



A SUSTAINABLE ECOSYSTEM FOR THE INNOVATIVE RESOURCE RECOVERY AND COMPLEX ORE EXTRACTION

D9.2 XTRACT Communication and Dissemination Strategy and Plan

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Abstract	The deliverable will report the initial dissemination and communication plan of the project. A dedicated to the project website and social media accounts, a comprehensive brand ID and a communication kit, including a leaflet, two banners, and an overview presentation of the project, are already prepared, and are used to assist partners' individual communications efforts well described in this document. Webinars, presentations and publications will be performed. Partners roles and procedures are also presented here to ensure that individual efforts are well-organised according to the committed resources to achieve the communication and dissemination objectives.
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Executive Summary

The aim of the XTRACT Consortium is to communicate and disseminate the project results as widely as possible, targeting all actors in the mining area, including policy makers, industry and associations as well as the scientific community.

This deliverable (D9.2) contains XTRACT's communication and dissemination plan, a guide that describes the actions, tools and channels to be used throughout the whole project life. The aim of the document is to outline the strategy, activities, and tools with which the project will carry out an effective communication and dissemination activities to maximize the impact of the project, promote the use and awareness of its outcomes, and ensure their sustainability beyond the project's duration.

D9.2 defines the dissemination objectives, identifies target audiences, formulates key messages, and selects appropriate dissemination channels. It also sets key performance indicators to monitor and evaluate the effectiveness of the communication and dissemination efforts.

Important Clarification:

While this deliverable is being formally submitted at the mid-point of the project, it was originally intended to support activities scheduled for the early stages. Accordingly, relevant sections were shared with project partners during the first four months in the form of separate working documents to ensure timely implementation. This official submission now consolidates those earlier efforts. As such, some sections may refer to actions that have already been carried out.

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Terms and Abbreviations

Abbreviation / Term	Definition / Description
B/W	Black and White – Non-colour version of the logo
D	Deliverable
DERA	German Mineral Resources Agency
DoA	Description of Action
EC	European Commission
EIT RawMaterials Hub – RIS Hub Greece	The Greek national hub of EIT RawMaterials, part of the Regional Innovation Scheme (RIS), supporting innovation, education, and business creation in the raw materials sector.
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
GTK	Geological Survey of Finland
HTTPS	Hyper Transfer Protocol Secure
IBS	International Biohydrometallurgy Symposium
IMWA	International Mine Water Association
KPI	Key Performance Indicator
M	Month (project timeline format)
PwC Greece – ESG	A department of PricewaterhouseCoopers Greece providing consultancy services on Environmental, Social and Governance (ESG) issues, sustainability strategy, and climate change mitigation and adaptation.
RIA	Research and Innovation Action
SIM	Exhibition of the Congress of Mineral Industry Society
TRL	Technology Readiness Level
WP	Work Package

1. INTRODUCTION

XTRACT is a 3-year Research and Innovation Action (RIA) funded under the Horizon Europe programme. The project began in December 2023 and will run until November 2026. It brings together 14 partner organisations from 9 European countries, who share a common understanding that communication is a continuous and integral process, essential not only for stakeholder engagement but also for achieving the project's overall impact and success.

The XTRACT Communication and Dissemination Strategy and Plan aims to raise awareness among a wide range of relevant stakeholders about the project's objectives, activities, and results. This deliverable outlines the strategic approach and planned actions to ensure effective communication and dissemination throughout the project's lifecycle.

1.1. PURPOSE AND SCOPE

The dissemination and communication activities require time and financial resources from the consortium partners. Hence, all the partners of the Consortium will contribute to these activities and for this purpose specific budget has been allocated. Therefore, it is essential to establish a concise dissemination and communication strategy with a predetermined scope and carefully defined goals. To begin with, the purpose of this deliverable is to explain the strategy and plan for informing and engaging relevant stakeholders and the public to guide the consortium to efficiently allocate time and resources to achieve the dissemination and communication objectives.

In addition, this deliverable establishes the XTRACT response to the requirement set out in the Grant Agreement (GA art. 17) to “promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner” and to disseminate its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results).

1.2. INTENDED READERSHIP

This deliverable is communicated both internally within the XTRACT project consortium and externally to interested parties outside the project.

The primary readership includes the members of the XTRACT consortium and the European Commission (XTRACT Project Officer). It serves as a guide for the XTRACT partners to understand the communication and dissemination pursuit, their individual and collective responsibilities, and how to effectively contribute to and shape outreach efforts.

As a public deliverable, it is also accessible to external stakeholders via the project website upon its official approval by the European Commission.

2. COMMUNICATION AND DISSEMINATION STRATEGY

The communication and dissemination strategy of the project is designed to ensure broad outreach, stakeholder engagement, and visibility of the project's progress and results. This approach combines academic dissemination with targeted communication activities. Key dissemination actions include the publication of various peer-reviewed papers and the submission of articles in specialized media. The consortium will also participate in events, conferences, and workshops to share knowledge and promote the uptake of results. On the communication side, the strategy focuses on building brand awareness through campaigns, the use of brand items at events, and maintaining an up-to-date project website supported by informative videos. Stakeholders will be regularly informed through e-newsletters and press releases, while social media platforms will be leveraged for real-time updates and community interaction. In addition, presentations will be delivered at key events to further enhance the project's reach and support Key Performance Indicators (KPI) achievement.

2.1. STRATEGIC APPROACH AND METHODOLOGY

The XTRACT Communication and Dissemination Strategy and Plan adopts a more strategic model that evolves through three levels of communication: Inform, Explain, and Engage, which are progressive in nature. All these levels are designed to work complementarily to one another, refining the scope and details of the communication used at every stage of the project and for different audiences. A general understanding must be provided to a wide audience for the Inform level, and its focus is to raise awareness regarding the project's objectives, its technologies, and benefits. Moving to the Explain level, the project detailing steps provided is accompanied by more technical explanations, tailored to showcase its potential impact. At the Engage level, the focus shifts to fostering trust and collaboration while actively encouraging stakeholders to participate in project implementation. This also ensures that the communication facilitates engagement at all levels of interaction and motivates further action. The methodology design remains flexible and will incorporate changes as the project progresses.

2.2. THE LASSWELL COMMUNICATION MODEL APPLIED TO XTRACT

The dissemination and communication strategy of XTRACT is designed to raise awareness, promote understanding, and inspire engagement around sustainable and responsible mineral exploration throughout the duration of the project – and beyond. To ensure a structured and impactful communication process, XTRACT adopts **Lasswell's communication model**¹, which defines the core components of effective communication: Who says what, in which channel, to whom, and with what effect. This framework enables the project to strategically align its messaging, audiences, tools, and expected outcomes. The answers to these fundamental questions are structured as follows in this plan:

- **Why?** The specific communication and dissemination objectives of XTRACT are outlined in *Section 2*.
- In **which** way? The tools and channels to reach key audiences effectively are detailed in *Section 3*.
- To **Whom?** The definition of key audiences - tailored to their roles and needs - is presented in *Section 0*.

¹ Lasswell, Harold D. "The structure and function of communication in society." *The communication of ideas* 37.1 (1948): 136-139.

- To **what effect**? The success of communication and dissemination efforts will be monitored using dedicated KPIs, as described in *Section 7*.

2.3. CONSORTIUM EFFORT

The dissemination and communication efforts of XTRACT are led by ACCELI. Although coordinated centrally, this is a horizontal activity involving all partners, who will actively contribute to promoting project results and producing dissemination materials—such as publications, press releases, and e-newsletters – particularly within their respective countries and cluster ecosystems. Activities under this effort include digital media posts, press releases, blog posts, articles and media publications (including podcasts and interviews), social media engagement (LinkedIn and X/Twitter), newsletters, videos and visual content, participation in conferences, events, and webinars, organisation of project events, collaboration with other EU-funded projects and networks, printed materials, targeted networking, and podcast content.

All partners are guided and supported by the Communications Manager, who continuously informs the consortium of relevant opportunities for engagement, allowing partners to participate where appropriate. Dissemination activities are systematically tracked and documented: the Communications Manager reports the Consortium’s contributions annually to the Project Manager, and a central registry is maintained, containing records, proofs, and supporting materials for all dissemination and communication actions. This ensures transparency, accountability, and the effective alignment of outreach efforts with project goals.

Several partners have already been actively engaged in dissemination activities during the first half of the project, even though this deliverable is being formally submitted at this stage. As a result, some of the actions presented here refer to past efforts that have already taken place. In addition to this, a brief overview of forthcoming dissemination plans is also included below. A more comprehensive and updated account of all dissemination activities will be provided in Deliverable 6.3.

- G.E.O.S. plans to enhance the visibility of the XTRACT project by posting regularly on its website and sharing relevant articles on LinkedIn. The company intends to engage its audience further through updates on key project milestones and outcomes.
- TUC aims to disseminate the XTRACT project through a variety of channels, such as LinkedIn posts related to key project meetings, including the Consortium Meetings. TUC also plans to publish updates on its website, ensuring consistent communication with both academic and industrial audiences. The university also plans to organise several academic presentations.
- USAL has outlined a plan for ongoing dissemination through its social media channels, such as LinkedIn, X (Twitter), Facebook, and YouTube. They intend to increase the dissemination actions with at least 10 additional initiatives annually. USAL also plans to publish scientific articles to further highlight the results of the XTRACT project, enhancing its reach within academic circles.
- TUBAF will support communication activities by utilising its social media channels and website to share general information about XTRACT. As part of its commitment to engaging the local community in Freiberg, TUBAF plans to invite journalists to visit the Pöhla/Tellerhäuser pilot site once the pilot plant is operational. The university also intends to issue a press release for regional media and stakeholders. TUBAF’s researchers are expected to present XTRACT-related research at several conferences, and TUBAF will co-organise webinars focusing on relevant project topics. The findings will also be incorporated into ongoing student courses.

