MOJITO - DECARBONIZED LIME PRODUCTION THROUGH ENHANCED JOINT DIELECTRIC HEATING AND WASTE CARBONACEOUS MATERIAL ADDITION

HORIZON-EIC-2024-PATHFINDERCHALLENGES-01-02 - GRANT AGREEMENT NUMBER: 101221957

Deliverable D5.2:

Plan for Dissemination and Communication Activities

Dissemination Level		
PU	Public	*x*
SEN	Sensitive, limited under the conditions of the Grant Agreement	

Document Type		
R	Document, report (excluding the periodic and final reports)	*x*
DEM	Demonstrator, pilot, prototype, plan designs	
DEC	Websites, patents filing, press & media actions, videos, etc.	
DATA	Data sets, microdata, etc.	
DMP	Data management plan	
ETHICS	Deliverables related to ethics issues.	
SECURITY	Deliverables related to security issues	
OTHER	Software, technical diagram, algorithms, models, etc.	

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General Information

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Project website: https://www.mojito-project.eu/

MOJITO consortium

Short	Beneficiary	Role
UNIBO	Alma Mater Studiorum – Università di Bologna	CO
FRA	Fraunhofer UMSICHT	BEN

CO…Coordinator, BEN…Beneficiary, AP…Associated Partner

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Scheduled Plan for Dissemination and Communication Activities Updates

The Plan for Dissemination and Communication Activities is a document that evolves during the lifespan of the project and registers all relevant changes in the life-cycle. Updated versions of the deliverable have already been planned (see table below). Moreover, this document will be updated whenever important changes occur.

Issue	Expected by project month (M)
Initial Plan (deliverable D5.2)	M6
Final Plan (deliverable D5.4)	M36

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Executive Summary

A comprehensive Dissemination, and Communication (D&C) plan is fundamental to ensuring maximum impact of the MOJITO project by supporting the outputs from the project (e.g.: deliverables and data). Identifying target audiences and creating tailored information to engage and share with these audiences will put the necessary steps and actions in place to facilitate the future (post-project) maturation of the technology.

For the purposes of this deliverable at this early stage in the project, this document is a first draft of the intentions for D&C and the anticipated routes that will be taken to maximise impact. This plan is a living document and will be updated and amended as new information and data is acquired, with further report and planning updates on D&C activities delivered at Months 36 (D5.4).

Both Partners, and research units within, are expected to contribute to C&D activities. They will be involved in more detailed annual planning (e.g.: see Gantt chart in Annex 1) where they will input into required digital media for the project including giving feedback on media layout (e.g.: flyers and posters), video storyboards, social media strategy and posting, and content for (e.g.: articles and blogs) and upgrades to the project website. Partners will also identify relevant conferences, scientific journals, and trade/industry magazines to contribute to via articles, presentations, and papers. A log will be kept via the project SharePoint of all publications so these can be reported to Commission via the Portal as part of the periodic reporting activity.

1 Introduction

1.1 Main Purpose

A comprehensive Dissemination and Communication (D&C) plan is fundamental to ensuring maximum impact of the MOJITO project by supporting the outputs from the project. Identifying target audiences and creating tailored information to engage and share with these audiences will put the necessary steps and actions in place to facilitate the future (post-project) maturation of the technology to pre-commercial scale and, ultimately, to full commercial implementation.
For the purposes of this deliverable at this early stage in the project, this document is a first draft of the intentions for D&C and the anticipated routes that will be taken to maximise it. This plan is a living document and will be updated and amended as new information and data is acquired, with a further report and planning update on D&C activities delivered at Months 36 (D5.4).

1.2 Contributions of Partners & Responsibilities

WP5 is led by UNIBO with extensive support from Fraunhofer (primarily for exploitation, Task 5.4). This Work Package is also strongly dependent and interrelated to WP6-Task 6.3 “Implementation of portfolio dissemination and communication activities”. The relationship of the Work Packages within MOJITO is shown in Figure 1. Work Package 5 overarches all the project activities on dissemination and communication.

