



HARMONY

Best Practices of Communication, Dissemination, Dialogue and clustering Actions (1)

Deliverable 7.2

30.06.2025

D7.2

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Technical References

Project acronym	HARMONY
Project full title	Holistic Approach to enhance the Recyclability of rare-earth permanent Magnets Obtained from aNY waste stream
Call	Horizon Europe
Grant number	101138767
Project website	https://www.harmonyproject.eu/
Coordinator	José Manuel Martín

Deliverable No.	7.2
Deliverable nature	[R]
Workpackage (WP)	7
Task	7.1
Dissemination level 1	PU - Public
Due date	30.06.2025
Number of pages	
Keywords	Dissemination, Communication, Best Practices, Rare Earth Elements, Magnets, Recycling
Authors	Larissa Markus
Contributors	
Due date of deliverable	30.06.2025
Actual submission date	

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EU-R = EU Restricted under the Commission Decision No2015/444

EU-C = EU Confidential under the Commission Decision No2015/444

EU-S = EU Secret under the Commission Decision No2015/444



Document History

V	Date	Beneficiary	Author
V0.1	18.06.2025	ESCI	Larissa
V0.2			
V0.3			
V1			

Summary

The HARMONY project tackles Europe's reliance on imported rare earth elements by developing a complete recycling process for NdFeB magnets from wind turbines, electric motors, and Waste from Electrical and Electronic Equipment (WEEE). By combining direct and indirect recovery methods, it supports a closed-loop system and strengthens the circular economy.

This deliverable summarises the most impactful communication, dissemination, and stakeholder engagement activities of the HARMONY project during the first 18 months. It outlines the strategic approach taken to raise awareness, share results, and build dialogue with key audiences – including industry, policymakers, researchers, and the wider public – through a combination of digital channels, multimedia content, and event participation.

This report highlights the most effective actions to date and their impact, shares best practices, and concludes with key lessons to support future communication and dissemination efforts in EU-funded research.

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Acronyms

CA	Consortium Agreement
CRM	Critical Raw Materials
EC	European Commission
EoL	End of Life
GA	Grant Agreement
KPI	Key Performance Indicator
OA	Open Access
R&D	Research and Development
REE	Rare Earth Elements
SEO	Search Engine Optimisation
WEEE	Waste from Electric and Electronic Equipment



1. Introduction

This deliverable outlines the communication, dissemination, and stakeholder engagement activities carried out within the HARMONY project. It provides an overview of the tools, strategies, and outcomes achieved in Work Package 7 (WP7) at the project's midpoint. The overarching goal of WP7 is to ensure that HARMONY's objectives, progress, and results are effectively shared with relevant audiences.

A multi-faceted and adaptable communication and dissemination approach that responds to the evolving needs of its audiences was adopted. The activities included the development of a cohesive visual identity, the launch of an engaging project website, and the creation of high-quality materials such as posters, roll-ups and infographics, an animation video, and journalistic articles. LinkedIn has served as the primary platform for digital engagement, complemented by outreach at industry events, scientific conferences, and collaboration with sister projects.

This report documents the guiding principles behind HARMONY's communication activities, the channels and content formats used, examples of outputs, and the results achieved up to May 31st, 2025. It concludes with key lessons learned to support future dissemination efforts in EU-funded research. The report will be updated and finalised as Deliverable D7.5 at the end of the project.



2. Communication and Dissemination Strategy

The HARMONY communication and dissemination strategy was developed to ensure the project's results reach and resonate with diverse target audiences. Building on the foundations laid in D7.1 Master Plan for Dissemination and Communication Activities, the strategy combines a structured outreach plan with the flexibility to adapt to evolving project goals and stakeholder needs.

The primary objectives of HARMONY's communication and dissemination activities are threefold:

- **Raise awareness** – Inform stakeholders about HARMONY's innovative solutions, particularly among potential end users across sectors.
- **Foster engagement** – Create opportunities for dialogue and collaboration with target groups, including industry players and policymakers.
- **Promote exploitation** – Facilitate the uptake of project results by disseminate project results in appropriate and impactful channels and demonstrating their value to industry and society.

2.1 Target Audiences and Key Messages

In today's saturated information landscape, capturing attention requires clear, concise messaging tailored to the interests and needs of each audience. For this reason, the strategy was designed early in the project to define priority audience groups and align key messages accordingly. This audience-centred approach ensures that communication efforts remain relevant, targeted, and impactful. Examples of target groups and tailored messages are presented in Table 1.

