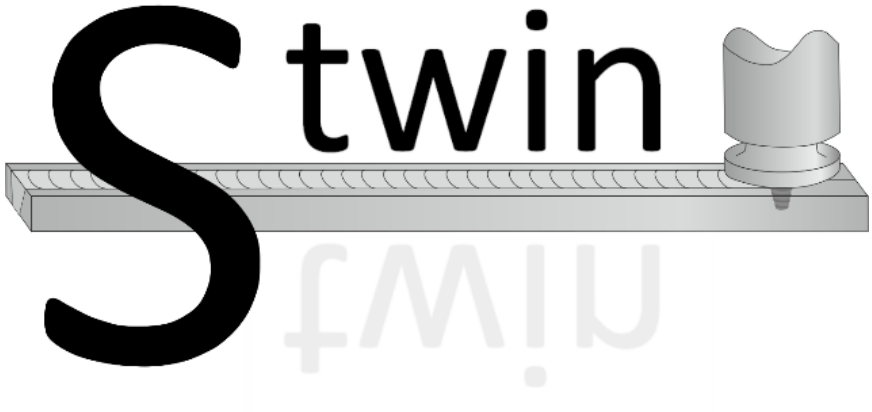
Advanced, non-destructive technologies to improve friction stir welding of steel through artificial intelligence and smart digital twins (Acronym: STWIN)



Research Fund for Coal and Steel
Grant Agreement Number 101112504

Deliverable 6.2: Dissemination plan

Project with funding from the European Union's Horizon 2020 research and innovation programme (Research Fund for Coal and Steel; RFCS) under grant agreement No. 101112504.

Project & Deliverable Information Sheet

Grant Agreement No	101112504	**Acronym**	STWIN
Project Full Title	Advanced, non-destructive technologies to improve friction stir welding of steel through artificial intelligence and smart digital twins		
Project Website	Link		
Coordinator	CIDAUT (Spain)		
Start Date	01/06/2023	**Duration**	36 months
Deliverable	6.2	**Work Package**	WP 6
Document Type	Report	**Dissemination Level**	Public
Lead beneficiary	BWI		
Responsible author	Koen Faes (BWI)		
Contractual due date	30/06/2024	**Actual submission date**	17/12/2024

Document Control Sheet

Deliverable Contributors	
Contributor Name	**Organisation (Acronym)**
Koen Faes	BWI
Javier Romo	CIDAUT
Yann Mace	Stirweld

Revision Table		
Version	**Date**	**Modified sections - Details**
1	15/07/2024	Initial draft
2	01/09/2024	Second draft
3	23/10/2024	Third draft
4	17/12/2024	Final version

Executive summary

The STWIN project, funded by the EU's Research Fund for Coal and Steel under Horizon 2020, aims to advance friction stir welding (FSW) of steel by integrating non-destructive technologies, artificial intelligence and smart digital twins. This dissemination plan outlines a structured communication strategy to ensure the project's visibility and maximise its impact across industry, academia and policy sectors.

Key components include raising awareness during the early stages of the project, sharing technological outcomes during development and promoting adoption in its final phases. Dissemination tools such as a project website, visual identity elements, social media presence, press releases and participation in scientific conferences and workshops will ensure a broad and targeted reach.

The plan emphasises fostering collaboration, promoting policy and standards development and building cross-network relationships. By leveraging modern communication channels and tailoring engagement to diverse audiences, STWIN aims to drive the adoption of innovative FSW solutions while enhancing sustainability and efficiency in the metal processing industry.

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1 Introduction

The STWIN project introduces an innovative approach to friction stir welding (FSW) by integrating advanced automation, non-destructive testing (NDT) and digital twin technologies. With significant implications for the metal construction, automotive and transport industries, the project seeks to address critical challenges such as productivity enhancement, quality monitoring and weldability of materials.

This dissemination plan outlines a structured framework to effectively communicate the project's objectives, methodologies and outcomes to a broad spectrum of stakeholders. It emphasises strategic use of modern communication channels, targeted engagement activities and collaboration with key networks to ensure maximum impact and visibility.

STWIN considers dissemination, communication and exploitation activities as a tightly bound grid which brings the project results to the society and the market, through the appropriate channels and at the appropriate timing depending on the result maturity. At the start of the project, the communication strategy will focus on raising awareness among the industrial and academic community, and then as first project results will become available, dissemination of project outputs will start and will last until the end of the project.

As the project evolves, the outreach activities will be more intense, and their orientation is turned from awareness creation to outcomes' validation and industrial approach. During the last part of the project, the project results will be available to a wider audience and considerations for follow-up cooperation of the consortium for further exploitation will be done.

When the project will be concluded, all partners will make use of the results according to their individual exploitation plans. A dissemination and communication plan to inform, engage, create awareness and to promote information about STWIN will be developed in the first phase of the project and presented in a final version with evaluation of the results.

2 Dissemination and communication strategy

The strategy focuses on three core pillars:

- Awareness: Building recognition of the STWIN project and its innovative contributions.
- Engagement: Actively involving stakeholders in the project's progress and fostering partnerships.
- Adoption: Promoting the integration of project outputs into industrial practices and policy frameworks.

The dissemination strategy includes scientific results, technology advancements and success stories of the industrial use cases and therefore addresses the industry, regulatory bodies, the research community and the wider public, by organising dissemination events, publications and presentations. A mix of channels and means will ensure that we will reach out to a broad audience and target various interested parties. A Dissemination and

Communication plan was set up in the first phase of STWIN to ensure effective contribution to the impacts.

The phases of the dissemination and communication strategy are shown in Table 1. The targeted audience is detailed in Table 2.

