to gain a clearer understanding of the project’s objectives and expected impacts. The event also facilitated networking opportunities and potential collaborations, reinforcing JOULIA’s positioning within the research and innovation landscape.

3. EU Hydrogen Week, Brussels – October 2025 (WR, CIRCE)

¹ D14.2
WR as a D&C manager will provide communication support to the demo-partners with regards to the organisation of these workshops.

Participation in EU Hydrogen Week provided access to one of Europe's largest gatherings of stakeholders in the hydrogen and clean energy sectors, with approximately **300 participants**. Although not exclusively focused on JOULIA's core technologies, the event was highly relevant in terms of **cross-sectoral visibility and networking opportunities**. The activity supported engagement with policymakers, industry leaders, and research organisations, enabling discussions around electrification, energy systems integration, and decarbonisation pathways. It also contributed to identifying potential synergies with related projects and initiatives.

4. EERA High-Level Policy Conference, Brussels – December 2025 (WR)

Attendance at this policy-focused event enabled engagement with approximately **100 participants** from research communities and policy domains. The conference focused on linking science, policy, and industry to support Europe's Clean Industrial Deal. Participation was strategically important for ensuring that JOULIA remains aligned with evolving policy frameworks and priorities. It also provided opportunities to engage with high-level stakeholders, strengthen project visibility, and contribute to discussions on innovation-driven industrial transformation.

5. Warsaw HVAC Expo, Warsaw – February 2026 (K-FLEX)

K-FLEX participated in one of the most significant HVAC industry events in Europe, attracting approximately **3,000 participants**. During the exhibition, solutions developed within the framework of JOULIA were showcased, providing a direct link between research outcomes and industrial applications. This activity was particularly valuable for reaching **industry stakeholders and technology providers**, demonstrating the practical relevance of JOULIA's solutions, and supporting potential market uptake. Additionally, **30 JOULIA leaflets were distributed**, further reinforcing dissemination efforts and increasing awareness among a highly targeted audience.

6. SET Plan IWG-Industry 2026 Annual Event & Networking Reception

WR participated in the SET Plan IWG-Industry 2026 Annual Event in Brussels, engaging with key stakeholders from **industry, research, and policymaking communities** working towards industrial decarbonisation and electrification. During the event, **15 JOULIA project leaflets were distributed** to increase the project's visibility and promote its objectives and innovative solutions.

Going forward, the project will continue to prioritise participation in selected high-relevance events, where partners can meet stakeholders face-to-face, present results, and build concrete connections. A stronger focus will also be placed on following up after events to turn these interactions into longer-term collaborations and engagement. Overall, external events remain an essential part of JOULIA's communication strategy, as they enable direct human interaction, strengthen credibility, and help ensure that project results are understood and taken up by the people who can use them.

4.4.3 Scientific Publications

Scientific dissemination is a key component of JOULIA's strategy to ensure that the project's results contribute to the advancement of knowledge and are shared with the wider research and innovation community. Although the project is currently at M18, efforts towards scientific publications are already underway, with initial contributions in preparation.

At this stage, two scientific outputs are being developed:

- **A journal article led by ISQ**, currently in the drafting phase, which will focus on the methodological procedures and results of Tasks 14.5 and 15.5. This publication is expected to fall within the field of Social Sciences and Education Sciences and will contribute to the integration of Social Sciences and Humanities (SSH) within the project. In line with Horizon Europe requirements, this work aims to strengthen the interdisciplinary dimension of JOULIA by addressing aspects related to skills development, training methodologies, and knowledge transfer. The publication is planned for release in the period 2027–2028 and is expected to be made available through Gold Open Access.
- **A second scientific contribution led by WR**, is expected to build on the outcomes of Deliverable 4.4 – Report on stakeholders’ needs, which provides a comprehensive assessment of the challenges and requirements associated with the adoption of induction and microwave heating technologies. Based on extensive stakeholder engagement, including interviews with industry representatives, energy providers, and system operators, the report identifies key barriers such as technology integration constraints, grid limitations, high investment costs, regulatory gaps, and skills shortages. The findings offer a strong foundation for scientific publication, particularly in areas related to industrial electrification, socio-technical transitions, and stakeholder-driven innovation.

As the project advances and more technical results become available, a significant increase in the number of peer-reviewed publications is expected, contributing to the project’s overall impact within both the scientific and industrial communities.