Table 1. Target audiences and key messages

Target groups	Focus	Key messages
End users and relevant industries (Magnet, Recycling, Metallurgy)	Practical benefits, circular economy potential, industrial application, supply chain resilience	HARMONY will create a complete EU-based recycling process for rare earth magnets – from collection to new magnet production.
		The project enables secure, local access to critical raw materials, reducing reliance on imports and boosting industrial resilience.
		HARMONY supports a circular economy by turning end-of-life magnets into high-quality resources for reuse.
		Industrial sectors like automotive, wind energy and electronics will benefit from stable, sustainable REE supply chains.
		Pilot-scale demonstrations will validate the feasibility, efficiency, and scalability of HARMONY's innovations.
Scientific Community and EU projects	Research innovation, interdisciplinarity,	HARMONY integrates technologies from dismantling to alloy production to form a unified REE recycling process.

	process design, material science	The project advances research in materials science, process engineering, and circular economy innovation.
		Scientific partners co-develop and validate sustainable protocols at lab and pilot scale
		HARMONY contributes to EU goals by enabling a closed-loop system for critical raw materials.
Non-expert audiences (policy makers, journalists, media etc.)	Policy relevance, impact on sustainability, independence from China, green economy	Europe depends on China for rare earths – HARMONY is building the recycling technology to change that.
		The project supports EU ambitions for a green, resilient economy by turning waste into valuable resources.
		HARMONY enables a circular economy for critical materials, strengthening Europe's strategic independence.

2.2 Tools and Channels

HARMONY uses a diverse set of communication tools and channels to reach the widest possible audience. The core language is English, which effectively reaches technical experts and industry professionals. For local outreach and non-English-speaking audiences, online translation tools are used to create digital content in other languages. These translations are then reviewed by project partners to ensure accuracy. Print materials are produced on request, and articles for local or trade publications are written in the relevant language of the magazine.

To ensure clarity, accuracy, and timeliness, different communication formats follow different approval processes:

- **Social media and blog posts** require no prior approval.
- **Promotional material and press releases** must be cleared by the project coordinator or relevant expert.
- **Journalistic articles and interviews** require approval from the persons or organisations interviewed.

Flexibility is key to planning communication materials, particularly since media uptake (e.g. articles or video releases) often depends on the availability of compelling scientific results.

The project's key channels and tools include:

- **Website** – A central hub for updates, results, and downloadable resources tailored to different audiences.
- **Social Media** – LinkedIn is the primary platform for regular updates, engagement, and promotion.



- **Multimedia** – Videos, infographics, and animations are used to explain complex technologies in an accessible format.
- **Traditional Media** – Articles, Printed brochures, factsheets, and roll-ups are used to target specific stakeholders and enhance the project's visibility at conferences, workshops, and exhibitions.
- **Sister Project Collaborations** – Partnerships with related EU projects extend reach and amplify impact.

This coordinated mix ensures that HARMONY's messages are effectively shared with stakeholders across industry, policy, research, and the general public.

3. Branding

3.1 Visual Identity

A visual identity was developed for HARMONY (Figure 1; more details can be found in D7.1. Dissemination, Exploitation and Communication Master Plan) to create a visual recognition value. As such, the visual identity allows stakeholders to quickly associate content with the project which can foster engagement. For maximum effect, all materials follow the visual identity, which includes:

- Logo (in colour, all-white and all-black so it is visible on different backgrounds)
- Tagline
- Colour palette
- Font



Montserrat Regular
<https://fonts.google.com/specimen/Montserrat>
Day-to-day font: Calibri



Figure 1. HARMONY visual identity

3.2 Mascot

For the HARMONY project, we introduced Magnus the Magnet, a friendly, animated character who brings our mission to life. First appearing in the project's introductory video, Magnus has since become a familiar face across our social media, guiding audiences through the world of rare earth recycling with clarity and charm.

Magnus represents neodymium magnets, central to HARMONY's focus on building circular, European magnet recycling systems. With his magnetic personality, he explains complex processes in an engaging, accessible way, making topics like electronic waste and resource recovery easier to understand.

Used in videos, social media, and educational materials, Magnus continues to be a key voice for HARMONY's goals: innovation, sustainability, and European independence in magnet recycling.