TABLE 1 - PHASES OF DISSEMINATION AND COMMUNICATION STRATEGY

Phase	Objectives	Communication activities
Awareness (M1-M12)	Raise awareness on the project itself and its objectives	• Set up of project website (project information, links to similar EU research efforts, upcoming events, presentation of publications) as main information source for wide project publicity, • Create project identity (logo, common approach for presentations, reports), • Identification of dissemination channels in each partner country and at EU and international level, • Set up of a dissemination and exploitation strategy, • Dissemination material (newsletters, information material) for a scientific and a broader audience to be distributed also at conferences, • Final brochure with overall essential findings (end of project), • First involvement of stakeholders and target groups.
Understanding (M12-M30)	Disseminate technological outcomes and results and engage stakeholders	• Intensive presence in printed and online media at local and at EU/international level, including the publication of scientific papers, • Arrangement of technical presentations and workshops, • Enlargement and update of the dissemination strategy at national and EU levels (internal evaluation of possible improvements or adaptations).
Action (M31-M36)	Present final STWIN outcomes to integrate applications/exploitation. Reach out a broader industrial and academic community at the European level	• Exhibit project results in international conferences, • Presence in printed and online media at local and at EU/international level. • Update of the dissemination strategy at national and EU levels regarding the post-project period (internal evaluation of improvements and adaptations, incl. partners' activities and plans).

TABLE 2 - TARGETED AUDIENCE OF THE STWIN PROJECT

Industry	Research
• Companies in the areas of manufacturing, more specific metal constructions, automotive and transport applications. • Potential providers, distributors and other companies.	• Universities, • Research organisations

The dissemination plan was elaborated within the first project period. The following Table 3 reminds the initial considerations.

TABLE 3 - INITIAL PLAN FOR DISSEMINATION ACTIVITIES

Scientific publications Publications are intended on different communication channels: specialised journals, articles for conferences, publicity as well as suppliers and end-users.
Conferences The STWIN consortium will present the main R&D achievements at several international conferences. The partners will publish papers on the project and will present the project at European and national conferences and exhibitions, both those oriented to R&D and those more oriented to industry and business management.
Community building and liaisons with other projects Special attention will be devoted to links with other EC and national projects in related fields and disciplines. This initiative will increase the visibility of the STWIN project to the scientific international community and also contribute to disseminate knowledge to a non-specialised general audience and interested companies/agencies. Concerning this latter issue, care will be devoted to public outreach activities which will contribute to increase the acceptance of new technologies by the general public. Beyond the project website, the dissemination of the knowledge produced within the scientific community will occur mainly by publishing results in the leading international scientific journals as well as participating at major conferences in the associated research areas

3 Methodology

The dissemination methodology follows a three-phase cycle:

1. Preparation phase:
    - conduct stakeholder analysis,
    - establish communication objectives and timelines,
    - design and implement branding materials and visual identity.
2. Implementation phase:
    - deploy dissemination tools (website, social media, events, publications).
    - monitor engagement metrics (e.g., website traffic, social media reach).
3. Evaluation and feedback phase:
    - assess dissemination effectiveness (e.g., newsletter open rates, conference attendance),
    - adapt strategies based on stakeholder feedback.

4 Dissemination objectives

- Raise awareness: ensure a broad visibility of the project's goals and innovations.
- Promote knowledge sharing: disseminate findings through academic and industry channels.
- Encourage adoption: support the integration of FSW solutions into industrial practices.
- Foster collaboration: build partnerships with academia, industry, and policy bodies.
- Support policy and standards: advocate for policies that recognize and implement zero-defect manufacturing techniques.

5 Target audience

The “audience” is all external parties to be reached by the dissemination and communication activities, beyond the consortium members. This group of stakeholders and potential beneficiaries will be involved at different levels and stages in STWIN through its planned activities. Therefore, the dissemination and communication actions need to be designed based on the segmentation of the potential audiences, to tailor the “one message” to be disseminated and the most suitable channels to use for every different stakeholder.

An extremely imperative precondition in order to ensure augmented exploitation, high impact and increased likelihood of uptake of the project’s results, is to prudently and effectually disseminate and communicate the appropriate information to the relevant and interested audiences in a concise, well-articulated, understandable and attractively packaged manner. Consequently, the first step towards developing a successful dissemination action plan relies on the identification and classification of the groups which need to be targeted.

The EU, for the purpose of reporting in European projects, has identified the following target audiences:

- Scientific community (e.g. academic institutions, research organisations). Also, spreading this knowledge to young scientists will contribute to the preparation of tomorrow's engineers and increase their competence in state-of-the-art research areas and applications.
- Industrial stakeholders: this group mainly includes machine and equipment manufacturers, metal products manufacturing industry, end users, … The efficient communication of the project results to this group will significantly contribute to the future exploitation of the current research, and the advancement and competitiveness of European SMEs and large enterprises.
- Policy makers and regulatory organisations: they should be targeted towards proposing specific measures and/or setting standards related to the use of the FSW technology for steel.
- Related EU Projects: H2020, Horizon Europe and RFCS funded projects. For example, links will be established with the RESURGAM project, through the STWIN partner STIRWELD, who was also participating in the RESURGAM project.
- Media and general public: It is an obligation to ensure that the European community is informed of the technical and societal impacts of EU-funded projects' outcomes.

6 Key dissemination messages

STWIN aims to reshape the metal processing industry by advancing the FSW technology. The project focuses on:

1. Real-time quality monitoring:

- Implementing advanced sensor technologies and AI-powered models to detect potential defects in real-time, minimising waste and ensuring product quality.
- Digital Twin integration: Developing a digital twin of the FSW process to simulate and optimise production parameters, leading to increased efficiency and reduced downtime.

2. Process optimisation and innovation:

- Advanced tooling: Designing and manufacturing innovative FSW tools to enhance welding performance, reduce tool wear and expand the range of weldable materials.
- Dissimilar material joining: Exploring new techniques to join dissimilar materials, including high-strength steels, aluminium and cast iron, opening up new possibilities for product design.
- Process parameter optimisation: Fine-tuning FSW parameters to achieve optimal weld quality, productivity and energy efficiency.