- MUON plans to disseminate the XTRACT project through various channels, including attending relevant conferences, sharing updates on LinkedIn, publishing blog posts on its website, and including project information in promotional materials. Additionally, MUON will showcase the São Domingos Mine as a case study for assessing metal potential in old waste piles.
- NTUA/AMDC has already contributed to the dissemination of the XTRACT project through its social media channels, including LinkedIn, and has published press releases on the Lavrion Technological and Cultural Park website. Moving forward, NTUA/AMDC plans to release two press releases and two social media posts per year. The partner will also collaborate with other consortium members to organise a webinar, targeting an audience of at least 40 participants.
- BRGM has planned to attend congress exhibition and scientific conferences related to the work performed in XTRACT: two national events in 2025, the national 74th SIM congress exhibition on mineral industry and the 12th AFEM congress on microbial ecology; at least one international event in 2026, the 26th International Biohydrometallurgy Symposium (IBS), organized by BRGM in Orléans (France), and aiming at sharing knowledge on cutting edge science and technology in the field of mining biotechnology. XTRACT results will be disseminated also during the webinars organized every year by the French research association, PROMETHEE, which gathers all the French researchers and scientists in the field of hydrometallurgy. Finally, BRGM will contribute to disseminating XTRACT research work to a wider audience by publishing articles in peer-reviewed international journals, and by sharing relevant posts on LinkedIn.

Each partner's contributions are essential to ensuring the success of the project's communication efforts and increasing its visibility across various sectors.

2.4. RISK MANAGEMENT AND MITIGATION

Effective risk management is integral to the successful implementation of the project's communication and dissemination strategy. Potential risks include limited stakeholder engagement, low visibility of project results, delays in content production, or inconsistent messaging across channels. To mitigate these, the consortium has adopted a proactive content planning process, ensured regular coordination among partners, and established clear branding guidelines to maintain consistency. A flexible communication approach enables the team to adjust messaging and tactics based on feedback and analytics. By diversifying dissemination channels - including events, digital media, and social platforms - the project builds resilience and adaptability in reaching its target audiences and achieving its KPIs.

While a detailed risk management framework is outside the scope of this deliverable, key measures related to communication have been identified. Stakeholder queries will be addressed without delay, and a moderator within ACCELI will oversee project social media channels to manage and filter inappropriate or irrelevant content. Moreover, all partners and their extended networks are expected to remain alert and report any content requiring attention, including that in local languages.

The project is also prepared to respond to unexpected developments, such as sudden media attention or significant publications, which may require a coordinated, immediate communication response. In such situations, partners are encouraged to remain informed and proactively communicate with the appropriate consortium members.

All beneficiaries are committed to promoting the project and its outcomes strategically and effectively to multiple target audiences, including the public and the media. Communication activities expected to generate major media exposure – such as national or international coverage – must first be shared with the Project Coordinator (TUBAF) and Communications Manager (ACCELI), who will ensure that the appropriate stakeholders, including the European Commission, are informed in advance.

Finally, appropriate procedures for protecting intellectual property will be in place.

3. COMMUNICATION CHANNELS AND TOOLS

The effectiveness of the communication strategy will be enhanced using targeted communication channels and tools. These will ensure consistent, broad, and timely outreach of the project's key messages, objectives, and outcomes to a variety of stakeholders and the wider public. The following overview outlines the communication channels and tools that will facilitate and strengthen all planned dissemination and engagement efforts.

3.1. WEBSITE AND DIGITAL MEDIA

3.1.1. XTRACT Website

The World Wide Web has become a major information channel in the past two decades. This success is explained by the variety and multitude of information it makes available to a wide number of people at any time with a few clicks of a mouse.

Thus, the XTRACT project is putting major effort towards setting up and continuously improving the project website. The website URL address, <https://xtract-project.eu>, emphasizes the link to the European Union (EU). The graphic layout has been designed in line with the developed brand of the project to ensure consistency. On the top of the website the logo and the main navigation menu are placed. In addition, at the bottom of the website project contact details, relevant links and the website Imprint are also included along with the EU emblem and acknowledgement to the EC contribution.

Finally, to ensure compliance with the General Data Protection Regulation requirements, at the bottom of the website terms and conditions as well as privacy policy and cookies policy can be found. The website is only accessible through Hyper Transfer Protocol Secure (HTTPS) that guarantees secure communication between the website and potential visitors.

The **website sitemap** is structured as follows:

1. The Project
 - About
 - Partners
 - Objectives
 - Synergies
2. Pilot Use Cases
3. Outcomes
 - Technologies
 - Impact
4. Materials
 - Publications
 - Deliverables

- Branding Pack
5. News Hub
 - Newsletters
 - The Press
 - News & Events
 6. Stakeholder Community
 7. Contact
 8. Zenodo

The numbered items and the items in bullets above can be browsed through the main navigation bar on the top of the website. The homepage of the XTRACT website is shown in Figure 1 .

Within the “[Contact](#)” section, one can communicate with the project through a contact form. In this way, the interested visitor of the website will have the opportunity to contact the project’s members and inquire further information or propose possible future collaborations. Links to the X-Twitter, YouTube and LinkedIn accounts of the project are also included along with the registration form to the XTRACT newsletter for those visitors who want to stay in touch with the project and follow its advances. All personal data collected through the contact form or the registration form to the XTRACT newsletter are processed in accordance with the GDPR provisions based on the consent of the data subjects. Extended information on the matter is provided to the website visitors (data subjects) via the website’s privacy policy.

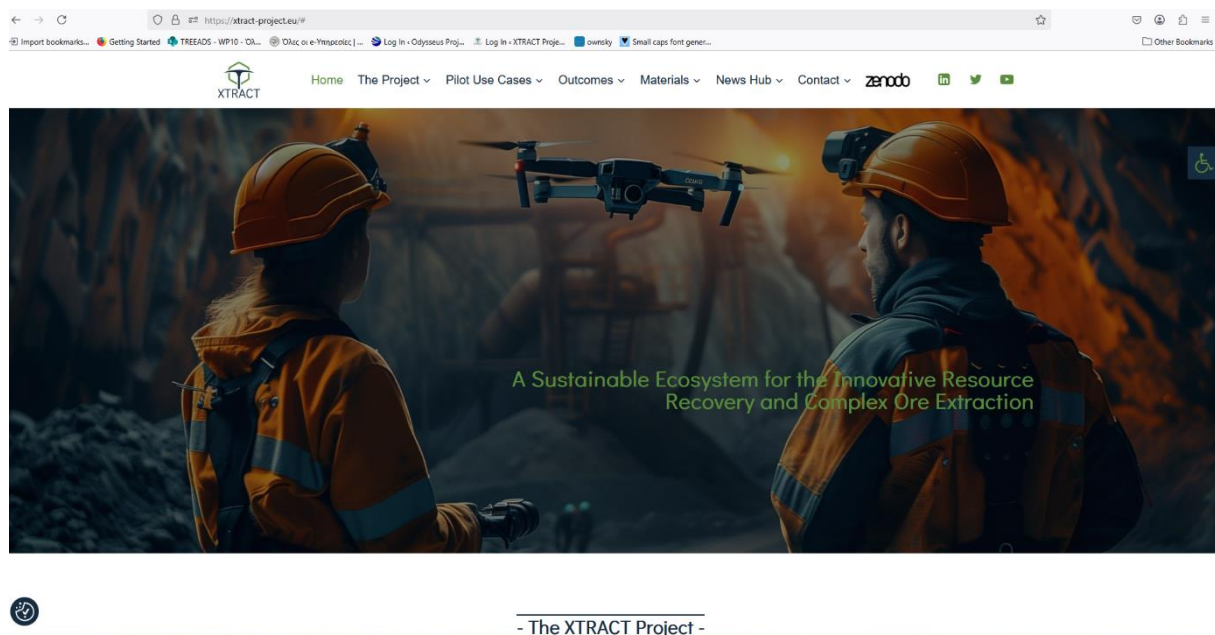


Figure 1: XTRACT Website Homepage

3.1.2. Digital Media

Social media has become a very popular means of disseminating information fast across heterogeneous target groups. These channels serve on-demand access to content anytime, anywhere, on any digital device. To extend the project target audience (especially to involve the great public and

not only sector experts) XTRACT is integrating these media tools strategically in communication activities.

Building true engagement on social media goes beyond simply having a presence on various platforms. It requires a thoughtful content strategy designed to hook the audience and keep them interested. In this context, creating meaningful and engaging content will be a key focus throughout the project's social media activities. Posts will be crafted not just to inform, but to spark interest, interaction, and sharing – ultimately strengthening the project's online visibility and impact.

WP9 and WP10 leader is responsible for updating the social media accounts of the project to include posts related to partners' achievements, and other relevant public information following the approval of the material according to the already established dissemination procedure whenever is needed.

The official social media accounts of the project are available on LinkedIn, YouTube and X (formerly Twitter), as listed below.

[LinkedIn](#) (@xtract-project)

The use of LinkedIn has been assigned the highest priority due to its characteristics. It has a strong outreach value especially for professionals in different fields and sectors, connecting experience with modern approach. The strategic use of LinkedIn would be to showcase not only the results and activities of the project but also facilitate networking and collaboration within the consortium.

[X-Twitter](#) (@xtract_project)

X, formerly known as Twitter, is widely known for communicating short messages that would stand out. It's important to not only include inspiring and reflective content on the platform but to also make sure that the most important stakeholders are reached. Strategic use of hashtags - aligned with both global and local trending topics - can significantly enhance visibility and engagement.

[YouTube](#) (@xtract-project)

YouTube will be used to share project-related video content, including demonstrations and two key project videos. As a widely used platform, YouTube plays a significant role in increasing transparency, engaging stakeholders, and enhancing public visibility. It offers an accessible way to present the project's progress and outcomes to both expert and general audiences.

During the first year of the project the goal of XTRACT social media activities will be to create awareness. In the following years, the focus will shift toward engagement and impact – sharing results, highlighting project milestones and driving conversations around the project's themes. The aim will be to build a sustained and informed audience that follows the project's development and outcomes.

