GREENLINE

D7.1 (D17) Communication and Dissemination Plan

WP7: Communication, dissemination and exploitation

D 7.1 (D17)– Communication and Dissemination Plan

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Abstract

This deliverable presents the initial Communication and Dissemination Plan for GREENLINE, a Horizon Europe Innovation Action developing electrified in-line heat treatment solutions for the forging and casting industries. The document establishes the strategic and operational framework for communicating project activities, disseminating non-confidential results and engaging relevant scientific, industrial, policy and public audiences throughout the 36-month project. It defines the target audiences, key messages, communication channels, dissemination activities, consortium responsibilities, implementation timeline and monitoring approach. It also sets out the GREENLINE visual identity and the requirements for acknowledging European Union funding. The Plan is intended to ensure a coherent, professional and measurable approach that supports project visibility, knowledge transfer, stakeholder engagement and the future uptake of GREENLINE results. It will be reviewed and updated as the project progresses and as validated technical and industrial results become available.

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List of abbreviations

ADI: Austempered Ductile Iron

CEN: European Committee for Standardization

CO_2 : Carbon dioxide

D7.1: Deliverable 7.1: Communication and Dissemination Plan

D7.2: Deliverable 7.2: Exploitation Plan

D7.3: Deliverable 7.3: Future Learning Strategy

EMO: International trade fair for production technology

GIFA: International foundry trade fair

ISO: International Organization for Standardization

METEC: International metallurgical technology trade fair

OEM: Original Equipment Manufacturer

SME: Small and Medium-sized Enterprise

WP: Work Package

1. Introduction

GREENLINE (*Green Electrified Ultrafast In-Line Heat Treatment for Net-Zero Forging and Casting*) is a 36-month Horizon Europe Innovation Action designed to support the decarbonisation and modernisation of the European forging and casting industries. Conventional batch heat treatment can represent up to 30% of operational costs and 40% of energy consumption in these sectors and remains highly dependent on fossil-fuel-based furnaces. This creates significant environmental and economic challenges for European manufacturers, particularly in the context of rising energy costs, increasing international competition and more stringent climate and carbon-related policies.

GREENLINE addresses these challenges by developing and demonstrating an innovative in-line heat treatment process that combines electrified heating with an ultra-fast cooling system. The proposed approach makes use of the residual heat retained by forged and cast components, thereby avoiding the cooling, storage and reheating stages associated with conventional batch processes. The project will develop thermal navigation charts, cooling models, an ultra-fast cooling system, a modular electric furnace and industrially validated forged and ADI cast components. The complete solution will be demonstrated in industrial environments at CIE Legazpi and Betsaide.

Effective communication and dissemination are essential to ensure that GREENLINE's technical developments generate scientific, industrial and societal impact. Project knowledge and results must reach the audiences that can understand, assess, apply, replicate or further develop them. At the same time, the project's contribution to energy efficiency, industrial competitiveness and climate-neutral manufacturing must be communicated clearly to policy-makers, the media and the wider public.

Work Package 7, led by EEIP, therefore provides the framework for communicating the project, disseminating its results, engaging relevant stakeholders and supporting the future uptake of the GREENLINE solution. The overall aim is to maximise the project's scientific, industrial and societal impact through coordinated, targeted and measurable activities throughout the project duration.

1.1. Purpose of the document

The purpose of *Deliverable 7.1 (D17) Communication and Dissemination Plan*, is to establish the strategic and operational framework that will guide all GREENLINE communication and dissemination activities.

The document translates the commitments included in the Grant Agreement and the Description of the Action into a practical plan for implementation. It identifies the audiences to be addressed, the messages to be communicated, the channels and

formats to be used, the responsibilities of the project partners, the timing of the planned activities and the indicators through which performance will be monitored.

More specifically, the Plan provides a common reference for the consortium in order to:

- ensure a coherent and recognisable representation of GREENLINE;
- coordinate communication and dissemination activities across all partners and work packages;
- ensure that content is accurate, relevant and adapted to the intended audience;
- maximise the visibility and accessibility of project activities and results;
- provide clear procedures for the preparation, review, approval and publication of content;
- support the systematic collection of evidence and performance data; and
- ensure compliance with Horizon Europe communication, dissemination, open-access and EU visibility requirements.

D7.1 is a public deliverable led by EEIP under WP7. This initial version establishes the framework at Month 3. In accordance with Task 7.1, the Plan will be reviewed and updated at Month 18, while its implementation and performance will be assessed in the final reporting at Month 36. It should therefore be considered a living document that will evolve in response to project progress, the availability of technical results, stakeholder feedback and the performance of the selected communication channels.

1.2. Scope of the Communication and Dissemination Plan

This Plan applies to the communication and dissemination activities undertaken by the GREENLINE consortium throughout the 36-month project. It covers activities coordinated by EEIP as WP7 leader, as well as contributions made by all project partners through their institutional networks, technical expertise, events, publications and communication channels.

For the purposes of this document, communication refers to the activities used to raise awareness of GREENLINE, explain its objectives and relevance, present project progress and maintain engagement with broad and specialised audiences. Communication begins at the outset of the project and includes the project website, social media, press and media relations, communication materials, videos, infographics, policy-oriented content and public-facing events.

Dissemination refers to the targeted sharing of project-generated knowledge and non-confidential results with audiences that may use, assess, replicate, apply or build upon them. Dissemination activities therefore include scientific publications, conference presentations, technical workshops, webinars, industrial demonstrations, trade fairs, technical guidelines, open repositories and knowledge-transfer activities.

The Plan covers the following areas:

- identification and prioritisation of target audiences;
- definition of overarching and audience-specific messages;
- application of the GREENLINE brand and visual identity;
- management of the project website and social media presence;
- press relations and external media engagement;
- preparation of communication and promotional materials;
- participation in and organisation of relevant events;
- scientific and industrial dissemination;
- cooperation with related European projects, initiatives and stakeholder networks;
- support for training and knowledge-transfer activities;
- allocation of responsibilities among consortium partners;
- preparation of an implementation timeline and communication calendar; and
- monitoring, reporting and continuous improvement through defined KPIs.

The Plan also establishes the connection between communication, dissemination, stakeholder engagement, training and exploitation. Communication and dissemination will support exploitation by building awareness, credibility and interest among potential users and adopters. However, detailed provisions concerning intellectual property ownership, business models, financial analysis, commercialisation and exploitation pathways fall within the scope of *Deliverable 7.2 Exploitation Plan*. The longer-term learning and training strategy will be addressed in *Deliverable 7.3 Future Learning Strategy*.

All activities covered by this Plan must comply with the Grant Agreement. The beneficiaries are required to promote the action and its results through targeted information provided to multiple audiences in a strategic, coherent and effective manner. Communication and dissemination outputs must use factually accurate information, acknowledge European Union funding, display the European emblem and applicable funding statement, and include the required disclaimer. Activities must also respect confidentiality, intellectual property rights, data protection and the legitimate interests of the project partners.

1.3. Communication and Dissemination objectives

The overall objective of GREENLINE communication and dissemination is to maximise the visibility, understanding, use and long-term impact of the project and its results. Communication and dissemination activities will contribute to the project's pathway from technological development to industrial validation, stakeholder acceptance, replication and future market uptake.

The specific objectives are as follows:

- **Build awareness and recognition of GREENLINE.** Establish a strong and consistent project identity and increase awareness of GREENLINE among scientific, industrial, policy and public audiences at European level.
- **Communicate the relevance and value of the project.** Explain the challenges associated with conventional heat treatment and communicate how GREENLINE may contribute to lower energy consumption, reduced emissions, shorter production lead times and improved industrial competitiveness.
- **Deliver targeted and audience-specific information.** Adapt the level of technical detail, messages, formats and channels to the interests and information needs of each target audience, including researchers, industrial companies, technology providers, OEMs, policy-makers, investors, students and the general public.
- **Disseminate scientific and technical results effectively.** Ensure that non-confidential knowledge and results are shared through appropriate scientific publications, conferences, repositories, technical events and other specialised channels, in accordance with Horizon Europe open science and open-access requirements.
- **Engage industrial stakeholders and potential adopters.** Build relationships with forging and casting companies, furnace manufacturers, engineering integrators, steel producers, SMEs, OEMs and other relevant actors. Engagement activities will support the progression of stakeholders from initial awareness to technical interest, demonstration, evaluation, replication and potential uptake.
- **Support policy, societal and public engagement.** Communicate the project's relevance to European industrial decarbonisation, energy efficiency and net-zero manufacturing objectives, while ensuring that environmental, economic and technical claims are presented accurately and supported by project evidence.
- **Promote collaboration, knowledge transfer and skills development.** Foster synergies with related Horizon Europe, LIFE and Processes4Planet initiatives; engage sector associations and standardisation organisations; and support the transfer of GREENLINE knowledge to industrial professionals, researchers and students.
- **Ensure coordinated, compliant and measurable implementation.** Provide consortium partners with clear responsibilities, workflows and quality-control procedures, while monitoring performance through quantitative and qualitative indicators. Monitoring results will be used to identify gaps, improve activities and redirect resources where necessary.

Progress towards these objectives will be evaluated through the KPI framework presented in 8.1. Key Performance Indicators (KPIs). The indicators will cover scientific outputs, industrial dissemination, website and social media performance, media reach,

audiovisual content, event participation, stakeholder engagement, public outreach and training activities. The Grant Agreement establishes concrete targets for publications, conference presentations, website visits, social media followers, media appearances, project videos, pilot-site visitors and other communication and dissemination outputs.

2. Communication and Dissemination Strategy

The GREENLINE Communication and Dissemination Strategy provides the framework through which project activities, progress and results will be presented to relevant audiences throughout the project lifecycle. Its purpose is to ensure that the knowledge generated by GREENLINE reaches those stakeholders who can understand, influence, apply, replicate or further develop it, while also raising wider awareness of the project's contribution to European industrial decarbonisation.

The strategy distinguishes between communication and dissemination. Communication activities are intended to increase awareness of GREENLINE, explain its objectives and demonstrate its environmental, industrial and societal relevance to a broad range of audiences, including the media and the general public. Dissemination activities are directed towards stakeholders with the capacity to use project knowledge and results, including researchers, industrial companies, technology providers, professional organisations and policy stakeholders.

Both dimensions will be implemented in a coordinated and complementary manner. Communication will create visibility, recognition and interest, while dissemination will support knowledge transfer, industrial engagement, replication and future uptake. Activities commenced at the beginning of the project and will evolve as GREENLINE progresses from research and development to industrial demonstration and validation. The strategy will be reviewed at Month 18 and its implementation will be assessed in the final report at Month 36.

The strategy is based on the following principles:

- an audience-led approach, adapting messages and formats to each stakeholder group;
- accurate and evidence-based communication, avoiding unsupported or premature claims;
- coordinated use of project and partner communication channels;
- open and accessible dissemination of non-confidential results;
- active stakeholder engagement and two-way exchange; and
- continuous monitoring and improvement based on performance data and feedback.

2.1. Target audiences

GREENLINE addresses a diverse stakeholder ecosystem covering the full industrial and knowledge value chain associated with forging, casting, heat treatment and industrial decarbonisation. Target audiences have been selected according to their potential to use project results, support industrial deployment, influence the enabling environment or communicate the wider relevance of the project.

The audiences are grouped into three broad categories:

- **Primary audiences**, comprising organisations that may directly use, adopt, integrate or commercialise GREENLINE technologies and results;
- **Knowledge and enabling audiences**, including researchers, policy-makers, standardisation bodies, investors, training organisations and related European initiatives; and
- **Wider communication audiences**, including the media and the general public.

The principal target audiences are presented below.

Table 1: Principal target audiences

Target Audience	Relevance to GREENLINE
Forging and casting companies	The principal potential end-users of GREENLINE. Communication will address companies seeking to reduce energy consumption, carbon emissions, production costs and lead times while maintaining product quality and process reliability. Particular attention will be given to SMEs and companies considering furnace replacement, production-line modernisation or retrofitting.
Furnace manufacturers, engineering companies and system integrators	Potential providers and commercial adopters of the modular electric furnace, ultra-fast cooling system and associated integration services. Their engagement will support replication, adaptation to different plant layouts and future market deployment.
Steelmakers and alloy suppliers	Potential users of GREENLINE thermal navigation charts, process data and modelling results. Their involvement may support the development or adaptation of steel and cast-iron grades suitable for accelerated in-line heat treatment.
OEMs, Tier-1 and Tier-2 suppliers and potential early adopters	Important decision-makers in industrial supply chains, particularly in the automotive, rail, heavy machinery and related sectors. Their confidence in component quality, reliability and compliance with applicable standards will be essential for market acceptance.