3. Sustainable manufacturing:

- Reduced environmental impact: Minimizing waste and energy consumption through real-time monitoring and process optimization.
- Enhanced product lifecycle: Producing high-quality, durable FSW joints that extend the lifespan of products.

- By combining cutting-edge technology, scientific research, and industry collaboration, STWIN is driving the future of FSW, enabling the production of high-performance, sustainable products.

7 Dissemination tools

By dissemination and communication tools, we mean any supporting materials used to present the project content to an external audience. By communication and dissemination channels, we mean all media through which project results are transmitted to target groups. Important: some of the dissemination tools and channels will also be used for communication purposes. In particular, we distinguish between internal and external dissemination tools and channels, as displayed in the following Table 4.

TABLE 4: Internal and external dissemination tools and channels

Tool / channel	**Dissemination**		**Commu-nication**
	Internal	**External**	
Public Website		X	X
Private online area	X		
Visual Identity (logo, templates, …)	X	X	X
Social media presence		X	X
Publication acknowledgment and disclaimer sentence	X	X	X
Public events (conferences, seminars, fairs, workshop, B2B matching and brokerage, …)		X	
Scientific publications		X	
Press release		X	X
Project meetings	X		
Email list		X	X

7.1 Project website

The first activity of the dissemination and communication plan was to define the project website which will play a major role in raising public awareness. It details the project objectives, its partners and its results. The website also provides all the public dissemination and communication contents, including the public deliverables.

The STWIN project website is composed of two main areas, the public website, presenting information about the project destined to the broader audience and the private area, i.e. a protected webspace limited to the STWIN project partners. These two parts are integrated and accessible starting from the same URL: https://stwin.eu/ .

7.1.1 Public website

The public website will play a major role in informing public awareness. It details the project objectives, its partners and its results. The website will also update on the results of publicly shared deliverables.

The STWIN website has the following structure:

- project goals,
- project description,
- project partners,
- results,
- contacts.

The public website https://stwin.eu/ is active since Sept. 2023. Its first version contained basic information about the project. Its home page is displayed below in Figure 1:

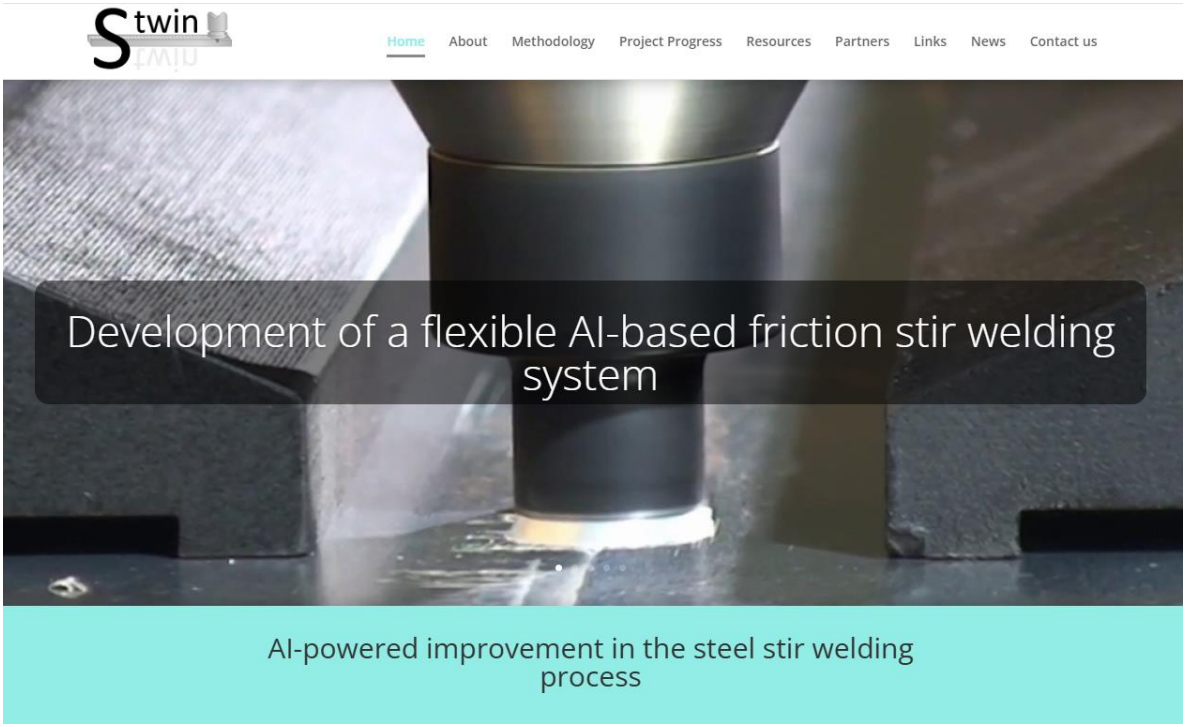


FIGURE 1: Public website look & feel

7.1.2 Website private area

The STWIN consortium has setup a private area in the public website, accessible upon user authentication, offering several collaboration functionalities, such as:

- Project management: definition and management of work packages, tasks and deliverables, assigned to specific users and/or groups, each with a specific workflow, a start and a due date and a percentage of completion.
- Project gantt: automatically created and updated starting from work packages, tasks and deliverables definition and evolution.
- Document management system: document hierarchical repository of all information for the project, enabling data and document sharing and consultation by all authorized users according to their role, linked to specified permission criteria for data uploading and consultation; each document may be linked to a specific work packages, tasks or deliverables.
- Calendar: showing all the project events (work packages and tasks start and due dates, deliverables and milestones).

7.2 Project visual identity

7.2.1 Project logo

The main image of the project is the project logo. The logo design has gone through a selection procedure inside the consortium in which all the partners expressed their preferences among different proposals.

The selected logo, approved by all partners of the STWIN consortium, is presented in the following Figure 2. It shall be included in all documentation related to the project.

