



TRANSCIENCE

TRANSITIONING TOWARDS AN EFFICIENT,
CARBON-NEUTRAL CIRCULAR EUROPEAN
INDUSTRY

Date: 14/12/2025

D9.1 – Updated Project CDE Plan

WP9 – Boosting communication,
dissemination, exploitation



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Grant Agreement Number	101137606		Acronym	TRANSIENCE	
Full Title	TRANSitioning towards an Efficient, carbon-Neutral Circular European industry				
Topic	HORIZON-CL4-2023-TWIN-TRANSITION-01-36				
Funding scheme	HORIZON EUROPE, RIA – Research and Innovation Action				
Start Date	January 2024		Duration		48 Months
Project URL	https://www.transience.eu/				
EU Project Advisor	Fátima GONZÁLEZ GÓMEZ				
Project Coordinator	Institute of Communication and Computer Systems (ICCS)				
Deliverable	D9.1 – Updated Project CDE Plan				
Work Package	WP9 – Boosting communication, dissemination, exploitation				
Date of Delivery	Contractual	31/12/2025		Actual	14/12/2025
Nature	Report		Dissemination Level		Public
Lead Beneficiary	Institute of Communication and Computer Systems (ICCS)				
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Keywords	Communication; dissemination; exploitation; promotional channels				

EC Summary Requirements

1. Changes with respect to the DoA

No changes with respect to the work described in the DoA.

2. Dissemination and uptake

This deliverable serves primarily as a reference document among consortium partners to support the communication, dissemination, and exploitation activities of the project in Phase 2. It can also be used by other similar projects to draw from our planning (ambition) and implementation (experiences) so that they can in turn develop a robust CDE strategy.

3. Short summary of results (<250 words)

This report is the first update to the TRANSIENCE project's strategy for communication, dissemination, and exploitation (CDE) activities to relevant audiences.

As in the initial CDE plan described in deliverable D5.2 (Month 6 of the project), the report first defines the scope of CDE in the context of TRANSIENCE and sets the overall targets of the project, which aims to follow a tailored approach to develop inclusive messages and convey them to specific audiences through efficient communication means. The report also sets quantifiable indicators for specific activities that will be tracked throughout the duration of the project.

Next, the report identifies the project's target audiences, which include industries, policymakers, academics, as well as NGOs and civil society organisations. The promotional channels to reach project audiences include the project's website, social media (e.g., LinkedIn, BlueSky, Instagram, etc.), the IAM PARIS platform, synergies with both other relevant projects (including our sister project, AMIGDALA) and the A.SPIRE and P4P industrial ecosystem, open-access papers, stakeholder workshops, and policy events and more. A visual identity and a logo for the project have been established serving as a one-stop-shop for all project-related scientific and societal outputs (i.e., deliverables, publications, stakeholder workshops, model development etc).

The plan concludes by reporting progress towards the CDE indicators, as of December 2025, and outlining next steps for improving dissemination. The CDE plan will be further updated in June 2027 (Month 42 of the project).

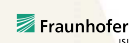
4. Evidence of accomplishment

This report.

Preface

The need to approach climate action, resource efficiency, and circularity performance as integrated, economy-wide, cross-cutting issues is growingly gaining attention in the policy world, stimulating the development of new industrial policies in Europe and worldwide. Currently, however, there is little progress in conceptualising the circular economy and understanding its interactions with climate action. State-of-the-art modelling capacity to capture the interplay of the two agendas and their implications for energy-intensive sectors as well as to represent the European industry's transformation in line with the region's vision for climate neutrality is not yet fully developed. TRANSIENCE will undertake a comprehensive characterisation and assessment of circularity principles and measures vis-à-vis decarbonisation, by looking at the twin transition of European industries through the lenses of global competitiveness, innovation, and holistic sustainability. It will then produce MIC3, a consistent, fully open-source model ecosystem to assess industrial circularity, decarbonisation, and sustainability. A series of interoperable modules on the socioeconomic, service and product, material, industrial, energy-system, and environmental perspectives of the transformation of European industry will be developed and integrated, building on and opening the code of leading modelling tools. MIC3 will finally be used in extensive scenario modelling to produce diverse pathways toward a material-efficient, circular, climate-neutral, sustainable European industry. Transparency, openness, and knowledge sharing will be promoted, and technical capacities will be developed in four industrial agglomerations in the EU, moving beyond stakeholder consultation, onto model co-development, continuous validation of assumptions, co-creation of scenario modelling, evaluation of the desirability and usability of the developed model and insights, and eventually co-production of science and action.

ICCS – Institute of Communication and Computer Systems	EL
CEPS – Centre for European Policy Studies	BE
E3M – E3-Modelling AE	EL
Fraunhofer – Fraunhofer-Gesellschaft zur Förderung der angewandten Forschung e.V.	DE
HOL – HOLISTIC IKE	EL
PIK – Potsdam Institut für Klimafolgenforschung e.V.	DE
PNTEC – Park Naukowo-Technologiczny Euro-Centrum Spolka Z Ograniczona Odpowiedzialnoscia	PL
TECNALIA – Fundación Tecnalia Research & Innovation	ES
UU – Universiteit Utrecht	NL
WI – Wuppertal Institut für Klima, Umwelt, Energie gGmbH	DE
PSI – Paul Scherrer Institut	CH
UCL – University College London	UK



Executive Summary

This report provides an update to the initial strategy for communication, dissemination, and exploitation (CDE) of the TRANSCIENCE project that was published in Deliverable D5.2 – *TRANSCIENCE project CDE plan* in June 2024. As in the initial report, this first update begins by defining the scope of communication, dissemination, and exploitation in the context of TRANSCIENCE and by setting the CDE targets of the project. Additionally, it sets quantifiable indicators for specific activities that will be monitored throughout the duration of the project, such as achieving five policy briefs and five industry guides by the end of the project's lifetime (including a high-level policy report in this Phase, by Month 36 or December 2026, and a high-level synthesis for European industry in the next Phase, by Month 48 or December 2027).

Next, the report identifies the target audiences of the project as well as the promotional channels to reach them. The project audiences range from industrial actors, associations, and consortia (i.e., the A.SPIRE and P4P ecosystem) and policymakers, to scientists/researchers/academia, and to civil society, and may be further refined during the project. A diverse selection of promotional channels is suggested herein, although central to the communication process is the TRANSCIENCE website, which enables users to learn about the project and access links to all other promotional material. External communication channels are also envisioned to play an instrumental role in the project's CDE activities, including social media (e.g., LinkedIn, BlueSky, and Instagram), news websites and blogs (e.g., Financial Times, Politico, etc.), events including but not limited to project-initiated or external stakeholder workshops and policy events, and synergies with other relevant projects and the A.SPIRE/P4P ecosystem.

This CDE plan update also outlines the types of materials envisioned to promote the project's scope, objectives, and results through the identified channels. The visual identity and logo of the project have already been established, based on the project's main messages towards an efficient, carbon-neutral, and circular European industry. The design of the project website follows the same visual identity, including promotional materials such as a project flyer, leaflet, poster, and banner in all partners languages, as well as a presentation template. Furthermore, project updates are distributed via the project's bi-monthly newsletters and partners' newsletters as well, which further increase the project's visibility.

The plan concludes by listing implemented promotional activities in the first 18 months of the project, such as the establishment of social media channels (LinkedIn, X, BlueSky, Instagram, and Mastodon), the promotion of the project scope and activities through them, and the participation to various events and conferences. The CDE plan will be updated once more in June 2027 (i.e., Month 42 of the project) to report progress towards the project's CDE goals, assess the implemented use of the promotional channels and means, and modify the CDE strategy as needed towards the end stages of the project duration—and beyond.

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1 Introduction

The transition towards a climate-neutral and more circular EU economy is complex and multidimensional and will entail economy-wide and cross-cutting impacts for all stakeholders. In light of this, TRANSCIENCE aims to both develop capacities to understand the technical, economic, and social complexities of the twin transition and to implement a stakeholder-centred strategic project programme which enables exploitation of new capacities and ensures uptake of project results and outcomes.

TRANSCIENCE will provide a consistent, open, and transparent model ecosystem, the MIC3, to assess industrial circularity, decarbonisation, and sustainability in heterogeneous regional industrial clusters throughout Europe, in order to promote the co-production of knowledge in sustainability science, policy, and industry decision-making. Specifically, as outlined in the original CDE plan (D5.2), TRANSCIENCE aims to:

- Investigate the interplays, co-benefits, and trade-offs between decarbonisation, circularity, and sustainability of European industry.
- Achieve model enhancement and integration
- Provide policy advice and promote best practice in industry
- Promote transparency, openness, and legitimacy
- Reinforce the role of all stakeholders
- Enhance exploitation and capacity development

This report describes the first update to the initial strategy for the communication, dissemination, and exploitation (CDE) of information and results of TRANSCIENCE to relevant audiences. Overall, the CDE plan has the following objectives:

1. communicating project results and successful practices to demonstrate the project's impact to a wider audience, both online and in-person;
2. creating the means to disseminate results to stakeholders, including industrial actors, policymakers, NGOs, and the scientific community, and motivating them to exploit TRANSCIENCE results;
3. promoting the exploitation potential of the MIC3 framework and the granularity of its results at EU and country level, at global level and within the four regional industrial clusters targeted by TRANSCIENCE, both during and beyond the project life, through partners' networks and ongoing activities.