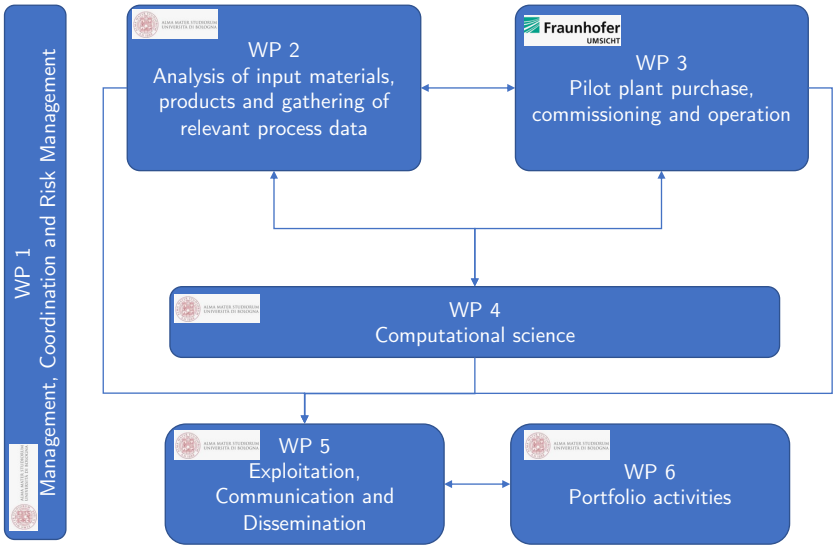

Figure 1. Pert chart showing interaction between MOJITO Work Packages.

As foreseen in the budget attached to the proposal, UNIBO has opened a subcontract with CIFLA (Centro per l’Innovazione Fondazione Flaminia, Via Alfredo Baccarini, 27, 48121 Ravenna, Italy) for the support in implementing the D&C Plan. The subcontractor has been following the UNIBO acquisition procedure, in accordance with Legislative Decree No. 36 of 31 March 2023 (Public Procurement Code), implementing Article 1 of Law No. 78 of 21 June 2022, as subsequently amended and supplemented by Legislative Decree No. 209 of 31 December 2024. The application of this regulatory framework has required additional time to complete the procurement steps, including the definition and consolidation of the technical specifications. The

contract has been signed on March 11th, 2026, with a 60-days provision for the realisation of the related deliverables. CIFLA contributed to the drafting of this document.
The leader of WP5, Alessia Alcantarini (UNIBO), will act as D&C Officer for the project with input and support from the Coordinator and Beneficiaries. Alessia Alcantarini will oversee the D&C strategy for the project and coordinate the related activities.
All partners are expected to contribute to D&C activities. They will be involved in more detailed annual planning (e.g.: see Gantt chart in Annex 1) where they will input into required digital media for the project including giving feedback on media layout (e.g.: flyers and posters), video storyboards, social media strategy and posting, and content for (e.g.: articles and blogs) and upgrades to the project website. Partners will also identify relevant conferences, scientific journals, and trade/industry magazines to contribute to via articles, presentations, and papers. A log will be kept via the project SharePoint of all publications so these can be reported to EIC via the Portal as part of the periodic reporting activity.

2 Objectives

The Work Package 5 general objective is to deliver the dissemination and communication strategy in order to raise the profile of the MOJITO process and secure political buy-in concerning D&C.
These objectives will be achieved through the following tasks:

- **Task 5.1:** Plan for dissemination including communication activities (led by UNIBO) [M1-M6]
- **Task 5.2:** Communication activities (led by UNIBO) [M1-M36]
- **Task 5.3:** Dissemination of project results (led by UNIBO) [M1-M36]

These tasks are associated with the four primary deliverables of the project, namely:

- **Deliverable 5.1** Website, project logo and social media [M2]
- **Deliverable 5.2** Plan for Dissemination and Communication Activities [M6]
- **Deliverable 5.4** Final version of the Plan for Dissemination and Communication Activities [36]

The objectives and impacts will be achieved by delivering the D&C plans, with initial activities shown in Annex 1. This high-level plan, which will be updated annually, is accompanied by a more granular short-term plan that will cover a 6–12-month period in the project (see also Annex 1).

3 Communication Plan

3.1 Target Groups and Audiences

The objectives and important outcomes of MOJITO will be communicated and disseminated freely (after IP protection when required) to inform target audiences of the scientific, economic, and social value of MOJITO.

The more specific D&C objectives are summarised in Table 1.

Table 1. D&C specific objectives.

Dissemination objectives (DO)	Communication objectives (CO)
DO1: To diffuse the technological results and the scientific advancement generated by the project beyond the consortium	CO1: To create awareness of the project and the value of the results among the potential key target audiences and the general public

DO2: To maximize the project visibility in the specified target audiences through the appropriately defined key messages	CO2: To prepare material to provide the general public with a clear view of project concept and MOJITO solutions
DO3: To establish synergies and contacts with similar and complementary projects for exchange of knowledge and innovation, and information related to policy	CO3: To prepare the ground for the project results be exploited by increasing public awareness and acceptance
DO4: To attract potential users, stakeholders and highlight to the appropriate market segments	CO4: To support the dissemination activities of the project
DO5: To initiate the development of further research on the domain and develop outcomes in new initiatives	CO5: To familiarize the general public with EIC projects and their impact to EU economy and society

The following generic target audiences have been identified:

- **The general public**: To inform them about the MOJITO technologies and the importance of advanced energy use in lime production.
- **The research and innovation community**: To establish organisations with a particular focus on research in lime production.
- **Policymakers and standards bodies**: To support the necessary standardisation of processes to allow regulated application.