3.2. PRESS RELEASES AND BLOGS

3.2.1. Press Releases

Throughout the project, press releases will be issued by all partners to communicate major project outcomes that have a significant influence on society and/or dedicated communities. These press releases will be published around important milestones to reach end-users and interested professionals through specialised publications and digital media channels. The objective is to generate positive press attention for the project at local, national, and European levels.

The first Press Release, showcased in *Annex 1*, issued by ACCELI, highlights the successful launch of the project. Its purpose is to provide partners with the necessary text, enabling them to inform their

contacts about the project's commencement. By sharing this information, partners actively contribute to raising awareness and exerting a significant influence on the project's visibility and impact. In addition, TUBAF has launched a German version specifically tailored for national and regional media. This serves as a plan to broaden the project's reach within the German-speaking regions. Partners are encouraged to translate the press release into their native languages and share it within their respective networks, further enhancing the project's visibility across diverse audiences.

3.2.2. Blogs

Project-related blog posts will serve as an accessible and engaging tool to communicate XTRACT's progress, insights, and results to a broad audience. Hosted in the 'News' section of the project website (<https://xtract-project.eu/category/news/>), the blog will offer timely updates throughout the project's lifecycle.

Blog content will highlight various aspects of the project, including technical developments, partner activities, field visits, interviews, event participation, and reflections on relevant industry trends. Posts will be written in an informative and approachable tone, aiming to make complex topics more understandable to both expert and non-expert readers.

The blog will also support stakeholder engagement by showcasing the real-world relevance of the project and giving visibility to the consortium's expertise and collaborative efforts. Content contributions will be coordinated by the Communications Manager, with input from partners across the consortium.

All blog posts will be promoted through XTRACT's communication channels to maximise visibility and foster wider engagement with the project's work.

3.3. NEWSLETTERS AND VIDEOS

3.3.1. Project Newsletter

Electronic newsletters will be issued during the project to highlight XTRACT status, progress, and next steps. These will commence in M7 (June 2025) and be distributed by both the partners and the Communications Manager to different identified contacts and the wider stakeholder community every six months, ensuring they are kept informed about key developments, opportunities for engagement, and project outcomes. These communications are also archived and publicly accessible on the XTRACT website, under the respective category at the following link: <https://xtract-project.eu/newsletters/>.

The newsletter issues will include the latest project news, synergies, participation at events and other related content to provide up-to-date information in different developments phases, inform the Stakeholder Community of XTRACT about the latest project news, include call for action when needed and attract visitors to the website to increase traffic.

3.3.2. Project Videos

At least two project videos will be produced during both the second and third years of the project. While the specific content will be defined as the project progresses, the aim is to showcase XTRACT's key developments and outcomes in an engaging format suitable for a broad audience. Interested partners will be invited to participate in the creation process, contributing material and supporting promotion efforts. Once finalised, the videos will be published on the official XTRACT website, shared via the project's [YouTube channel](#), and distributed across digital platforms to ensure wide visibility and outreach.

3.4. EVENTS, CONFERENCES, AND WEBINARS

In terms of macro-dissemination, all partners will allocate resources to participate in and disseminate the project at relevant external events. These events are aimed at engaging potential XTRACT audience groups and aligning them with the project's objectives.

Several partners have already participated in key events, while others have plans to contribute in the future.

- For example, NTUA/AMDC participated virtually in the CERESIS project Final Event and a workshop on sustainable mining practices, where they presented the XTRACT project and engaged in discussions.
- MUON has already presented the XTRACT muography pilot study at a scientific conference and plans to promote the project at additional events, including FinnMateria and G-EXPO, with further participation planned in multiple conferences over the course of the project.
- G.E.O.S. will participate in the IMWA 2025 conference, where the XTRACT project will be presented, fostering networking opportunities with stakeholders in the mining and raw materials sectors.
- TUC has been active in disseminating the XTRACT project at various conferences, including the EURECA-PRO 18th Freiberg Colloquium. Upcoming events include an international conference on circular economy in September 2025, where XTRACT partners will have the opportunity to present their work and collaborate on further dissemination activities.
- TUBAF has presented the XTRACT project at the 63rd Annual Conference of Metallurgists and the XII. Annual Meeting of Red INVECA. In the future, TUBAF plans to present research results at the International Biohydrometallurgy Symposium and at raw materials conferences, further promoting the project's outcomes.
- BRGM will attend the 74th National SIM Congress Exhibition on Mineral Industry (15-17 October 2025, Orléans, France) and the 12th AFEM Congress on Microbial Ecology (18-21 November 2025, Beaune, France). One international conference is already scheduled in 2026, the 26th International Biohydrometallurgy Symposium (IBS), organized by BRGM from 28 to 30 September 2026 in Orléans, France, and aims to share knowledge on cutting-edge science and technology in the field of mining biotechnology.

XTRACT will also prioritise the organisation of webinars and online workshops throughout the project duration. A total of four webinars/online workshops are planned to be organised across the project's lifespan, as outlined in *Section 7.1: Key Performance Indicators (KPI)*. These webinars will focus on key topics relevant to XTRACT's objectives, including sustainable raw materials extraction, innovative mining technologies, and circular economy practices. The consortium aims to not only organise these events but also collaborate with sister projects to co-organise webinars on cross-subject themes.

These contributions, alongside other dissemination efforts, will be comprehensively detailed and reported in deliverable **D6.3**, which will provide a thorough overview of the consortium's participation in external events.

3.5. COLLABORATION WITH OTHER EU PROJECTS AND NETWORK

Networking with other relevant EU projects is very important since this will ensure knowledge exchange between experts working on the same field to answer similar challenges. This will help to avoid overlaps and double work and boost advances in the field further without delays.

The cooperation that XTRACT will seek at an initial phase will be mainly on a dissemination and communication level so that XTRACT announcements, press releases, events, etc. are promoted to other projects' networks. Later, and when more results are available, the potential of joint events' organisation will be examined, while the findings exchange will be investigated among technical partners.

The XTRACT consortium has already identified relevant projects to seek opportunities for collaboration. For instance, the G.E.O.S. partner is actively involved in the METALLICO and RAWMINA projects under the "Cluster Hub for Production of Raw Materials for Batteries from European Resources." NTUA/AMDC is collaborating with the [RESTART EU project](#). MUON is a partner in the EU Horizon projects [AGEMERA](#) and [REMHub](#), developing muon imaging in mineral exploration and resource extraction activities. Further collaboration exists between TUBAF and the EU projects [RAWMINA](#), and the projects Mine.io, HARMONY and ZEROSTEEL, where TUBAF is also partner. TUBAF is also actively involved in the EIT Raw Materials project ReLiFe focusing on the recycling of metals and exchanging approaches and tools with XTRACT. BRGM is similarly engaged in several European projects dedicated to raw materials, including RAWMINA, [CICERO](#), [LITHOS](#), [MADITRACE](#), and RAWCLIC, covering topics from critical raw material recovery and lithium processing to digital traceability and climate-resilient supply strategies.

The TUBAF XTRACT team also aligns with the EIT RM-labelled master program SINReM by offering master thesis topics and including findings and approaches from XTRACT into teaching for the SINReM course. This is also well aligned with the supporting EIT RM project SINReM-TREND which focuses on advancing the SINReM master's curriculum and has established various supportive boards involving XTRACT experience and partners.

In addition, XTRACT has established strong synergies with complementary initiatives, ensuring alignment, knowledge exchange, and coordinated dissemination efforts. Through collaborations with cutting-edge projects like [Mine.io](#), [START](#), BLOOM, [REPTIS](#) and the Materials for Batteries Cluster Hub, XTRACT is enhancing its innovative approach to mining, resource recovery, and decarbonisation. These partnerships enable XTRACT to leverage digital ecosystems, energy harvesting, and advanced materials technologies, furthering its commitment to the Zero Emission Mine of the Future. By joining forces with other Horizon Europe initiatives and research hubs, XTRACT is positioned to play a leading role in driving the mining sector towards a more sustainable, efficient, and eco-friendly future.

To support visibility and transparency, a dedicated section on the XTRACT website has been created to showcase all established collaborations and is available at this [link](#).

Networking and partnership-building are further reinforced through the consortium's active participation in key industry events, conferences, and cluster meetings, enabling direct engagement with stakeholders and the wider research and innovation community. XTRACT partners will use their stakeholder repository to further investigate and identify networking opportunities during the project (especially by M32).

4. STAKEHOLDER ENGAGEMENT

The Consortium recognises the importance of consulting with and exchanging knowledge with key organisations and stakeholders outside of the consortium. Engaging with these external parties is essential for ensuring that the project remains aligned with industry needs and encourages broader collaboration.

4.1. IDENTIFICATION OF KEY STAKEHOLDERS

One of the central objectives of the XTRACT project is to actively engage and collaborate with a broad and diverse range of stakeholders to ensure the successful implementation, visibility, and adoption of project outcomes. To support this, a crucial early activity involves the comprehensive identification and mapping of the XTRACT Stakeholder Community. This process aims to analyse and classify the various groups and individuals who have a vested interest in sustainable raw materials extraction and related technologies.

Together with the other partners located in Freiberg, G.E.O.S. and SAXORE, TUBAF has identified and contacted relevant stakeholders who are potentially interested in the technologies and targets of the XTRACT project. TUBAF successfully connected with the Saxon State Office for Environment, Agriculture and Geology, the German Mineral Resources Agency (DERA), and the Geo Competence Centre Freiberg. SAXORE established contact with Zinnwald Lithium PLC (a European SME producing battery-grade lithium hydroxide), and two representatives from the visitor mine (Pilot 1) and the local municipality of Breitenbrunn. SAXORE and G.E.O.S. are currently awaiting responses from Wismut GmbH, the Saxon State Ministry for Economy, Labour and Transport, and the Geological Survey of Finland (GTK).