Scientific and research community	Metallurgy researchers, process engineers, universities, research and technology organisations and academic networks working on forging, casting, heat treatment, materials science, modelling and energy-efficient manufacturing. They may use GREENLINE publications, models, data and methodologies to advance further research.
Industry associations and professional organisations	Organisations such as Euroforge and CECOF can extend the project's reach, facilitate access to industrial stakeholders and support knowledge exchange across their memberships.
Policy-makers and public authorities	European, national and regional stakeholders involved in industrial, climate, energy, innovation and skills policies. Communication will demonstrate how GREENLINE contributes to industrial electrification, energy efficiency and net-zero manufacturing objectives.
Standardisation bodies	Relevant ISO and CEN committees may use validated project findings to inform future technical discussions concerning industrial furnaces, heat treatment, electric heating, ultra-fast cooling and energy efficiency.
Investors and financial stakeholders	Organisations interested in industrial decarbonisation technologies, manufacturing innovation and clean-technology deployment. They require credible information on technical maturity, scalability, market potential, investment needs and expected returns.
Industrial professionals, students and training organisations	Plant operators, maintenance personnel, process engineers, engineering students, vocational training centres and universities that will require the knowledge and skills necessary to operate, maintain and optimise electrified in-line heat treatment systems.
Related European projects and initiatives	Horizon Europe, LIFE, Processes4Planet, Made in Europe and other relevant projects and networks with which GREENLINE can exchange knowledge, organise joint activities and avoid duplication.
Trade and general media	Specialised industrial publications and mainstream media capable of communicating project progress and results to professional and public audiences.
General public	Citizens interested in climate action, industrial innovation, European competitiveness and the role of EU-funded research in supporting a cleaner manufacturing sector.

This segmentation will remain flexible throughout the project. The priority assigned to each audience will change according to the maturity of the results. Scientific and technical audiences will be engaged from the early stages, whereas communication with potential adopters, investors and wider industrial markets will intensify as validated results and evidence from the pilot sites become available.

2.2. Key messages

GREENLINE will apply a consistent overarching narrative while tailoring individual messages to the interests, knowledge and decision-making needs of each target audience.

The central project message is: GREENLINE is developing and demonstrating an electrified in-line heat treatment process that uses the residual heat of forged and cast components, together with ultra-fast cooling and modular electric furnace technology, to make European metal manufacturing cleaner, faster and more competitive without compromising product quality.

At this early stage of the project, anticipated performance improvements will be communicated as project targets, rather than as achieved results. The Grant Agreement identifies potential energy savings of up to 40%, lead-time reductions of up to 95% and significant reductions in carbon emissions. These figures will be updated and supported by validated data as the industrial pilots progress. This distinction will ensure that all external communication remains credible, accurate and consistent with the available evidence.

Audience-specific messages will include the following:

Table 2: Audience-specific messages

Target audience	Principal message
Scientific and research community	GREENLINE represents a potential paradigm shift in heat treatment by combining in-line processing, electric heating, ultra-fast cooling and advanced modelling. The project will generate new knowledge concerning accelerated phase transformations, thermal navigation, cooling behaviour and integrated thermal processing.
Forging and casting companies	GREENLINE is designed to reduce the energy, time and emissions associated with conventional batch heat treatment while preserving the metallurgical and mechanical performance required by industrial applications. Industrial validation will provide

	evidence on technical feasibility, operational requirements and potential return on investment.
Furnace manufacturers and engineering integrators	The modular and adaptable GREENLINE concept may create new opportunities for electrified furnace systems, cooling technology, retrofitting and production-line integration across European industry.
Steelmakers and alloy suppliers	GREENLINE's thermal navigation charts and process data may support the optimisation of material grades for accelerated in-line heat treatment, creating opportunities for specialised and higher-value material solutions.
OEMs and industrial supply chains	GREENLINE aims to enable the production of lower-carbon forged and cast components while maintaining quality, reliability and compliance with applicable metallurgical standards.
Policy-makers and public authorities	GREENLINE demonstrates how EU-supported innovation can contribute simultaneously to industrial decarbonisation, energy efficiency, technological resilience and European manufacturing competitiveness.
Investors and financial stakeholders	Industrial demonstrations at CIE Legazpi and Betsaide will provide technical, environmental and economic evidence to reduce uncertainty and support informed decisions concerning replication and future deployment.
Industrial professionals and learners	The transition to electrified heat treatment will require new knowledge in process control, digital monitoring, furnace operation, maintenance and optimisation. GREENLINE will contribute practical training materials to support this transition.
General public and media	GREENLINE is an EU-funded initiative working to make energy-intensive industry cleaner and more sustainable while protecting product quality, industrial competitiveness and skilled employment.
Related projects and standardisation organisations	GREENLINE will generate validated knowledge and industrial experience that can support collaboration, future research and technical discussions on electrified and energy-efficient heat treatment.

The Grant Agreement identifies the core scientific message as the achievement of high-quality metallurgical properties with substantially lower energy input and carbon emissions. For industrial stakeholders, the emphasis is placed on measurable business benefits, operational feasibility, product quality and return on investment. For policy-makers and the public, the principal narrative concerns cleaner, more competitive and more sustainable European industry.

Messages will be reviewed throughout the project to incorporate validated findings, quantified environmental and economic performance, lessons from the pilot installations and stakeholder feedback. Technical terminology will be retained where required for specialist audiences, while public-facing content will use clear and accessible language.

2.3. Communication approach

The GREENLINE communication approach is intended to raise awareness, establish a recognisable project presence and explain the relevance of the project to industrial, policy and public audiences. Communication will be audience-specific, digitally supported and coordinated across the consortium.

The project website will serve as the principal public information hub and authoritative source of GREENLINE content. It will provide access to project information, news, public deliverables, events, visual materials, videos and contact details. Other communication channels will direct audiences towards the website whenever more detailed information is available.

LinkedIn will be the principal social media channel because of its relevance to the project's industrial, research and policy audiences. It will be used to communicate project progress, partner activities, events, technical developments, publications and relevant industrial decarbonisation topics. YouTube and other appropriate platforms may be used for audiovisual or audience-specific content, while the institutional channels of consortium partners will amplify the reach of GREENLINE publications and announcements.

Press and media engagement will focus on relevant project milestones, including the launch of major technical developments, installation and commissioning activities, industrial demonstrations and validated results. Press releases will be adapted for specialised trade media and, where appropriate, for general media. Visual storytelling through photographs, diagrams, short videos and infographics will be used to make complex technical information easier to understand.

Policy-oriented communication will translate technical results into clear information on industrial decarbonisation, energy efficiency, competitiveness, replication and skills.

Policy briefs and targeted stakeholder outreach will connect GREENLINE results with relevant European and national policy discussions.

Communication activities will follow the maturity of the project. During the initial phase, content will concentrate on the project challenge, objectives, consortium capabilities and expected results. As the project progresses, communication will increasingly address technical development, pilot implementation, stakeholder participation and preliminary findings. During the final phase, emphasis will be placed on validated results, industrial benefits, lessons learnt, replication potential and post-project continuity.

Communication will not operate solely as a one-way broadcasting activity. Stakeholders will be invited to respond through events, surveys, social media interaction, direct consultation and pilot-site activities. Feedback will help the consortium identify information needs, address concerns and improve future content.

All communication will be coordinated by EEIP with contributions from the consortium partners. Partners will provide technical information, visual materials, news and access to their professional networks. Before publication, content will be checked for factual accuracy, confidentiality, intellectual property considerations, data protection, consistency with the GREENLINE identity and compliance with EU visibility requirements.

The Grant Agreement foresees the use of the website, social media, press and media engagement, videos, infographics, policy briefs and public events. It also requires communication to begin from the early stages of the project, be tailored to the relevant audience and acknowledge EU funding.

2.4. Dissemination approach

The GREENLINE dissemination approach is designed to ensure that non-confidential project knowledge and results are made available to stakeholders with the capacity to use, apply, validate, replicate or develop them further. Dissemination will therefore be more technical and targeted than general communication.

Dissemination activities will be organised around two principal streams: scientific dissemination and industrial dissemination.

Scientific dissemination will address researchers, universities, research and technology organisations and specialist scientific networks. The project will disseminate findings relating to metallurgical performance, accelerated thermal cycles, ultra-fast cooling, electric furnace integration, process modelling, microstructural evolution and comparative environmental assessment. The principal instruments will include peer-

reviewed publications, conference presentations, doctoral research and the sharing of suitable non-confidential data and models through trusted repositories such as Zenodo.

Open access and open science principles will be applied in accordance with Horizon Europe requirements, while respecting confidentiality, intellectual property rights and the legitimate commercial interests of consortium partners. Before any result is publicly disclosed, the responsible partners will assess whether it contains sensitive information or requires protection.

Industrial dissemination will focus on forging and casting companies, furnace manufacturers, engineering integrators, steel and alloy suppliers, OEMs, SMEs and sector associations. Its purpose will be to provide practical evidence concerning technical performance, plant integration, material compatibility, energy and emissions performance, operational requirements and potential economic benefits.

Industrial dissemination instruments will include:

- targeted workshops for relevant manufacturing sectors;
- demonstration events at CIE Legazpi and Betsaide;
- technical guidelines and best-practice documents;
- participation in industrial trade fairs and conferences, including relevant events such as GIFA, METEC and EMO;
- webinars designed to reach companies that may not participate in major international events; and
- direct engagement through partner and sector-association networks.

The pilot demonstrations will be particularly important because industrial acceptance depends on evidence obtained under real operating conditions. Demonstration events will combine observation of the GREENLINE process with presentations of technical, environmental and economic findings. They will also provide opportunities to gather feedback from potential adopters and identify barriers to replication.

Dissemination will also be supported through collaboration with related European projects and initiatives, joint workshops, shared communication opportunities and engagement with professional organisations. Where relevant, validated results will be communicated to standardisation bodies to support technical discussions on industrial furnaces, heat treatment, electric heating, ultra-fast cooling and energy efficiency.

Training and knowledge-transfer activities will complement dissemination by converting project results into practical learning resources for operators, maintenance staff, process engineers, students and educators. These activities will support the skills required for future deployment and will extend the usefulness of project knowledge beyond the immediate consortium.

Dissemination will continue beyond the formal end of the project through scientific publications, public repositories, openly available training resources, EEIP's industrial network and continued access to the pilot installations where feasible. This long-term approach is intended to support replication, standardisation and industrial uptake after the conclusion of GREENLINE.

3. GREENLINE Identity

A coherent project identity is essential to ensure that GREENLINE is presented as a single, recognisable European initiative across all communication and dissemination activities. Consistent branding strengthens project recognition, reinforces professional credibility and enables stakeholders to associate individual activities and results with the wider objectives of GREENLINE.

Following the project kick-off meeting held at AZTERLAN's facilities in June 2026, a dedicated *Visual Identity Guidelines* document was developed. The document was circulated to each consortium partner for review and approval. Once the review process had been completed, the approved guidelines and associated visual assets were uploaded to the project SharePoint, where they are accessible to all partners.

The guidelines provide a common framework for the use of the GREENLINE name, logo, project symbol, colour palette, typography and EU funding acknowledgement. They apply to all project-related materials, including deliverables, presentations, publications, websites, social media content, press materials, videos, posters, factsheets, event materials and training resources. Consistent application by all consortium partners will help create a unified and professional representation of GREENLINE throughout the project lifecycle.

3.1. Project branding

The GREENLINE brand has been designed to communicate the project's purpose and value in a clear and consistent manner. Its positioning combines industrial innovation, energy efficiency, electrification and environmental sustainability, reflecting the project's ambition to contribute to the transition towards climate-neutral forging and casting processes.