In general terms we can break down the types of engagement for each target audience as per Table 2.

Table 2. MOJITO target audiences.

Type	Target Groups	Tools	Type of Engagement
Project media creation and distribution	Researchers. Policy and standards. General public.	**Project Corporate Identity:** Logo and identity, MS Office templates used as a common public identity for all management, communication and dissemination activities. The project logo will be implemented on all media.	**Material:** Project leaflet, promotional flyers for target stakeholders, additional promotional flyers for open events, scientific posters, project roll-up, project newsletters highlighting key results.
Digital media and social platforms	Researchers. Policy and standards. General public.	**A public website** integrated with MOJITO activities, including informative content, news and events, video animations, and integrated social media accounts. The project will map appropriate communication channels, individuals and organisations, user communities to include in the MOJITO network.	**Material:** Digital awareness campaigns, events and networks to help redirect to the website where data and information can be accessed. Regular social media activity will also help to generate followers.

Scientific and technical publications	Researchers. Industry and SME.	**Scientific papers** will be published to inform scientific communities and potential users about MOJITO achievements. Publications will be through high-ranking, peer-reviewed multidisciplinary journals and more specialised peer-reviewed international journals. Technical papers and application specific results will be published in trade journals and media, targeting end user groups. All publications will be available via open access channels, gold open access will the default standard unless data and/or IP prevents this	**Material:** social media campaigns alerting target groups to new publications.
Conferences, Workshops, Trade fairs, Symposia	Researchers. Policy and standards. General public	The consortium will define important international conferences to be attended by its members to present the latest achievements, to discuss progress, developments and challenges in this field, and to find new industrial partners.	**Material:** Project leaflets, factsheets, promotional flyers, scientific posters, promo roll-up, newsletter on final results.
Press and Media	Researchers. General public	Press releases will be made at relevant points in the project such as interim results and key achievement, or for activities and events. Additionally, press and media representative will be invited to the final project PR event.	**Material:** press releases (EN), press released translated by beneficiaries

Table 2 is purposely generic because specificity will be added as part of the D&C activities within the first year of the project. Meetings will be held between partners to discuss key conferences to attend, contacts they have that could support dissemination and communication activities, other related projects, and relevant policy and standards bodies.

3.2 Maximising reach through portfolio activities

MOJITO is participating to the portfolio “Towards cement and concrete as a carbon sink“, which includes also the following projects:

- CILANTRO (https://cordis.europa.eu/project/id/101223262)
- CONCERTO (https://cordis.europa.eu/project/id/101223335)
- C-SINK (https://cordis.europa.eu/project/id/101223135)
- ECO-SLAG-CEM (https://cordis.europa.eu/project/id/101221259)
- X-SeeO2 (https://cordis.europa.eu/project/id/101220926)

MOJITO will help design and will participate in outreach events (e.g., stakeholder matchmaking, industry trade fairs) at the portfolio level to facilitate connection with stakeholders and to showcase the technologies under development. Meetings could be restricted to portfolio beneficiaries (e.g., to discuss the progress of the portfolio as a whole) or could involve external participants (e.g., to facilitate successful completion of shared objectives by interaction with regulatory entities). Early-on common and continuous engagement with strategic AEC sector

stakeholders to raise awareness of the possibility to reduce emissions by reducing and changing traditional build materials with computational design and digitalized fabrication is foreseen.

3.3 MOJITO Branding

It is important that the project creates a strong identity that stakeholders can recognise and trust as well as D&C activities are implemented regularly to maintain awareness and interest.
At the outset of the project, MOJITO branding was conceptualised by a graphic designer working for UNIBO. A colour palette was put together and complementary fonts selected. Several versions of the logo were developed, and the favourite was chosen by Partners as shown in Figure 2.
This logo will appear on all MOJITO documentation, social media, webpages, and promotional material. In addition to the MOJITO logo, the colour palette will be used across all dissemination and communication material. All media will contain the necessary acknowledgement/declaration of EU-funding and disclaimers relating to authors' views.



Figure 2: Project logo.

3.4 Templates

A set of templates for MOJITO documentation (reports, minutes, etc.) and presentations have been developed using the colour palette above and circulated to the beneficiaries. As stated above, the templates carry the MOJITO logo, EU flag, and wording acknowledging EU-funding and disclaimers. Deliverables, reports, and other documentation will also use these templates (Figure 3).