These objectives are described in detail in Chapter 2. To fulfil these objectives, the CDE plan also discusses the target audiences and their characteristics and outlines communication channels to share project results so that they are openly available and easily accessible to everyone. Additionally, the plan describes a list of methods tailored to each target group, such as communication materials, a visual identity, and social media packs as well as external conferences and synergies and collaborations with other EU projects for academic dissemination.

In summary, the CDE plan is structured based on the following questions guiding the promotion process:

- To whom? Identification of the audiences to which the project will be promoted (Section 3).
- How? Analysis of potential promotional channels and selection of the most appropriate ones,

according to the target audience and the message to be disseminated (Section 4).

- What? Planning and implementation of the CDE activities (Section 5 for activities that have already been implemented, as of December 2025, and Section 6 for next steps on improving dissemination).

2 Goals and targets of the CDE plan

2.1 The Three Pillars of Promotion: communication, dissemination, and exploitation

Guidance from the European Commission makes clear that communication, dissemination, and exploitation are distinct concepts in the context of promoting project activities and results, all of which contribute to the overall success of the project.

Clear and targeted communication: Communication is all about informing as broad an audience as possible about the project, its activities, and its results, ensuring that audiences, including stakeholders, the general public, and the media, are aware of the project and how it may relate to their daily lives, work, and experiences. To achieve this, good communication must use tools and approaches adapted to target audiences and tailored to the appropriate level (local, regional, national, EU-wide). This engages stakeholders, attracts expertise, generates demand for project outputs, raises awareness and showcases the success of European collaboration. At the same time, good communication entails strategic efforts from the very outset of the project through its entire lifetime, identifying expected reactions and changes in terms of both shorter-term outcomes and longer-term impacts. Apart from establishing the branding of TRANSIENCE as a project about sustainable transition, communication efforts focus on promoting pertinent results and novel insights generated by the improved satellite models that comprise the MIC3 framework. This includes showcasing applications to energy-intensive industries, regional strategies and national energy and climate plans, as well as EU policy benchmarks and financial institutions.

Broad and open dissemination: Dissemination is concerned with making project knowledge and results public and open for use by all those who can learn from and use them. In the case of TRANSIENCE, these are (1) industrial and business actors who could exploit results to define actionable pathways for industry decarbonisation and circularity, (2) policymakers at different levels (EU, national, and regional) who could exploit results to assess and/or update relevant policies initiatives, (3) researchers (including modellers) working on IAMs and scenario analysis who could adopt the project's open-source improvements in their own models, and (4) civil society and NGOs involved in industrial decarbonisation and energy/climate related issues who could inform their work through the project's outcomes. Broad and open dissemination ensures that project results become a common good available through a variety of channels potentially forming the basis of further advances by others. This can be achieved by publishing project results in journals and magazines, by presenting results at conferences and events, by publishing project data to databases, etc. utilising open access channels where possible.

Effective exploitation: Last, but equally important, exploitation focuses on making uptake and concrete use of project results. Effective exploitation ensures that project results underpin new legislation, policy recommendations, and industry strategies, securing benefits for the economy and society at large. Furthermore, effective exploitation requires that project workflows be designed through stakeholder engagement activities and validated throughout the project. This is achieved by making project results usable, such as by creating guides, tutorials, roadmaps, etc., or by sharing knowledge, skills, and data. While exploitation cannot begin until toward the end of the project—when there are exploitable results—it continues well beyond the project.

2.2 Overall Targets

2.2.1 Creating a living document

The CDE plan will be periodically updated throughout the project while all CDE activities will be also monitored. All CDE activities, as of December 2025, are documented in this report, following up on the original CDE plan that had documented implemented actions by June 2024; a final update will be available in June 2027 (Month 42). The WP9 CDE team (ICCS) will make the required adjustments to the project's actions if there is a risk that the desired outcomes might not be met. The plan will also be continuously updated with feedback from stakeholders, following the overall stakeholder validation methodology of the project (see *WP8: Stakeholder validation – policy & industrial needs*).

2.2.2 Customising information to target audiences

The CDE strategy follows a customised approach to successfully communicate the project's key messages to its various target groups based on the audience segmentation that is initially selected (see Section 3). Accordingly, the WP9 team is creating distinct core messages for each group, linking them with appropriate communication channels. Each target audience has formal and informal channels for communication (e.g., scientific publications versus scientific groups in LinkedIn). Therefore, in addition to being mindful of the language used, it is important to consider communication style and tone. While the essential scientific content will stay unchanged, communication initiatives will be adapted to the needs of various stakeholder groups. Nevertheless, for the sake of scientific relevance and integrity, the project findings will not be downplayed, even when they may conflict with particular interests.

2.2.3 Adopting an inclusive and gender-sensitive approach

Gender is central in the formation, response, and responsibility bearing of the energy transition (Clancy et al., 2007; Feenstra & Özerol, 2021). Within TRANSIENCE, is a cross-cutting element in the conceptualisation, co-creation, and scenario modelling. Specifically, the project intends to promote gender justice as a criterion in policymaking and industrial decision-making and base all co-creation and validation activities on an inclusive process that entails engaging with stakeholders from diverse backgrounds, ages, and genders. It also aims to actively incorporate a gender dimension and elements of intersectionality (e.g., culture, socioeconomic status) in collaborative modelling.

2.2.4 Planning for a restriction-resilient CDE

Due to uncertainties related to major global disturbances (e.g., COVID-19), appropriate methodological alternatives have been identified to ensure that the dissemination and communication activities are not brought to a complete standstill, and TRANSIENCE can continue producing results. While online meetings and communication have become common during the last years, for the sake of building trust with the project team and with external stakeholders, physical events will still be used when possible. In cooperation with the project coordinator, the WP9 team will constantly monitor major global disturbances and decide when each methodological alternative will be used. Table 1 shows activities that are identified as potentially vulnerable to such disturbances, along with their methodological alternatives.

Table 1. Project activities that can be potentially affected by travelling restrictions

Activity	Preferred implementation	Methodological alternatives
Co-design activities	In-person workshops	Virtual workshops, carefully designed to reduce video-call fatigue and secure time for discussion and input from all participants
Annual project meetings among consortium partners	In-person meetings	Online meetings through MS Teams
Conferences, pitch meetings with policymakers, and other communication and dissemination activities	In-person and online activities	Only online (through MS Teams)
Final EU conference	In-person and online event	Only online, as a webinar (through MS Teams)

2.2.5 Going open access and paper-free

All content will be provided in an open-access format. Regarding scientific publications, we will prioritise not only high-impact but also fully open-access journals offering, when feasible, open peer review, such as Open Research Europe which will be considered as a possible outlet. In the case of hybrid or transformative journals, the gold open access option will be selected, and the APC will be immediately covered via institutional agreements of participating organisations. Access to papers and supporting datasets will be made immediately available in a dedicated Zenodo community, as well as the ARGOS OpenAIRE workspace, using Creative Commons licenses for reusability and DOIs for findability.

The CDE strategy is designed to be as paper-free as possible with a predominantly digital communication and dissemination focus. Printed material will be used sparingly and only when deemed necessary for the CDE activity at hand (i.e., regional stakeholder workshops, P4P events). However, templates for printed material are provided on the website, allowing any interested party to download and use them.

2.3 Monitored CDE activities and indicators

To ensure that project results are successfully communicated, disseminated, and exploited, a set of targets and indicators has been set (Table 2). Progress towards these targets will be monitored on a regular basis, to confirm that the project is on track to achieve them or to take corrective measures if necessary (see Chapter 5 for the current progress). The communication channels and materials to achieve these targets are detailed in Chapter 4.