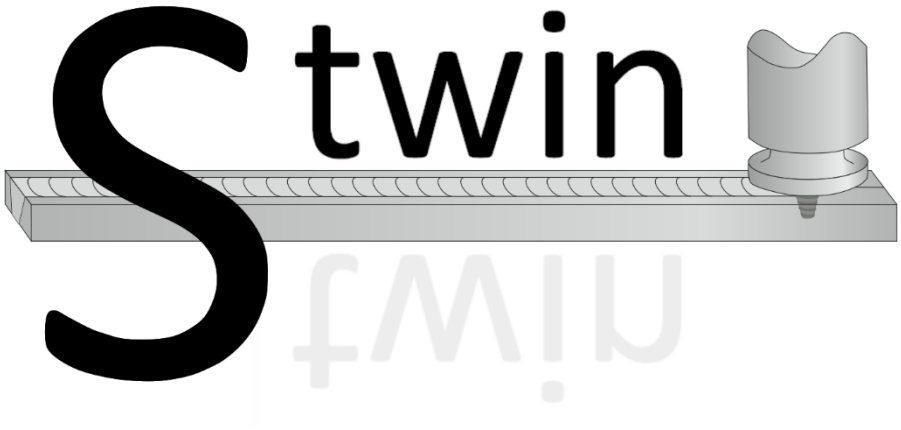


FIGURE 2: STWIN official logo

7.2.2 Project documentation templates

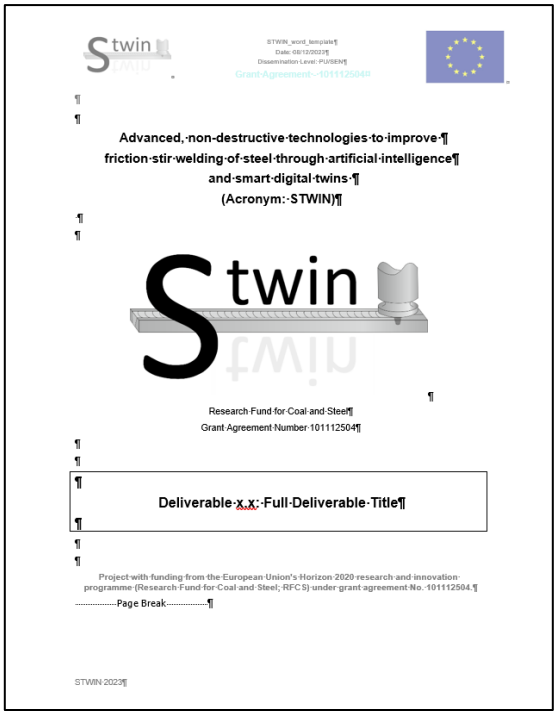
The use of document templates ensures that the STWIN visual identity is consistent through the whole duration of the project and among all partners. This set of templates include:

- a template for project deliverables,
- a template for minutes of meetings,
- a template for presentations.

Project templates are available under the project's website private area.

7.2.3 Deliverable template (Microsoft Word)

The deliverable template is a Microsoft Office Word 2007 model (.DOCX) and is shown below.



Advanced, non-destructive technologies to improve friction stir welding of steel through artificial intelligence and smart digital twins (Acronym: STWIN)

Research Fund for Coal and Steel

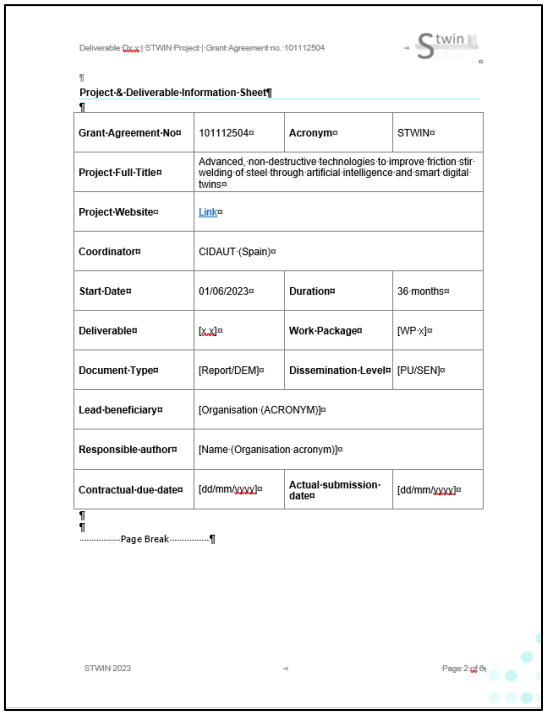
Grant Agreement Number 101112504

Deliverable x.x: Full Deliverable Title

Project with funding from the European Union's Horizon 2020 research and innovation programme (Research Fund for Coal and Steel; RFCS) under grant agreement No. 101112504.

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STWIN 2023

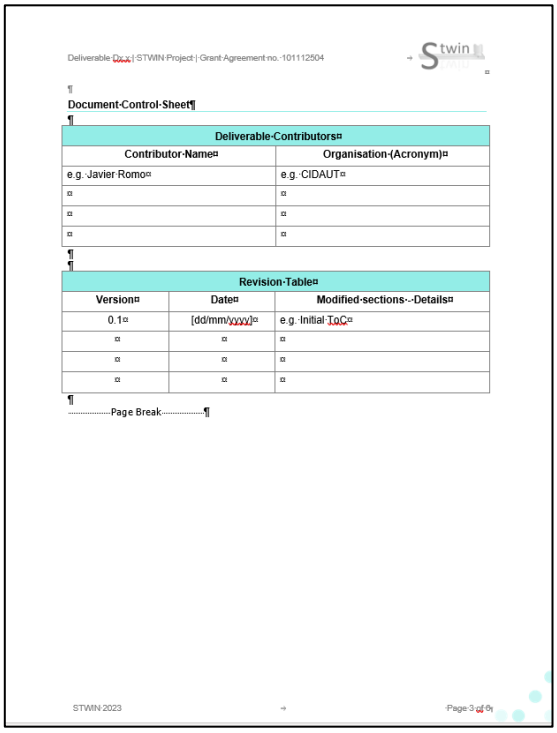


Project & Deliverable Information Sheet

Grant Agreement No	101112504	Acronym	STWIN
Project Full Title	Advanced, non-destructive technologies to improve friction stir welding of steel through artificial intelligence and smart digital twins		
Project Website	Link		
Coordinator	CIDAUT (Spain)		
Start Date	01/06/2023	Duration	36 months
Deliverable	[x.x]	Work Package	[WP x]
Document Type	[Report/DEM]	Dissemination Level	[PU/SEN]
Lead beneficiary	[Organisation (ACRONYM)]		
Responsible author	[Name (Organisation acronym)]		
Contractual due date	[dd/mm/yyyy]	Actual submission date	[dd/mm/yyyy]