The brand positioning is based on three principal elements:

Table 3: Brand positioning

Element	GREENLINE positioning
Mission	To accelerate the decarbonisation of Europe's forging and casting industries through innovative in-line heat treatment technologies.
Vision	A climate-neutral metal processing industry powered by energy-efficient electrified manufacturing systems.
Value	To enable manufacturers to reduce energy consumption, CO_2 emissions and production costs while maintaining performance.

These elements provide the strategic basis for the project's external narrative. Communication materials should therefore present GREENLINE as an industrially relevant and technically credible initiative that combines environmental performance with manufacturing efficiency and competitiveness.

The official project name is:

Green Electrified Ultrafast In-Line Heat Treatment for Net-Zero Forging and Casting

The project acronym must always be written as **GREENLINE**, using uppercase letters. Variations such as "Greenline", "GreenLine" or "greenline" must not be used in project communication or dissemination materials. This convention applies to publications, presentations, website content, social media, press releases, event materials and promotional content. Consistent use of the acronym supports recognition and avoids fragmentation of the project identity.

The full project name should be used when GREENLINE is introduced for the first time in formal documents, publications or presentations. The acronym may subsequently be used throughout the remainder of the material. Where partner identities are also displayed, the GREENLINE identity must remain clearly visible and must not be altered or incorporated into another organisation's branding.

The project brand should be applied consistently across both central communication channels managed under WP7 and materials produced independently by consortium partners. Partners should use the approved files available in the project SharePoint rather than recreating, extracting or adapting project assets.

3.2. Visual identity

The GREENLINE visual identity reflects the project's commitment to industrial decarbonisation, energy efficiency and technological innovation in the forging and casting sectors. It combines industrial graphic elements with clean and modern lines to represent the integration of electrified heat treatment technologies into existing manufacturing processes.

The green elements of the visual identity represent sustainability, environmental responsibility and the transition towards net-zero industry. Orange and amber accents represent heat and energy, while the dark industrial tone provides contrast and reinforces the project's technical and manufacturing character.

3.2.1. Logo

The primary GREENLINE logo is the principal visual identifier of the project and should be used whenever possible. It combines the project symbol with the GREENLINE wordmark and is the default option for:

- project deliverables and reports;
- presentations and publications;
- the project website;
- social media content;
- factsheets, brochures and posters;
- event and exhibition materials; and
- other promotional and dissemination outputs.

The primary logo should be reproduced using the approved source files and must remain clearly visible and legible. Its colours, proportions and graphic elements must not be modified.



Figure 1: GREENLINE logo

A horizontal version is available as an approved alternative. In this version, the project symbol is placed to the left of the GREENLINE wordmark. It may be used where horizontal space is available but vertical space is limited, or where the primary stacked version would not fit the layout appropriately. The primary logo remains the preferred option, while the horizontal version should be selected only where it improves readability and overall visual presentation.



Figure 2: Horizontal version logo

Approved alternative versions are also available for use against dark backgrounds. In these versions, white elements replace the darker components of the standard logo to preserve visibility and contrast. Only the colour applications included in the approved guidelines may be used.



Figure 3: GREENLINE logo white version



Figure 4: Horizontal logo white version

3.2.2. Project icon

The GREENLINE project symbol is a standalone graphic element derived from the primary logo. It provides a simplified representation of the project and may be used where the complete logo cannot be displayed effectively.

Appropriate applications include:

- social media profile images and visual assets;
- the project website favicon;
- presentation graphics;
- event and promotional materials; and
- small-format digital applications.



Figure 5: GREENLINE icon

The full-colour icon is the preferred version. Approved monochrome or alternative versions may be used where required to maintain contrast with the background. The icon must not be recoloured, distorted, cropped or otherwise modified.

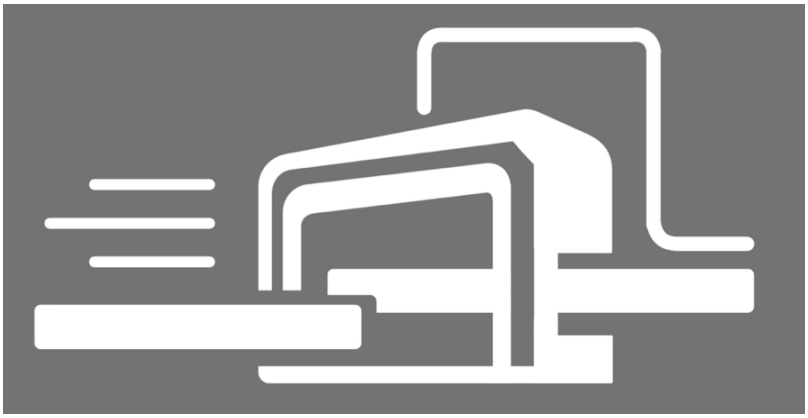


Figure 6: GREENLINE icon white version

3.2.3. Colour palette

The primary GREENLINE colour palette forms the foundation of the project's visual identity:



Figure 7: Primary colour palette

A secondary palette provides additional flexibility for presentations, publications, infographics and digital materials:



Figure 8: Secondary colour palette

Secondary colours should be used as supporting elements and must not dominate the primary project colours. An approved orange-to-amber gradient, combining #FD7400 and #FDB318, may also be used in accordance with the guidelines.



Figure 9: Colour gradient

3.2.4. Typography

Montserrat is the primary GREENLINE typeface. Its modern and highly legible appearance supports the innovative and professional character of the project. Montserrat should be used whenever possible for social media graphics, factsheets, posters, infographics, event materials and other designed content.

Headings should use *Montserrat Bold*, while body text should use the regular Montserrat weight. Where *Montserrat* is unavailable or is incompatible with a particular template or software environment, *Aptos* is the approved alternative. This applies particularly to formal deliverables, PowerPoint presentations and partner-specific document formats. Decorative, condensed or non-approved fonts should be avoided.

The full visual identity system, including approved logo files, icon versions, colours and typography, is maintained in the project SharePoint. Partners should consult the latest approved version before producing or commissioning any GREENLINE communication or dissemination material.

3.3. EU acknowledgement and visibility requirements

All GREENLINE communication and dissemination activities must comply with Article 17.2 of the Horizon Europe Grant Agreement. These requirements take precedence over project branding considerations and apply to all consortium partners.

Communication and dissemination activities related to GREENLINE must acknowledge the support received from the European Union and display the European flag or emblem together with the appropriate funding statement. This requirement applies to media relations, conferences, seminars, publications, brochures, leaflets, posters, presentations, websites, social media content and other electronic or printed materials. It also applies to infrastructure, equipment, vehicles, supplies and major project results funded through the grant.

The official EU emblem must:

- remain distinct and separate from the GREENLINE and partner logos;
- not be modified by adding other text, visual marks or graphic elements;
- not be distorted, recoloured or incorporated into another logo;
- be displayed at least as prominently and visibly as other logos appearing alongside it; and
- be accompanied by the official funding statement, translated into the relevant local language where appropriate.

Partner and project logos may be displayed together with the EU emblem, provided that they are not used to represent or imply EU support. No visual identity other than the EU emblem may be used for the specific purpose of highlighting European Union funding. The emblem may be used without prior approval from the granting authority, but it must not be registered, appropriated or presented as an exclusive project mark.



Figure 10: EU emblem

The official funding statement accompanying the emblem is:

Funded by the European Union

The longer acknowledgement adopted for GREENLINE communication materials is:

This project has received funding from the European Union's HORIZON Innovation Actions programme under grant agreement number 101294375.

This acknowledgement should be included in prominent locations, as appropriate to the format, including website footers, deliverable cover pages, presentation templates, posters, brochures, factsheets, videos and event materials. The approved emblem applications and acknowledgement wording are included in the *Visual Identity Guidelines*.

In addition to the funding acknowledgement, all communication and dissemination activities must use factually accurate information and include the disclaimer required under Article 17.3 of the Grant Agreement. For GREENLINE, the disclaimer should read:

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 the European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.

The disclaimer may be translated into local languages where appropriate, provided that its meaning remains unchanged. It should be incorporated into the relevant project templates and displayed in a manner proportionate to the format and communication channel.

Before undertaking a communication or dissemination activity expected to generate major media impact, the consortium must inform the granting authority. Such notification should be coordinated through the Project Coordinator and completed sufficiently in advance of the proposed activity.

Each partner is responsible for ensuring that materials produced under its responsibility meet these requirements. The approved templates and visual assets stored in the GREENLINE SharePoint are intended to facilitate consistent compliance across the consortium. Failure to fulfil the communication, dissemination and visibility obligations may lead to a reduction of the grant or other measures under the Grant Agreement.

4. Communication Plan

The GREENLINE Communication Plan translates the strategic principles defined in Section 2 into a coordinated set of public-facing activities. Its purpose is to build sustained awareness of the project, explain its industrial and societal relevance, communicate progress and achievements, and direct interested stakeholders towards more detailed project information and results.

EEIP will coordinate the implementation of the Communication Plan, with contributions from all consortium partners. Partners will provide technical information, photographs, news, event details and other relevant material from their respective work packages. They will also amplify GREENLINE content through their institutional and professional networks.

Communication activities began in Month 1 and will continue throughout the project. Their content and intensity will evolve in line with the maturity of the project. During the initial phase, communication will focus on the challenge addressed by GREENLINE, the project concept, the consortium and the expected results. As technical work progresses, the emphasis will shift towards development activities, industrial implementation, demonstrations, validated results and replication potential.

The main communication channels and instruments are the project website, social media, press and media engagement, communication materials and project-related events. Together, these channels will contribute to the contractual targets of at least 20,000 website visits, more than 1,500 social media followers, at least 30 press and media appearances, a minimum of three project videos with more than 5,000 combined views, distribution of policy briefs to at least 50 relevant stakeholders and participation by at least 200 visitors in public events and open days at the pilot sites.

All communication outputs will follow the GREENLINE Visual Identity Guidelines, acknowledge European Union funding and comply with applicable confidentiality, intellectual property, data protection and accessibility requirements.

4.1. Project website

The GREENLINE project website will serve as the principal public information hub and central reference point for external audiences. The domain name **greenline-project.eu** has been registered for the project. Wix will be used as the website-management platform, enabling EEIP to update content directly and respond efficiently to project developments without dependence on external web-development support.

The website will be designed in accordance with the GREENLINE visual identity and provides a clear, responsive and accessible navigation structure. At the time of D7.1 preparation, the main navigation will consist of:

Table 4: Website structure

Website section	Purpose
Home	Provides the principal GREENLINE value proposition. It includes clear calls to action directing visitors towards further project information and the consortium.
About	Explains the industrial challenge, project objectives, proposed technological approach and expected results.
Consortium	Presents the project partners.
Deliverables	Provides access to public project deliverables as they are approved and become available.
News & Media	Hosts project news, milestone updates, event information, media coverage, videos and downloadable communication materials.
Contact	Provides an accessible route for stakeholder enquiries and expressions of interest.

The homepage will communicate the project's central proposition: accelerating net-zero forging and casting through electrified in-line heat treatment. The design will combine a strong industrial image with concise explanatory text and direct links to the project and consortium sections. The website footer will include the EU funding acknowledgement, project information, access to the GREENLINE LinkedIn page and links to the relevant legal and privacy information.

The website will not function solely as a static institutional page. It will develop into a structured repository of public GREENLINE knowledge and communication assets. The Grant Agreement identifies the website as the main public hub for project news, public deliverables, demonstration videos and contact information. It will also host the publicly available e-learning package developed during the project.

EEIP will retain editorial responsibility for the website. Consortium partners will be requested to provide information relating to their activities, results and events in sufficient time for review and publication. Technical content will be verified by the responsible partner or work package leader before publication. Information that may contain confidential, commercially sensitive or protectable results will be reviewed before it is made public.

Website content will follow the following quality principles:

- clear and accessible English;
- accurate and evidence-based statements;
- appropriate adaptation of technical content for non-specialist audiences;
- consistent use of the GREENLINE identity;
- visible acknowledgement of EU funding;
- descriptive headings and logical navigation;
- captions or transcripts for audiovisual materials where appropriate; and
- compliance with applicable privacy, cookie and data-protection requirements.

Website performance will be monitored using the analytical tools available through Wix and Google Analytics 4. The principal indicators will include visits, unique users, page views, traffic sources, geographical distribution and average engagement. These indicators will be reviewed against the project target of at least 20,000 visits over the project lifetime.