Additionally, NTUA/AMDC has identified, contacted and informed key stakeholders regarding Pilot 4 activities under the project. Furthermore, regarding the stakeholder database, NTUA/AMDC has sent invitations and LoS to the following stakeholders: the “Industrial Educational Museum” (Lavrion, Public Authorities & Policy Makers), the “Lavrion Studies Association” (Lavrion, Public Authorities & Policy Makers), the “Municipality of Lavrion” (Lavrion, Public Authorities & Policy Makers), the ESG, Sustainability and Climate Change Services department of PwC Greece (Industry) and the EIT RawMaterials Hub – RIS Hub Greece (RTO).

Understanding the structure, interests, and influence of these stakeholders is vital to tailoring communication efforts and ensuring meaningful engagement. The stakeholder mapping exercise will be conducted in the early stages of the project and will serve as a foundation for developing focused dissemination and engagement strategies.

4.2. DEVELOPMENT OF THE STAKEHOLDER COMMUNITY

Stakeholders are a key audience within the broader communication and dissemination efforts. They are instrumental not only for raising awareness and sharing results but also for facilitating dialogue, encouraging feedback, and supporting the wider uptake and replication of the project’s outcomes.

To build a responsive and participatory community from the outset, XTRACT's communication initiatives will focus on stakeholders who are directly impacted by or active in areas related to critical raw materials, mining innovation, circular economy, and environmental sustainability.

The identification process will begin with collaborative consultation with project partners, drawing on their knowledge of the mining, environmental, industrial, policy, and academic sectors. This will help

pinpoint key organisations, networks, institutions, and individuals across the value chain – from exploration and extraction to processing, policymaking, and advocacy.

Using this information, stakeholders will be categorised based on their relevance, level of influence, and potential contribution to or benefit from the project. This classification will enable the development of targeted engagement strategies suited to each stakeholder type.

4.3. STAKEHOLDER ENGAGEMENT PLAN

A key step in building the XTRACT Stakeholder Community has been the structured identification and engagement of relevant actors across academia, industry, policy, and civil society. Early in the project, partners were asked to reach out to their networks using a coordinated approach, which included an invitation email and a dedicated stakeholder package (letter of support and profile form). Stakeholders were invited to express their interest in supporting XTRACT by signing the letter and describing their expertise and potential involvement. All submissions were directed to the Project Coordinator and Project Manager at TUBAF. To streamline tracking and avoid duplication, a shared Excel tracker was used by partners to record engagement activities without disclosing any personal data, in compliance with GDPR regulations.

To further support this process, a dedicated Stakeholder Community section was launched on the XTRACT website (<https://xtract-project.eu/stakeh-comm/>), offering visibility to stakeholders and outlining the benefits of joining. This page will continue to be updated as new collaborations are established. All personal data and submitted forms are securely stored and managed by the Project Coordinator (TUBAF), who maintains a protected stakeholder registry in an internal archive. This database supports ongoing engagement and ensures that future communications, events, and collaboration opportunities are effectively aligned with stakeholder interests.

As the project evolves, these stakeholders will be invited to participate in future discussions, events, and feedback loops, ensuring that their perspectives continue to shape the project's direction and impact.

5. BRAND IDENTITY AND COMMUNICATION TOOLKIT

A strong brand identity has been crafted for the XTRACT project from the start of each duration. This includes the already designed logo, which was polished by a professional designer to fulfil the project communications and dissemination needs.

Accompanied style guidelines were also created to assure high quality and consistency of communication material. Project templates have been developed based on the brand identity and will be used by the partners' both for internal and external activities to ensure the consistency of the presented material.

5.1. VISUAL IDENTITY

5.1.1. Logos

The XTRACT basic logo was crafted to align with the project's vision and encapsulate the concept of metal mining through environmentally conscious methods and cutting-edge technologies aimed at achieving zero carbon emissions (decarbonization). These advanced approaches include mining in remote and challenging locations while implementing remote monitoring, all with the overarching goal

of attaining Climate Neutrality while extracting high-quality metals. The project's objective is to develop a suite of pioneering technologies and solutions intended to deliver these outcomes. By integrating elements that symbolize sustainability and ecological mindfulness, the logo signifies the project's dedication to nurturing a balanced coexistence between nature and human endeavors.

The master logo, shown in Figure 2, should always appear fully intact. XTRACT partners should always follow the [Brand guidelines](#) to ensure consistent use. The XTRACT Logo Manual was sent by WP9 leader to all the consortium members and is also available at the project repository for their use. In addition, the logo manual is available as part of the project's brand book, which can be accessed through the designated section of the XTRACT website [here](#). It provides guidelines for professional designers and other visitors who wish to make use of the XTRACT logo.



Figure 2: Primary Logo Used in Project Branding

A designated Clear Space has been designated around the XTRACT logotype to guarantee its visibility and visual prominence (*Figure 3*). This area acts as a protective zone, preserving a clear and unobstructed space between the logo and any surrounding elements, such as text, images, or other logos. Adhering to this specified Clear Space ensures that the XTRACT logo retains its uniqueness and remains visually separated from other graphical elements. This separation guarantees the logo's effective standout, preventing any visual crowding or disturbance from nearby elements. It enables the XTRACT logo to sustain its legibility, recognition, and overall integrity across diverse applications and settings.

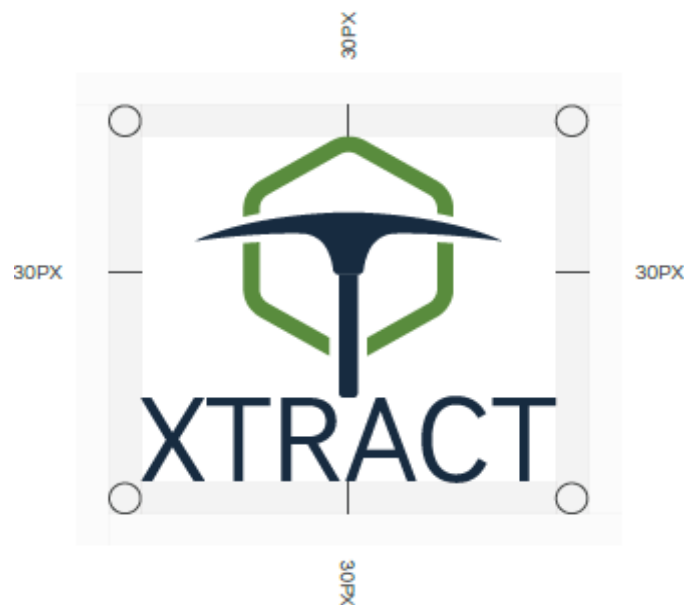


Figure 3: XTRACT Logo with Designated Clear Space

The logo comes in three **formats**: positive, greyscale and negative.

Positive (Figure 2): The logo is ideally meant to be showcased on a white background in its positive form. This specific presentation ensures the logo's optimal impact and clarity, leveraging contrasting colours to make it visually striking and easily identifiable. The white backdrop allows the logo to command attention, boosting its visibility and creating a powerful visual presence.

Yet, there might be instances where a white background isn't feasible or fitting due to design constraints or specific needs. For such situations, alternative logo versions were provided. These alternatives are thoughtfully designed to preserve the logo's visual allure and maintain brand consistency when placed against varying background colours or textures.

Negative (*Fehler! Verweisquelle konnte nicht gefunden werden.*): The Negative version of the XTRACT logo is purpose-built for scenarios where the logo is merged with an image, a coloured background, or a patterned surface. It differs from the standard logo intended for white backgrounds. When applied on an image, this alternative format guarantees clear visibility, preventing any merging or distortion with the background. Similarly, whether placed on a coloured background or a pattern, it ensures the logo retains its distinctiveness and remains easily identifiable, even against intricate or visually busy backgrounds.



Figure 4: XTRACT Logo - Negative Version

BW/Greyscale (

Figure 5): A black-and-white (B/W) or greyscale version of the XTRACT logo is available for use in situations where colour printing is not possible or appropriate. This version maintains the logo's integrity and ensures recognisability even without the brand colours. It is particularly suited for monochrome printing, photocopying, or materials with limited visual formats. While the design remains consistent with the original, all elements are rendered in shades of grey or black to ensure clarity and contrast. This version should be used only when colour reproduction is unavailable, and never as a substitute for the full-colour logo in standard applications.

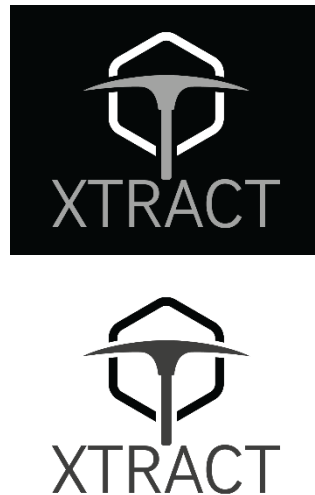


Figure 5: XTRACT Logo - BW / Greyscale Versions

When placing the logo on an image, colour, or pattern, it is essential that there is enough contrast between the logo and the background. The logo must not be placed on backgrounds that distract from or compete with the logo. The proper XTRACT logo usage on backgrounds is displayed in Figure 6.



Figure 6: XTRACT Logo Usage on Backgrounds

Templates

Standard templates, incorporating the XTRACT brand guidelines, have been developed as listed below:

- Dissemination templates:
 - PowerPoint presentation,
 - Press release,
 - Dissemination activities report template,
- Project templates:
 - Deliverable and Peer Review Templates,
 - Agenda and Meeting Minutes templates.

and have been made available on the XTRACT Repository ([here](#)) for any internal and/or external (if required) use.

5.1.2. Branding Guidelines

The Brand Guidelines, as well as the logo, were submitted to the consortium in M1. These comprehensive guidelines serve to standardise the application of the logo, as well as the usage of colours and fonts. They provide clear instructions on the correct usage of the logo, which is invaluable in ensuring high-quality results, particularly materials.