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STWIN 2023



Deliverable Dx.x | STWIN Project | Grant Agreement no. 101112504

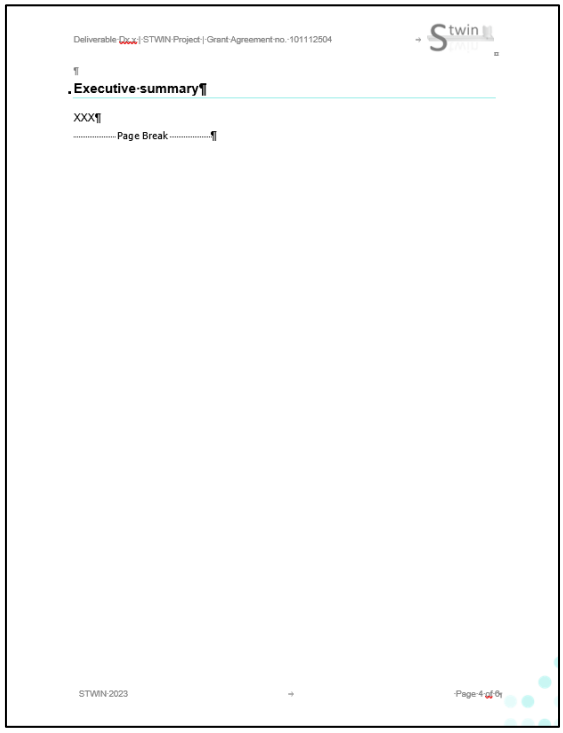
Document Control Sheet

Deliverable Contributors	
Contributor Name	Organisation (Acronym)
e.g. Javier Romo	e.g. CIDAUT

Revision Table		
Version	Date	Modified sections - Details
0.1	[dd/mm/yyyy]	e.g. Initial ToC

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STWIN 2023 Page 3 of 0



Deliverable Dx.x | STWIN Project | Grant Agreement no. 101112504

. Executive summary

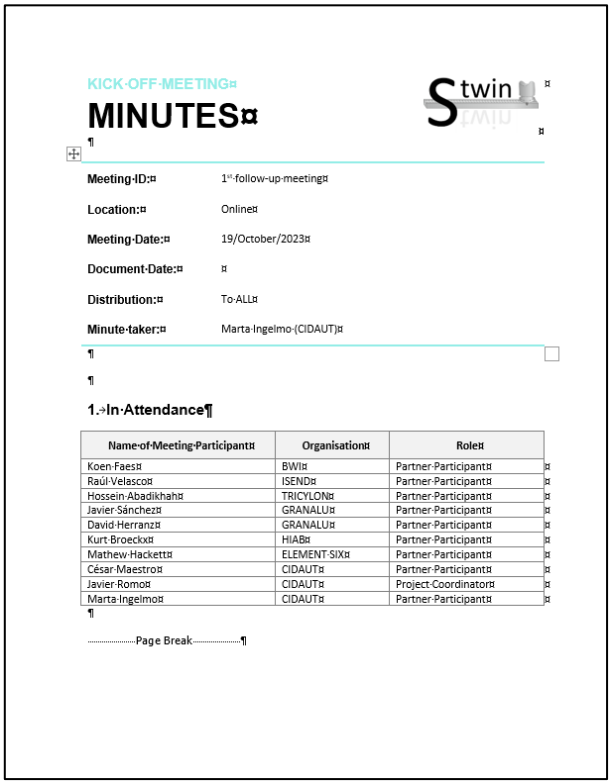
XXX

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7.2.4 Minutes of meeting template (Microsoft Word)

The minutes of meeting template is a Microsoft Office Word 2007 model (.DOCX), which has been designed following the same guidelines of the deliverable template (see § 7.2.3).



KICK-OFF-MEETING

MINUTES

Meeting-ID:	1st-follow-up-meeting
Location:	Online
Meeting-Date:	19/October/2023
Document-Date:	
Distribution:	To-ALL
Minute-taker:	Marta-Ingelmo-(CIDAUT)

1. In Attendance

Name of Meeting Participant	Organisation	Role
Koen-Faes	BWI	Partner-Participant
Raúl-Velasco	ISEND	Partner-Participant
Hossein-Abadikhah	TRICYLON	Partner-Participant
Javier-Sánchez	GRANALU	Partner-Participant
David-Herranz	GRANALU	Partner-Participant
Kurt-Broeckx	HIAB	Partner-Participant
Mathew-Hackett	ELEMENT-SIX	Partner-Participant
César-Maestro	CIDAUT	Partner-Participant
Javier-Romo	CIDAUT	Project-Coordinator
Marta-Ingelmo	CIDAUT	Partner-Participant

Page Break

7.2.5 Presentation template (Microsoft Powerpoint)

The presentation template is a Microsoft Office PowerPoint model (.PPTX).