4.2. Social media

Social media will support regular communication with GREENLINE's professional audiences and provide a direct route for sharing project updates, promoting website content, engaging stakeholders and amplifying partner activities.

4.2.1. LinkedIn as the primary channel

At the initial stage of the project, LinkedIn is the only active GREENLINE social media channel. This is a deliberate channel-prioritisation decision based on the composition of the project's target audiences. Forging and casting companies, equipment manufacturers, technology providers, researchers, industry associations, policy stakeholders and potential adopters are strongly represented on LinkedIn. Concentrating resources on this platform is therefore expected to provide greater relevance and engagement than maintaining several accounts with fragmented audiences and limited content.

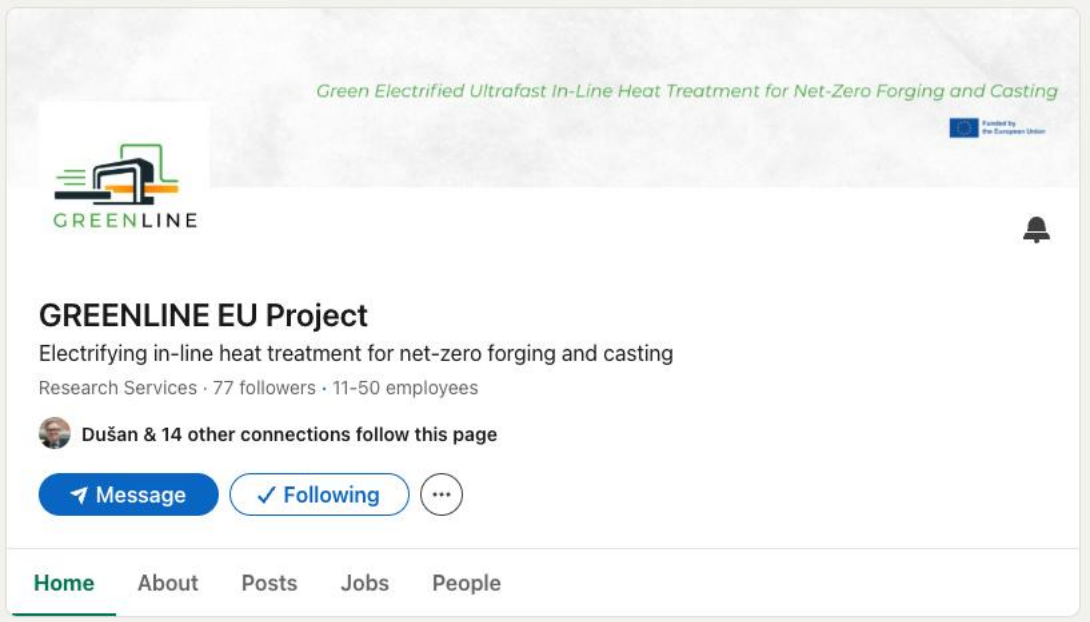


Figure 11: LinkedIn profile

The GREENLINE LinkedIn page was launched on the first day of the kick-off meeting held at AZTERLAN in June 2026. The initial publication announced the start of the project and included a group photograph of the consortium, establishing an early human and collaborative dimension to the project's communication.

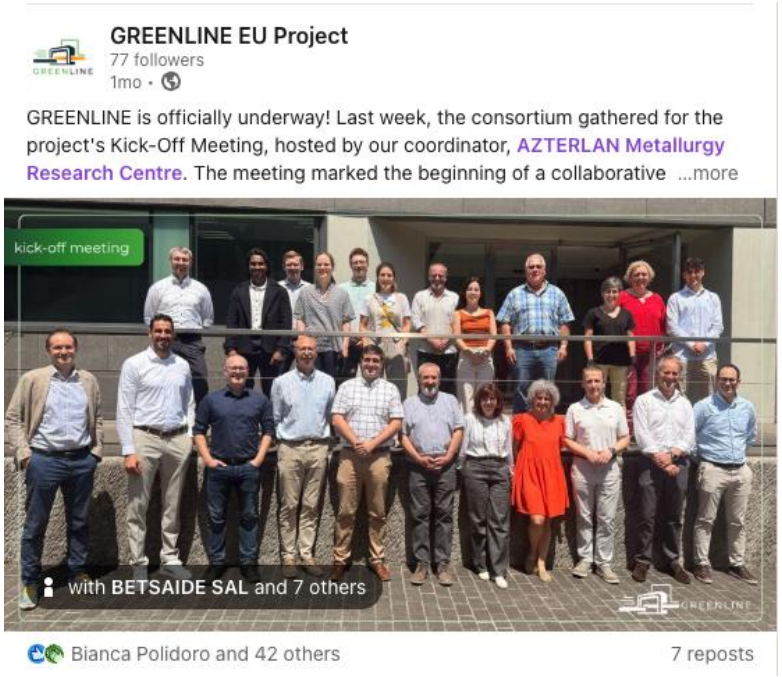


Figure 12: First LinkedIn post

The current focus on LinkedIn does not exclude the future use of additional platforms. The relevance of channels such as Bluesky or other professional networks will be

reviewed during the project. Any decision to establish an additional account will be based on:

- the presence of relevant target audiences;
- a clear and differentiated purpose for the channel;
- the availability of appropriate content;
- the resources required for regular management;
- the potential contribution to project KPIs; and
- evidence obtained from website and LinkedIn analytics.

This approach provides an audience-led interpretation of the broader social media options foreseen in the Grant Agreement while avoiding the creation of inactive or duplicative accounts. The overall contractual objective remains continuous social media activity and a combined target of more than 1,500 followers by the end of the project.

4.2.2. Editorial frequency

During the summer period of 2026, GREENLINE began with an editorial frequency of approximately two LinkedIn posts per week. This initial cadence reflects the lower level of professional activity typically experienced during July and August and allows the project to establish consistent publishing processes.

From September 2026, the planned frequency will increase to three posts per week. Publishing frequency will remain sufficiently flexible to respond to important project developments, relevant external news and event-related opportunities.

A regular presence is important, but quality and relevance will take precedence over volume. Content will not be published solely to meet a numerical schedule where no substantive message is available.

4.2.3. Content pillars

GREENLINE LinkedIn content will be organised around a balanced set of editorial themes:

Table 5: LinkedIn content examples

Content	Examples
Project progress and achievements	Milestones, deliverables, technical progress, installations, validation activities and notable project results.
Consortium and people	Partner profiles, team-member introductions, interviews and explanations of individual roles within GREENLINE.

Technology and project insights	Accessible explanations of in-line heat treatment, ultra-fast cooling, electrified furnaces, materials modelling and industrial validation.
Industry and policy context	Relevant developments in forging, casting, heat treatment, industrial electrification, energy efficiency and European decarbonisation policy.
Engagement content	Polls, questions, informed opinions and invitations for stakeholders to share experience or identify industrial challenges.
Events and opportunities	Event announcements, conference participation, webinars, pilot visits, open days and post-event summaries.
Publications and resources	Website articles, public deliverables, scientific publications, videos, brochures, infographics and training materials.
Behind-the-scenes content	Appropriate visual content from laboratories, industrial facilities, consortium meetings and project activities.

From September 2026, particular attention will be given to presenting the consortium and the professionals involved in GREENLINE. People-centred content is expected to make the project more relatable and stimulate stronger interaction. Its performance will be evaluated through analytics rather than assumed, allowing the editorial approach to be adjusted on the basis of evidence.

Sector news will only be shared where it has a clear connection to the project's objectives or target audiences. GREENLINE will not operate as a general news aggregator. Commentary should add value by explaining why a development is relevant to heat treatment, forging, casting, industrial electrification or net-zero manufacturing.

4.2.4. Content production and visual presentation

Where a LinkedIn post requires a supporting graphic, the visual will be developed using *Canva* and will follow the approved GREENLINE colour palette, typography and logo rules. The European Union emblem and funding acknowledgement will be included where appropriate to the format and nature of the publication. The visual identity guidelines identify social media images and digital assets as core applications of the approved logo and project symbol.

Accessibility considerations will include legible text, sufficient colour contrast, concise captions, alternative text where supported and subtitles for video content.

4.2.5. Scheduling, management and reporting

Buffer is used to manage the GREENLINE LinkedIn editorial calendar, schedule publications and review account performance. This provides a central overview of planned content and supports a consistent publishing rhythm.

A monthly social media report will be prepared and uploaded to the GREENLINE SharePoint. It will be accessible to all partners and will provide a concise summary of the preceding month.

The reports will provide evidence of progress towards the social media KPI and allow the editorial strategy to be adjusted. For example, the balance between technical content, people-focused publications, polls, project news and external sector commentary may be modified according to actual audience response.

EEIP will manage the page and coordinate the editorial calendar. Partners will support amplification by following the project page, engaging with publications, sharing relevant posts and submitting suitable content. Technical questions received through comments or direct messages will be referred to the appropriate consortium partner where necessary.

4.3. Press releases and media

Press and media engagement will extend the reach of GREENLINE beyond its owned channels and strengthen its credibility among industrial, policy and public audiences. The objective is not merely to issue press releases, but to secure relevant and substantive media coverage at key stages of the project.

The Grant Agreement establishes a target of at least 30 press and media appearances across specialised trade publications and general media. This target refers to resulting coverage, interviews, articles or other external media appearances rather than requiring the production of 30 separate press releases.

4.3.1. Media targeting

The media database will be segmented according to subject area, geographical reach and audience. Priority categories will include:

- forging, casting and foundry publications;
- heat-treatment and industrial-furnace media;
- metallurgy and materials-science publications;
- manufacturing and engineering media;
- energy-efficiency and industrial-decarbonisation outlets;

- clean-technology and innovation media;
- European research and Horizon Europe channels;
- relevant regional and national media in partner countries; and
- mainstream media where a milestone has broader societal relevance.

Specialised trade media will be particularly important because they provide direct access to plant managers, engineers, equipment suppliers, technology integrators and potential adopters. General media engagement will focus on milestones that can be explained through a wider narrative concerning industrial decarbonisation, European competitiveness, energy use and cleaner manufacturing.

4.4. Communication materials

GREENLINE communication materials will support consistent project representation across digital channels, meetings, conferences, exhibitions, workshops, pilot visits and public events. Materials will be prepared in formats suitable for both online distribution and physical use.

The initial suite will include:

Table 6: Communication materials

Material	Purpose
Poster	To provide a clear visual overview of the project at conferences, workshops, partner premises and exhibitions.
Flyer	To provide a concise and accessible introduction to GREENLINE, its objectives, concept, partners and expected benefits.
Brochure	To offer a more detailed description of the industrial challenge, project approach, expected results, pilot sites and stakeholder relevance.
Roll-up banner	To ensure visible and consistent project branding at meetings, exhibitions, workshops, demonstrations and other events.
Presentation	To support partners when presenting GREENLINE at external meetings and events.
Videos	To present the project concept, technological development, industrial implementation and final results.

The flyer and brochure will be made available for download from the GREENLINE website. Other suitable materials, such as posters, will also be published online where appropriate. Master files and approved versions will be stored in the project SharePoint for use by consortium partners.

The materials will be developed progressively. Initial editions will explain the project challenge, concept, consortium and expected results. Later editions may be updated to include validated technical evidence, pilot photographs, quantified performance, case studies and lessons learnt. Version control will be applied to prevent outdated materials from remaining in circulation.

Visual materials will comply with the approved GREENLINE identity, including the correct use of the project name, logo, colour palette and typography. The EU emblem, funding acknowledgement and disclaimer will be incorporated according to the applicable format.

The Grant Agreement also foresees a minimum of three project videos with more than 5.000 combined views and the distribution of policy briefs to at least 50 relevant stakeholders. Video content will be embedded or linked through the project website and promoted through LinkedIn, partner channels, events and direct stakeholder outreach.

4.5. Events

Events provide opportunities to combine communication, direct engagement and stakeholder feedback. They enable GREENLINE to present its objectives and progress, build relationships with potential users, demonstrate industrial relevance and create visibility beyond digital channels.

This subsection addresses the communication support associated with events. The more specialised scientific and industrial knowledge-transfer dimension is presented in Section 5, Dissemination Plan.