4.4.4 Non-scientific publications

Throughout the JOULIA project, partners have actively contributed to the production and dissemination of non-scientific publications, including press releases and media-oriented content, with the aim of enhancing the project’s visibility beyond the immediate scientific and technical community. These activities play a key role in translating complex project outcomes into accessible and engaging messages for broader audiences, including industry stakeholders, policymakers, and the general public.

To date, **two press releases** have been successfully developed and published. The [first press release](#) marked the launch (kick-off) of the JOULIA project, presenting its overarching vision, objectives, and expected impact. It introduced the project’s focus on advancing electrified heating technologies for energy-intensive industries, while highlighting its contribution to industrial decarbonisation and the broader European energy transition. This initial communication was essential in establishing early awareness, positioning JOULIA within the relevant ecosystem, and engaging key stakeholders from the outset.

The [second press release](#) focused on the results and conclusions of Work Package 4 (WP4 – Baseline assessment and requirements definition). This communication highlighted key achievements, including: (i) the characterisation of material and energy flows across the targeted industrial processes; (ii) the establishment of a set of indicators and baselines to measure the project’s impact; and (iii) the definition of health and safety compliance requirements for the developed solutions. By disseminating these results, the press release contributed to showcasing the project’s progress, reinforcing its credibility, and providing stakeholders with concrete insights into its technical foundations.

Electrifying Industrial Heat: Insights from the JOULIA Project

03-31-2026 10:03 AM CET | Energy & Environment
Press release from: White Research



JOULIA: Electrification of industrial processes using induction and microwaves technologies

Brussels, March 2026

The Horizon Europe project JOULIA is advancing the transition to cleaner and more efficient industrial processes by developing innovative electrified heating solutions based on induction and microwave technologies. As Europe works towards climate neutrality, decarbonising industrial heat remains one of the most pressing challenges, since heating processes account for a large share of manufacturing energy use and emissions.

To support this transition, JOULIA Work Package 4 - Baseline Assessment and Requirements Definition has delivered key insights into industrial needs, technical conditions, and safety requirements for the deployment of electrified heating systems. These results provide an important foundation for the next phases of the project, where the technologies will be demonstrated and assessed in real industrial environments.

From industrial needs to practical deployment

A central outcome of this work is the Report on Stakeholder Needs

(Deliverable 4.4), which explored industry perspectives on electrified heating technologies through interviews with manufacturers, equipment operators, and energy providers. The discussions revealed strong interest in induction and microwave systems, which are seen as promising solutions for achieving faster and more precise heating while reducing energy consumption and emissions. At the same time, the report identifies several barriers that must be addressed to enable wider uptake. These include high upfront investment costs, uncertainty around electricity prices, and limited grid capacity in certain industrial settings. Stakeholders also stressed the importance of skills development and operator training, underlining that successful deployment depends not only on technical performance, but also on the ability of the workforce to confidently use these systems safely and effectively.

Building the foundation for demonstration and wider uptake

Alongside stakeholder engagement, the project has carried out a detailed characterisation of its two industrial demonstrators in Italy and Poland, as presented in Deliverable 4.1 - Characterisation of Demo Sites. At ARTIGO, the focus is on improving the vulcanisation process used in rubber flooring production, while at K-FLEX, the project is exploring microwave heating for glue activation in multilayer pipe manufacturing. This baseline assessment provides the technical foundation needed to integrate electrified heating technologies into real production environments.

To measure the impact of these innovations, JOULIA has also developed a comprehensive evaluation framework in Deliverable 4.2 - Evaluation Methodology which assesses the technologies across technical, environmental, economic, and social dimensions. This framework will enable a clear comparison between conventional heating methods and the new electrified solutions, providing evidence of their potential benefits for industry.

Safety as a core element of JOULIA's innovations

Ensuring safe implementation is another critical aspect of the project. A dedicated study on health and safety requirements, presented in Deliverable 4.3 - Health and Safety Requirements, reviews the regulatory frameworks and operational practices needed for induction and microwave heating systems. The analysis highlights how proper system design, monitoring, and worker training can ensure safe operation while enabling the advantages of these advanced technologies.

Together, the results of Work Package 4 provide an important foundation for the next phase of the JOULIA project, where the technologies will be demonstrated and evaluated in real industrial settings. By combining stakeholder insights, technical analysis, and safety considerations, JOULIA is helping pave the way for the wider adoption of electrified heating solutions across European industry.

Ultimately, these innovations could play a key role in supporting more efficient, competitive, and low-carbon manufacturing processes, contributing to Europe's broader industrial and climate objectives.