Table 2. CDE Indicators

Activity	Objective	Expected audience	Monitoring tool
TRANSCIENCE visual identity	Creating distinctiveness and appeal of the project to all stakeholder groups	All stakeholder groups: policy, industry, research, civil society	Summary of all monitoring means
Enhanced IAM PARIS platform	Facilitating harmonisation/modelling; fostering co-creation; validating MIC3 (results') usability/desirability	All stakeholder groups 2,000 unique users/year 30% of return visitors	Google Analytics
Policy briefs, industry guides	Briefs and guides (and synthesis documents) to inform EU policy and European industry on project results	Policymakers, industry 5 policy briefs (& 2 reports); 5 industry guides (& 1 synthesis)	Number (#) of briefs and guides
Project website	Presenting/disseminating the project's results and making it a referenced source with useful material and links related to industry transition	All stakeholder groups 2,000 unique visitors/year 30% of return visitors <50% bounce rate	Google Analytics account set up when website launched.
Networking with relevant EU projects	Creating awareness of project, sharing results in IAM, industrial transition, sustainability research communities	Academia Project reference in 10 projects, joint papers, meetings, etc.	Digital monitoring, # of joint papers & acknowledgements
Social media channels	Creating awareness of project topic, objectives, results among scientists, policy, industry, citizens, and others	All stakeholder groups 1,000 #industry4netzero and/or #transcience uses, 500 followers	LinkedIn, X analytics etc.
Bi-monthly newsletters	Creating awareness and involving stakeholders in progress; reports and commentaries of policy interest	All stakeholder groups 4,000 recipients/downloads 30% opening rate	Email monitoring system; Website download analytics
Infographics & videos	Creating awareness and familiarity with project among non-experts	Industry, society, policymakers >1,500 views/downloads	YouTube/Instagram stats; # downloads
Blog posts, media articles, commentaries	Articles on climate, circular economy, industry transformation in leading news/media websites and blogs	Civil society At least 10 articles and press releases in the project's lifetime	Media monitoring Copies of articles shared on website
Final EU event	Sharing final project results	All stakeholder groups Audience of 70-100	# of attendees; minutes; photos
Scientific outreach	Academic dissemination of project results (fully open access)	Academia > 30 papers; > 20 conferences	Digital monitoring, OpenAIRE entries

3 Target Audiences

In line with the project's stakeholder engagement strategy, TRANSCIENCE CDE strategy aims to reach the broadest possible range of project-relevant stakeholders, while remaining flexible enough to cater to their specific interests and needs. Stakeholder categorisation described in D2.1 'Multi-layered Stakeholder Engagement Strategy', distinguishes four macro categories of relevant stakeholders identified as key target audiences of TRANSCIENCE:

- **Industrial and business actors**, including most notably those belonging to energy-intensive sectors (e.g. iron & steel, chemicals, cement) but also representatives of cluster or trade associations and/or financial institutions, is the first key target group. For this group, the primary objective of CDE is to convey the relevance of the project in defining actionable pathways for industry decarbonisation and circularity, providing documents (i.e., policy briefs, case study analyses) and simplified tools (i.e., MIC3 simplified version, IAM PARIS workspaces) to support non-expert use of results. Industry-specific dissemination and collaboration activities will include targeted industry guides—based on the case studies and scenario results—providing practical examples of how to apply TRANSCIENCE outputs to sector-specific contexts and needs. Notably, at least five industry guides are envisaged to be released throughout the project, two in Phase 2 (i.e., by December 2026), and three in Phase 3 (i.e., by December 2027, including a high-level synthesis for industry).
- **Policymakers**, especially those involved in policymaking on energy, climate, and resources (whether at the EU, national, regional or local level), represent the second key target audience. For this group, CDE activities should primarily ensure that the project's results can contribute to the assessment and/or updating of relevant policies initiatives. Together with industrial actors, policymakers will be the primary target of the TRANSCIENCE simplified modelling tool. In addition, TRANSCIENCE will produce dedicated policy-relevant outputs and high-level policy reports, to ensure the dissemination of policy-relevant findings. Notably, at least five policy briefs are envisaged to be released throughout the project, two in Phase 2 (i.e., by December 2026, including a high-level policy publication), and three in Phase 3.
- **Research community**, including representatives from universities, think tanks, and other research consortia will be the third target audience of the project. This group will primarily engage with the more technical project outputs. These primarily include the MIC3 satellite modules and integrated framework—along with related data and documentation—as well as scenario development. The project already demonstrates several related scientific papers in high-impact scientific journals and presents its findings at major scientific conferences. Indicatively, it is among the intentions of the consortium to hold a TRANSCIENCE project session in the Nineteenth Integrated Assessment Modeling Consortium (IAMC) Meeting in November 2026.
- **Civil society** actors such as NGOs, labour unions, or consumers organisations—particularly those involved in industrial decarbonisation and energy/climate related issues—will also be a target audience of TRANSCIENCE CDE activities. In addition to potentially using the simplified modelling tool and accessing non-technical projects outputs (such as project reports, policy briefs, industry guides), civil society actors will be the primary (though not the only) target audience of certain TRANSCIENCE communication activities, including blog posts, media articles, and commentaries.

Beyond the above-mentioned activities, cross-cutting engagement (workshops, surveys, interviews) and

communication (newsletters, social media posts) initiatives targeting all stakeholder categories will be implemented throughout the project. TRANSCIENCE CDE target audiences will be regularly refined based on the project's evolving understanding of stakeholder needs and the added value that the models can provide. Figure 1 shows the target audiences that have been identified at the project's start, along with their preferred communication methods.

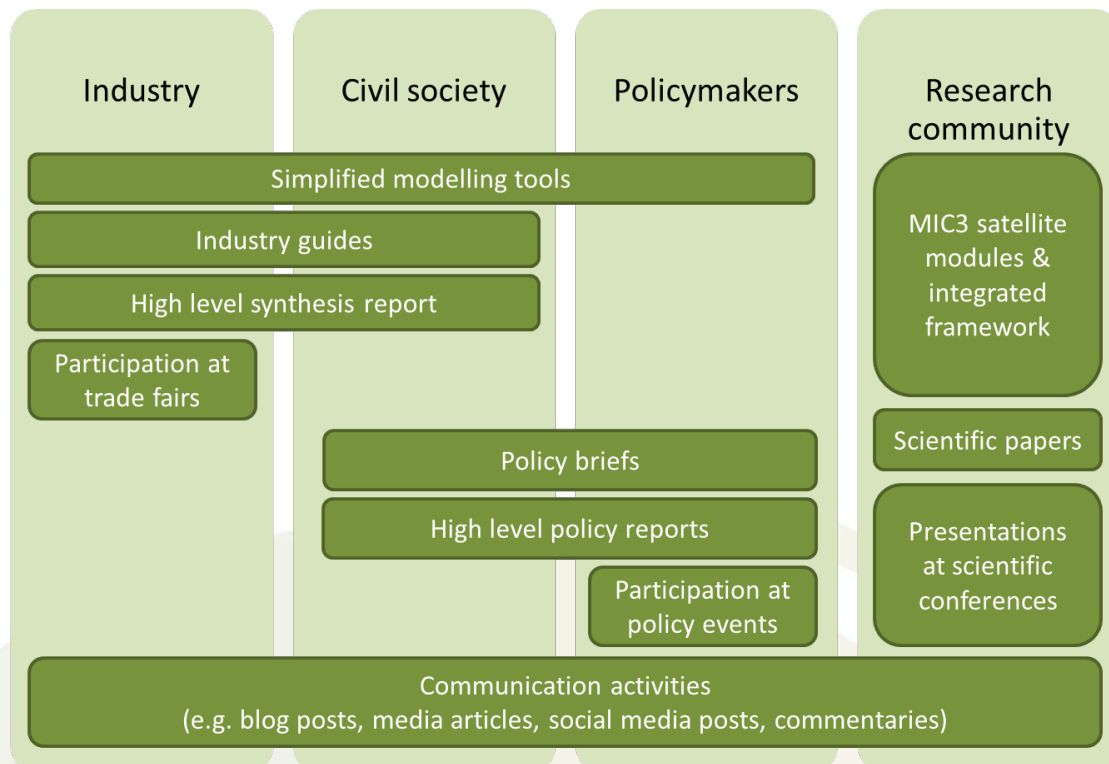


Figure 1. Map of the main CDE tools foreseen for each target audience

Based on the experience of the WP9 team with previous Horizon projects relating to energy and climate topics (e.g., IAM COMPACT, DIAMOND), an initial list of stakeholders had been identified for each of the target audience categories—further enhanced since (including, e.g., the 103 stakeholders that had been registered in the TRANSCIENCE Stakeholder Engagement Database in Phase 1 and had agreed on receiving news about the project). In line with the rules of the General Data Protection Regulation (GDPR), exchanging sensitive information about the stakeholders between partner organisations in the consortium is avoided, unless explicit consent has been provided by a stakeholder.

4 Promotional channels and means

At the heart of the TRANSCIENCE CDE plan is the design and implementation of promotional channels and means to reach target audiences, disseminate messages and outputs, and ensure their exploitation. The promotional channels are the routes through which the messages may find the desired destinations, including the TRANSCIENCE project website, posts on social media, participation in conferences, and others. The promotional means are the media that encapsulate the promoted message and distribute it via the proposed channels, such as publications, social media posts, etc.

Each combination of promotional channels and means has a particular function and level of promotion. For instance, a scientific publication contains technical details that aim to provide scientists, modellers, and researchers with a more in-depth view of the project's outputs. On the other hand, a social media post is better suited to showcase the project's concept and results to a broader audience, whereas a policy/industry brief is expected to target industrial actors and policymakers.

4.1 Promotional channels

4.1.1 TRANSCIENCE Website

The TRANSCIENCE website serves as a central node of engagement and a reference site for project updates, deliverables, visuals, briefs, papers, and all other publications. The project website is used for all three pillars of promotion and contains (or links to) every promotional material of the project as well as links to external dissemination platforms (e.g., GitHub, Zenodo), other relevant initiatives (e.g., IAM PARIS), and Horizon Europe or other synergy projects. The website was developed during the first months of the project and came online in March 2024.