The XTRACT Brand Guidelines Book was designed to aid the Consortium in correctly utilizing the XTRACT logo and maintaining the project's brand integrity. Through detailed instructions and valuable insights, it empowers typographers and team members to proficiently generate a diverse range of branded materials, encompassing everything from business cards and letterheads to promotional items and digital assets. Moreover, it functions as an indispensable resource for crafting and designing XTRACT's communication materials, enabling the Consortium to effectively convey its message and resonate with its target audience. Its comprehensive approach covers best practices, style guidelines, and visual specifications, fostering a unified brand identity that reflects professionalism, trustworthiness, and innovative spirit.

To maintain the integrity of the brand identity of the project and what it represents, it is important to follow the guidelines properly and consistently across all the communication materials. Consistency is key in maintaining a strong and recognizable brand presence.

Within the project brand book - also referred to as the brand guidelines - the colour palette used across all dissemination materials is clearly defined, as illustrated in Figure 7, along with the official project font family, Didact Gothic. This typeface was chosen for its clean, modern appearance and high legibility, which makes it suitable for both print and digital formats across a range of communication materials.

**Colors: Dark Blue,
Green & Orange,
Light Green, Brown**



Figure 7: XTRACT Colour Palette

The official branding guidelines for the project are available on the project website [here](#). You may also see a visual overview in Figure 8 below:



Figure 8: XTRACT Branding Guidelines Visual Overview

5.2. COMMUNICATION MATERIALS

5.2.1. Leaflets

At the beginning of the project, ACCELI professionally designed the XTRACT project leaflet (Figure 9), in line with the branding guidelines and with a focus on clearly communicating the key aspects of the project. The initial A5 version of the leaflet was shared with the consortium in M4 (March 2024), offering a comprehensive overview of the project. All partners were strongly encouraged to print, distribute, or display it at relevant events. The leaflet includes consortium details, a project description, objectives, technologies, visually engaging graphics, and the official EU acknowledgement.

By disseminating this comprehensive leaflet, we aim to increase awareness and understanding of the XTRACT project among various stakeholders.

As the Pilot Use Cases progress and results become available, we anticipate updating the leaflet to include material showcasing the outcomes. This will further enhance the leaflet's effectiveness in conveying the project's progress and achievements.

To ensure ongoing visibility and engagement throughout the project, a total of three versions of the leaflet will be designed and shared with partners. These will be promoted and distributed at relevant events to ensure wide visibility and contribute to meeting the project's communication and dissemination KPIs.

The current version of the leaflet is available on the project website [here](#), and is also shown below.

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A Sustainable Ecosystem for the Innovative Resource Recovery and Complex Ore Extraction

PROJECT FACTS

Funding Programme: Horizon Europe
Topic : HORIZON-CL4-2023-RESILIENCE-01-02
Duration: 36 Months | Starting from 1 December 2023
Total Funding/EU contribution: 4.995.636 €

XTRACT Coordinator
 Jun.-Prof. Dr. Sabrina Hedrich
 Technische Universität Bergakademie Freiberg (TUBAF)

XTRACT Communication Manager
 Mrs. Katerina Kokalari
 Accelligence Ltd. (ACCELI)



CONSORTIUM





XTRACT has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement no. 10101402. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency.

ABOUT XTRACT

XTRACT is a 3-year Horizon Europe funded project which brings together 14 partners from 9 European countries. XTRACT aims to introduce innovative solutions for assessing stockpiles and tailings, alleviating resource pressure, and significantly contributing to EU Climate Neutrality Goals with substantial emission reduction. The project also focuses on low-TRL green technologies, like bioleaching and phytoremediation, tailored for mining waste piles, offering sustainable solutions for waste remediation and precious metal recovery. XTRACT is not just a project; it's a bold step towards a greener and more sustainable future in the mining industry.



TECHNOLOGIES



OBJECTIVES

-  Automate mineral prospecting and extraction in challenging conditions.
-  Introduce "precision mining" for selective recovery of metals from low-grade minerals and mine wastes.
-  Scale and deploy remote sensing for systematic monitoring of "hard-to-access" mining sites.
-  Enhance an open standards-based digital repository for sustainable mining transformation.
-  Evaluate mine sites and waste disposals, demonstrating the feasibility of green technological solutions.
-  Organise uptake, replication, and upscaling of XTRACT innovations.
-  Plan and facilitate the exploitation of project results.
-  Communicate and disseminate scientific and technical results, fostering knowledge transfer and market development.

PILOTS



Pilot 2: Ispikad
SWEDEN

Pilot 1: Tellerhäuser
GERMANY

Pilot 3: São Domingos
PORTUGAL

Pilot 4: Lavrion
GREECE

Figure 9: XTRACT 1st Leaflet

5.2.2. Posters and Banners

Two project roll-up banners have been created to support dissemination at events and conferences attended by XTRACT partners. The first version (Figure 10) was designed and produced in M2 (January 2024) for the Kick-off Meeting. It features an eye-catching layout that introduces the project with clarity and visual appeal.

Following feedback from partners, a second enhanced version (Figure 11) was developed. This updated design incorporates several improvements, including the addition of a female figure prominently featured within the banner. This inclusion was a deliberate choice aimed at challenging traditional gender stereotypes in the mining sector and highlighting the involvement of women in the project and the broader field.

Both banners adhere to the project's brand standards and share a consistent visual identity. The logo is placed prominently at the top alongside the main title, ensuring visibility from a distance. A concise project description and a QR code linking to the website are strategically placed. Below, key project facts are displayed alongside a list with the technologies involved. The lower section includes the pilot cases, social media icons, partners' logos, and the required EU acknowledgment.

By using these thoughtfully designed banners, the XTRACT project enhances its visibility, communicates its scope effectively, and leaves a lasting impression on diverse audiences. Both existing versions are available in the project repository for partners to use, in both digital and print-ready formats. The updated version is also accessible via the "[Branding Pack](#)" section of the project website. A third and final roll-up banner is planned to be produced towards the end of the project. This version will likely include updated information, serving as a comprehensive wrap-up tool to present the project's final outcomes and overall impact.



A Sustainable Ecosystem for the Innovative Resource Recovery and Complex Ore Extraction

XTRACT

ABOUT XTRACT
XTRACT introduces the novel concept of the Zero Emission Mine of the Future, developing and validating innovative microinvasive technologies for sustainable and decarbonized extraction. XTRACT will provide low-TRL green technologies of phytoextraction and phytoremediation, particularly appropriate for mining waste piles and abandoned sites that represent a solution for mine waste remediation but also for the extraction and recovery of various precious metals.

PROJECT FACTS
Funding Programme: Horizon Europe
Duration: 36 months
Start Date: December 1st, 2023
Total cost: 4,995,636€
XTRACT Coordinator: Technische Universität Bergakademie Freiberg (TUBAF)

TECHNOLOGIES

- Advanced Multimodal Techniques in Classification of Difficult Mineral Contexts.
- New borehole detector system for density-mapping of waste rock stockpiles and tailings heaps, including software tools.
- Real-Time Ore Grade Assessment from Drill Monitoring.
- Sustainability Assessment Framework based on Applied LCA, Carbon Footprinting and Circularity Indicators.
- Novel Bioleaching Eco-Friendly Technology for the Recovery of Strategic and Critical Metals.
- Novel Membrane Filtration Technology for Higher Metal Recovery, Water and Waste-Water Treatment.
- Novel Airborne Geophysical-Electromagnetic System.
- Reconfigurable UAV System.
- Surface and Underground Mine Mapping System.
- Ground and Air-borne remote sensing and analysis system for Tailings Content Assessment.
- Drilling Performance Optimization System.
- Electrodialysis and Processability Index.

PILOTS

- Pilot 1 Tellerhäuser Germany
- Pilot 2 Björkdal Sweden
- Pilot 3 São Domingos Portugal
- Pilot 4 Lavrion Greece

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CONSORTIUM

TUBAF, BRGM, UNIPARALLEL, LNEG, MUON solutions, UNIVERSIDAD DE SALAMANCA, ACCELERANCE, GEOS, and others.

This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement no. 101138432. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union.

Figure 10: XTRACT Banner – 1st Version



XTRACT

A Sustainable Ecosystem for the Innovative Resource Recovery and Complex Ore Extraction

The XTRACT project introduces the novel concept of the Zero Emission Mine of the Future, developing and validating innovative microinvasive technologies for sustainable and decarbonised extraction

TECHNOLOGIES

- Mineral Classification Mastery
- Revolutionary Waste Management
- Ore Grade Assessment in Real-Time through Drill Monitoring
- Sustainable Practices in Focus
- Eco-Friendly Metal Recovery
- Efficient Membrane Filtration
- Airborne Geophysical-Electromagnetic System
- XTRACT Reconfigurable UAV System
- Comprehensive Mine Mapping
- Tailings Content Assessment
- Optimised Drilling Performance
- Electrodialysis and Processability Index
- Novel Phytoextraction and Phytoremediation Solutions

PROJECT FACTS

Funding Programme: Horizon Europe
Duration: 36 months
Start Date: December 1st, 2023
Total cost: 4995.636€
XTRACT Coordinator: Technische Universität Bergakademie Freiberg (TUBAF)

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PILOTS

- Pilot 1 Tellerhäuser Germany
- Pilot 2 Björkdal Sweden
- Pilot 3 São Domingos Portugal
- Pilot 4 Lavrion Greece

CONSORTIUM

TUBAF, LUNDA UNIVERSITY, MUON SOLUTIONS, UNIVERSIDAD DE SALAMANCA, ACCURENCE, BRGM, UNIPARALLEL, LNEG, FORTHTECHNO KITHIO, INSTITUTO TECNICO DE MINAS, MINERAL RECOVERY, SAGRO BERGBAU, GEOS, INGENIER GEOWISSENSCHAFTEN

 This project has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement no. 101138432. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union.