Figure 19. JOULIA's second press release (OpenPR)

Both press releases were shared across multiple channels to maximise reach and impact. They were published on the project's social media platforms, featured in the press room of the JOULIA website, and distributed via OpenPR, a global online press release distribution platform that enables organisations to share announcements with a wide international audience. This multi-channel approach ensured broad visibility, supporting both communication and dissemination objectives as defined in the DCP.

All partners remain responsible for identifying further opportunities for non-scientific publications that promote JOULIA's achievements and impacts. In line with the project's KPIs, the consortium aims to deliver **at least six (6) press releases and five (5) media articles** over the project's duration. All such

activities are systematically recorded using the Dissemination Reporting Template, ensuring accurate tracking and coordination.

5. Impact Assessment and Metrics

5.1 Performance Tracking and Reporting

The JOULIA project has established a **structured and continuous approach to monitoring the effectiveness of its D&C activities**, ensuring alignment with the objectives defined in the DCP. Performance tracking is carried out through a combination of quantitative metrics and qualitative assessments, enabling the consortium to evaluate progress, identify areas for improvement, and adapt strategies where necessary.

A central element of this process is the systematic collection of data across all communication channels. This includes website analytics (e.g. number of visits, user behaviour, and engagement time), social media insights (e.g. followers, impressions, interactions), newsletter performance (e.g. subscribers and distribution), and participation in events and dissemination activities. For example, the JOULIA website has already recorded **5,338 views and more than 3,611 active users**, with users engaging across key sections such as the homepage, deliverables, and demonstration activities. Similarly, social media monitoring shows strong performance on LinkedIn, with significant growth in followers and interactions, while other platforms contribute to broader outreach.

In addition, dissemination activities such as participation in conferences, organisation of events, publication of press releases, and distribution of promotional materials are systematically recorded using the **Dissemination Reporting Template (Annex IV)**. This ensures consistency across partners and enables the consolidation of all activities into a central monitoring framework. Each entry captures key details, including the type of activity, target audience, number of participants reached, materials distributed, and strategic relevance.

Qualitative assessment also plays an important role in evaluating impact. Feedback gathered through stakeholder interactions, workshops (when implemented), events, and networking activities provides valuable insights into how JOULIA's messages are perceived, as well as the relevance and usability of its results. For instance, participation in external events has already demonstrated strong interest from industry and research stakeholders, confirming the relevance of the project's focus on industrial electrification and decarbonisation.

Reporting is carried out periodically, allowing the consortium to compare actual performance against planned targets. This iterative process supports informed decision-making and ensures that corrective actions can be taken when needed. For example, the strong performance of LinkedIn has led to its prioritisation as a primary dissemination channel, while the continued use of other platforms ensures coverage of diverse stakeholder groups.

Overall, this structured monitoring and reporting approach ensures that JOULIA's D&C activities remain effective, targeted, and responsive, maximising the project's visibility, stakeholder engagement, and long-term impact.

5.2 Key Performance Indicators (KPIs)

The following table presents the KPIs defined for the JOULIA project, alongside their target values at M48. These indicators provide a structured framework for assessing the effectiveness and impact of dissemination, communication, and exploitation activities.

Evaluation Criteria	Target (M48)	M18
Total visits to the project's website	≥ 20,000	5,338
Social media followers	≥ 1,000	334
Impressions	≥ 30,000	27,452
Number of newsletters/subscribers	≥ 250	59
Number of brochures/leaflets distributed	> 600	95
Views of the project promotional video	> 800	174
Number of papers	8	N/A
Downloads of technical publications	70	342
Synergies established with EU-related projects	12	6
Collaboration agreements with relevant networks	6	N/A
Number of press releases	> 6	2
Articles in local press/industry magazines	> 5	N/A
Number of local workshops	≥ 2 (at least 1 per demo site)	N/A
Participation in external events and conferences	> 20	6
Number of Final Dissemination Event participants	> 100	N/A
Visits to learning resources	> 200	N/A

These KPIs serve as measurable benchmarks to evaluate the project's outreach, engagement, and overall impact. Progress towards these targets is continuously monitored, enabling the consortium to identify gaps, refine strategies, and ensure that dissemination and communication activities effectively support the project's objectives.