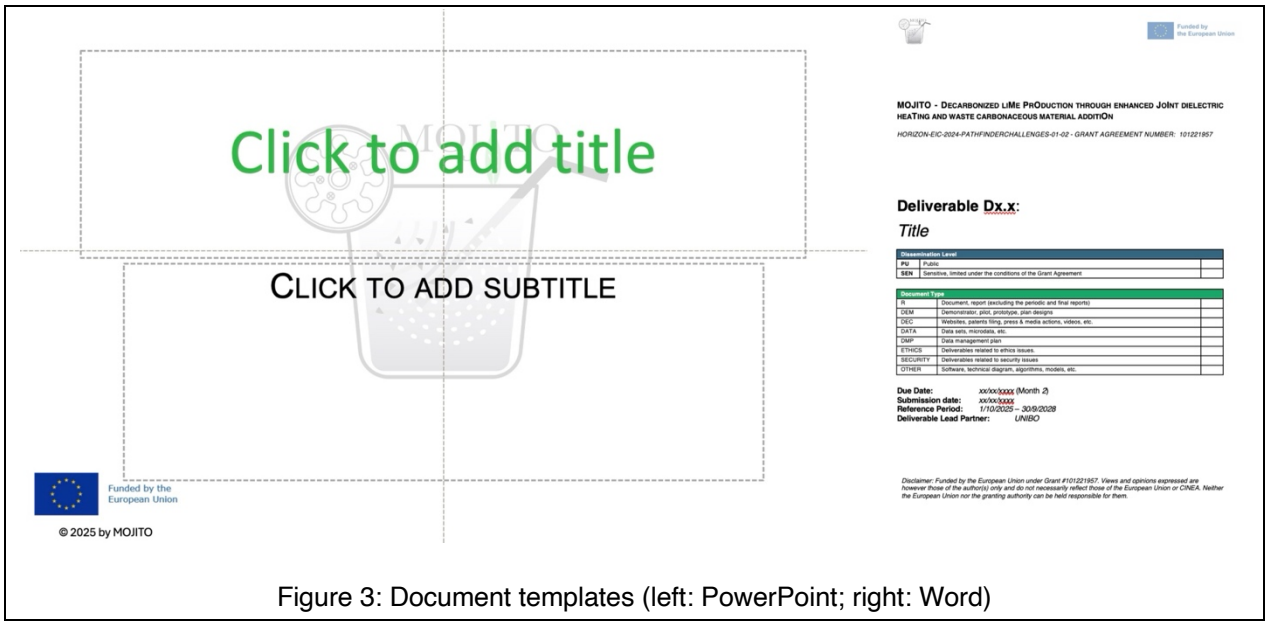

Figure 3: Document templates (left: PowerPoint; right: Word)

3.5 Project Website

A dedicated MOJITO website (Figure 4) has been designed and built by UNIBO (see https:/www.mojito-project.eu). The website will be managed by UNIBO throughout the duration of MOJITO (and for 1 year after the completion of the project), with regular updates on progress in the form of news items, articles (or blogs), information on events, informational videos, updates from related projects and initiatives, and an annual newsletter

The website uses the MOJITO colour scheme and makes full use of all branding. It was released for the beneficiaries to review and was subsequently modified based on feedback. The website is the primary means by which industrial organisations, the scientific community, policymakers, and the public can find out about work being carried out by the consortium.

As the project develops, the website will link to websites of other related projects and networks, fostering relationships for the mutual benefit of these projects or networks. The website will also share posts and links for relevant articles and events from related projects to support wider understanding of the research and commercial landscapes within which MOJITO is functioning.

The website will act as a repository for documents and articles for both private MOJITO members only (i.e.: via SharePoint logins) and public (non-sensitive) consumption (e.g.: public level deliverable reports). Printable promotional material for use at conferences and events (e.g.: flyers, posters, brochures) will be available for download.

The website contains a sign-up area for the MOJITO newsletter (and this will be enhanced to include mailshots for important updates).