The website consists of the following sections and pages:

- The “About” section includes several pages on the project's description, namely its concept, objectives, work structure, and the composition of the scientific advisory board. It also includes the “Project Consortium” page that showcases the synthesis of the consortium as well as the scientific capacity of the project partners, including links to their institutional websites.
- The “News & Events” page is used to promote all project activities, events, and significant results, while the “Communication” section of the website is dedicated to newsletters, videos, infographics, and media articles as well as the project's visual identity materials, some of which are translated to all partner languages.
- The “MIC3 Platform” page is dedicated to TRANSCIENCE end product and all satellite modules comprising it, linking to their respective open access datasets and code.
- The “Synergies” page showcases all TRANSCIENCE synergy initiatives with relevant Horizon Europe or other projects/initiatives, including joint conference presentations, publications, or workshops.
- The “Publications” page is used to store project deliverables, policy briefs, and industry guides as well as scientific articles and conference presentations that acknowledge project funding.

The website is designed to maximise accessibility and dissemination of all project outcomes. The website's colour palette is carefully curated to be in line with the TRANSCIENCE logo and the overall visual identity. On the technical implementation, the website is developed using responsive web design, enabling access from

different screen sizes and devices. Additionally, all content hosted on the website (e.g., deliverables, other relevant material) is provided in open access. Regarding the open-access scientific publications (and in line with open-access provisions; see Chapter 2), details such as title, authors, and journal are provided on the website, as well as links (DOIs) to the publications, directing the user to the journal-hosted version of an article and the Zenodo or GitHub repository hosting relevant data.

Aiming to increase its visibility, the website has been and will continue to be promoted through the other communication and dissemination channels of the project such as social media and newsletters. Moreover, several news items have since helped boost search engine optimisation and place the website at the top of search engine results for relevant queries. The project website will stay online for at least two years after the project ends and will be key to maintaining the visibility of the achievements of the project.

Several design improvements have already taken place since the launch of the website. The website has been enriched with new content such as news items, reports, and photos from project-related events. The purpose of these images would be to illustrate the inter- and transdisciplinary working process of TRANSIENCE as well as highlight the disaggregated dimension of the MIC3 framework, aimed to provide real-world results for the project’s targeted industrial complexes in the Basque Country in Spain, Rhine-Ruhr in Germany, Silesia in Poland, and the Port of Rotterdam in the Netherlands. The WP9 team will always contact individuals in photos and ask for their consent before publishing them online.

4.1.2 Social media

Social media are online forums and platforms to exchange and share thoughts, opinions, knowledge, and expertise with a large audience and can be also used to host marketing, advertising efforts, and promotional campaigns. Due to the project’s focus on so many diverse target audiences, it is envisaged that social media are and will continue to be extensively used to promote messages and results to the wider public and relevant stakeholder groups (see also Chapter 3). Moreover, social media provide a channel for comprehensible and accessible communication with target audiences as well as links to more in-depth dissemination resources. In terms of social media platforms, the WP9 team will continue to focus on using LinkedIn, BlueSky, and Instagram on a regular basis. The project’s profiles in X and Mastodon will be retained but are not expected to provide useful promotion outlets for TRANSIENCE (see below). The goal and planning for each social media channel are shown in Table 3.

Table 3. Targets and plan per social media channel

Social media	Purpose	Plan
LinkedIn ¹	Increase project’s visibility in the scientific, policymaking, and business community	At least one post per week on the project’s progress with an emphasis on model/result applications (scientific, business, policy), as well as reposting and sharing information from project partners and members of the IAM community of practice.

¹ <https://www.linkedin.com/company/transience-project/>

Bluesky ²	Increase project's visibility in the scientific community	Ad hoc posts on the project's progress with an emphasis on model/result applications.
X ³	Increase project's visibility in the scientific and policymaking community, as well as in the civil society	Ad hoc posts on the project's progress with an emphasis on model/result applications.
Instagram ⁴	Increase project's visibility in the wider public	Around 1-2 post(s) per month, mostly in the form of illustrations or stories
Mastodon ⁵	Increase project's visibility in the scientific community	Ad hoc posts on the project's progress with an emphasis on model/result applications.

LinkedIn

LinkedIn is a business and employment-oriented social network, that allows individuals and organisations to promote their professional progress and outcomes. However, the network has evolved towards providing an excellent exchange environment for scientific updates reflecting both technology and policy developments very relevant to the industrial sustainability transition. Thus, the TRANSIENCE project's page on LinkedIn is used to target specialised audiences within the scientific, policymaking, and business community and provide detailed information about project outcomes.

X

X (formerly known as Twitter) is an online social networking service in which users post and interact with short messages (less than 280 characters). It is ideal for short announcements of project outcomes. Via its X account, TRANSIENCE had initially aimed to reach a wide range of diverse audiences. However, due to the platform's alleged political bias, particularly targeting climate mitigation, banning the European Commission's account, and promoting fossil-fuel interests, most project partners have deactivated or kept inactive their respective official profiles.

Instagram

Instagram is a social networking app for sharing photos and videos, and it is ideal for communicating short, vivid messages to wide audiences. Via the project's Instagram account, we aim to achieve a geographically nuanced approach in industrial mitigation based on a better understanding and demonstration of regionally informed transition developments. Besides prioritising sharing all activities related to stakeholder engagement, we intend to promote the project's participation in high-profile policy events to demonstrate the project's overall scope to address European industrial competitiveness and resilience.

² <https://bsky.app/profile/transienceproject.bsky.social>

³ https://x.com/transience_eu

⁴ <https://www.instagram.com/transience.project/>

⁵ https://mastodon.social/@transience_project

BlueSky

BlueSky is a relatively new social networking app with similar features X (posts with less than 300 characters) with strong scientific representation. The TRANSIENCE project account is regularly used to disseminate the project's modelling developments as well as scientific publications and conferences participation.

Mastodon

Mastodon is another social media network similar to X and BlueSky, this time allowing more extensive posts (up to 500 characters). However, much like the social network itself (which failed to pick up), the established project account has been featuring minimal engagement—with just 13 followers during the two years of the project's lifetime—potentially due to its niche outlook originally perceived as but eventually not living up to the expectation of becoming an alternative platform to X. Nevertheless, the CDE team intends to retain the account as active, mostly to occasionally post project results or critical news and events.

YouTube

YouTube *will* be used for hosting and promoting any upcoming TRANSIENCE videos, including main outputs and project online events/workshops.

4.1.3 News websites and blogs

The following section presents a list of high-calibre media websites that can be contacted to communicate and disseminate project outputs to a wide audience. The list is indicative and non-exhaustive and will be modified or extended whenever necessary.

Financial Times

The Financial Times⁶ is a British daily newspaper printed in broadsheet format and also published digitally that focuses on business and economic current affairs. It reports having more than 1.3 million subscribers of which 1.2 million are digital. Its business outlook is particularly relevant to TRANSIENCE's target audiences.

POLITICO

Politico⁷ is a digital newspaper based in Brussels after launching its European edition in 2014. It primarily provides distributed news, analysis, and opinion articles, covering several policy topics, including energy and climate, with great granularity. TRANSIENCE partners have actively used this media outlet to disseminate project-relevant information as well as opinion articles.

EURACTIV

EURACTIV⁸ is an independent pan-European media network specialised in EU policymaking, covering policy processes ahead of decisions. It provides free and localised news about EU policy in twelve languages, and

⁶ <https://www.ft.com/>

⁷ <https://www.politico.eu/>

⁸ <https://www.euractiv.com/>

together with its media partners reaches 1.7 million users across Europe and the rest of the world.

Euronews – Green

Euronews⁹ is a pan-European television news network providing livestreamed content for several European and world regions in their respective language. The network features a “Green” section touching on a wide variety of climate, energy, and industry relevant developments, making it a good fit for the project’s dissemination purposes.

The Guardian

The Guardian¹⁰ is an acknowledged British daily newspaper founded in 1821, reaching a total of 24.9 million people each month. It features a section dedicated to the environment, with subtopics on climate change, wildlife, energy, and pollution. It is envisaged that the project’s outcomes can be promoted via The Guardian to a wide variety of audiences, fulfilling all three pillars of promotion.

4.1.4 Online collaboration and sharing platforms

Processes4Planet (P4Planet) Partnership

The Processes4Planet (P4Planet) Partnership is a European co-programmed public-private Partnership established between A.SPIRE—as the private entity—and the European Commission in the context of Cluster 4 (Digital, Industry and Space) of the Horizon Europe funding programme. Besides participating in events of the P4P ecosystem, TRANSIENCE has already established its profile in the P4P website¹¹, where project results or project relevant news and events will be published on a regular basis.

Climate Research Communication Network

Climate Research Communication Network (CRCN)¹² is an active network of communications officers, project managers, and stakeholder engagement leaders from various EU climate research projects, founded under the Horizon Europe ESM2025 project, in 2022. The Network aims to increase the impact of each project’s communication by reaching a broader and more diverse audience, creating a community of practice to build common knowledge on best practices, make climate-research communication more impactful, and establish a strong presence of the climate research community in communication networks and on social media. TRANSIENCE participates in the Network’s online bi-annual online meetings to scope synergies, communication and dissemination opportunities, also facilitated by the Network’s interactive project map.