Based on the progress achieved by M18, the next phase of dissemination and communication activities should focus on scaling up visibility, strengthening stakeholder engagement, and increasing the dissemination of tangible project results. While **several KPIs are already progressing positively**, particularly website visits, impressions, downloads of technical publications, and participation in external events, further efforts will be needed to accelerate growth across all channels in order to meet the ambitious targets set for M48.

Particular emphasis should be placed on expanding the project's audience base through more regular and targeted communication campaigns, increased partner engagement in content generation and dissemination, and stronger promotion of newsletters and multimedia content. **As technical developments, pilot activities, and demonstrable outcomes become more mature, JOULIA will be in a stronger position to publish results-driven content that is likely to generate higher levels of interest and engagement among industrial, scientific, and policy stakeholders.**

In parallel, the project should intensify its participation in external conferences, clustering initiatives, and sector-specific events, while progressively increasing the production of scientific publications, press releases, and non-scientific articles. Greater use of visual dissemination tools, including videos, demonstrations, interviews, and learning resources, will also support broader outreach and accessibility. Finally, the organisation of workshops, stakeholder-oriented activities, and collaboration agreements with relevant networks will become increasingly important in the coming phases, particularly as the project moves closer to validation, demonstration, and exploitation activities. **Overall, the foundations established during the first reporting period provide a solid basis for accelerating dissemination performance and maximising the long-term impact of JOULIA.**

5.3 Reporting

To ensure the successful implementation and maximise the impact of the JOULIA project, a structured approach has been established to monitor and track all dissemination, communication, and engagement activities carried out by the consortium. In this context, the reporting and documentation process defined within the Dissemination and Communication Plan (DCP) has played a central role in ensuring consistency, transparency, and completeness in capturing project outreach efforts. The consortium has actively relied on a set of dedicated tools and templates to systematically measure, record, and evaluate all D&C activities throughout the reporting period.

Throughout the project, partners have contributed to this process by using specific reporting templates and guidelines designed to support effective tracking. [Annex I](#) has provided general guidance on best practices for communicating JOULIA's objectives and results in a clear and impactful manner. For events, [Annex II](#) has been used by partners to report on activities they organised or attended, typically within 30 days of participation, ensuring timely documentation. [Annex III](#) has supported the identification and recording of relevant external conferences and events of interest to the project on an ad hoc basis, contributing to strategic engagement planning. To maintain a continuous overview of dissemination efforts, [Annex IV](#), which covers all dissemination activities. Lastly, any scientific or technical publications, including conference papers, can be recorded in [Annex V](#) has been used to record scientific and technical publications, including conference papers, ensuring that all knowledge outputs are properly documented as they are produced.

These tools have collectively enabled a comprehensive and systematic tracking framework, allowing the consortium to monitor progress, assess performance against targets, and ensure that all dissemination and communication activities are accurately captured. The following table provides an overview of the dissemination monitoring tools used, along with their corresponding reporting frequency, ensuring effective and continuous tracking of all D&C efforts throughout the project's lifetime.

Table 5. List of Annexes for Dissemination.

Annex	Dissemination Tool	Coverage	When
<u>Annex I</u>	Dissemination and communication guidelines	Detailing the strategies, tools, and best practices for effectively disseminating and communicating JOULIA's objectives, activities, and results to target audiences.	Throughout the project
<u>Annex II</u>	Event's reporting template	Each single event organised by the partners or where the partners participated.	Within 30 days after the implementation of the event
<u>Annex III</u>	External conferences and Events template	Any external event/conference that it is relevant to our project and with potential benefit to attend	Throughout the project (ad- hoc basis)
<u>Annex IV</u>	Dissemination reporting template	All the dissemination activities carried out by the partners every month.	Every 3 months
<u>Annex V</u>	Publications matrix	All scientific, technical publications and conference papers produced by the partners.	Throughout the project (ad- hoc basis)

The scope of each reporting template is described below:

- **Dissemination Reporting Template:** This template will record all the dissemination and communication activities of the project. The online template (available in the project's repository) should be updated by all partners **every three months**. Keeping track of the activities will ensure that any problems or gaps are observed early, and mitigation measures are implemented promptly to resolve them.
- **Event Reporting Template:** This template should be filled in by all partners whenever they organise or participate in an event (e.g., workshop, conference, meeting, etc.). The template should be sent to WR **no later than 30 days after the event's implementation**. Moreover, events should always be communicated to WR in advance for promotional purposes.