GREENLINE event-related communication will cover four principal categories:

1. **Project-organised stakeholder events**, including the events foreseen for Months 24 and 36;
2. **Open days and guided visits** at the CIE Legazpi and Betsaide pilot facilities;
3. **Participation in external events**, including conferences, congresses, trade fairs and partner-organised activities; and
4. **Online events**, such as webinars, stakeholder briefings and virtual information sessions.

The Grant Agreement requires at least two stakeholder events, planned for M24 and M36, to present project results and gather feedback. It also establishes a combined target of at least 200 visitors for public events and open days at the two pilot sites. Participation in a major heat-treatment congress is included as a project milestone due by M20.

4.5.1. Event selection

Participation in external events will be prioritised according to:

- relevance to GREENLINE target audiences;
- alignment with current project maturity;
- opportunities to present or demonstrate meaningful content;
- expected industrial, scientific or policy reach;
- potential for stakeholder engagement or media exposure;
- geographical relevance;
- cost and resource requirements; and
- contribution to communication and dissemination KPIs.

Partners will inform EEIP of planned participation in relevant external events. This will allow GREENLINE communication to be coordinated and opportunities for joint representation, website promotion or social media coverage to be identified.

4.5.2. Communication before, during and after events

Each significant event will be supported through a three-stage communication approach.

Before the event, activities may include:

- publication of an event announcement on the website and LinkedIn;
- promotion through partner networks;
- preparation of speaker and exhibition materials;
- targeted invitations to relevant stakeholders;
- media outreach where appropriate;
- registration support; and
- provision of branded visual assets.

During the event, communication may include:

- correct display of the GREENLINE identity and EU acknowledgement;
- live or same-day LinkedIn updates where appropriate;
- distribution of flyers, brochures or other materials;
- QR codes directing participants to online resources;
- collection of stakeholder questions and feedback; and
- documentation of participation and audience reach.

After the event, activities may include:

- publication of a website news item;
- a LinkedIn summary highlighting key messages;
- sharing of approved presentations or materials;

- follow-up communication with interested stakeholders;
- recording of leads, questions and potential collaboration opportunities;
- evaluation of participation and engagement; and
- archiving of evidence for project reporting.

4.5.3. Event evidence and evaluation

For each significant event, the responsible partner will provide appropriate evidence to EEIP. This may include:

- event name, date and location;
- organiser and type of event;
- agenda or programme;
- GREENLINE contribution;
- number and profile of participants;
- presentation or exhibition material;
- photographs, subject to consent;
- relevant media or social media coverage;
- stakeholder feedback;
- enquiries or follow-up opportunities; and
- lessons for future activities.

Event performance will be evaluated not only through attendance, but also through audience relevance, stakeholder interaction, follow-up interest, website visits, social media engagement and potential contribution to future adoption.

5. Dissemination Plan

The GREENLINE Dissemination Plan defines how the knowledge and non-confidential results generated by the project will be shared with stakeholders capable of using, applying, validating or further developing them. Whereas communication activities are intended primarily to raise awareness and explain the wider relevance of the project, dissemination activities will focus on the transfer of scientific, technical and practical knowledge.

Dissemination will take place progressively throughout the project and will reflect the maturity of the results. During the early stages, activities will focus on the project concept, research approach and methodological developments. As technical results become available, dissemination will increasingly address process modelling, ultra-fast cooling, electrified heat treatment, industrial integration and the validation of forged and cast components. The final phase will focus on validated performance, industrial applicability, lessons learnt and replication potential.

All dissemination activities will be coordinated with the partners responsible for the relevant results. Before public disclosure, materials will be reviewed to ensure scientific and technical accuracy and to protect confidential information, intellectual property and legitimate commercial interests. Publicly available outputs will comply with Horizon Europe open science, open-access and EU visibility requirements.

5.1. Scientific publications

Scientific publications will be a principal means of sharing GREENLINE research results with universities, research organisations, materials scientists, metallurgists and process-engineering specialists.

Project partners will prepare peer-reviewed publications addressing the scientific and technical advances achieved during GREENLINE. Potential subjects include thermal and metallurgical modelling, accelerated phase transformations, cooling behaviour, electrified furnace processes, materials performance and the technical and environmental assessment of in-line heat treatment.

Publications will be submitted to reputable journals that are relevant to the subject matter and intended audience. Open access will be provided in accordance with the Grant Agreement and Horizon Europe requirements. Where appropriate, supporting non-confidential data, models or related research outputs may also be made available through recognised repositories.

Each publication will acknowledge European Union funding and identify its connection with GREENLINE. A proportionate internal review process will be applied before submission to verify the accuracy of the information and confirm that publication does not compromise intellectual property protection or the interests of other consortium partners. The Grant Agreement foresees peer-reviewed publications, doctoral research and the sharing of suitable non-confidential models and data as central elements of GREENLINE's scientific dissemination activities.

5.2. Conferences and workshops

GREENLINE results will be presented at relevant scientific and technical conferences, congresses, workshops and seminars. Participation in these events will allow the consortium to reach specialised audiences, exchange knowledge with external experts and receive feedback on the project's methods and findings.

Events will be selected according to their relevance to heat treatment, metallurgy, forging, casting, energy efficiency, industrial electrification and sustainable

manufacturing. The most appropriate partner will represent GREENLINE according to the subject of the event and the expertise required.

Conference contributions may take the form of oral presentations, posters, technical papers, panel discussions or participation in thematic sessions. Project-organised workshops will provide a more interactive format for presenting results, discussing industrial challenges and collecting feedback from researchers, technology providers and potential users.

Only sufficiently mature and approved results will be presented externally. Participation will be documented for monitoring purposes, including the event, audience, format, project contribution and available evidence of reach or engagement.

5.3. Industrial dissemination

Industrial dissemination will ensure that GREENLINE results are presented in a practical and relevant manner to forging and casting companies, furnace manufacturers, system integrators, steel producers, OEMs, SMEs and other potential adopters.

The emphasis will be placed on the information required for future assessment and uptake of the GREENLINE approach. This includes technical performance, product quality, energy use, operational requirements, compatibility with industrial production, potential environmental benefits and considerations relating to implementation and replication.

The principal industrial dissemination formats will include technical workshops, webinars, trade-fair participation, demonstration activities at the pilot sites and the preparation of technical guidelines or best-practice materials. These activities will combine the technical knowledge of the research partners with the operational experience of the industrial partners.

Pilot demonstrations at CIE Legazpi and Betsaide will be particularly important because they will allow stakeholders to examine the technology in an industrial environment and discuss its practical application directly with consortium experts. Industrial feedback gathered through these activities will also support the continued development, exploitation and replication of the GREENLINE results.

The dissemination approach will make use of the networks of EEIP, the project partners and relevant industrial associations in order to reach organisations beyond the immediate consortium. The Grant Agreement identifies workshops, demonstrations, webinars, technical guidance and participation in relevant industrial events as core instruments for this purpose.

5.4. Synergies with other projects and initiatives

GREENLINE will establish structured links with complementary European projects and initiatives in order to maximise knowledge exchange, avoid unnecessary duplication and strengthen the transferability, replication and future uptake of its results. This approach builds upon the general framework already established in the Communication and Dissemination Plan and introduces a more targeted set of projects with which future cooperation may be particularly valuable.

In accordance with Task 7.4 of the Grant Agreement, GREENLINE will actively engage with related Horizon Europe, LIFE and SPIRE/Processes4Planet projects. Cooperation may include joint workshops and webinars, shared dissemination activities, mutual promotion of relevant public results, participation in common events, exchange of non-confidential methodologies and coordinated engagement with industrial, policy and standardisation stakeholders. The identification of relevant projects will also support the technology-watch activities undertaken within Task 1.3.

The first priority will be cooperation with projects funded under the same Horizon Europe topic as GREENLINE: EHEAT, INDTEGRATE and ZEnITh. These projects address complementary approaches to the integration of net-zero technologies into energy-intensive industries, including industrial electrification, waste-heat utilisation, thermal energy management, energy storage, digital modelling and industrial validation. Selected projects funded under the remanufacturing topic of the same 2025 call will also be monitored where their activities are relevant to GREENLINE's automotive value chains, digital modelling, energy and lifecycle assessment, quality assurance, skills development and industrial replication.

Table 7: Synergies with other projects and initiatives

Project and relationship	Main focus	Potential collaboration
EHEAT: GA 101294344; 2026-2030. **Same-topic sister project**	Development of a retrofit-ready industrial electrification platform combining microwave heating, recirculated flue gas, sensing, model-predictive control and digital twins. Demonstrations include aluminium, cement and steel reheating and heat-treatment applications.	Exchange of experience concerning electrified furnace architectures, retrofitting of existing installations, temperature control and uniformity, digital twins, energy and emissions monitoring, operator training and LCA/LCC/techno-economic assessment. Joint dissemination aimed at furnace manufacturers, steel processors and energy-intensive industries would be particularly relevant.

INDTEGRATE: GA 101294637; 2026-2029. **Same-topic sister project**	Integration of Solid Oxide Electrolyser Cells with industrial waste heat, renewable electricity, digital twins and an advanced energy-management system, with validation in the glass and ceramics sectors.	Exchange on residual- and waste-heat utilisation, digital thermal and energy-management models, modular technology integration, industrial pilot methodologies, environmental and economic assessment, workforce skills and barriers to replication in energy-intensive plants.
ZenITh: GA 101294501; 2026-2030. **Same-topic sister project**	Development of a plug-and-play solution combining high-temperature heat pumps, latent thermal-energy storage and an AI-based industrial energy-management system, demonstrated in aluminium manufacturing.	Cooperation on modular integration of net-zero technologies, flexible industrial heat supply, thermal storage, energy-management strategies, industrial-user acceptance, stakeholder co-creation, business-case development and common policy messages concerning the uptake of electrified thermal technologies.
AUTONIX: GA 101294797; 2026-2029. **Related project under the same call**	Development of an AI-enabled physical–digital ecosystem for automotive remanufacturing, covering diagnostics, decision support, energy monitoring, smart disassembly, adaptive processing and industrial demonstrations involving vehicles, engines, gearboxes and batteries.	Joint engagement with automotive OEMs and Tier-1 suppliers; exchange on component-level quality assurance, energy monitoring, industrial data and traceability, circular manufacturing, business models and the communication of lower-carbon manufacturing solutions across automotive supply chains.
RUST2LIFE: GA 101295335; 2026-2029. **Related project under the same call**	Development of an Industry 5.0 remanufacturing blueprint based on interoperable digital twins, human-in-the-loop AI, quality and certification evidence, LCA/LCC, workforce training, business cases and pilot-to-plant replication.	Exchange on digital-twin approaches, lifecycle and cost assessment, certification and quality assurance, role-based training, micro-credentials, standardisation, industrial replication methodologies and the conversion of pilot evidence into credible adoption pathways.

EEIP, in coordination with AZTERLAN and the relevant work package leaders, will maintain contact information for the selected projects and monitor appropriate opportunities for cooperation. Priority will be given to activities that provide clear

technical, dissemination or exploitation value, including joint thematic webinars, cross-participation in demonstration events, exchange of approaches to LCA, LCC and techno-economic assessment, coordinated contributions to policy or standardisation discussions and the sharing of lessons concerning training and industrial replication.

All project-to-project exchanges will respect the applicable confidentiality, intellectual-property and internal approval procedures. The table will be reviewed and updated as the projects progress and as further relevant initiatives are identified. Inclusion in the table indicates potential relevance and does not imply that a formal collaboration has already been agreed.

5.5. Training and knowledge transfer

Training and knowledge transfer will support the longer-term use of GREENLINE results by ensuring that the knowledge generated during the project is converted into practical and accessible learning resources.

Activities will address industrial professionals, operators, process engineers, maintenance personnel, researchers, lecturers and students. Training content will be based on the technical results of the project and may cover the principles of in-line heat treatment, ultra-fast cooling, electrified furnace operation, process integration, materials behaviour and the environmental and economic considerations associated with the GREENLINE approach.

Training will be delivered through a combination of online games, webinars and workshops.

A set of training modules and supporting guidance will be developed during the project. Digital and mobile-accessible formats will be considered in order to extend participation beyond those able to attend physical events. Structured feedback will be collected from participants to improve the materials and assess their relevance to different user groups.