⁹ <https://www.euronews.com/>

¹⁰ <https://www.theguardian.com/europe>

¹¹ <https://www.aspire2050.eu/projects/our-spire-projects>

¹² <https://www.esm2025.eu/science-policy-partnership/climate-research-communication-network/>

4.1.5 Data repositories and platforms

Zenodo

Zenodo is a platform developed by CERN with the goal to provide an easy-access data repository for scientific data from all over the world and from every discipline. The TRANSIENCE Zenodo community¹³ will form a central hub for providing open and unrestricted access to the project's publications and data.

GitHub

GitHub¹⁴ is a platform for hosting open-source code, allowing extensive functionalities for version control and collaboration. GitHub will be used to host the code for new model functionalities that will be developed as part of TRANSIENCE, as well as scripts and inputs used in the project's modelling exercises.

OpenAIRE

OpenAIRE¹⁵ is a science-related portal, whose mission is to provide unlimited, barrier-free, open access to research outputs financed by public funding in Europe. The use of OpenAIRE will enable TRANSIENCE, on one hand, to report more effectively and efficiently on the scientific, and other outcomes of the action and, on the other, to reach a wide community of scientists, policymakers, and stakeholders interested in EU-funded research in general.

4.1.6 Partners' websites/blogs

Most consortium partners have websites featuring news on their research activities. On these websites, articles on the progress of TRANSIENCE and announcements on recent reports or upcoming events will be published. Partners' websites that had already published about the start of the project include the websites of Fraunhofer ISI¹⁶, PIK¹⁷, PNTEC¹⁸, PSI¹⁹, HOLISTIC²⁰, and ICSS²¹. Partner's websites that have announced project events and workshops include CEPS²². Other partner websites that could be used in the future for dissemination and communication include the websites of E3M (under Ricardo plc)²³, TECNALIA²⁴, UU²⁵, WI²⁶, and UCL²⁷. Project activities could also be promoted through partners' social media accounts.

¹³ <https://zenodo.org/communities/transience/records?q=&l=list&p=1&s=10&sort=newest>

¹⁴ <https://github.com/>

¹⁵ <https://www.openaire.eu/>

¹⁶ <https://www.isi.fraunhofer.de/en/competence-center/energietechnologien-energiesysteme/projekte.html#3>

¹⁷ <https://www.pik-potsdam.de/en/output/projects/all/1032>

¹⁸ <http://pnt.euro-centrum.com.pl/jestesmy-partnerami-projektu-TRANSIENCE->

¹⁹ <https://www.psi.ch/en/ta/projects/transience>

²⁰ <https://www.holisticsa.gr/projects/transience>

²¹ <https://www.iccs.gr/transience/>

²² <https://www.ceps.eu/ceps-events/transience-amigdala-stakeholder-engagement-workshop/>

²³ <https://www.ricardo.com/en/services/energy/energy-and-economic-modelling>

²⁴ <https://www.tecnalia.com/en>

²⁵ <https://www.uu.nl/en/research/copernicus-institute-of-sustainable-development>

²⁶ <https://wupperinst.org/>

²⁷ <https://www.ucl.ac.uk/bartlett/environment-energy-resources/sustainable>

4.1.7 External events

With the aim of effectively promoting TRANSCIENCE, partners will be encouraged to participate in events organised outside the consortium and promote preliminary and final results, both during and after the end of the project. This includes events organised by the European Commission as well as international conferences and workshops in fields related to the project's scope.

Scientific conferences

TRANSCIENCE partners have and will continue to participate in scientific conferences to disseminate the project results to the scientific community. Additionally, conferences will be used to monitor relevant research in fields related to industrial decarbonisation and circularity, as well as other relevant topics. The following conferences have been assessed as relevant to the project:

- European Climate + Energy Modelling Platform (ECEMP)
- Annual Meeting of the Integrated Assessment Modelling Consortium (IAMC)—as mentioned before, TRANSCIENCE intends to organise a project session in the 19th Annual Meeting of the IAMC, in November 2026, which will be held in Athens, Greece and co-organised by Project Coordinator ICCS and Partner E3M
- International Conference on Industrial Ecology (ISIE)
- European Process Industry Conference (organised by A.SPIRE)
- Process Industry Strategy & Foresight Conference (organised by A.SPIRE)

Policy conferences

TRANSCIENCE has already participated in industry-led policy clustering events with the P4P ecosystem, such as the Mutual Learning Exercise on Industrial Decarbonisation in Genk, Belgium in April 2024 and the Annual Meeting of the SET Plan Implementation Working Group – Industry side event of EUIndTech2025, in Krakow, Poland in June 2025. In addition, our partner CEPS has participated in the Global Green Industrialisation Dialogue (GGID), an initiative organised by UNIDO. Such conferences offer great opportunities to reach out to policymakers, NGOs, industrial stakeholders, scientists, and other audiences and promote the project. In terms of European-specific conferences, the EU Industry Days, the European Research & Innovation Days, and the European Sustainable Energy Week (EUSEW) will be policy-relevant fora for presenting the project's results.

Workshops and other events and media

A series of regional stakeholder workshops kicked off during the project's Phase I, at the four industrial complexes in the Basque Country in Spain, Rhine-Ruhr in Germany, Silesia in Poland, and the Port of Rotterdam in the Netherlands, as well as a high-level joint workshop with TRANSCIENCE sister project AMIGDALA in Brussels to assess stakeholder needs for model applications. A second round of regional and EU-wide stakeholder engagement—starting November 2025 until March 2026—is aimed towards scoping policy and industrial research questions together with stakeholders as well as validating enhanced satellite modules of MIC3. A third round of these workshops (during Phase III) aims to translate stakeholder needs into scenario frameworks and monitor the MIC3 framework's stakeholder desirability. These workshops will also serve as dissemination fora, where knowledge and information generated will be shared and discussed.

A final EU conference will take place to inform policymakers, other stakeholders, and the broader modelling research community about the project's modelling improvements and advanced, sustainable industrial mitigation pathways.

4.1.8 Synergies

Synergies with relevant projects can increase the outreach potential of the project's outputs and raise awareness among a broad spectrum of stakeholders. TRANSIENCE will contact projects of interest and co-organise joint activities, such as participating in each other's events and cross-disseminating information and outputs through social media and project websites. TRANSIENCE has already established active collaboration with the AMIGDALA sister project, also scoping to jointly setting up a data-sharing formula. To further enhance such collaboration patterns, the project coordinator (Dr Frank Wubbolts) of AMIGDALA has been invited to the TRANSIENCE Scientific Advisory Board (SAB) and vice versa. Additionally, ICCS is also coordinating the DIAMOND project, is also focusing on enhancing, developing, and opening integrated assessment models, offering many options for synergies between the projects. The same is true for TRANSIENCE consortium partners involvement to several other related projects. The project website already contains a section on such synergistic activities²⁸.

4.2 Branding and promotional materials

Several types of promotional materials are envisaged to promote the TRANSIENCE project scope, objectives, and results at different stages of the project. All promotional materials have a consistent and distinctive visual identity and have been created within the first three months of the project²⁹.

4.2.1 Visual identity and communication package

Visual identity and logo

A distinctive and coherent visual identity underpins all TRANSIENCE communication activities designed to correspond to the project's concept, including elements and features that relate to its industry-facing orientation. This is essential to draw the attention of various stakeholders and establish a long-term TRANSIENCE following.

A transient colour palette was insightfully chosen for the final logo to reflect the project name, while the circular shape used for the final logo, represents the project's open, integrated, and participatory aspects, and conveys the circularity principle guiding the industrial transition.

²⁸ <https://www.transience.eu/synergies>

²⁹ <https://www.transience.eu/communication/visual-identity>



COLOUR PALLETE

RGB: 0-104-56
#006838RGB: 191-98-43
#bfc62bRGB: 149-121-45
#95792d

Templates

Throughout the duration of TRANSIENCE, there will be a variety of documents circulated among partners, disseminated to stakeholders, published on social media, or printed and shared at events. In order to consolidate the TRANSIENCE project visual identity and ensure uniformity and recognisability, specific templates have been and will be created for each document type using the same colours and styles across all material. Examples of such document templates include Microsoft Word templates for project deliverables (used in the current document) and other types of reports, as well as Microsoft PowerPoint templates for presentations.

Flyer

A promotional flyer has been developed, providing general information and creating visibility about TRANSIENCE. It has been primarily produced in English and has been translated into all partners' languages. As with all communication package items, the flyer is available online on the project website and will be downloaded and printed only when needed.

Leaflet

TRANSIENCE has also produced a promotional leaflet in English, which has been translated into all partners' languages, featuring a short project description, that is intended for dissemination at conferences and other events. The promotional leaflet concisely describes the project's aims, objectives, contents, and expanding capabilities and participants linked to specific events in order to spark interest. A revised version will include results, modelling activities, lessons learnt, and policy recommendations.

Poster & Roll-up Banner

A publicity poster and roll-up banner on TRANSIENCE has been created and will be used at events organised by the partners or hosted by other relevant organisations.

Institutional presentation

A standard presentation about TRANSCIENCE has been created, containing basic information about the project's objectives, activities, partnerships, and events, and will be used for dissemination at conferences and other relevant events.

Videos and infographics

The WP9 team will produce videos and infographics to create awareness and familiarity with project results (especially among non-experts).