- **External Conferences and Events Template:** This template facilitates the identification of events (workshops, conferences, webinars) with topics relevant to JOULIA's vision. Each partner should fill in this template and send the information to WR when identifying any event or conference that could be useful for the consortium (e.g., for attendance, presentation, etc.).
- **Publications Matrix:** This file tracks all **scientific and technical publications** related to JOULIA. Keeping it updated is crucial for transparency, compliance, and visibility of project results. Each entry should include author details, affiliated partners, publication title, related JOULIA deliverables, journal or conference details, publication status (in preparation, submitted, accepted, or published), DOI (if available), open-access status, peer review status, etc.

Each project partner should immediately contact WR if any risks are identified concerning communication and dissemination activities or if problems arise during the implementation of publicity actions.

6. Timeline and Implementation Plan

The implementation plan for JOULIA was structured into **five (5) distinct phases**, designed to ensure continuous engagement, effective outreach, and long-term impact throughout the project's lifecycle and beyond. As of the current reporting period (**M18**), the project has successfully completed the first phase and has progressed through the second phase, with several activities already implemented and delivering measurable results.

1st Phase (M1–M6): Laying the foundation (Completed)

During the initial phase, JOULIA successfully established a solid communication and dissemination foundation. Key communication tools and materials were developed and deployed, ensuring a consistent and professional project identity across all channels.

The project's visual identity, including the logo, colour palette, and communication templates, was finalised early on and has since been consistently applied across all materials. The JOULIA website was launched and is actively maintained, serving as the central hub for project information and outputs. In parallel, social media accounts were created across multiple platforms, enabling early outreach and stakeholder engagement.

Promotional materials, including leaflets and posters, were developed, published online, and distributed during events attended by consortium partners. Early engagement with stakeholders, ranging from industry representatives and policymakers to research organisations, was initiated, while the project also began identifying and establishing synergies with complementary EU-funded initiatives.

Overall, this phase successfully delivered the core tools and channels required to support all subsequent dissemination and communication activities.

2nd Phase (M7–M18): Expanding awareness and engagement (Completed)

During the second phase, JOULIA significantly expanded its communication and dissemination activities, focusing on increasing visibility and strengthening engagement with key stakeholder groups across Europe.

The project maintained regular updates across its website and social media channels, sharing project developments, deliverables, events, and key insights. Notably, LinkedIn has emerged as the most effective platform, demonstrating strong growth in followers, impressions, and engagement, while other platforms, although less performant, continue to support outreach to different stakeholder segments.

Two editions of the JOULIA newsletter have been successfully published, with a third scheduled for release shortly after M18. The newsletter has contributed to building a growing subscriber base (currently 59 subscribers), primarily sourced from consortium networks, synergy projects, and stakeholder engagement activities.

Consortium partners have actively participated in external conferences, exhibitions, and policy events across Europe, presenting the project, showcasing early results, and distributing promotional materials. These activities have contributed to increased visibility, stakeholder engagement, and the establishment of strategic connections.

In addition, initial dissemination outputs such as press releases have been published, covering key milestones including the project launch and the outcomes of WP4 (Baseline assessment and

requirements definition). These have been shared on the project website, social media channels, and external platforms, further amplifying outreach.

Overall, this phase has successfully positioned JOULIA within its target landscape, establishing a strong and growing presence among industry, research, and policy stakeholders.

3rd Phase (M19–M36): Disseminating results and building impact (Upcoming)

As JOULIA transitions into its third phase, the focus will shift towards the dissemination of interim technical results and the consolidation of the project's impact.

This phase will prioritise the publication of scientific outputs, including peer-reviewed papers, conference contributions, and technical reports. The project will intensify its engagement with the scientific and industrial communities, ensuring that research findings and technological developments are widely communicated and discussed.

Communication activities will continue through newsletters, social media, and the website, with increased emphasis on technical content and results-oriented messaging. Policy briefs and recommendations will be developed and disseminated to inform decision-makers at both EU and national levels.

In addition, JOULIA will introduce dedicated learning resources through its online platform, supporting capacity building and knowledge transfer among stakeholders. Engagement with EU initiatives and related projects will also be strengthened to maximise synergies and collective impact.

4th Phase (M37–M48): Showcasing final results and ensuring legacy (Future phase)

In the final phase of the project, JOULIA will focus on consolidating and showcasing its key achievements, ensuring that its results reach a broad audience and generate long-term impact.

A major milestone will be the organisation of the Final Dissemination Event, which will bring together stakeholders from across Europe to present the project's outcomes, lessons learned, and future perspectives. This will be complemented by the publication of final reports, technical guidelines, and recommendations supporting the replication and scalability of JOULIA solutions.