Figure 11: XTRACT Banner - Enhanced Version

5.2.3. Overview Presentation

The XTRACT Overview Presentation, a key component of our project's dissemination efforts, was successfully completed and distributed to the XTRACT consortium in M4 (April 2024). It has been developed in accordance with the relevant project template whose design follows the brand guidelines. This presentation was created to assist partners in presenting the project's main concept, objectives, consortium, ecosystem, advanced supporting technologies and expected results on every appropriate occasion such as external events, conferences, workshops and more, enabling us to effectively showcase the project's progress and achievements. This presentation (Figure 12) will remain dynamic and continuously updated throughout the entire duration of the project. The XTRACT Overview Presentation is available in the project repository for partners to use. It is also accessible via the "[Branding Pack](#)" section of the project website.

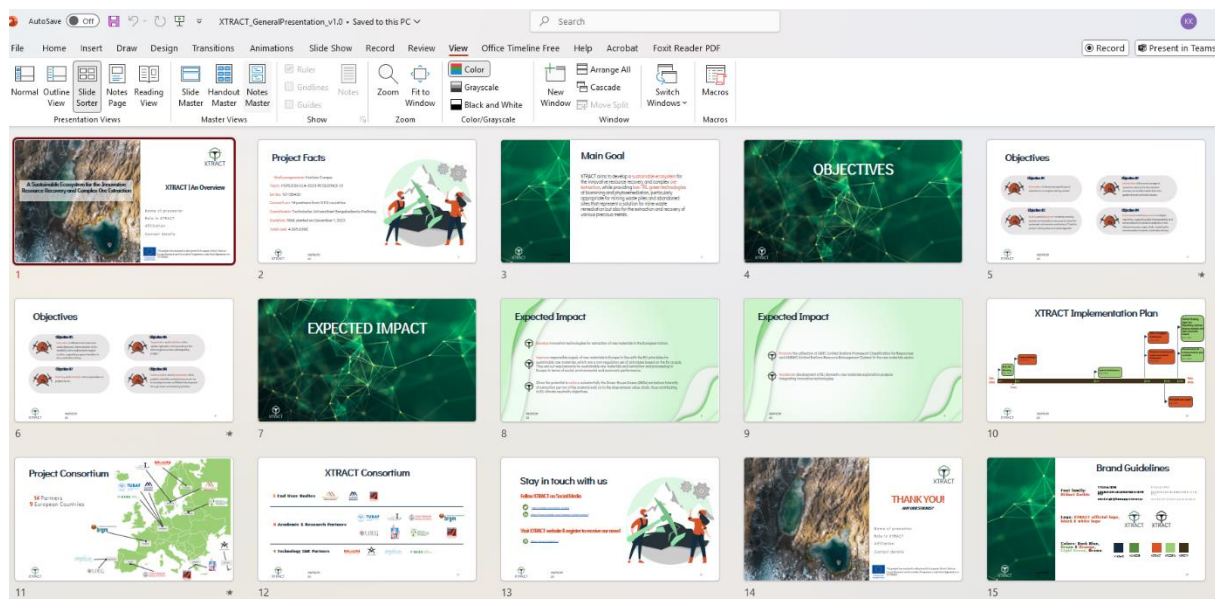


Figure 12: XTRACT Overview Presentation

5.3. KEY PROJECT MESSAGES

To ensure consistency and clarity in all public-facing communication, XTRACT has defined a set of key messages that reflect the project's identity, objectives, and added value. These messages should be used consistently across all communication tools and adapted appropriately for different audiences and channels.

Core Messages:

- XTRACT is pioneering the concept of the Zero Emission Mine of the Future by developing and validating innovative micro-invasive technologies for sustainable and decarbonised extraction.
- The project introduces low-TRL green technologies, such as phytoextraction and phytoremediation, particularly suitable for mining waste piles and abandoned sites, offering solutions for mine waste remediation and the recovery of various precious metals.
- By providing novel alternatives for assessing stockpiles and tailings, XTRACT aims to relieve pressure on resources and contribute to the realization of EU Climate Neutrality Goals, with significant benefits in emission reduction.

- XTRACT brings together a multidisciplinary consortium of leading experts from academia, industry, and technology, fostering knowledge exchange and innovation in the field of sustainable mining.
- The project will engage stakeholders across the mining value chain, including policymakers, researchers, industry actors, and civil society, to ensure the uptake and relevance of its outcomes.

All communication efforts should echo into these key points, adjusted in tone and complexity depending on the target audience.

6. PUBLICATIONS AND OPEN ACCESS

Dissemination of results through high-quality publications is a core objective of the XTRACT project, as part of its commitment to scientific excellence, transparency, and impact. The project will actively promote the broadest possible access to knowledge generated throughout its lifecycle, ensuring that all relevant stakeholders - including the scientific community, industry actors, policymakers, and the general public - benefit from its findings.

XTRACT partners will publish results in reputable, peer-reviewed scientific journals and present findings at major conferences and symposia in fields such as sustainable mining, circular economy, and digital resource exploration. Priority will be given to open-access venues to maximise visibility, accessibility, and reuse of research outputs. Each publication will acknowledge EU funding under Horizon Europe and will include a disclaimer about the views expressed.

6.1. OPEN ACCESS POLICY

XTRACT is fully aligned with the Horizon Europe Open Science policy and is committed to ensuring open, immediate, and free access to all peer-reviewed scientific publications resulting from the project. Open access will be ensured either via gold open access (publishing in open-access journals or platforms) or green open access (depositing the accepted manuscript in a trusted repository).

To support this commitment, XTRACT has established a dedicated [Zenodo community repository](#), where all peer-reviewed publications and supporting materials will be deposited. This ensures long-term accessibility, visibility, and discoverability of the project's scientific contributions. All entries will include persistent identifiers (e.g., DOIs), licensing information, and a clear acknowledgment of EU funding under Horizon Europe.

The project aims to produce a significant number of peer-reviewed scientific outputs, in line with its dissemination Key Performance Indicators (KPIs), which target:

- ≥2 publications in the 1st year
- ≥ 7 publications in the 2nd year
- ≥ 10 publications in the 3rd year

These targets reflect XTRACT's strong research foundation and the consortium's ambition to contribute meaningfully to the scientific discourse on sustainable mining, critical raw materials, and environmental innovation.

All partners are encouraged to publish in reputable open-access journals and to deposit their work in the Zenodo repository immediately upon acceptance.

6.2. LIST OF JOURNALS SUITABLE FOR PUBLICATIONS

Results from XTRACT will be published not only in academic or industry-relevant journals but also in other appropriate mediums to reach a diverse audience and maximize the project's impact. This includes but is not limited to conference proceedings, white papers, technical reports, and online platforms. ACCELI has already distributed a list of journals for partners to consider for publishing their papers written relevant to the XTRACT advances and results. The initial list of journals is available in the table below.

Table 1: Initial List of Target Journals

Journal	Publisher	Open Access	URL
Resources Policy	ScienceDirect	Authors may choose to publish open access by paying an article publishing charge.	https://www.sciencedirect.com/journal/resources-policy
Minerals Engineering	ScienceDirect	Authors may choose to publish open access by paying an article publishing charge.	https://www.sciencedirect.com/journal/minerals-engineering
Journal of Cleaner Production	ScienceDirect	Open Access	https://www.sciencedirect.com/journal/journal-of-cleaner-production
International Journal of Mining Science and Technology	ScienceDirect	Open Access	https://www.sciencedirect.com/journal/international-journal-of-mining-science-and-technology
Mining Technology Journal	Not specified	Open Access	http://jurnal.upnyk.ac.id/index.php/mtj
Journal of Mining Science	Springer	Hybrid	https://link.springer.com/journal/10913
Mining, Metallurgy & Exploration	Springer	Hybrid	https://link.springer.com/journal/42461
Mining	MDPI	Open Access	https://www.mdpi.com/journal/mining
Journal of Sustainable Mining	GIG Research Institute, Elsevier	Open Access	https://jsm.gig.eu/journal-of-sustainable-mining/
International Journal of Mining Science	ARC	Open Access	https://www.arcjournals.org/international-journal-of-mining-science

7. MONITORING PROGRESS

To ensure the quality and high degree of effectiveness of the communication and dissemination activities, monitoring regularly progress is needed to evaluate what has been accomplished and what is still to be done.

WP9 progress is followed up in the context of periodic project meetings, which are organised remotely once a month. During these meetings, all task leaders present their work progress and plans. Additionally, all partners are welcome to participate to stay informed, engage, and act where necessary. When required, specific WP meetings will be arranged.

Moreover, progress will be monitored through the tracking of KPIs and the achievement of deliverables and milestones and will be reported in the relevant deliverables.

7.1. KEY PERFORMANCE INDICATORS (KPI)

Within XTRACT, dissemination and communication KPIs are divided yearly and are expected to be achieved accordingly. The WP9 leader (ACCELI) uses a variety of tools to measure these KPIs, all of which have proven to be effective. The primary goal is to ensure that we do not reach the overall target by the end of the project, and, of course, to increase the visibility of XTRACT and make it well known within the relevant sectors.

ACCELI will periodically review the performance with respect to the dissemination and communication objectives, the KPIs and the validation measures for Results' acceptance. ACCELI regularly monitors progress against KPIs as set out in the DoA throughout the whole project duration. The KPIs measure the effectiveness of the XTRACT dissemination and communications activities. This is reported to project partners at project meetings. Exact measurements are provided in periodic reports. The specific KPIs for WP9 are presented in Table 2 below.