4.2.2 Promotional materials

Blog posts, articles, and press releases

Articles on industrial decarbonisation and circularity or other industry mitigation issues (i.e., resource efficiency) in leading media websites and blogs will be disseminated via the promotional channels identified in Section 4.1. Additionally, press releases will be developed by the WP9 team, disseminated through the website's newsletter, and promoted to relevant media. All partners will support this process by suggesting media contacts at the national level and extending the list of interesting media targets. At least 10 articles and press releases are expected to be published over the course of the project.

Scientific publications

Scientific publications are one of the key means of disseminating the project's results to the research community and building scientific credibility for the project's work. Scientific articles will be published in open-access, high-quality, peer-reviewed journals. Partners will also be encouraged and assisted in publishing their results in working paper series. These activities will ensure that the project and its results will be made known to the public at large. Journals also offering open peer review, such as Open Research Europe, will be considered as a possible outlet. In the case of hybrid or transformative journals, the gold open access option will be selected, and the APC will be immediately covered via institutional agreements of participating organisations. Access to papers and supporting datasets will be made immediately available in a dedicated project OpenAIRE/Zenodo community, using Creative Commons licenses for reusability and DOIs for findability. Moreover, the WP9 team will use its social media channels to promote the articles.

TRANSCIENCE bi-monthly newsletter

The newsletter's goal is to create awareness and involve stakeholders in progress. A regular electronic newsletter is issued at least every two months, providing information on project developments and events. The newsletter incorporates inputs from all partners on the progress and key outcomes of the project. Its key aim is to create awareness about the ongoing work of the action and involve stakeholders in progress. The newsletters will also share policy reports and commentaries to raise awareness of the policy relevance of ongoing project work. The effectiveness of project newsletters will be monitored in terms of number of downloads and opening rates. In compliance with the GDPR, a person will be included on the newsletter mailing list only if one is informed and explicit consent has been given, while the possibility of withdrawing the consent is clearly explained. Consent will be provided either by filling out an online subscription form (accessed via the project's website) or by direct email in case of personal contacts. Additionally, the WP9 team has established the same content to be released as a LinkedIn Newsletter that is automatically

disseminated (upon approval) to our followers in the social network. As of December 2025, TRANSCIENCE has gained 135 LinkedIn subscriptions.

Press releases at partners' institutions

TRANSCIENCE provides regularly the communication departments of all consortium partners with content to be processed for the partners' newsletters, websites, and other media channels.

5 Implemented activities as of December 2025

During the first phase of the project, several CDE activities were implemented. Nevertheless, dissemination efforts are expected to intensify in the next two years of the projects, when most scientific products of TRANSIENCE become available. As of December 2025, 24 out of the 45 expected project deliverables have been finalised, with most of them used to create the groundwork for TRANSIENCE scientific work. For now, the WP9 team aimed to establish a strong presence on social media, creating regular posts both on the project's concept/scope and on early results (i.e., publications on modelling development, sectoral decarbonisation). Figures 2 and 3 show the project's CDE dissemination and publications trackers, including a selection of implemented activities. The tracker is used to monitor and document events and media activities of the project; it is available online and is frequently updated. The following sections present all implemented activities in more detail.

Date	Responsible partner	LinkedIn	X (Twitter)	Instagram	BlueSky	Mastodon	Other	Title/short description of the post	Total N° impressions across all social media (Analytics available only in LinkedIn, Twitter and Instagram)	Researchers	Policy makers	Industry	Civil society or General public	Link(s) to evidence
27.12.2024	ICCS	x	x	x	x	x		Post wishing happy new year	652+27+21					https://www.linkedin.com/feed/update/urn:li:activity:7278358369311076352
10.01.2025	ICCS		x	x	x	x		Post announcing a new scientific publication	45+5					https://x.com/transcience_eu/status/1877649350295269637
13.01.2025	ICCS	x	x					Post commenting on Politico's post on the approaching Clean Industrial Deal	190+44					https://www.linkedin.com/feed/update/urn:li:activity:7284563731886329856
03.02.2025	ICCS	x						Post announcing a synergy with DIAMOND webinar on stakeholder participation	228					https://www.linkedin.com/feed/update/urn:li:activity:7292175846541246464
12.02.2025	ICCS	x	x		x			Post announcing a project job opportunity in PIK	1076+71					https://www.linkedin.com/feed/update/urn:li:activity:7295405156908181505
14.02.2025	ICCS	x						Post announcing the internal physical project meeting in Wuppertal across WP 2,3, and 4	1765					https://www.linkedin.com/feed/update/urn:li:activity:7296139808622481408
18.03.2025	ICCS	x			x			Post announcing Wuppertal Institute's Rapid Assessment on the Clean Industrial Deal	110					https://www.linkedin.com/feed/update/urn:li:activity:7307735449937108993
15.04.2025	ICCS	x						Post announcing the project's presentation in A SPIRE's newsletter	254					https://www.linkedin.com/feed/update/urn:li:activity:7317894072088641536
15.04.2025	ICCS		x		x	x		Post announcing a new project scientific publication	25					https://x.com/transcience_eu/status/1912112319913488515
22.05.2025	ICCS	x						Post announcing the project's participation at SET-IndEU IWG	252					https://www.linkedin.com/feed/update/urn:li:activity:7331231554507051011
04.06.2025	ICCS	x			x			Post commenting on the project's participation at SET-IndEU IWG	657					https://www.linkedin.com/feed/update/urn:li:activity:7335976797420904448
20.06.2025	ICCS	x						Post announcing the project's participation in SSH Energy conference	362					https://www.linkedin.com/feed/update/urn:li:activity:7341785363390066690
14.07.2025	ICCS	x		x				Post commenting on the project's completion of Phase 1	539+31					https://www.linkedin.com/feed/update/urn:li:activity:7350461000665460737

Figure 2. TRANSCIENCE dissemination tracker

Deliverable No.	Title	Lead	Due by	Add to website publications	Zenodo	Open AIRE	IAM PARIS	Git-Hub						
D3.6	Increased understanding of the potential contribution of CE to decarbonisation	UCL	31/5/2025	✓	✓									
D3.7	Industrial competitiveness and the EU twin transition	E3M	31/5/2025	✓	✓									
D4.1	Socioeconomic module	E3M	31/5/2025	✓	✓		✓							
D4.2	Service and product database	PSI	31/5/2025	✓	✓		✓							
D4.3	EU material and sectoral flow pilot modules	WI	31/5/2025	✓	✓		✓							
D1.2	Report on project and SAB Meetings	ICCS	30/6/2025	✓	✓									
D3.8	Open science protocols	HOL	30/6/2025	✓	✓									
D3.9	The twin transition from an innovation lens	ICCS	30/6/2025	✓	✓									
D4.4	EU industrial pilot modules	Fraunhofer	30/6/2025	✓	✓		✓							
D4.5	Global material flow and trade pilot module	PIK	30/6/2025	✓	✓		✓							
D4.6	Energy system pilot module	E3M	30/6/2025	✓	✓		✓							
D4.7	Environmental impact assessment	PSI	30/6/2025	✓	✓		✓							

Figure 3. TRANSCIENCE publications tracker

5.1 Progress towards CDE indicators

Activity	Target	Progress by Month 24
TRANSCIENCE visual identity	Creating distinctiveness and appeal of the project to all stakeholder groups	Finished developing the visual identity of the project and the basic communication package (e.g., flyer, leaflets, poster, project presentation), some of which are translated in seven languages
Enhanced IAM PARIS platform	Facilitating data harmonisation and modelling. Fostering co-creation of assumptions, parameters, scenarios	Platform enhancements are currently underway; some have been implemented (such the Circularity and Decarbonisation

	• 2,000 users/year • 30% of return visitors	Interventions ³⁰ Datastory), but most of them will be developed in RP2 & RP3. • 11K active users • 1.8K return visitors
Project website	• 2,000 visitors/year • 30% of return visitors • <50% bounce rate	• 351 visitors (first year of website operation) • 39.4% return visitors
Networking with relevant EU projects	Project reference in 10 projects, joint papers, meetings, etc.	7 joint publications and 6 joint conference presentations ³¹ with other projects
Social Media channels	• #industry4netzero and/or #transience hashtag used 1,000 times on social media • 500 followers	• 264 uses of the hashtags • 408 followers on LinkedIn • 135 followers on Instagram • 347 followers on BlueSky • 13 followers on Mastodon
Bi-monthly newsletters	• 4,000 recipients/downloads • 30% opening rate	• 9 newsletters • 226 recipients from the project account, about 3,000 recipients from the CEPS account • 135 LinkedIn newsletter subscribers • 40-80% opening rate (project account newsletters)
Infographics & videos	• >1,500 views/downloads	No video or infographic yet
Blog posts, press releases, and articles on news sites	At least 10 articles and press releases in the project's lifetime	8/10 news articles (acknowledging our consortium partners) • 1 article in Financial Times on critical minerals by CEPS • 1 article in Politico Pro on critical minerals by CEPS • 1 article in El Periódico de la Energía on energy planning by TECNALIA (in Spanish) • 1 article in EuroNews critical minerals by CEPS • 1 article in elEconomista.es on energy planning by TECNALIA (in Spanish) • 1 article in RETEMA