Public training resources will be made available through appropriate project channels and may subsequently be shared with external education and training providers. These activities will contribute to the development of the future learning strategy foreseen under D7.3 and to the project objective of reaching industrial professionals and students beyond the consortium.

6.4 EnerWhizz: proposed mobile-first gamified B2B learning tool

EnerWhizz, a fast-paced, gamified mobile quiz, will transform technically approved GREENLINE modules, tutorials, guidelines and lectures into short mobile quiz experiences for industrial professionals and students. The quiz layer will reinforce and

assess learning, drive users toward deeper resources and gather structured feedback. It will complement, not replace, substantive tutorials, demonstrations and facilitated training.

Table 8: EnerWhizz Operating Framework

Element	Operating approach
Content	Question banks mapped to each module and learning outcome; answer explanation and source link for every item.
Experience	Short mobile sessions, optional missions/challenges, progress feedback and links to full GREENLINE resources.
Validation	Draft by EEIP/content team; technical validation by module lead; IP/confidentiality and visibility checks before release.
Recruitment	QR/deep links from the website, partner channels, webinars, universities, events and pilot visits.
Measurement	Unique learners, starts, completions, accuracy, repeat participation, module coverage, feedback and knowledge improvement.
Governance	Document platform/background ownership, licences, hosting, controller/processor roles, retention and post-project access.

6. Roles and Responsibilities

The effective implementation of the GREENLINE Communication and Dissemination Plan requires clear coordination, active participation by all consortium members and timely information exchange between WP7 and the technical work packages.

WP7 is led by EEIP and runs throughout the full duration of the project. Its purpose is to maximise the scientific, industrial and societal impact of GREENLINE by coordinating communication, dissemination, stakeholder engagement, exploitation-related activities and knowledge transfer. Although EEIP is responsible for the overall coordination of communication and dissemination, all partners are expected to contribute according to their expertise, project responsibilities and access to relevant stakeholder networks.

AZTERLAN, as Project Coordinator, retains responsibility for the overall coordination of GREENLINE and for official communication between the consortium and the granting authority. Close cooperation between EEIP, AZTERLAN, the work package leaders and the partners responsible for individual results will therefore be maintained throughout the project.

6.1. WP7 coordination

EEIP is responsible for coordinating the development, implementation, monitoring and periodic revision of the GREENLINE communication and dissemination strategy.

Its principal responsibilities include:

- coordinating the implementation of the Communication and Dissemination Plan;
- managing the principal project communication channels;
- preparing and maintaining communication materials and templates;
- coordinating the editorial and activity calendar;
- supporting the promotion of project results, publications and events;
- facilitating stakeholder engagement and collaboration with related initiatives;
- monitoring communication and dissemination performance against the agreed KPIs;
- maintaining records and evidence of relevant activities;
- ensuring consistent application of the GREENLINE visual identity and EU visibility requirements; and
- preparing updates and reports on the implementation of communication and dissemination activities.

EEIP will work closely with the relevant work package leaders and technical partners to ensure that published information is accurate, appropriately timed and adapted to the intended audience. It will also coordinate with AZTERLAN where communication concerns major project developments, sensitive matters, official project positions or activities expected to generate significant external attention.

WP7 coordination will be integrated with the wider project-management structure. Communication and dissemination progress, upcoming opportunities and potential risks will be discussed through the relevant project meetings and internal communication channels. This will help ensure that communication activities reflect actual project progress and that relevant results are identified at an appropriate stage.

6.2. Responsibilities of project partners

All GREENLINE partners share responsibility for contributing to the visibility and impact of the project. The Grant Agreement identifies all partners as contributors to the communication and dissemination strategy and its implementation.

Each partner will support communication and dissemination by:

- providing timely information on relevant activities, progress, results and achievements;

- identifying suitable news, events, publications and stakeholder-engagement opportunities;
- contributing photographs, technical information and other supporting materials;
- reviewing content relating to its own work and confirming its technical accuracy;
- promoting approved GREENLINE content through its institutional and professional channels;
- using the approved project identity and communication templates;
- acknowledging European Union funding in accordance with the Grant Agreement;
- respecting confidentiality, intellectual property rights and data-protection requirements; and
- reporting completed activities and providing the evidence required for monitoring.

Partners remain responsible for ensuring that any GREENLINE-related content produced through their own channels is accurate, approved where necessary and consistent with this Plan. Materials should not disclose confidential information or present preliminary expectations as validated project results.

6.3. Internal communication workflow

A simple and proportionate internal workflow will be applied to ensure that GREENLINE content is prepared efficiently while maintaining technical accuracy, consistency and compliance.

The standard workflow will comprise the following stages:

1. **Identification of content or opportunity:** A partner identifies a relevant project development, publication, event, result, media opportunity or stakeholder activity.
2. **Submission of information:** The partner provides EEIP with the necessary information and supporting materials, including the purpose, intended audience, proposed timing and any relevant confidentiality considerations.
3. **Technical and internal review:** The partner responsible for the activity or result verifies the technical accuracy of the proposed content. Where appropriate, the relevant work package leader and AZTERLAN will also be consulted.
4. **Communication preparation:** EEIP adapts the information to the selected channel and audience, applying the GREENLINE tone of voice, visual identity and EU acknowledgement requirements.
5. **Approval and publication:** Once the necessary reviews have been completed, the content is published or distributed through the appropriate project, partner or external channel.
6. **Monitoring and documentation:** The activity and its available results are recorded for KPI monitoring and project reporting. Evidence may include links,

screenshots, publications, participant information, photographs or analytical data.

The level of review will depend on the nature of the material. Routine social media publications and general project updates will follow a streamlined process, while scientific results, press releases, technical claims and potentially sensitive information will require more extensive validation.

The project SharePoint will serve as the central internal repository for approved templates, visual assets, communication materials, reports and supporting evidence. Email and regular project meetings will be used for day-to-day coordination, clarification and approval where appropriate.

This workflow will enable the consortium to maintain a regular communication rhythm while ensuring that external information remains reliable, coherent and aligned with the interests and obligations of GREENLINE.

7. Communication and Dissemination Timeline

Communication and dissemination activities will be implemented throughout the full 36-month duration of GREENLINE and coordinated with the progress of the technical work packages. The timing of activities will reflect the availability and maturity of project information, ensuring that communication begins from the outset while more detailed dissemination takes place as scientific, technical and industrial results become available.

The timeline will follow a phased approach. During the initial stage, priority will be given to establishing the project identity, communication channels and basic information materials. During the middle stage, activities will increasingly focus on technical progress, stakeholder engagement, publications and the preparation of training resources. During the final stage, communication and dissemination will concentrate on validated results, industrial demonstrations, replication potential and the long-term use of GREENLINE knowledge.

WP7 runs from Month 1 to Month 36. Communication and dissemination strategy and implementation activities are continuous throughout this period, while stakeholder engagement intensifies from Month 7 and training and learning activities begin from Month 13. The Grant Agreement also identifies several key communication and dissemination milestones, including an operational project website by Month 4, participation in a major heat-treatment congress by Month 20, and stakeholder events during the later stages of the project.

7.1. Planned activities

The indicative implementation phases are summarised below.

Table 9: Implementation phases

Project period	Main C&D focus
M1-M6: Establishment and project launch	Development of the GREENLINE identity, launch of the website and LinkedIn page, preparation of initial communication materials, presentation of the consortium and introduction of the project objectives and expected impact.
M7-M18: Awareness and early engagement	Regular website and social media communication, promotion of early project progress, initial engagement with industrial and scientific stakeholders, identification of relevant conferences and projects, and preparation of the first dissemination outputs.
M19-M30: Technical development and stakeholder involvement	Increased dissemination of technical progress, participation in conferences and workshops, stakeholder engagement, preparation of training resources, communication around prototype development and promotion of upcoming demonstration activities.
M31-M36: Validation and results amplification	Communication of validated project results, pilot-site activities, final scientific and industrial dissemination, stakeholder events, training and knowledge-transfer activities, policy-oriented content and promotion of replication and future uptake.

This timeline is indicative and will remain sufficiently flexible to respond to changes in technical progress, event schedules, publication opportunities and stakeholder interest. Communication concerning project targets or expected performance will be clearly distinguished from communication concerning results that have been technically validated.

The Communication and Dissemination Plan will also be reviewed during the project to ensure that the proposed activities remain appropriate and that resources are directed towards the most effective channels. D7.1 establishes the initial framework at Month 3, with subsequent review and final reporting stages foreseen during the project.

7.2. Communication calendar

A rolling communication calendar will be maintained by EEIP to coordinate the timing of content, publications, events and partner contributions. The calendar will provide a practical overview of planned activities while allowing sufficient flexibility to incorporate new project developments and external opportunities.

The calendar will include, where relevant:

- website news and updates;
- LinkedIn publications;
- partner and team presentations;
- project milestones and technical achievements;
- scientific publications and conference participation;
- workshops, webinars and stakeholder activities;
- press releases and media opportunities;
- communication-material development;
- training and knowledge-transfer activities; and
- pilot demonstrations and final project events.

The calendar will be reviewed regularly and updated in coordination with the project partners. Short-term social media planning will be managed through Buffer, while the broader communication and dissemination schedule and supporting documents will be made available to the consortium through SharePoint.

Partners will be invited to provide advance notice of relevant results, publications, events and external activities. This will allow sufficient time for content preparation, technical review, approval and coordinated amplification through the GREENLINE and partner channels.

The communication calendar will therefore serve both as an editorial planning tool and as a coordination mechanism between WP7 and the other work packages. Its implementation will be monitored alongside the project KPIs, enabling EEIP to identify communication gaps, avoid unnecessary concentration of activities and maintain a regular and balanced external presence throughout the project.

8. Monitoring and Evaluation

Monitoring and evaluation will ensure that GREENLINE communication and dissemination activities remain effective, measurable and aligned with the project's objectives. The process will assess both the delivery of planned outputs and their ability to reach and engage the relevant target audiences.

EEIP will coordinate the monitoring process, with contributions from all consortium partners. Partners will provide information and supporting evidence relating to publications, events, presentations, media coverage, stakeholder engagement and other activities undertaken through their institutional channels.

The monitoring framework will combine quantitative indicators, such as reach, participation and content production, with qualitative information, including stakeholder relevance, feedback, level of engagement and expressions of interest. This approach will allow the consortium to evaluate not only the volume of activity, but also its quality and potential contribution to the future uptake of GREENLINE results.

8.1. Key Performance Indicators (KPIs)

The principal Key Performance Indicators are derived from the targets established in the GREENLINE Grant Agreement and Description of the Action. They are intended to assess the project's communication reach, scientific dissemination, industrial engagement, policy outreach and public participation throughout the project lifecycle.

For the project website, GREENLINE aims to achieve at least 20.000 visits by the end of the project. Across the active social media channels, the project will seek to build a community of more than 1.500 followers. Press and media activities will aim to generate at least 30 appearances in specialised and general media.

Audiovisual communication will include the production of at least three project videos, with a combined target of more than 5,000 views. Policy-oriented dissemination will include the preparation and distribution of policy briefs to at least 50 relevant stakeholders.

Scientific dissemination activities will aim to generate at least 10 peer-reviewed publications and 20 conference presentations. The project also foresees two to three doctoral theses drawing on GREENLINE results.

Industrial dissemination will seek to reach more than 1.000 relevant industrial stakeholders and involve more than 100 participants in targeted workshops. Demonstrations, open days and guided visits at the pilot sites will aim to attract at least 200 visitors over the course of the project.

These figures represent minimum project-level targets. Additional indicators will also be monitored where relevant, including website engagement, social media interactions, material downloads, event participation, stakeholder feedback, partner amplification, enquiries and expressions of interest.

Training and knowledge-transfer indicators will be monitored in coordination with Task 7.5 and the Future Learning Strategy. These indicators will consider the development and use of training materials, participation in learning activities, integration into academic or professional settings and feedback on the relevance and quality of the resources provided.

Clear and consistent counting rules will be applied to minimise duplication and ensure reliable reporting. Where a stakeholder participates in several activities, this may be recorded separately for activity-level monitoring while being appropriately identified when assessing the overall number of individual stakeholders reached.