Communication efforts will emphasise success stories, case studies, and real-world applications of the project's technologies, supported by targeted media campaigns and stakeholder engagement activities. The validation and refinement of learning modules will also be completed during this phase, further strengthening the project's capacity-building dimension.

5th Phase (M49 and Beyond): Beyond the project (Long-term perspective)

Following the completion of the project, dissemination and communication activities will continue to ensure the long-term uptake and sustainability of JOULIA's results.

The project website will remain active for at least two years after project completion, providing continued access to deliverables, publications, and learning resources. Scientific publications and technical outputs will continue to be disseminated through relevant channels, while partners will promote the project's outcomes through their networks and ongoing activities.

Participation in policy discussions, industry initiatives, and research networks will ensure that JOULIA's findings remain relevant and contribute to broader efforts in industrial decarbonisation and electrification.

Table 6. JOULIA's D&C objectives and tools.

Phase	Objectives	Dissemination Tools
1st Phase (M1–M6) <i>(Completed)</i>	Develop D&C strategy, establish identity, launch tools, initiate outreach and synergies	Project logo, website, social media, promotional materials, early event participation, initial synergies
2nd Phase (M7–M18) <i>(Completed)</i>	Expand visibility, engage stakeholders, share progress, release newsletters, strengthen collaborations	Website updates, social media activity, newsletters, external events, press releases, promotional materials
3rd Phase (M19–M36) <i>(Upcoming)</i>	Disseminate interim results, strengthen technical engagement, release policy outputs	Scientific publications, conferences, policy briefs, webinars, learning resources, social media
4th Phase (M37–M48) <i>(Future)</i>	Showcase final results, maximise impact, ensure uptake and replication	Final dissemination event, technical guidelines, case studies, media campaigns, social media
5th Phase (M49+) <i>(Post-project)</i>	Ensure long-term impact, sustain dissemination, promote adoption	Project website (active ≥2 years), publications, networks, conferences, policy engagement

Conclusions

Overall, the JOULIA project has made **strong and well-structured progress** in the implementation of its dissemination and communication activities during the first 18 months of the project. A substantial share of the actions planned for the initial phases has already been successfully delivered, including the establishment of the project website, five social media channels, two newsletters, two press releases, one promotional video, and a full set of promotional materials and templates. These activities have already contributed to the project's visibility, generating more than **5,338 website views, 3,611 active website users**, approximately **27,452 social media impressions**, while also supporting JOULIA's positioning within the European industrial decarbonisation landscape.

The progress achieved to date should also be considered in relation to the project's current maturity stage. The first reporting period has focused primarily on building the necessary communication infrastructure, establishing stakeholder networks, and creating the foundations required to support long-term dissemination and impact generation. This has already included participation in **five external events** across Europe, engagement with **audiences exceeding 3,600 participants**, and the distribution of promotional materials to key stakeholders from industry, research, and policy sectors. As the project advances and technical developments become increasingly mature, validated, and demonstrable, JOULIA will naturally be able to intensify its dissemination efforts through more results-oriented communication and broader stakeholder engagement activities.

Looking ahead, the coming phases of the project are expected to further strengthen JOULIA's visibility and outreach capacity. The availability of technical results, pilot activities, demonstrators, scientific outputs, and practical applications will provide valuable content for communication and dissemination across all channels. At the same time, the continued active involvement of consortium partners, participation in strategic events, and collaboration with relevant initiatives and networks will further enhance the project's reach and impact.

In this context, the foundations established during the first reporting period position JOULIA very positively for the next stages of implementation, providing a solid basis for expanding stakeholder engagement, increasing visibility, and maximising the long-term scientific, technological, and societal impact of the project.

Annexes

Annex I – Dissemination and communication guidelines

General Principles

- Actively contribute to the dissemination of project results and key messages.
- For all your communications related to the project please include in your email signature the project logo, linked to the project's website.
- Do not forget to include the EU-emblem and the EU-funding disclaimer:



Funded by
the European Union



Funded by
the European Union

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Climate, Infrastructure and Environment Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.”

When displayed with another logo, the **EU emblem** must have appropriate prominence.

You can download the needed EU emblem in the desired resolution following this link:
https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/.