Table 2: Dissemination & Communication KPIs

Expected performance	Year 1	Year 2	Year 3 & beyond
Website – number of visitors (unique, returning)	300	400	800
Social media (LinkedIn, Twitter) – total number of followers	400	500	600
Social Media Campaigns – total number	1	≥2	≥2
No of project videos – total number	≥ 0	≥ 1	≥ 1
Video views on YouTube	0	>150	≥250
Communications kit: brochures and posters	≥2	≥ 2 (Updated)	≥ 2 (Updated)
Printed material distributed	100	300	500
No of e-Newsletter – total number	2	≥ 2	≥ 2

No of peer reviewed publications	≥ 2	≥ 7	≥ 10
No of XTRACT Workshop/ Webinars	1	≥1	≥2
No of End Users attending XTRACT workshops	40	≥ 60	≥ 80
No of presentations, conference events and discussions	≥ 8	≥ 10	≥ 20
No of Awareness Campaigns	≥2	≥2	≥2
No of End Users Engaged	≥ 50	≥ 100	≥ 300
No of industry representatives involved	≥ 25	≥ 40	≥ 100
No of projects contacted	≥ 5	≥ 10	≥ 10
No of liaison activities performed	≥ 3	≥ 8	≥ 10
No of Standardisation bodies reached	≥2	≥2	≥2

7.2. TIMING OF OFFICIAL WP9 DELIVERABLES AND MILESTONES

7.2.1. Deliverables

The following key deliverables are directly related to communication, dissemination, and outreach activities.

- **Deliverable D9.1 – Market Shaping, Open Fair Repository, Scale-up Business Models and Socio-Economic Impact v1:** The D9.1 report provides a market analysis of the XTRACT results, evaluating their competitive market positioning to ensure large-scale deployment and adoption. It also outlines the XTRACT business plan, which details the exploitation activities and business operations aimed at global market expansion. Additionally, this report includes the work from Task T9.3, Knowledge Repository, and presents a common version for internal dissemination of all exploitation targets within the project.
- **Deliverable D9.2 – XTRACT Communication and Dissemination Strategy and Plan** (*this document*): This report describes the dissemination and communication strategy and plan for the XTRACT project. It includes a presentation of the produced channels and materials, as well as the key performance indicators (KPIs) that will be used to evaluate the effectiveness of communication and dissemination activities throughout the project lifecycle.
- **Deliverable D9.3 – XTRACT Outreach, Dissemination, Standardisation and Communication Activities v1:** D9.3 is a mid-term report which outlines the communication, dissemination, clustering, and standardisation activities carried out to date, including their scope, targets, and results.

They reflect strategic planning, implementation progress, and evaluation throughout the project lifecycle. All are classified as “Document, report” and are intended for public dissemination. They are scheduled for submission in M18 (May 2025).

7.2.2. Milestones

- **MS2: Project Website**

This milestone, completed by ACCELI partner, focused on web searching and was due at M4. The project website is live, as outlined in the relevant section.

- **MS7: Dissemination & Communication Plan Available**

This milestone, related to WP9 and WP10, has been completed with the delivery and approval of this deliverable. ACCELI is responsible for this task.

- **MS8: Market Shaping, Open Fair Repository, Scale-up Business Models and Socio-Economic Impact**

This milestone is linked to the deliverables D9.1 and D10.1. It will be completed by the ACCELI partner by M36 (November 2026).

7.3. MEASURING ENGAGEMENT AND REPORTING

To ensure the quality and effectiveness of dissemination and communication activities, continuous monitoring is essential. Regular evaluation allows the WP Leader (ACCELI) to assess progress, determine whether the overall strategy is being followed, and identify areas that may require adjustment. This dynamic approach ensures that the Communication and Dissemination Plan remains aligned with project developments and is responsive to emerging needs.

Flexibility is built into the plan to allow for the re-orientation of activities based on performance and evolving priorities. Any issues or gaps identified through monitoring will be addressed promptly through corrective actions or revised approaches.

Engagement levels and dissemination outputs will be tracked through internal reporting mechanisms. Partners should provide detailed information about a performed dissemination and communication activity shortly after its conclusion. [A Dissemination Activity Report](#) (accessible to project partners only) must be filled in by the leading partner of every dissemination activity that has taken place. The report along with the presented material should be sent to WP9 leader for publishing the activity on the XTRACT website and social media and for reporting to the European Commission.

Each partner is responsible for documenting their communication efforts and submitting evidence - such as links, screenshots, or event participation details - to the central dissemination registry maintained by ACCELI. This registry ensures transparency and provides a comprehensive overview of all activities conducted. Project dissemination records and registry are available at the XTRACT Repository [here](#) (accessible to project partners only).

Progress is reviewed during the regular WP9 and WP10 monthly coordination meetings, held remotely. Additionally, ad hoc WP-specific meetings will be arranged when necessary to address needs or ensure timely responses to communication opportunities. Key dissemination and communication achievements are also included in the annual report submitted to the Project Coordinator.

8. CONCLUSIONS

Awareness and impact creation activities are of major importance for the XTRACT project. Therefore, a significant number of such activities are already planned from an early stage. A concise dissemination and communication strategy and plan is needed to coordinate the activities efficiently, considering all available resources to achieve the project objectives.

In this deliverable, the strategic approach for all the XTRACT dissemination and communication planning and performance is presented in detail. The goals have been set; the target groups have been specified; the different dissemination and communication channels that will be used and the material that will be produced have also been defined. These aspects are combined in a concise roadmap that the WP9 and WP10 Leader supervises according to the already established dissemination and communication procedures.

The tools and materials of the first phase of the project have been described in detail. A significant focus is given to the project website, which is designed to be as user-friendly and attractive as possible. XTRACT social media activities and plans, for engaging as many followers' communities as possible, are described. The brand ID and associated elements and guidelines are also thoroughly described as the primary vehicle to provide a concrete and comprehensive recognisable image of XTRACT to the outer world. The first versions of the project brochure and the project roll-up banner are also described. The initiation of the XTRACT press activities is also mentioned with a look at the future actions.

Finally, the deliverable contains the basic procedures for organising, monitoring, recording, and evaluating the consortium's dissemination and communication efforts.

REFERENCES

- [1] Lasswell, Harold D. "The structure and function of communication in society." *The communication of ideas* 37.1 (1948): 136-139.

MAIN CONTACT DETAILS

Project Coordinator : Sabrina Hedrich TUBAF – Technische Universität Bergakademie Freiburg	sabrina.hedrich@bio.tu-freiberg.de
Project Manager : Claudia Kallmeier TUBAF – Technische Universität Bergakademie Freiburg	claudia.kallmeier@bio.tu-freiberg.de
Communications Manager : Katerina Kokaliari ACCELI – Acceligenze Ltd.	katerina.kokaliari@acceligenze.cy

ANNEX 1: 1ST PRESS RELEASE



XTRACT Press Release



A SUSTAINABLE ECOSYSTEM FOR THE INNOVATIVE RESOURCE RECOVERY AND COMPLEX ORE EXTRACTION

PRESS RELEASE

FOR IMMEDIATE RELEASE

[DATE]

LAUNCH OF EU-FUNDED PROJECT “XTRACT”

The XTRACT project, launched in December 2023, is set to revolutionise the mining industry with its pioneering approach towards achieving the *Zero Emission Mine of the Future*. This ambitious three-year Horizon Europe-funded initiative brings together 14 partner organisations from 9 European countries. The aim of this project is to add a highly innovative new alternative to the toolbox of how stockpiles and tailings are assessed, relieving the pressure on resources, and contributing to the realisation of EU Climate Neutrality Goals, with a significant benefit of emission reduction.

XTRACT also aims to introduce low-TRL green technologies of phytoextraction and phytoremediation, particularly appropriate for mining waste piles and abandoned sites that represent a solution for mine waste remediation but also for the extraction and recovery of various precious metals.



XTRACT has received funding from European Union's Horizon Europe Innovation Programme under Grant Agreement N°101138432. Content reflects only the authors' view and European Commission is not responsible for any use that may be made of the information it contains.



BACKGROUND AND MOTIVATION: ADDRESSING THE CHALLENGE

In the backdrop of the global push for sustainability, the mining industry stands as a significant contributor to CO₂ emissions, accounting for 2 to 3 percent globally. Recognising the urgent need for decarbonisation and sustainable practices, the XTRACT project aligns with the European Commission's ambition for self-sufficiency in critical raw materials essential for the green and digital transition.

The industry is facing increasing pressure to reduce emissions, with underground mining operations emitting approximately 50% more greenhouse gases than open-cut operations. The demand for critical metals and minerals, crucial for Europe's transition, requires a paradigm shift in mining practices. The European way of mining must not only be resource-efficient but also environmentally friendly, safe, and economically viable to meet high environmental standards.

WHAT ARE THE MAIN OBJECTIVES OF THE PROJECT?

- **AUTOMATION** of mineral prospecting and extraction in a complex mining context.
- **INTRODUCTION** of the novel concept of “precision mining” for the selective recovery of valuable metals from low-grade minerals and mine wastes.
- **SCALING** and **DEPLOYMENT** of remote sensing systems and analytical resources to allow the systematic and remote monitoring of “hard-to-access” mining sites and waste deposits.
- **ENHANCEMENT** and **DEPLOYMENT** of an open standards-based, trusted, and certified digital repository, supporting data interoperability and enhancement of industrial symbiosis in the mineral recovery supply chain, fostering the transformation towards sustainable mining.
- **EVALUATION** of different mine sites and waste disposals. Demonstration of the feasibility (evidence-supported) of innovative technological solution supporting a green transition to the sustainable mining.
- **ORGANISATION** and **FACILITATION** of the uptake, replication and upscaling of the technological solutions developed by XTRACT.
- **PLANNING** and **FACILITATION** of the exploitation of project results.
- **COMMUNICATION** and **DISSEMINATION** of the project's scientific and technical results – Outreach to other R&D initiatives, end-users' communities and the global mining environment for knowledge transfer and Market development through liaison and training activities.



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XTRACT Press Release

The official Kick-off Meeting of the XTRACT project took place on January 25th, 2024, in Athens, Greece, and welcomed over 30 attendees committed to working together to develop prototype technologies and produce a valuable and deployable solution.

[PLEASE ADD ONE PARAGRAPH HERE regarding your work within the project. Please use simple language and avoid the use of terms like WPx, Task x.x etc. which are only known by project partners, to be understandable to non- technical audiences and the public.]

Further information can be found at <https://xtract-project.eu/>

FOLLOW XTRACT JOURNEY & KEEP UP WITH NEW DEVELOPMENTS AND UPCOMING RESULTS!