8.2. Monitoring methodology

A central monitoring register will be maintained by EEIP and made available through the project SharePoint. This register will provide a consolidated overview of the activities completed, the audiences reached, the evidence collected and progress against the relevant targets.

Information will be gathered from several sources:

- website analytics;
- LinkedIn and Buffer analytics;
- records of publications and conference contributions;
- media monitoring;
- event registrations and attendance records;
- downloads and views of communication materials;
- partner activity reports;
- stakeholder enquiries and feedback; and
- surveys or evaluation forms used during workshops, demonstrations and training activities.

The monitoring frequency will depend on the channel concerned. Social media performance will be reviewed monthly, while website, media, publication and event indicators will be consolidated periodically. Significant activities will be recorded shortly after completion to ensure that evidence is retained and accurately reported.

Supporting documentation may include links, screenshots, analytical reports, publications, event programmes, presentations, photographs and participant information. Personal data will be collected only where necessary and managed in accordance with applicable data-protection requirements.

Quantitative data will be complemented by a qualitative assessment of:

- the relevance of the audiences reached;

- the level and quality of stakeholder interaction;
- recurring questions or information needs;
- interest in technical workshops or pilot visits;
- potential collaboration and replication opportunities; and
- stakeholder perceptions of the project's value and industrial relevance.

This combination will provide a more meaningful assessment than output figures alone and will help determine whether communication and dissemination activities are supporting GREENLINE's wider impact objectives.

8.3. Reporting and continuous improvement

Communication and dissemination performance will be reviewed throughout the project rather than assessed only at its conclusion.

A monthly social media report will summarise LinkedIn performance, including content published, audience growth, engagement and the strongest-performing themes. Broader communication and dissemination progress will be consolidated through the WP7 monitoring framework and discussed with the consortium at appropriate project meetings.

Partners will report relevant activities and provide supporting evidence to EEIP. The information collected will contribute to internal project monitoring, periodic reporting and the preparation of subsequent versions of the Communication and Dissemination Plan.

Where performance is below expectations, corrective measures may include:

- revising the content mix or publishing frequency;
- adapting messages to particular audiences;
- increasing coordinated amplification by consortium partners;
- prioritising the channels generating the greatest value;
- adjusting event selection or stakeholder outreach;
- developing more accessible or visually engaging formats; and
- strengthening links between communication activities and technical project milestones.

The strategy will be reviewed at the main reporting stages, including the planned update at Month 18 and the final assessment at Month 36. These reviews will consider progress against the KPIs, stakeholder feedback, channel performance, changes in project maturity and the availability of validated results. D7.1 is a public WP7 deliverable led by EEIP, with the initial formal submission scheduled for Month 3.

9. Conclusions

This Communication and Dissemination Plan establishes the initial framework for promoting GREENLINE and transferring its knowledge and results to the audiences that can benefit from, influence or apply them.

The Plan defines the project's target audiences, principal messages, communication and dissemination approaches, visual identity, channels, responsibilities, indicative timeline and monitoring framework. It provides the consortium with a common basis for presenting GREENLINE consistently and professionally while ensuring compliance with the communication, dissemination and visibility obligations of the Grant Agreement.

At the time of preparation of this initial Plan, the main communication foundations have been established. These include the GREENLINE visual identity, the project website, the LinkedIn page and the internal tools required to coordinate communication activities and monitor their performance. These resources will be expanded as the project progresses and as new scientific, technical and industrial results become available.

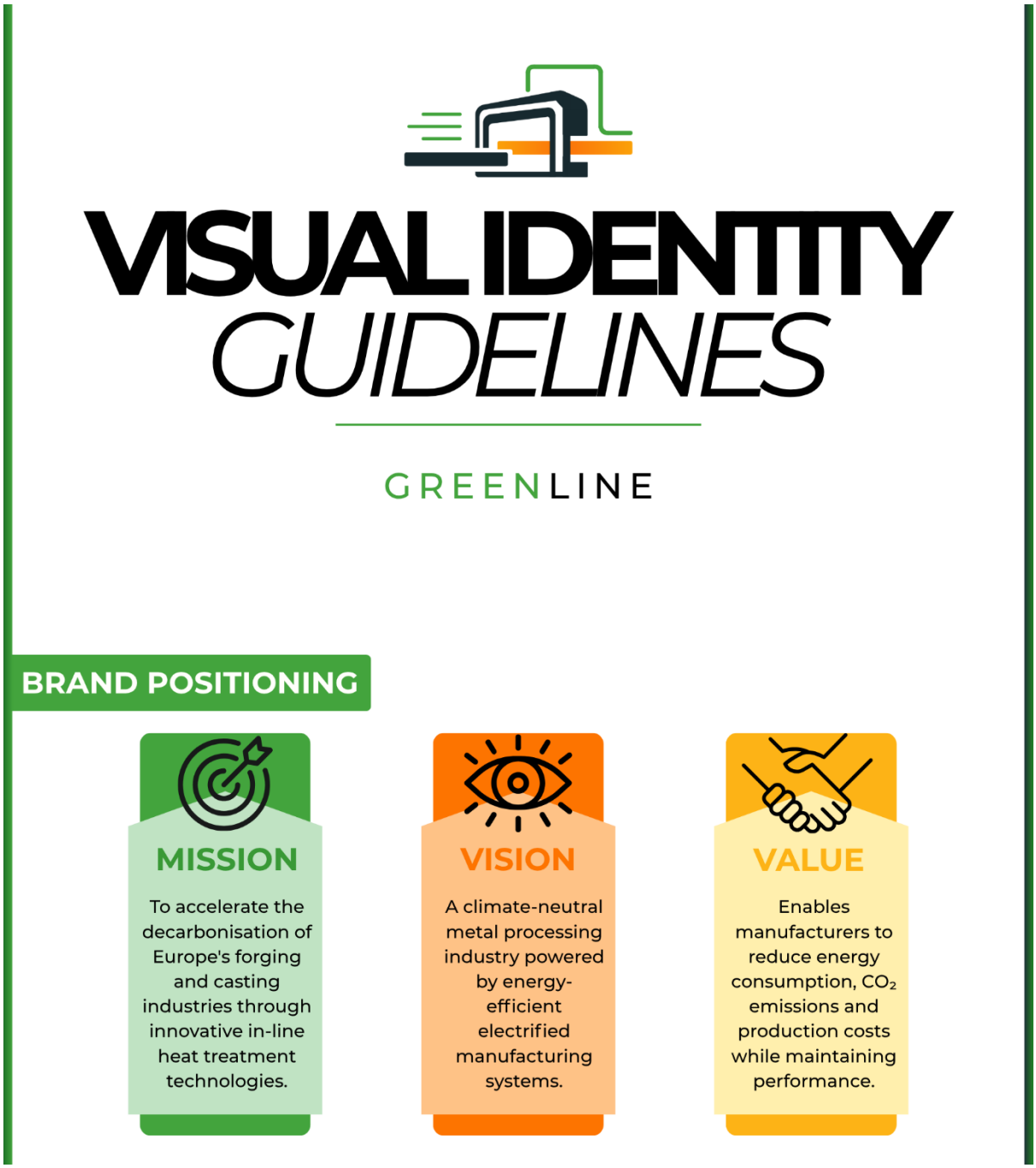
The communication and dissemination strategy will evolve in parallel with the project. Early activities will continue to build awareness and explain the project concept, while later activities will increasingly focus on technical progress, industrial demonstrations, validated results, knowledge transfer and replication potential.

Successful implementation will depend on regular cooperation between EEIP, AZTERLAN, the work package leaders and all consortium partners. Timely contributions, coordinated amplification and careful review of project information will be necessary to maintain an active and credible external presence.

This document should therefore be understood as a living plan. Its effectiveness will be assessed through the monitoring framework, and its activities will be adapted where necessary to ensure that GREENLINE reaches relevant stakeholders and supports the project's intended scientific, industrial and societal impact. WP7 remains active throughout the 36-month project and provides the framework for continued communication, dissemination, stakeholder engagement and knowledge transfer.

Annexes

Annex A: GREENLINE Visual Identity Guidelines



VISUAL IDENTITY

The GREENLINE visual identity reflects the project's commitment to industrial decarbonisation, energy efficiency, and technological innovation in the forging and casting sectors.

The logo combines industrial elements with clean, modern lines to represent the integration of electrified heat treatment technologies into manufacturing processes. The green colour palette symbolises sustainability, environmental responsibility, and the transition towards net-zero industry, while the orange accents represent heat and energy.

The visual identity has been designed to ensure a consistent and professional representation of GREENLINE across all communication materials, digital platforms, events, publications, and dissemination activities.

All project partners are encouraged to apply these guidelines consistently to strengthen recognition of the GREENLINE brand and maximise the visibility of project results throughout the project lifecycle.

BRAND NAME USAGE

GREENLINE should always be written in **uppercase** letters in all communication and dissemination materials, including publications, presentations, websites, social media, press releases, and promotional content.

The project name must appear as **GREENLINE** and should not be written as Greenline, GreenLine, greenline, or any other variation.

Consistent use of the uppercase format strengthens brand recognition and ensures a unified visual identity across all project communications.

Correct: GREENLINE
Incorrect: Greenline, GreenLine, greenline

MAIN LOGO

The GREENLINE primary logo is the principal visual identifier of the project and should be used whenever possible across all communication and dissemination materials.

The logo combines the project symbol with the GREENLINE wordmark, creating a clear and recognisable representation of the project's mission: advancing sustainable, electrified, and energy-efficient heat treatment processes for the forging and casting industries.

This version of the logo should be considered the **default option** for presentations, reports, publications, websites, promotional materials, and social media communications. It ensures strong brand recognition and consistent visibility throughout the project duration.



LOGO VARIATIONS – HORIZONTAL VERSION

The horizontal version of the GREENLINE logo is an approved alternative to the primary logo. In this configuration, the symbol is positioned to the left of the wordmark, creating a more compact and adaptable layout.

This version should be used when horizontal space is available but vertical space is limited, or when the primary stacked logo does not fit optimally within the design. The horizontal logo maintains the same visual identity, recognisability, and brand integrity as the primary version.

Whenever possible, the primary logo should remain the preferred option. The horizontal version should be used only when it improves readability, layout consistency, or overall visual presentation.



LOGO VARIATIONS – COLOUR APPLICATIONS

For dark backgrounds, approved alternative versions are available to maintain readability and visual impact. In these cases, white elements replace dark components. Only the approved logo variations presented in these guidelines may be used. Colours, proportions, and graphic elements must not be modified.





PROJECT ICON / SYMBOL

The GREENLINE symbol is a standalone graphic element derived from the primary logo. It represents the project's focus on innovative, energy-efficient, and sustainable industrial heat treatment processes.

The icon may be used independently when space is limited or when a simplified visual representation is required. While the primary logo remains the preferred identifier of the project, the symbol provides a flexible alternative for digital and promotional applications.

The standalone icon should always be used in its approved versions and colours to ensure consistency and maintain the recognisability of the GREENLINE brand.

Typical applications include social media images, website favicons, presentation graphics, promotional merchandise, event materials, and visual assets where the full logo cannot be displayed effectively.



ICON VARIATIONS

The full-colour icon is the preferred version and should be used whenever possible. An alternative versions have been developed to maintain visibility, contrast, and consistency across both digital and printed materials.

When using the standalone symbol, only the approved colour variations presented in these guidelines may be applied. The icon must not be recoloured, distorted, or modified in any way.

The selected version should always provide sufficient contrast with the background and preserve the visual integrity of the GREENLINE brand.



COLOUR PALETTE

The GREENLINE colour palette has been carefully selected to reflect the project's core values of sustainability, innovation, energy efficiency, and industrial transformation.

The **primary colours** form the foundation of the GREENLINE visual identity and should be used consistently across all communication and dissemination materials.

The **secondary palette** complements the primary colours and provides additional flexibility for presentations, publications, infographics, digital content, and promotional materials. These colours should be used as supporting elements and should never dominate the primary brand colours.

Consistent use of the approved colour palette helps strengthen brand recognition and ensures a coherent visual identity across all GREENLINE communications.