Full WP Title

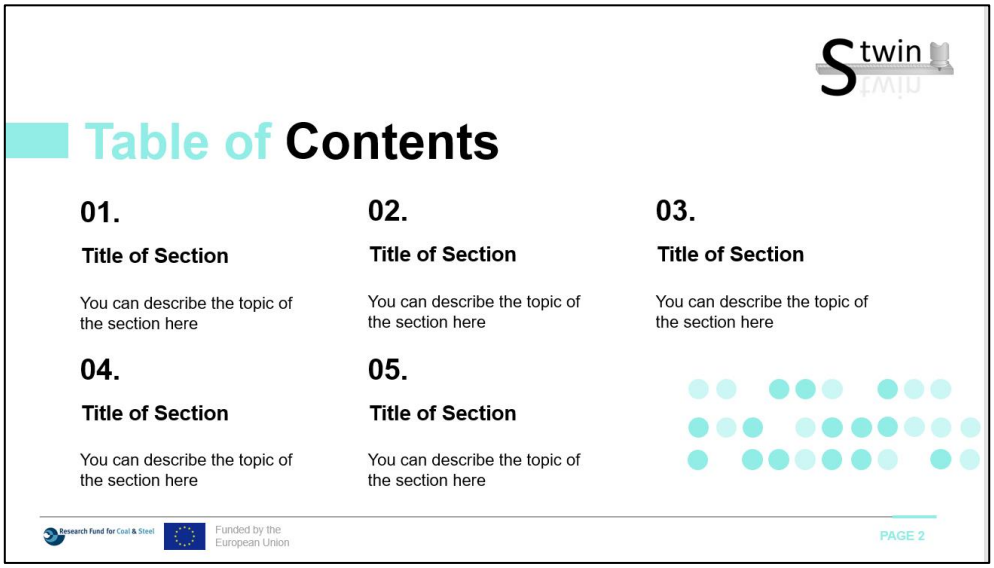
WP X

SUBTITLE

xxth October 2023

This project is funded by the Research Fund for Coal and Steel (RFCS) programme

Research Fund for Coal & Steel



7.3 Social presence

STWIN will develop its presence on miscellaneous social networks, in particular LinkedIn. This network will be used to boost the interaction with the professional community as well as the general public. The social media strategy has been designed in order to increase project's outreach and social impact and can be summarised as follows:

- identifying specific target audience and key stakeholders to be reached on the social networks,
- creating and updating social media content,
- initiating live discussions on social media with online articles and posts.

7.4 Publication acknowledgement sentence

The following acknowledgement sentence shall be included in every publication related to the STWIN project, including the public website.

This project received funding from the European Union's Horizon 2020 research and innovation programme (Research Fund for Coal and Steel; RFCS), under grant agreement No. 101112504.

7.5 Events and conferences

The partners will disseminate the findings of the STWIN project to the scientific and industrial communities through traditional channels: conferences, seminars, fairs, workshop, B2B matching and brokerage events, both in industrial and scientific context. Presenting the latest updates of the project at such events, meetings or workshops will be an effective means of involving industry and research organizations in discussions.

7.6 Scientific publications

The STWIN consortium commits to bringing research results closer to the public. It will adhere to the Open Access guidelines set by the H2020 Work Programme. All partners, and more specifically the research centres involved in the consortium, will actively contribute to the dissemination of the project outcomes. To improve visibility and maintain the highest standard for scientific publications, STWIN will favour journals and publishing houses that offer some form of Open Access.

7.7 Press releases

Press releases are one of the most effective ways of communicating the existence of the project to a specific target audience (general public and related institutions) by attracting attention to the project's progress and its achievements.
The initial press release is an important one, because it defines the STWIN project objectives as well as its working plan. There may be further press releases during the project. In the middle of the project, there could be a press release to explain the project's progress, and at the end of the project, a press release for the project's main results.

7.8 Project meetings

The most important channel for internal communication are the project's meetings (both physical and online). For each meeting, the minutes of meeting (MoM) shall be created and approved by all the attendees using the defined template.

7.9 E-mail list

An e-mail list of potentially interested stakeholders will be built up by collecting contacts:

- from partners' mailing lists,
- from "subscriptions" on the public website contact form and social channels,
- from face-to-face contact during events and conferences.

7.10 Contribution to standards

Recommendations to standardization groups will provide insights and data to guide the development of a new standard for FSW of steel.
These recommendations are based on findings from the STWIN project.
Collaboration with standardization bodies will help align the proposed standard with industry needs and ensure broad applicability across sectors.

7.11 Partner roles

In the following Table 5, the role of each partner (leader - L or contributor - C) for the various activities foreseen for each tool/channel is reported.

TABLE 5 : ROLES OF EACH PARTNER IN THE DESSIMINATION ACTIVITIES

Tool / channel	CIDAUT	BWI	ISEND	ELEMENT 6	TRICYLON	STIRWELD	SSAB	HORSE	HIAB	GRANALU
Public Website										
Initial setup		L								
Management		L								
Update	C	L	C	C	C	C	C	C	C	C
Private online area										
Initial setup	L									
Management	L									
Update	L	C	C	C	C	C	C	C	C	C
Visual Identity – Logo										
Initial Proposal		L								
Approval	C	L	C	C	C	C	C	C	C	C
Visual Identity – Templates										
Initial Proposal	L									
Approval	L	C	C	C	C	C	C	C	C	C
Social presence										
Initial Setup		L								
Management		L								
Constant update	L	C	C	C	C	C	C	C	C	C
Publication acknowledgment and disclaimer sentence										
Definition	L									
Events and conferences										
Conferences	C	L	C	C	C	C				
Workshops	C	L	C	C	C	C	C	C	C	C
Fairs		L					C	C	C	C
Scientific publications										
Content production	C	L	C	C	C	C				
Composition of texts	C	L	C	C	C	C				
Submission to journals / Publishing	C	L	C	C	C	C				
Press releases										
Content production		L								
Publishing		L								
Project meetings										

Tool / channel	CIDAUT	BWI	ISEND	ELEMENT 6	TRICYLON	STIRWELD	SSAB	HORSE	HIAB	GRANALU
Organization	L									
Coordination	L									
MoM	L	C	C	C	C	C	C	C	C	C
Mailing list										
Initial setup		L								
Management		L								
Constant update	C	L	C	C	C	C	C	C	C	C

8 Planned activities and targets

The partners will disseminate the findings of STWIN to the scientific and industrial communities through traditional channels, including press releases, peer-reviewed publications, specialised websites and participating in scientific conferences.