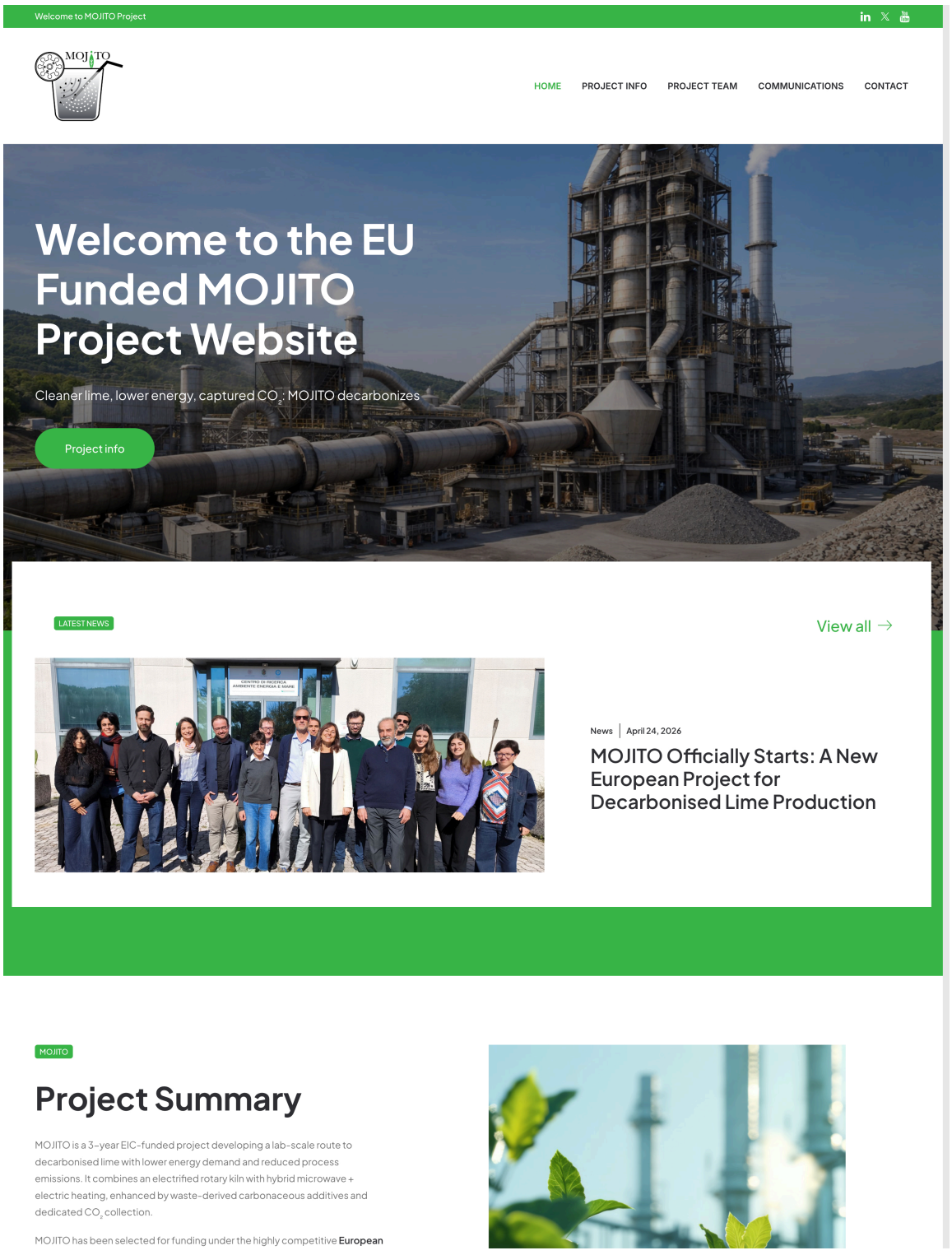

Figure 4: Project website homepage

3.6 Social Media

The MOJITO project is represented on two social media platforms: LinkedIn and YouTube.

3.6.1 LinkedIn

At the beginning of the project, UNIBO set up a MOJITO LinkedIn account (Figure 5). Posts on LinkedIn will be aimed mainly at professional organisations (i.e., academia and industry), focussing on events, results, and exploitable outputs.
The LinkedIn link is: linkedin.com/company/mojito-project-eic
ccount Link: https://www.linkedin.com/company/111385943/admin/dashboard/