Primary Palette

#1d2e36	#237a2a	#43a43d	#fd7400	#fdb318

Secondary Palette

#cbcbcb	#c0e3c3	#fec286	#ffefad	#aa8963

Gradient

Circular gradient at 50% #fd7400; 50% #fdb318

TYPOGRAPHY

GREENLINE uses **Montserrat** as its primary typeface across communication and dissemination materials. The font's modern, clean, and highly legible design reflects the project's innovative and professional character while ensuring consistency across digital channels.

Montserrat should be used whenever possible, particularly for social media content, visual assets, factsheets, posters, infographics, and materials developed in **Canva**.

In situations where **Montserrat is not available**, such as certain deliverable templates, PowerPoint presentations, or partner-specific document formats, **Aptos** should be used as the approved alternative typeface. Aptos provides a similar modern appearance while ensuring compatibility across different software environments.

To maintain a consistent visual identity, headings should use Montserrat Bold (or Aptos Bold when necessary), while body text should use the regular font weight. The use of decorative, condensed, or non-approved fonts should be avoided.



EU Visibility

Article 17.2 of the Horizon Europe grant agreement: Visibility - European flag and funding statement.

Communication activities, dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant **must acknowledge EU support** and display the European flag (emblem) and funding statement (translated into local languages, where appropriate).

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.





Funded by
the European Union

This project has received funding from the European Union's HORIZON Innovation Actions programme under grant agreement number 101294375 .

Annex I: Visual identity guidelines

Annex B: Social Media Monthly Report



JULY 2026

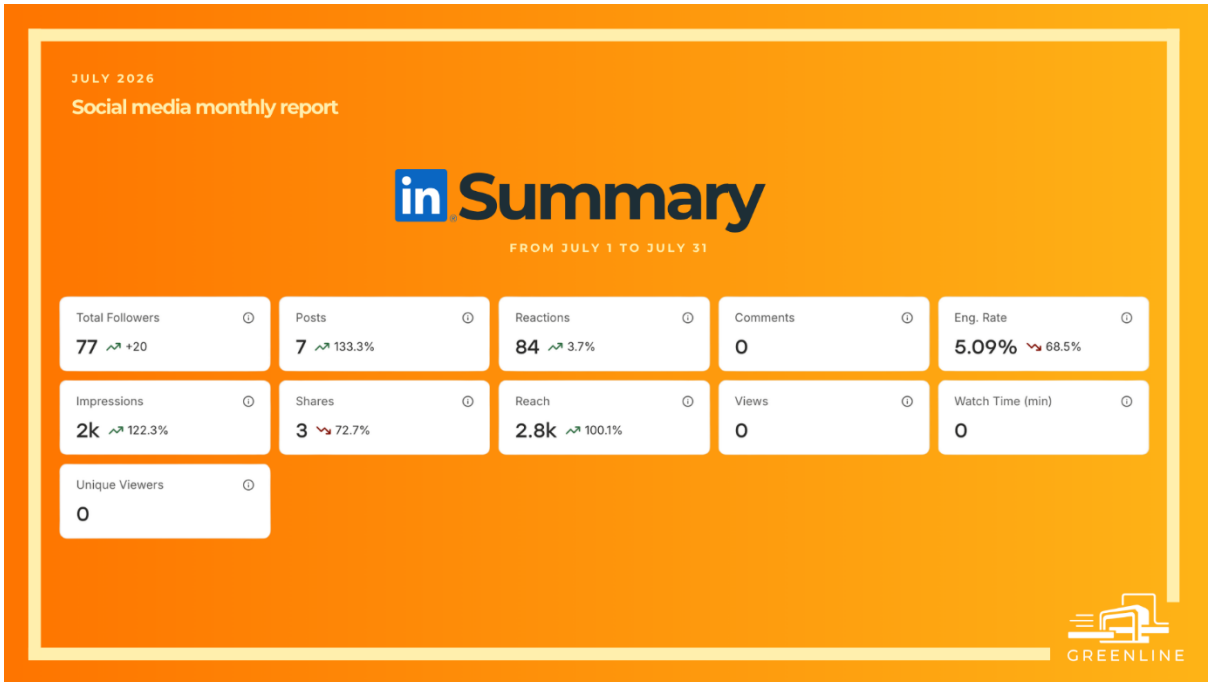
Social media monthly report

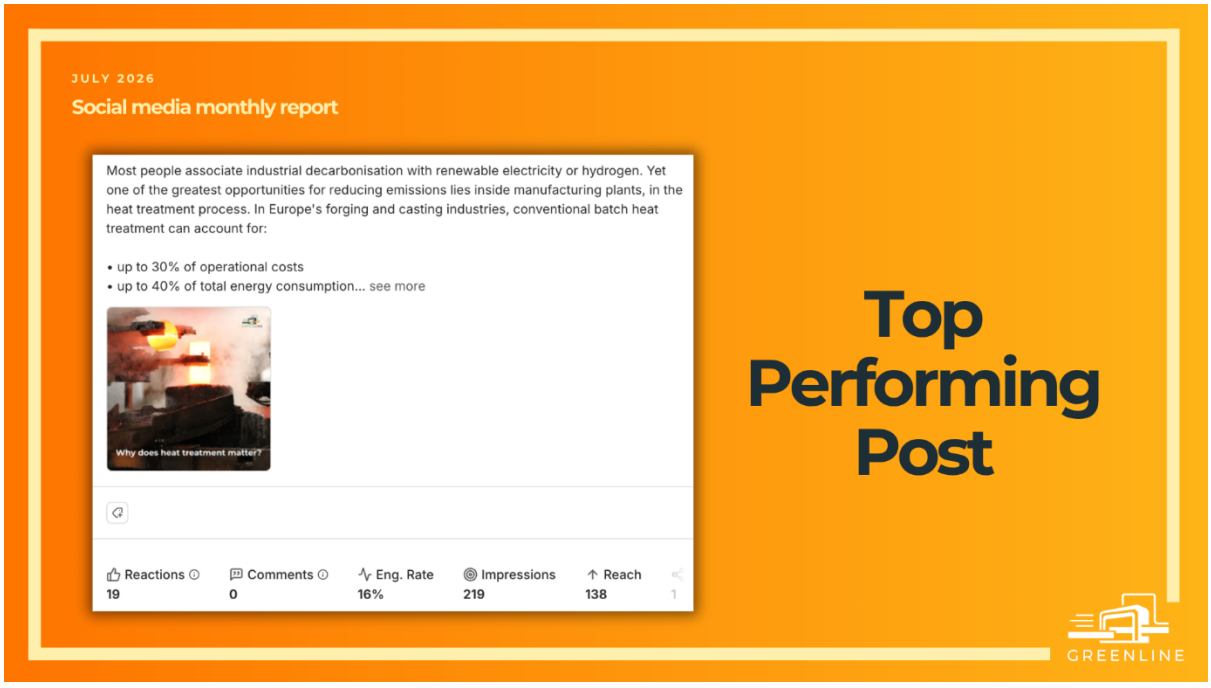
This monthly report provides a structured assessment of the performance of the GREENLINE **LinkedIn** page over time. It is designed to monitor key performance indicators, identify audience engagement trends and evaluate the effectiveness of the project's communication and dissemination activities on its primary social media platform.

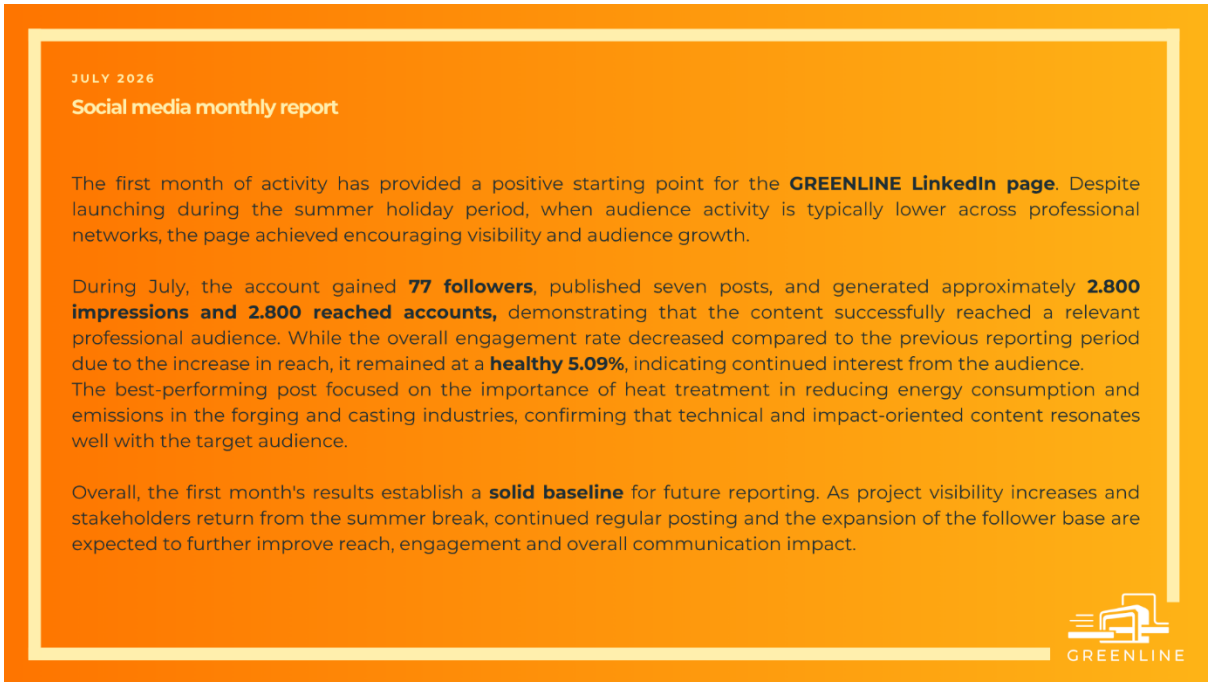
The report supports the objectives of Work Package 7 by providing evidence-based insights that can guide future communication decisions, optimise content planning and maximise the impact of GREENLINE's digital outreach. Through regular performance monitoring, it enables the consortium to assess progress against communication objectives and continuously refine its LinkedIn strategy.

As the project's main social media channel, LinkedIn plays a central role in increasing the visibility of GREENLINE, engaging relevant stakeholders and disseminating project developments and achievements. Together with the project website, it serves as a key communication tool to reach professionals from the forging and casting industries, researchers, policymakers, technology providers and the wider community interested in industrial decarbonisation and energy-efficient manufacturing.

GREENLINE


JULY 2026
Social media monthly report
Summary
FROM JULY 1 TO JULY 31
Total Followers 77 +20
Posts 7 133.3%
Reactions 84 3.7%
Comments 0
Eng. Rate 5.09% 68.5%
Impressions 2k 122.3%
Shares 3 72.7%
Reach 2.8k 100.1%
Views 0
Watch Time (min) 0
Unique Viewers 0
GREENLINE


JULY 2026
Social media monthly report
Most people associate industrial decarbonisation with renewable electricity or hydrogen. Yet one of the greatest opportunities for reducing emissions lies inside manufacturing plants, in the heat treatment process. In Europe's forging and casting industries, conventional batch heat treatment can account for:
• up to 30% of operational costs
• up to 40% of total energy consumption... see more
Why does heat treatment matter?
Reactions 19
Comments 0
Eng. Rate 16%
Impressions 219
Reach 138
Top Performing Post
GREENLINE



JULY 2026

Social media monthly report

The first month of activity has provided a positive starting point for the **GREENLINE LinkedIn page**. Despite launching during the summer holiday period, when audience activity is typically lower across professional networks, the page achieved encouraging visibility and audience growth.

During July, the account gained **77 followers**, published seven posts, and generated approximately **2.800 impressions and 2.800 reached accounts,** demonstrating that the content successfully reached a relevant professional audience. While the overall engagement rate decreased compared to the previous reporting period due to the increase in reach, it remained at a **healthy 5.09%**, indicating continued interest from the audience.
The best-performing post focused on the importance of heat treatment in reducing energy consumption and emissions in the forging and casting industries, confirming that technical and impact-oriented content resonates well with the target audience.

Overall, the first month's results establish a **solid baseline** for future reporting. As project visibility increases and stakeholders return from the summer break, continued regular posting and the expansion of the follower base are expected to further improve reach, engagement and overall communication impact.

GREENLINE

Annex II: Social Media Monthly Report