To monitor and evaluate the effectiveness of dissemination and communication activities within STWIN, data will be collected and analysed with the contribution of all project partners. The list below specifies the planned activities together with the targets.

We recognize that the key performance indicators (KPIs) outlined in the list below will be used as the primary benchmarks for evaluation. While these values provide a solid framework, we believe it is important to emphasise our commitment to the significance of dissemination activities. As such, we will aim to not only meet but potentially exceed these targets where feasible, demonstrating our dedication to maximising the impact and reach of our efforts.

8.1 Project visual identity

Description:

- The visual identity of a project is the collection of visual elements that represent and communicate the project's brand.
- It includes the logo, colour palette, typography and overall design style.

Actions:

- Develop a cohesive visual identity including logo, typography and templates.
- Use identity consistently across all materials, ensuring brand recognition.

Targets:

- Creation of a visual identity (logo, document templates, …).

8.2 Project website

Description:

- Digital platform dedicated to the project, providing information and updates to its stakeholders, collaborators and the general public.
- Central hub for all project-related activities, fostering transparency, collaboration and engagement.

Actions:

- Launch an interactive website to serve as the central hub for project information.
- Include dedicated sections for use cases, news, events and downloadable resources.

Targets:

- Quarterly increment of the metrics detailed below by 10% during the whole project duration.

Web metrics will be used provided by Google Analytics or similar, showing the visitors' engagement, such as:

- amount of visits,
- amount of unique visitors,
- time spent per visit,
- page views per visit,
- engagement level (downloading, sharing, …),
- countries.

8.3 Newsletters

Description:

- Valuable communication tool used to keep stakeholders informed about the progress, milestones, and updates of a project

Actions:

- Publish newsletters regularly to share milestones, results and upcoming activities.
- Personalise content for different stakeholder groups (e.g., industry vs. academia).

Targets:

- 3 newsletters during the project.

8.4 Publications

Description:

- Peer-reviewed publications,
- Publications in conference proceedings.

Actions:

- Target leading journals and conferences in welding, robotics and manufacturing sectors.
- Produce technical white papers, case studies and open-access articles to promote the research findings.

Targets:

- Metrics: number of papers produced and submitted.
- At least 10 scientific publications

In the Table 6 below, the related scientific journals have been identified and links are provided for each one of them.

TABLE 6: Related scientific journals

Journal	Link
Science and Technology of Welding and Joining	https://www.tandfonline.com/toc/ystw20/current
Welding in the World	https://link.springer.com/journal/4019
Welding and Cutting	http://www.welding-and-cutting.info/
Welding International	https://www.tandfonline.com/journals/twld20
Journal of Manufacturing and Materials Processing	https://www.mdpi.com/journal/jmmp
Journal of Advanced Joining Processes	https://www.sciencedirect.com/journal/journal-of-advanced-joining-processes
Advances in Materials Science and Engineering	https://www.hindawi.com/journals/amse/
International Journal of Engineering Science and Innovative Technology	https://www.ijesit.com/
Journal of Welding and Joining	https://e-jwj.org/
Engineering Applications of Artificial Intelligence	https://www.sciencedirect.com/journal/engineering-applications-of-artificial-intelligence
Journal of Advanced Manufacturing Technology	https://link.springer.com/journal/170
Applied Sciences	https://www.mdpi.com/journal/applsci
npj Computational Materials	https://www.nature.com/npjcompumats/
Magazines	Metallerie Lastechniek Weldfab Tech

8.5 Social media

Description:

- Posts on social media like LinkedIn.

Actions:

- Post updates showcasing project progress, visuals and event participation.
- Use LinkedIn analytics to identify engagement trends and optimise content.

Targets:

- Metrics: amount of social media posts.
- At least 5 posts on LinkedIn.

8.6 Press releases

Description:

- Publicly available press releases
- Press releases on the consortium members' websites.

Actions:

- Target leading journals and conferences in welding, robotics and manufacturing sectors.
- Produce technical white papers, case studies and open-access articles to promote research findings.

Targets:

- Metrics: number of press releases issued.
- At least 3

8.7 Conferences and events

Description:

- Public events (conferences, seminars, fairs, workshop, B2B matching and brokerage, …).
- Conferences, like for example the International Conference on Scientific and Technical Advances on Friction stir Welding & Processing (FSWP), the workshop on Friction Stir Based Processes, the Welding Symposium, the International Conference on Advanced Joining Processes, the IIW Annual or Intermediate meetings, …

Actions:

- Participate in industry expositions (e.g., EuroBLECH) and academic conferences (e.g., CIRP).
- Host workshops and webinars to demonstrate innovative solutions.

Targets:

- Metrics: number of participating people

- At least 5 presentations at international conferences and fairs.
- One workshop during the project.

The list of events the consortium plans to attend or considers attending is listed below in Table 7.