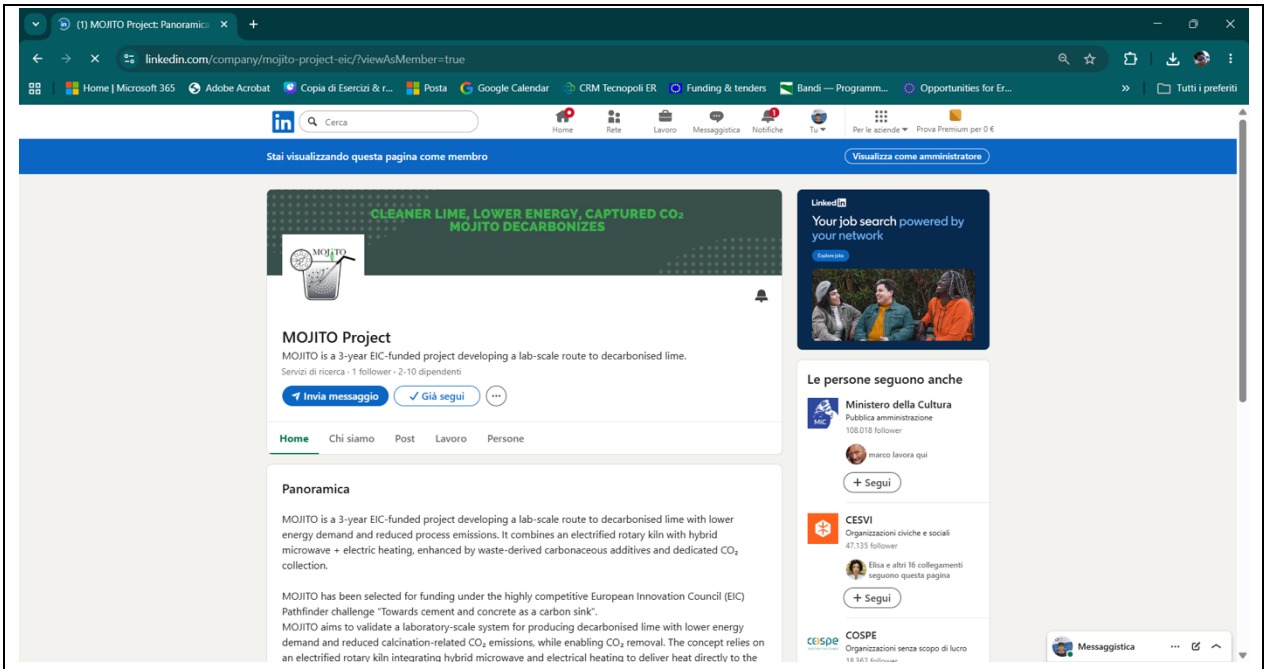

Figure 5: MOJITO LinkedIn homepage

3.6.2 YouTube

YouTube is an excellent platform to share longer-form visual content from the project, such as videos, recorded presentations, and vlogs. A YouTube channel (see Figure 6) has been launched, at the following link: https://www.youtube.com/@MojitoProjecteic.

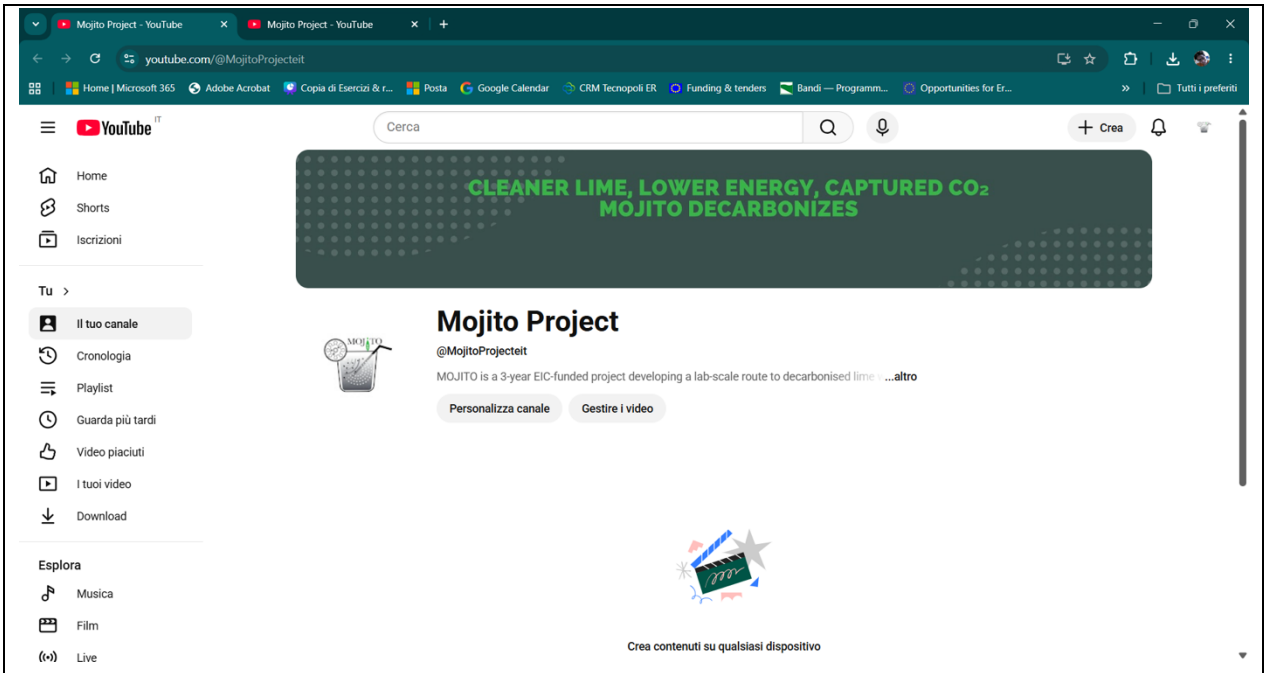

Figure 6. Youtube channel screenshot.