³⁰ https://iamparis.eu/datastories/CE_intervention

³¹ <https://www.transience.eu/synergies>

		magazine on Spain's circular economy strategy by UCL (in Spanish) • 1 interview in RETEMA magazine by UCL (in Spanish) • 1 article in NOS news journal on battery industry by CEPS (in Dutch)
Policy briefs, business guides	5 briefs; 5 industry guides	2 policy briefs and 2 industry guides are planned for Phase 2 (i.e., by December 2026), and 3 policy briefs and 3 industry guides for Phase 3 (i.e., in the final year of the project); these include a high-level policy publication within Phase 2 and one high-level synthesis for European industry within Phase 3.
A final EU Conference	Audience of 70-100 people	Will be organised towards the end of the project
Scientific outreach	> 30 papers; > 20 conferences	9 papers ³² and 9 conference presentations ³³ acknowledging TRANSIENCE

5.2 Website

The TRANSIENCE project website has been online since March 2024 and provides a comprehensive information portal about the project. It is also used as an archive of all activities of the project, including the first public deliverables, newsletter, and infographics. Currently, searching for “transience” shows the website at the top of Google search results, while traffic to the website has been mainly driven through the social media accounts of the project. By December 2025, the website had 654 unique visitors (vs. a final target of 2,000 visitors per year)—expectedly, as the most interesting project results (i.e., circular/mitigation pathways for EU industry as well as resulting policy briefs and industry guides) will be made available in the final two years of the project. However, returning visitors over the same period have reached 39%, which is almost the defined target of 40%. Acknowledging that the project's website visitors tend to return to reach more information qor results, we expect to increase new visitors' numbers via the project's upcoming stakeholder and policy events.

5.3 Social Media

The online presence of TRANSIENCE has been already established on LinkedIn, Bluesky, and Instagram.

³² <https://www.transience.eu/publications/scientific-publications>

³³ <https://www.transience.eu/publications/conferences>

Specifically, an official TRANSCIENCE account has been created on LinkedIn and has attracted 408 followers to date. TRANSCIENCE's BlueSky account has currently 347 followers, approaching the KPI of 500 users. Moreover, an Instagram account has been also created and is used to disseminate visual material, featuring 135 followers. However, the project's accounts on X and Mastodon have been put on standby, as they are not expected to provide useful promotion outlets for TRANSCIENCE (see section 4.1.2). An impression of the items posted until now on LinkedIn, Instagram, and Bluesky is given in Figure 4.

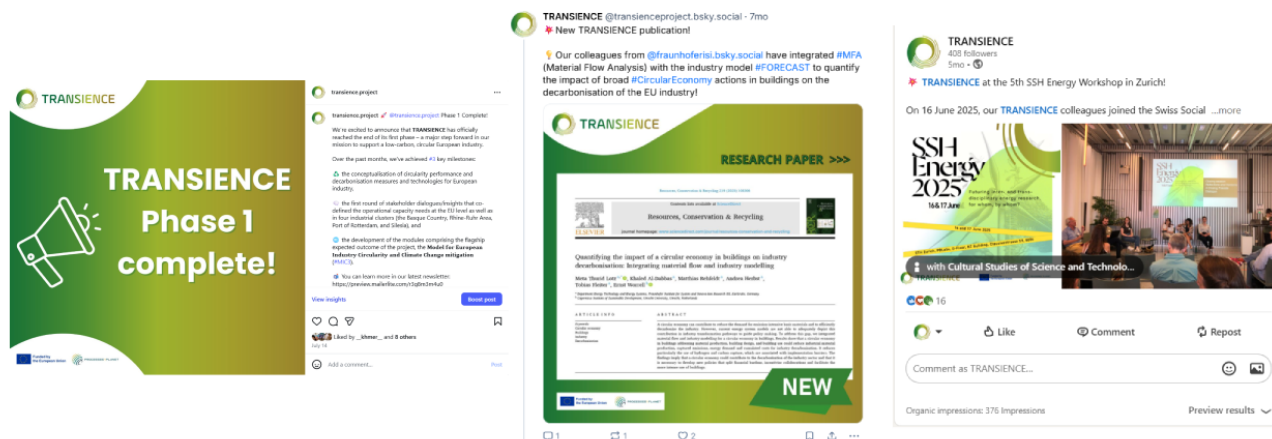


Figure 4. A selection of project posts in social media

5.4 Scientific publications

Despite the fact that most research outputs of the project will be released later in its duration, nine journal articles have been already published acknowledging TRANSCIENCE. All articles were published using the Gold Open Access option and are thus directly and freely accessible to the public and via the website³⁴.

Overall, the following published articles have acknowledged TRANSCIENCE:

1. Terlouw, T., Moretti, C., Harpprecht, C. et al. (2025). Global greenhouse gas emissions mitigation potential of existing and planned hydrogen projects. *Nature Energy*.
2. Keppo, I., Al Khourdajie, A., Gardumi, F., Holtz, G., Nikas, A., Xexakis, G., ... & Zamanipour, B. (2026). Model linking for low-carbon transitions: Technical and conceptual challenges and best practices. *Renewable and Sustainable Energy Reviews*, 226, 116384.
3. König, R., Pregger, T., Kronshage, S., Jochem, P., McCall, B., Holtz, G., ... Teske, S. How to consider feasibility aspects of transformation pathways for the industry sector - implications for energy systems modelling. *Energy Strategy Reviews*, 62, 101901.
4. Lotz, M.T., Al-Dabass, K., Rehfeldt, M., Herbst, A., Fleiter, T., & Worrell, E. (2025). Quantifying the impact of a circular economy in buildings on industry decarbonisation: Integrating material flow and

³⁴ <https://www.transcience.eu/publications/scientific-publications>

industry modelling. Resources, Conservation and Recycling, 219, 108306.

5. Neuwirth, M., Fleiter, T., & Hofmann, R. (2024). Modelling the transformation of energy-intensive industries based on site-specific investment decisions. Scientific Reports, 14(1), 30552.
6. Neuwirth, M., Fleiter, T., & Hofmann, R. (2024). Modelling the market diffusion of hydrogen-based steel and basic chemical production in Europe–A site-specific approach. Energy Conversion and Management, 322, 119117.
7. Nikas, A. (2024). Projecting progress in sustainable development goals vis-à-vis climate action in climate-economy models. PLOS Climate, 3(7), e0000449.
8. Sampedro, J., Van de Ven, D. J., Horowitz, R., Rodés-Bachs, C., Frilingou, N., Nikas, A., ... & Yarlagadda, B. (2024). Energy system analysis of cutting off Russian gas supply to the European Union. Energy Strategy Reviews, 54, 101450.
9. Boyce, J., Sacchi, R., Goetheer, E., & Steubing, B. (2024). A prospective life cycle assessment of global ammonia decarbonisation scenarios. Heliyon, 10(6).

5.5 Events

TRANSCIENCE has organised two joint stakeholder events with the sister project AMIGDALA. The first, “Closing knowledge gaps and reducing uncertainties to support the EU’s green industrial transition”, was held on October 22, 2024, in Brussels at the premises of TRANSCIENCE partner CEPS. The workshop gathered several policy and industry stakeholders who participated in four breakout sessions on political dynamics, technological challenges, business opportunities, and key uncertainties of Europe’s green industrial transition. A second edition of this event was held on December 10, 2025, again jointly with AMIGDALA in the premises of CEPS in Brussels, this time structured around two dedicated sessions. The first session provided an opportunity for the projects to present their progress and receive feedback from the European Commission, the A.SPIRE Association, and other stakeholders, to refine the projects’ direction towards European policy and industry priorities and expectations. The second session adopted a participatory breakout format to collect sectoral perspectives on how circular economy and decarbonisation measures can enhance the efficiency of European industrial systems, focusing on the plastics and steel sectors.

In addition, four regional stakeholder workshops have taken place at the project’s targeted case studies, namely a workshop on the future of the Basque industry on May 28, 2024, in Bizkaia, Spain, a stakeholder workshop in the Rhineland region on August 28, 2024, in Wuppertal, Germany, a workshop on the future of Silesian industry, on September 18, 2024, in Katowice, Poland, and a workshop on North Rhine Westphalia (NRW) on November 27, 2025, in Wuppertal, Germany (see Figures 5 and 6).

TRANSCIENCE also participated in a panel discussion focused on circularity and carbon capture, storage, and use (CCSU) at a side event of the EUIndTech2025, the annual meeting of the SET Plan Implementation Working Group – Industry, held in Krakow on June 2, 2025, as well as at a MDTWeek joint workshop, on the circular economy innovations in manufacturing technologies, on June 25, 2024 in Madeira, Portugal.