TABLE 7 : Identified conferences and workshops

Date	Event	Location	Type	Partner(s)
06-07/02/2025	YPIC2025 – 2nd Online Young Welding Professional International Conference	Online	Conference	BWI
18/03/2025	Erfahrungsaustausch Reibschweißen (Experience exchange on friction welding)	Magdeburg, Germany	Symposium	BWI
June 2025	Workshop on Friction Stir based processes,	Coimbra, Portugal	Workshop	BWI, Stirweld; Cidaut
22-25/06/2025	78th Annual Assembly and International Conference	Genoa, Italy	IIW Commission IIIB (Friction-based processes)	BWI, HIAB
26/06/2025	Alu & Tech 2025	Rennes, France	Symposium & fair	Stirweld
26-27/06/2025	78th Annual Assembly and International Conference	Genoa, Italy	Conference	BWI, HIAB
16-17 Oct. 2025	International Conference on Advanced Joining Processes	Coimbra, Portugal	Conference	BWI
Nov. 2025	BWI Welding Symposium	Antwerp, Belgium	Symposium & fair	BWI
June 2026	79th Annual Assembly and International Conference	Salzburg, Austria	IIW Commission IIIB (Friction-based processes)	BWI, HIAB
June 2026	79th Annual Assembly and	Salzburg, Austria	Conference	BWI, HIAB

	International Conference			

8.8 Contributions to standards

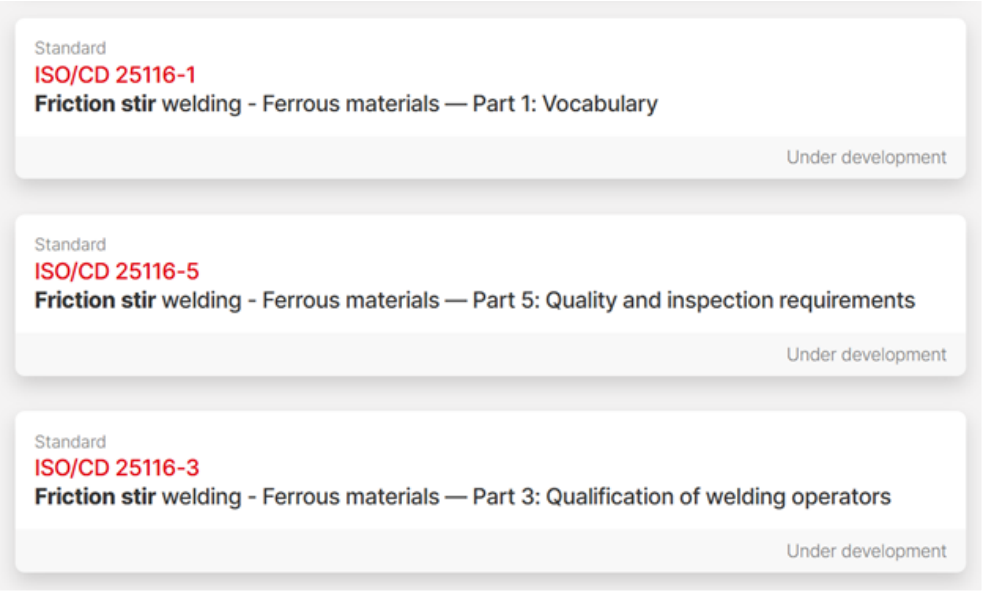
The STWIN consortium already has significant expertise in participating and leading standardisation activities at an individual partner level. This knowledge and experience will be harnessed for the benefit of the standardisation activities of the project.

BWI is well placed to participate in standards organisations and also to promote modifications to existing standards (Figure 3).

Communication with the standards committees is handled directly by the sectoral operator Welding Technology of the Belgian Welding Institute, who is very active both nationally and internationally (CEN and ISO committees). The BWI staff members actively contribute to these technical committees by following up the international committees, with voting rights to approve proposals.

BWI is also member of the IIW Commission III (Resistance Welding, Solid-State Welding and Allied Joining Processes [1]). Since 1950, IIW has been developing drafts and concepts for ISO welding standards.

IIW is currently developing a new standard for FSW of steel. BWI and HIAB have promised its contribution to this development. BWI will follow up and contribute to this development through the above-mentioned channel.



[1]: https://iiwelding.org/iiw-working-groups/iiw-c-iii/

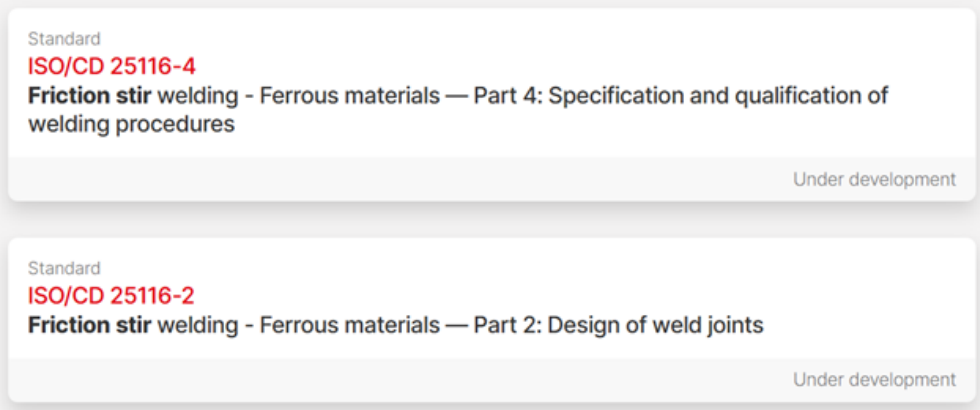


FIGURE 3: STANDARD FOR FSW OF STEEL

8.9 Cross-network contacts and collaboration

Description:

- Collaboration with other funded projects.
- Contacts with steel manufacturers.
- Policy with standardisation and certifying bodies.
- Contacts at events.

Actions:

- Partner with EU-funded projects and industry associations to amplify dissemination efforts.
- Co-host events, webinars and publications to leverage shared networks.
- Contacts via the project partners' networks.
- Contacts with the relevant CEN and ISO committee meetings (active participation of consortium members).

Targets:

- Contacts at the events: 50
- Number of people asking for feedback or more information: 50
- Contacts on social networks: 200.

9 Conclusion

The STWIN dissemination plan is an integral component of the project, ensuring its innovations and outcomes reach the intended audiences effectively. By leveraging diverse tools and channels, fostering collaboration and adhering to best practices in communication and data management, the plan seeks to maximise the project's impact on industry, academia and society at large. This approach will not only elevate the visibility of STWIN but also support the widespread adoption of its groundbreaking FSW technologies.