- Whenever possible, use the templates provided to you, i.e., presentation, report. A leaflet and a poster are under development and will be provided to you for dissemination and communication purposes. Other communication materials (e.g., infographics) will be prepared ad-hoc, if needed.
- Always inform **WR** and **CIRCE** regarding every dissemination and communication activity that you plan to carry out (e.g., organisation of an event, articles on websites or magazines, participation in an external event, etc.). This will enable us to publicise it through the project's communication channels in a timely manner.
- All dissemination and communication activities, including participation in external events and identification of relevant upcoming external events (e.g., conferences, workshops, seminars etc.), should be reported in the “JOULIA External Conferences and Events_template”. This information will be compiled within Task 14-16.2 reports to ensure comprehensive tracking and

assessment of relevant KPIs, as well as opportunities for further dissemination of the project through participation in external events.

- **All partners are kindly requested to inform WR and CIRCE in advance** about their participation in relevant events in which JOULIA partners may be interested in participating to promote or present JOULIA.

In compliance with GDPR requirements, always gather stakeholders' consent when collecting, using and storing personal data during events/conferences. Please consider that photos, which make individuals identifiable, are also considered personal data. Partners are responsible for gathering and store participants' consent for the activities they undertake. You will not need to send these personal data and consent forms to us.

The points outlined above will be revised as needed to align with the project's evolving requirements and progress.

The JOULIA reports ***"Dissemination and Communication Plan (M1-M48)"*** (First version due in M4; Updated in M18 and M36; Final version M48) will include these guidelines and also outline the overall project's dissemination strategy and plan.

Dissemination Monitoring Tools

JOULIA Dissemination reporting template

JOULIA' DC Reporting sheet is available in [the project's repository](#). This is an Excel file that **must be updated every three months by all consortium partners**. All the information required must be provided – the European Commission collects all these data from the Dissemination Manager. Therefore, for each activity please indicate:

- Date
- Place
- Short description
- Reason for participation
- Type of activity
- Online/physical
- Title
- If the activity is part of the project
- Role and description of the organisation's involvement
- Other project partners involved
- Type of audience
- Size of audience per type of stakeholder group
- Countries addressed
- Gender of audience

- Type of material used and quantity (e.g. Number of flyers distributed)
- Other partners or external organisation involved
- Short description of action and dissemination activities
- Other comments
- Relevant contacts made (if consent was given)
- Evidence of participation (in the occasion of event, conference etc)

JOULIA internal events and Reporting Template

The event report has to be sent after every event within 30 days to WR. It is a structured file that includes:

- event data (title, date, venue, organisers, type and number of attendants, duration)
- goals and relevance within the project
- organisation
- dissemination activities
- short minutes of the events (structure
- outcomes of the event
- evaluation
- appendixes (list of participants and scanned copy of the list signed by all participants– if possible, in compliance with the GDPR, agenda, photos, presentations).

External Conferences and Events

This is an Excel file (available in the [project's repository](#)), that you can fill in each time you identify an event (e.g. conferences, workshops, seminars etc.) relevant to JOULIA and in which JOULIA partners may be interested in participating in promoting or present the project.

Guidelines for enhancing JOULIA's online presence

This section provides you with some key initial guidelines regarding your expected contribution and use of the JOULIA website and social media accounts (SMAs).

WEBSITE

1. Collect photos and videos for all JOULIA activities and share them with WR, so as to make them usable on the website and on the JOULIA SMAs.
2. Actively contribute (if possible, with 1 news item per month per partner) to the news section of the website. Please send each news item to WR.
3. A news item can be anything, like a link to other similar projects/activities, an article about a new regulation, a notice regarding a new policy or initiative, an article about an event etc.

4. Inform WR regarding every event you organise or take part in for the purposes of the project (e.g., conferences, workshops, seminars etc.) and provide WR with a link to the event, so that it can be posted online in the dedicated section of the website.
5. Inform WR about news articles (e.g., newspaper article, blogpost, TV interview etc.) mentioning the JOULIA project and provide WR with a link/scan for giving it more visibility online.

SOCIAL MEDIA ACCOUNTS

1. Register for all JOULIA SMAs (e.g., Facebook, Twitter, LinkedIn and YouTube) and use them to monitor announcements and posts, comment, like and retweet.
2. Do make your own posts to foster discussion and keep the page alive.
3. Promote the JOULIA SMAs within your network of contacts.
4. Signal to WR relevant profiles that we could follow (on Facebook, Twitter, LinkedIn).
5. If you make a short video edit it to enhance the project identity (add the name of the project, the logo, the EU emblem and the disclaimer “This project has received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement No. 101192555”). White Research will upload it on YouTube.