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XTRACT Press Release

XTRACT Website: <https://xtract-project.eu/>

Social Media: LinkedIn: [linkedin.com/company/xtract-project/](https://www.linkedin.com/company/xtract-project/)

Twitter: https://twitter.com/xtract_project

Duration: 36 months | Starting from December 1st, 2023

Total Funding/ EU contribution: € 4.995.636

Coordinator: Technische Universitaet Bergakademie Freiberg (TUBAF)

CONTACT US

Jun.-Prof. Dr. Sabrina Hedrich XTRACT Coordinator, TUBAF contact@xtract-project.eu	Mrs. Katerina Kokaliari Communications Manager, ACCELI katerina.kokaliari@accelligence.tech
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XTRACT CONSORTIUM

XTRACT is a 3-year, Horizon Europe funded project that started in December 2023 and will last until November 2026. It involves 14 partner organisations from 9 European countries:

No	Partner	Organisation Website	Country
1	TUBAF	https://tu-freiberg.de/en	Germany
2	LTU	https://www.ltu.se	Sweden
3	MUON	https://muon-solutions.com/	Finland
4	USAL	https://tidop.usal.es/en/	Spain
5	ACCELI	https://www.acceligence.cy/	Cyprus
6	BGRM	https://www.brgm.fr/en	France
7	UNP	https://www.unparallel.pt/	Portugal
8	LNEG	https://www.lneg.pt/	Portugal
9	TUC	https://www.tuc.gr/	Greece
10	LAMMC	https://www.lammc.lt/en	Lithuania
11	BJORKDAL	https://mandalayresources.com/	Sweden
12	SAXORE	https://www.saxorebergbau.com/	Germany
13	NTUA/AMDC	https://www.ltcp.ntua.gr/	Greece
14	GEOS	https://www.geosfreiberg.de/	Germany



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ANNEX 2: STEP-BY-STEP DISSEMINATION PROCEDURES



A SUSTAINABLE ECOSYSTEM FOR THE INNOVATIVE
RESOURCE RECOVERY AND COMPLEX ORE EXTRACTION

DISSEMINATION PROCEDURES



XTRACT has received funding from the European Union's Horizon Europe Research and Innovation Programme under Grant Agreement N°101138432. Content reflects only the authors' view and European Commission is not responsible for any use that may be made of the information it contains.

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DESCRIPTION AND PURPOSE

The participation of any Partner in an event as well as the performance of every dissemination & communication activity related to XTRACT project must be approved beforehand by the Project Coordinator, the Project Manager, and the Communication Manager.

OBJECTIVES

The objectives of the Dissemination Procedures are to ensure:

- A. Creating publications and presentations of superior quality.
- B. Preventing redundancies and safeguarding against the disclosure of restricted information.
- C. Ensuring uniformity in how the Project is presented to both internal and external audiences.
- D. Monitoring and documenting dissemination activities comprehensively.

For effective and successful dissemination and communications activities, all partners need to be fully involved and pursue opportunities in:

- A. Share the project's concept, ideas, and findings whenever the opportunity arises.
- B. Publish research work in conference proceedings, scientific journals, and various publications.
- C. Engage in bilateral discussions, which prove more effective than distributing brochures or newsletters.
- D. Encourage local dissemination activities to engage relevant authorities, stakeholders, and end-users.
- E. Share updates and information about the project on your social media accounts.
- F. Notify your media contacts about significant advancements in the project.

All the above need to be reported prior and post completion to the XTRACT Communication Manager katerina.kokaliari@accelligence.tech (ACCELI) in accordance with the Dissemination Procedures and using the relevant reporting templates.

The Communication Manager is responsible for examining all the provided information and material, initiating the approval process, and ensuring that all information is properly collected and presented through the project website and social media prior or after the completion of the activity.

STEP-BY-STEP PROCEDURES

APPROVAL PROCEDURE

(prior to the performance of the activity)

A. For every dissemination and communication activity:

1. Fill in the relevant report, XTRACT_DisseminationReportTemplate_v1_partnername, which is available [here](#);
2. Store your material (abstract, draft paper, poster, presentation etc.) to the Dissemination Requests folder available [here](#);
3. Submit your dissemination request allowing for *minimum two weeks before submission* deadline by email to the Communication Manager (katerina.kokaliari@accelligence.tech);
4. Communication Manager has 2 days to react and send the request to the Project Coordinator and Project Manager for approval, modification or rejection;
5. Their decision must be sent to the Communication Manager *within five working days*; if no answer is received by the set deadline, then it may be considered as approval.
6. Communication Manager informs the initiator of the dissemination activity along with the involved partner(s) about the decision.

In case of:

- A. Approval: When approval is given through the Communication Manager, the partner(s) is (are) free to proceed with the realization of the proposed dissemination activity;
- B. Conflict/objection: Any Project Advisory Board member can reject the proposed dissemination activity if they have objections, related to overlaps or possible disclosure of restricted or confidential information concern the work performed in the different WPs. In case of conflict, the issue will be discussed among the Coordinator, the Communication Manager and the involved partners.**

***If a conflict arises or additional material is necessary, the Communication Manager will notify the partner and request modifications or additions. The partner then revises the material and submits it again to the Communication Manager. In case significant changes are needed, potentially leading to conflicts among partners' interests, the previous procedure is followed to address the concerns and reach an agreement.*

B. For already approved material:

If partners wish to present or release material already approved as public presentation and other communication material, then no formal approval is required. Please inform the XTRACT Communication Manager at katerina.kokaliari@accelligence.tech.

C. For organisation of XTRACT event:

In case a partner wishes to organise a workshop or special event related to XTRACT, then the approval of Communication Manager and the information of the Coordinator and the Project Manager is also needed 2 months before the realisation of this type of dissemination activity.

REPORTING OF DISSEMINATION ACTIVITIES

(after the performance of the activity)

Within **ten working days** after the realisation of the dissemination activity/ participation at the relevant event, Partners should:

- A. Submit a comprehensive Dissemination Report using the provided template, XTRACT_DisseminationReportTemplate_v1_partnername, available [here](#).
- B. Provide the finalised dissemination material, including the paper, presentation, poster, press release, etc.
- C. Include snippets showcasing online media and social media presence.
- D. Submit relevant event photos.

The filled-in report and all the material should be uploaded by each partner to the respective folder of the repository [here](#). Partners are required to organise the uploads according to the year of the activity performed and name all files accordingly.

All actions will be registered by the Communication Manager who will also use the information to populate the activity on the project digital media and efficiently report it to the EC.

GUIDELINES FOR THE USE OF THE PROJECT LOGO & EU EMBLEM

According to Article 17 of XTRACT Grant Agreement, any dissemination of results (in any form, including electronic) must display the EU emblem (available [here](#)).

Moreover, it must indicate the following disclaimer (translated into local languages where appropriate): *“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.”*

For infrastructure, equipment & major results, the EU emblem must be displayed along with the phrase:

““This [infrastructure][equipment][insert type of result] is part of the XTRACT project that has received funding from the European Union’s Horizon Europe Research and Innovation Programme under Grant Agreement no. 101138432.”

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

Partners are prompted to consult these Dissemination Procedures together with the guidelines on use of the EU emblem and relevant text and contact the Communication Manager (katerina.kokaliari@accelligence.tech) for any clarifications or questions they may have **PRIOR** to publishing and/or sharing and/or participating and/or undertaking a dissemination activity.

BRAND CONSISTENCY

PROJECT LOGO AND TEMPLATES

For any questions or clarifications, and prior to any sharing and/or publication of material, Partners are requested to contact the Communication Manager (katerina.kokaliari@accelligence.tech) to assist them.

The project dissemination templates can be found in the repository.

For the purposes of the Project and for a coherent presentation of the deliverables, the Communication Manager has prepared the relevant templates to be used by Partners in preparing their work.

Specifically, these include:

- XTRACT_PowerPoint_template available [here](#).
- XTRACT_DisseminationReportTemplate_v1 available [here](#).

All templates can be found on the online repository of the Project and can be downloaded and edited by each Partner. Templates can be edited (to the extent permissible), however the general layout, formatting and style must be adhered to by all partners.

PROJECT WEBSITE & SOCIAL MEDIA ACCOUNTS

The Project's official website can be found at: <https://xtract-project.eu/>

The website includes information on the project (general theme, description, and objectives) as well as information on the consortium, News Page and other publicly available information relevant to the Project.

Dissemination activities may also be shared and/or posted on the website, subject to their nature and/or information available.

Partners are requested to include the link to the project website in every announcement they make about XTRACT to their individual websites and on other media (newsletters, e-blasts etc.) they may use to present it.

The official social media accounts of the Project are available on **LinkedIn** (<https://www.linkedin.com/company/xtract-project/>) and **Twitter** (https://twitter.com/xtract_project)

Partners' achievements and dissemination activities will be shared on the official social media accounts of the Project, together with other relevant public information.

Partners are requested to keep an eye on the social media platforms of the project and share/re-share posts and/or other material to their own social media platforms.

When share information about the project on your individual social media accounts please ensure to use at least the following @tags and #hashtags:

FOR TWITTER:

[@xtract_project](https://twitter.com/xtract_project)

#xtractproject, #eufunded, #horizoneurope

FOR LINKEDIN:

[@xtract-project](https://www.linkedin.com/company/xtract-project/)

Version 1.0

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A SUSTAINABLE ECOSYSTEM FOR THE INNOVATIVE RESOURCE RECOVERY AND COMPLEX ORE EXTRACTION

The Members of the XTRACT Consortium:

Short Name	Country	Short Name	Country
TUBAF	Germany	LNEG	Portugal
LTU	Sweden	TUC	Greece
MUON	Finland	LAMMC	Lithuania
USAL	Spain	BJORKDAL	Sweden
ACCELI	Cyprus	SAXORE	Germany
BRGM	France	NTUA/AMDC	Greece
UNP	Portugal	G.E.O.S.	Germany