3.7 Other e-resources

3.7.1 Newsletters

An e-newsletter will be published annually. Targeted at sector-specific industrial and academic organisations, the e-newsletter will provide information about the project, updates on results, and potentially exploitable outcomes. The e-newsletter will be written in a style that is accessible to multiple audiences in terms of technical detail and complexity. It will be made available via the website (and advertised via social media) as well as to those who have signed up from the website.

3.7.2 Press/Trade Releases

Three press releases will be created by the end of each project year. These will be made available on the website, but magazines or online that might be interested in publishing the press release will also be approached. This includes the EU's Horizon Magazine.

3.7.3 Informational Videos

A suite of informational videos will be prepared and shared via social media. These will be available on the project website and YouTube channel, in due course. Animated videos are an invaluable means for delivering simplified information on the project to a range of audiences. Videos will include:

- Overview of the project using animation/motion graphics.
- Specific technical videos on innovations within the project.
- Filming (e.g. validation sites) and interviews.

3.7.4 Brochure and Poster

To promote the MOJITO project, a brochure and poster will be created within the first year. These will be distributed electronically but will be available for printing and distribution at events

and conferences. Both the brochure and poster will be reviewed and updated as the project progresses.

4 Dissemination

Dissemination of MOJITO results is vital for the project to achieve lasting impact. Going beyond engaging target audiences and communicating project objectives and methods, MOJITO' dissemination measures will raise awareness of project outputs. These activities will highlight the importance of the MOJITO technology and show how outputs can be adopted and exploited beyond the project funding period. MOJITO dissemination is tailored to generate maximum awareness of the project among industrial beneficiaries, investors, government bodies, potential customers, and stakeholders in addition to academics and research organisations (e.g.: to create further research opportunities/projects). Public engagement will continue with the dual aims of building trust among potential users and imparting MOJITO results to interested parties.

4.1 Internal and external dissemination

There are two strands to MOJITO dissemination: internal and external. Internal activities will consist primarily of creating awareness of exploitable results within the consortium by effective management. Regular management communications will also announce important achievements to the consortium and all documents will be available on the project SharePoint drive.

External dissemination activities will engage those outside the project, and includes user communities in academia and industry, and other stakeholders such as the public, policymakers, and government agencies. External dissemination will take three main forms:

1) Attendance and exhibitions at relevant conferences and trade events.
2) Open days and events.
3) Publishing papers in relevant peer-reviewed scientific and trade journals.

All dissemination activities will be supplemented by targeted media campaigns aimed at informing as wide an audience as possible about MOJITO and project outputs including technology developments. Project updates and news on non-sensitive results will be submitted to general and trade magazines, news media, and visual and audio media outlets. Condensed updates will be shared on social media and the MOJITO website (in the form of news items and articles).

4.2 Conference attendance and exhibitions

Conference attendance and exhibition at conferences (e.g.: in trade halls) is an important dissemination mechanism. Through its experienced consortium, the project will identify key conferences and/or sector-specific trade shows as part of ongoing CD&E activity where important outputs can be presented (this could include EUBCE, EU Sustainable Energy Week, and the European Biomass Conference). Conferences will be selected on appropriateness of themes and opportunities for the consortium to disseminate information to the most relevant audiences.

4.3 Publishing papers

It is envisaged that around 5 peer-reviewed papers will be published in high-quality journals over the lifetime of MOJITO. The authors of peer-reviewed papers will acknowledge the MOJITO project and the financial support provided by the EU. All published papers will be recorded in an

Excel log in order to update the Commission during financial reporting periods. Links to the MOJITO website will be provided on the website of the publishing journal for people to follow ("backlinks") to learn more about the project overall. The spreadsheets on dissemination reporting, publications, communications, and publications/scientific papers will be available at the MOJITO SharePoint repository.