JOULIA’s Social Media Accounts	
LinkedIn	JOULIA Project
X	@JouliaProjectEU
Facebook	Joulia Project EU
Bluesky	@jouliaproject.bsky.social
YouTube	@JouliaProject

Annex II – Events’ reporting template

Event’s Aggregate Data

Title	
Date	
Venue	
Organisers	
Audience (number and type)	
Duration	

Stakeholders Reached

What type of stakeholders were engaged?

- Define the type(s) of stakeholders reached (policy, Hydrogen producers, general public etc.)
- How many people attended?
- How many women attended?

Event’s goals, objectives and relevance with JOULIA

What were the key objectives of this event/activity? (e.g. to gather ideas, gather data, find new stakeholders, etc.). Was the event relevant to JOULIA? To what extent?

Organisation of the event

In case of organizing a project’s event. For participation in external events do not complete this section.

How was the event/activity organized?

- What steps were taken to set up the activity/event?

- What was the location of the event and why was this area selected?

Dissemination activities

How was the event/activity promoted? Was project material used for promotion? Was the JOULIA project promoted during the event?

Structure of the event (short minutes)

Description of the event's sessions.

- What did the event/activity consist of?
- What tools were used? Why were these selected?

For participation in external events, please report what you did at the event.

Outcomes of the event

What information or data was gathered as part of this activity? (a summary of the information/data gathered is sufficient)

What ideas were generated? (brief explanations are sufficient)

Evaluation of the event

What are the main impressions and observations that you made?

- Were there any challenges with this event/activity?
- What were the key successes of this activity?
- If re-deploying this event/activity how will/would you do it differently?

ANNEX: Attachments

- The list of participants (if consent to store and share data was given)
- A scanned copy of the list of participants signed by each participant (if possible)
- The agenda of the event
- Photos (please make sure to have the consent of participants to use them)
- Presentations (if applicable)
- Copies of materials used to promote the event (e.g., links to press releases, videos, posts, leaflets etc.)

Annex III – External conferences and events identification template

1	A	B	C	D	E	F	G	H	I	J
2	 JOULIA Distribution of industrial processes using induction and microwave technologies									
3	NO	Event's name	Date	Location (City/Country)	Registration fees (if applicable)	Registration Deadline	Organiser(s)	Link	Partner participating	Specific requirements for participation (e.g. abstract submission,)
4										
5										
6										
7										
8										
9										
10										
11										
12										
13										
14										
15										
16										
17										

Figure 20. External Conferences and Events Template

Annex IV- Dissemination Reporting Template

The form below has been designed to help you keep track of any kind of awareness and dissemination activities. Just to remind you, dissemination activities include, but are not limited to, meetings, workshops, interviews, press releases, publications, e-mails, presentations, informal discussions, seminars, etc.

Important: Specify the type of activity as well as the type of the audience(s) addressed using the categories provided in the drop-down menu.

ACTIVITY INFORMATION						ACTIVITY DETAILS							
No. of Action	Partner	Date of activity	Place of activity	What? Short description of the action	WHY (Explain why it was important to participate in this activity. For example, how it aligns with the project's goals, its relevance to target audiences, the visibility it provided to the project, or any strategic benefits such as building partnerships or disseminating key messages)	Type of activity (Choose one of the activity categories listed in the drop-down menu)	Was the activity online?	STATUS of activity	URL	CHANNEL (Facebook, X, LinkedIn, Instagram, website, etc.)	Title of conference, workshop, publication, website article, etc.	Is the activity part of the JOULIA project?	Role and description of your organisation's involvement (e.g. organiser, facilitator, interviewer, speaker, discussant, author, participant, etc.)
2 (Example)	VRI	Example 15/08/2024	Greece	Participation to a conference organized by Organisation X focusing on dissemination. We participated as main presenter in a dedicated session. The JOULIA logo and poster were also used during the event. Moreover, important contacts were made with relevant stakeholders.		Organisation of a conference	Physical	Completed			"Title of Conference"	NO	Organiser

Figure 21. Dissemination Reporting Template



Electrification of industrial processes using induction and microwaves technologies



JOULIA Project



@JouliaProject



Joulia Project EU



@JouliaProjectEU



@jouliaproject.bsky.social



www.jouliaproject.eu



info@jouliaproject.eu

Partners



artigo



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