PROCESSES4PLANET

AMIGDALA

TRANSCIENCE

WORKSHOP

CLOSING KNOWLEDGE GAPS AND REDUCING UNCERTAINTIES TO SUPPORT THE EU'S GREEN INDUSTRIAL TRANSITION

Where: Centre for European Policy Studies (CEPS), Brussels

When: Tuesday, October 22, 2024

INVITATION-ONLY



Funded by
the European Union

The AMIGDALA and TRANSCIENCE projects have received funding from the European Union's HORIZON EUROPE Research and Innovation Programme under grant agreements no. 101138534 and 101137606, respectively. Views and opinions expressed, however, are those of the involved researchers only and do not necessarily reflect those of the European Health and Digital Executive Agency (HaDEA) or the Processes4Planet Partnership. Neither the European Union nor the granting authorities can be held responsible for them.

Figure 5. The joint workshop's banner



Figure 6. Regional stakeholder workshops

In terms of scientific conferences, TRANSCIENCE partners participated in three major events of the climate and climate-economy modelling community, namely the Annual Meeting of the Integrated Assessment Modelling Consortium (IAMC)2024 and 2025, the European Climate and Energy Modelling Platform (ECEMP) 2024 and 2025, the ISIE 2025, as well as two interdisciplinary conferences, the SSH Energy Workshop organised by ETH, and the EASA Teaching Anthropology Network Conference. The following presentations and posters have acknowledged TRANSCIENCE:

1. Hermwille, L., Fragkos, P., Fragkiadakis, K., Fragkiadakis, D. Industrial Policy Nationalism has negative impacts on economies and the climate. Eighteenth Annual Meeting of the Integrated Assessment Modelling Consortium (IAMC), November 11-13, 2025, Armação dos Búzios, Brazil.
2. Nikas, A., Fragkos, P., Zisarou, E., Van de Ven, DJ., Mittal, S., Rinaldi, L., Rocco, M., Rodés-Bachs, C., Frilingou, N., Heussaff, C. Technologically Constrained EU Mitigation Pathways in the light of Geopolitical and Technological Risks. Eighteenth Annual Meeting of the Integrated Assessment Modelling Consortium (IAMC), November 11-13, 2025, Armação dos Búzios, Brazil.
3. Tigka, C., Spatharidou, D. Scoping anthropological methods into Integrated Assessment Modelling (IAM) scenario design, EASA Teaching Anthropology Network Conference - Anthropology and New Audiences, 15-18 October, 2025, Mytilene.
4. Bußmann, S.L., Maenner, W., Fleiter, T. The European Refinery: Effects of Carbon Accounting in the EU ETS on the Future of Fossil Oil, European Climate and Energy Modelling Platform (ECEMP), 16-17 October, 2025, Brussels.
5. Weiss, B., Dürrwächter, J., Zhang, Q., Schweiger, L., Hosak, M., Pehl, M., Ueckerdt, F. REMIND Materials: IAM-MFA Coupling for a Comprehensive Assessment of Climate Mitigation Options for Basic Materials, International Conference on Industrial Ecology, 1-4 July, 2025, Singapore.
6. Lotz, M.T., Herbst, A. Decarbonizing basic material industries in the European Union - The role of a circular economy in building construction, International Conference on Industrial Ecology, 1-4 July, 2025, Singapore.
7. Tigka C., Koasidis K., Ruß M., Hermwille L., Rizos V., Righetti E., Sütő G.M., Shen I., Gorczyca A., Bialas P., Ziecina A., Muñoz Mateos I., Garcia Gusano D., Jimenez Iturriza I., Efthymiades P., Baka M., Domenech Aparisi T., Nikas A. Stakeholder insights and socio-technical perspectives for analysing sustainable transitions in energy-intensive industrial regions, SSH Energy Workshop, June 16-17, 2025, Zurich, Switzerland.
8. García-Gusano, D., Muñoz, I., Jiménez, I., Kuittinen, H., Fernández, N., Arizabalaga, E., Hermwille, L., Nikas, A. Expanding integrated modelling capacities for EU industry: lessons learnt in regional workshops with stakeholders and their needs, European Climate and Energy Modelling Platform (ECEMP), October 16-17, 2024, Brussels and online.
9. Fragkos, P., Hermwille, L., Fragkiadakis, K., Fragkiadakis, D., Baka, M., Economic and Environmental Effects of Industrial Policy Nationalism, Seventeenth Annual Meeting of the Integrated Assessment Modeling Consortium (IAMC), November 4 - 6, 2024, Seoul, South Korea.

Additionally, four internal events have been already organised by the TRANSIENCE team, including general meetings and meetings between the modelling teams of the project (see screenshot in Figure 6). Details about the major meetings can be found on the website, while the full list of events can be found on the dissemination tracker developed as an internal tool to monitor all relevant activities. In the coming years, TRANSIENCE partners are expected to organise and participate in even more events, helping to build communities of practice in climate modelling and to promote project results.



Figure 7. Internal modelling meeting in Wuppertal

5.6 Synergies

Several synergies have already been established between TRANSIENCE and relevant European projects. Seven out of the nine journal publications that are currently acknowledging TRANSIENCE have been published in collaboration with other projects, most notably, the Horizon Europe projects IAM COMPACT, ENTICE, and DIAMOND.

Lastly, TRANSIENCE participates in the Climate Research Communication Network, organised by the Horizon Europe ESM2025 project, since 2022. TRANSIENCE participates in the Network's online bi-annual meetings to scope synergies, communication and dissemination opportunities, also facilitated by the Network's interactive project map (see Figure 7).

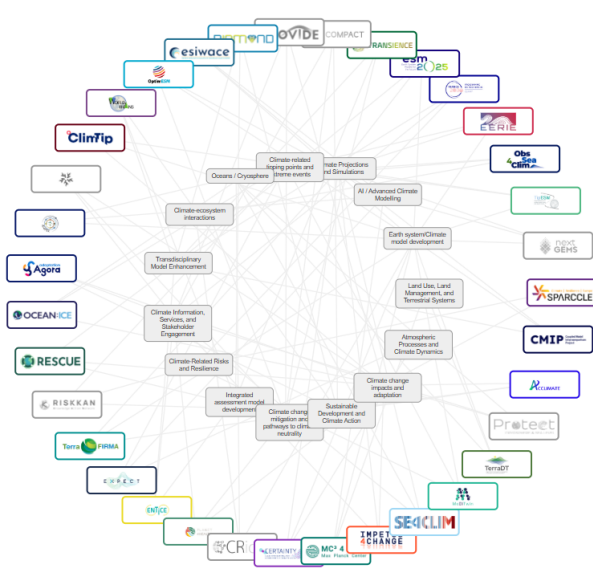


Figure 8. The Climate Research Communication Network's interactive project map

5.7 Newsletters and press releases

TRANSCIENCE has released 9 newsletters as of December 2025. The newsletters had mostly aggregated news about the project as they were published on the website. Figure 9 shows a screenshot of a project's newsletter.



Figure 9. TRANSCIENCE newsletter (including header, body, and footer sections)

6 Next steps

During the first 24 months of TRANSCIENCE, the main goal of its CDE plan was to establish the project's visual identity and website, gain a strong following in social media, and develop its communication content, including posts on events and publications acknowledging the project. The project has been successful in this respect, as shown by the current size of the project audience on LinkedIn (408 followers vs. a KPI of 500 followers), Instagram (135 followers), and BlueSky (347 followers). Nevertheless, dissemination will intensify during the next two project years to reach the intended CDE performance, for instance, reaching more newsletter subscribers and website visitors. Additionally, TRANSCIENCE has built its networks with significant modelling consortia (e.g., IAMC and ECEMP communities) and relevant projects (e.g., DIAMOND, ENTICE etc.), leading to 7 joint publications. It is expected that these collaborations will amplify in the coming years as more scientific outputs and, thus, more opportunities for synergies will become available.

Apart from having more content to disseminate, the WP9 team aims to take the following actions to further improve the CDE performance of the project:

Website: More content will be included in the coming months such as deliverables, publications, and media articles. TRANSCIENCE will also aim to create videos and infographics (at least five, in total) to better disseminate modelling progress to wider, non-expert audiences.

Social media: The WP9 team will continue to post at least once a week on social media. This dissemination is expected to intensify as research outcomes of the project are available. The WP9 team will also become more active on Instagram by developing and posting visual material and infographics that promote the project and its outcomes.

Media: Along with efforts to intensify social media presence, the WP9 team intends to produce more articles for media outlets and blogs, explicitly mentioning the project outputs, aiming to both increase awareness about TRANSCIENCE and its goals and attract audiences beyond academia and research.

Publications: TRANSCIENCE has already published 9 papers and aims to significantly increase them by submitting more research work to high-profile journals within the coming months and years—likewise in terms of presence in scientific conferences.

Newsletter: Newsletters are expected to be sent on a bi-monthly basis during the project's lifetime. Newsletter subscribers linked to the project's LinkedIn account are expected to increase along with the project's progress.

Policy/Industry Briefs: The upcoming period will produce several key research outcomes referring to real-world regional industrial contexts. TRANSCIENCE aims to start working towards producing concise policy and industry relevant briefs to support sustainable transition pathways. The WP9 team will initiate this process by creating engaging templates for these documents and proceed to publish at least two industry guides and two policy briefs before the end of Phase 2 (by December 2025).

7 References

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Feenstra, M., & Özerol, G. (2021). Energy justice as a search light for gender-energy nexus: Towards a conceptual framework. *Renewable and Sustainable Energy Reviews*, 138, 110668.