4.3.1 Open access and data management

Where appropriate, papers will be published using the newly established European Commission's Open Access publishing platform ORE, (see about ORE via: https://open-research-europe.ec.europa.eu/), Open repository will be used, as specified in MOJITO DMP Deliverable D1.2. This allows rapid, free, and open access publication, enabling others to build quickly upon new ideas, whilst maximising the impact and of research outcomes to the Commission, the scientific and industrial communities, and the general public.

All data generated by MOJITO will be centrally stored (for access and retrieval) on the project SharePoint using standard archiving data control procedures. Data will be backed up on to secure areas of a central server designated for this purpose. As specified in MOJITO DMP, Data storage will follow the FAIR (Findable, Accessible, Interoperable, and Re-usable) principles, which recognises the need to balance openness and protection of potentially commercially sensitive information. As such, all due consideration will be given to IPR, security, and privacy concerns associated with distributing project results prior to any external dissemination.

4.4 Networking and Clustering

As mentioned in Section 3.2, the stakeholder mapping and clustering activities will create a broad base of contacts relevant to the project. Links with networks and clustering created during the project will be essential to maximise dissemination reach and impacts thereof.

The planned Exploitation Strategy (see Deliverable D5.3) will also contribute to grow the project's network along its lifetime, via the continuous efforts that are planned to be done on the interested stakeholders community.

5 Conclusions

This document describes the strategy and activities of the MOJITO project with respect to dissemination and communication of project outputs to maximise impact, whilst creating pathways to follow-up developments and collaborations to take the technology to pre-commercial scale and, ultimately, commercial adoption. This plan described herein represents a first draft and will be updated at least annually as new information and opportunities arise.

Annex 1: D&C plan

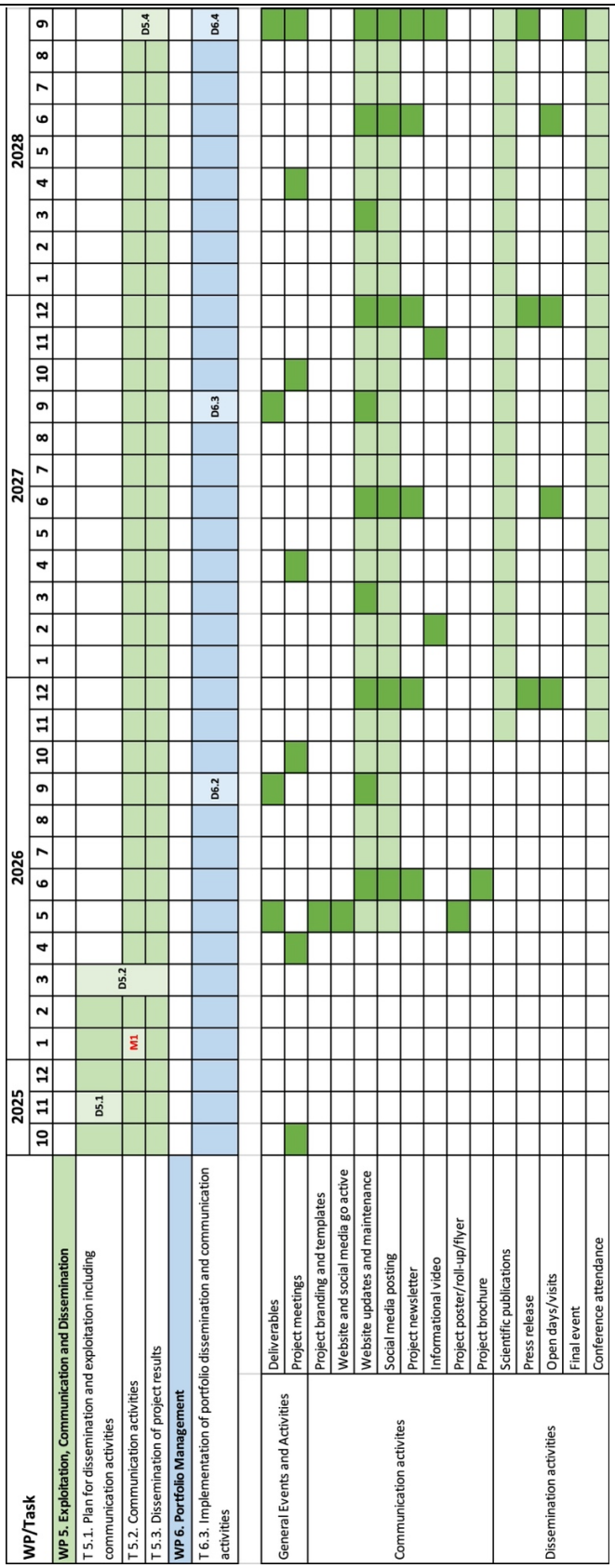

Figure 7. Dissemination and Communication Plan.