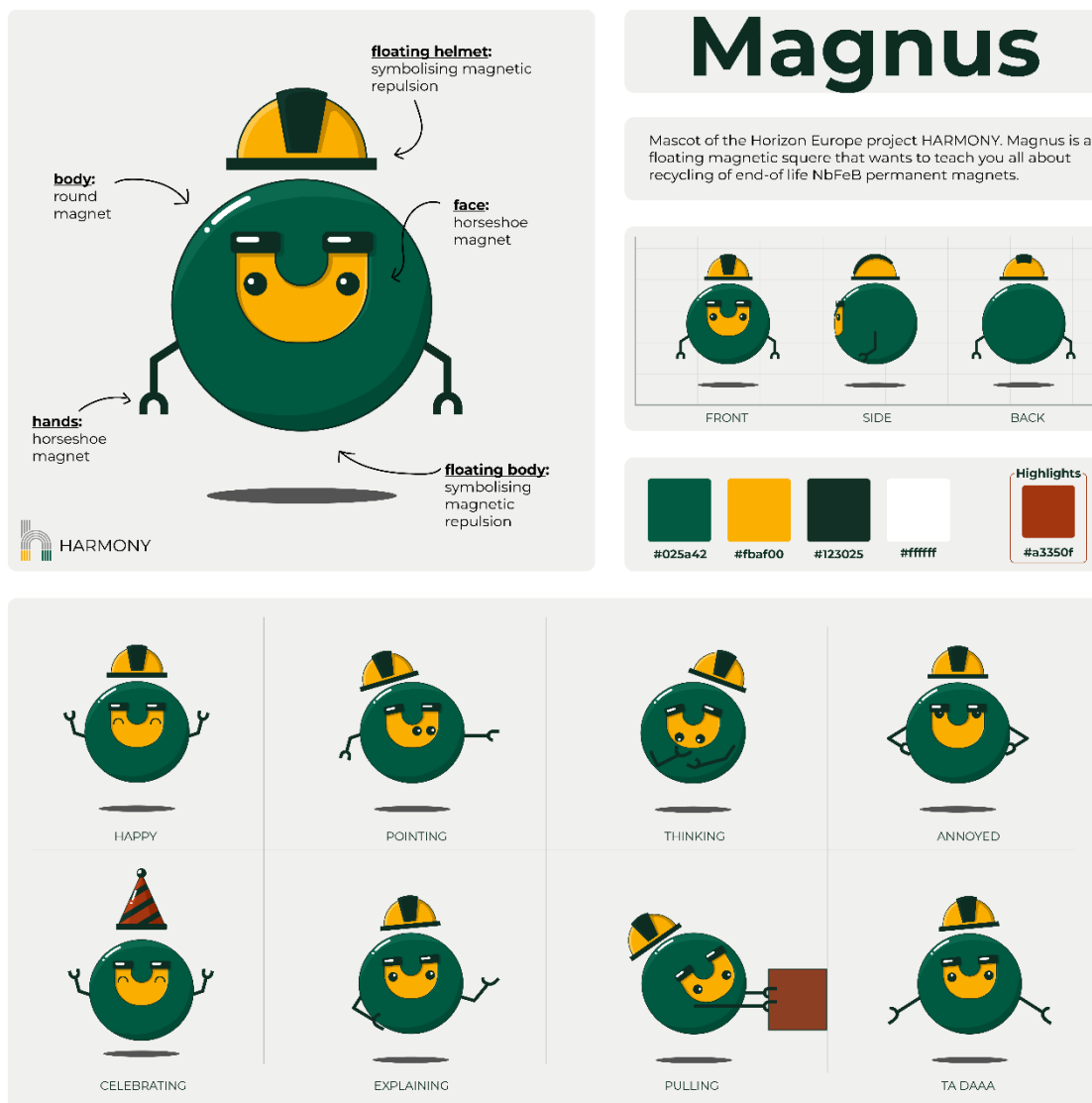


Figure 2. HARMONY mascot: MAGNUS the Magnet

4. Successful Communication, Dissemination and Dialogue Actions and Materials

HARMONY implements a range of communication and dissemination actions that have proved effective in engaging stakeholders and amplifying the project’s impact. The following sections highlight the most successful approaches, offering insights into the strategies and practices that resonated with target audiences.

4.1 Social Media

Social media platforms, particularly LinkedIn, play a key role in driving engagement and fostering dialogue among stakeholders. Posts highlighting project milestones, events, and results allow HARMONY to reach a broad and relevant audience. To ensure consistent performance and cultivate an engaged community, content was shared regularly—on average two posts per week—with an emphasis on quality over quantity. Shared content was highly relevant for the target audience, including updates on project activities (e.g. publications, events, milestones) as well as external developments related to magnet recycling, rare earth elements (REEs), and strategic raw materials.

LinkedIn has clearly emerged as the best-performing social media channel for HARMONY. Between project launch and May 2025, the account grew to **565** followers and **74,278** impressions. The consistent posting of relevant, well-designed content, combined with active engagement from consortium partners, contributed to this rapid and steady growth (see Figure 3). More than **110** posts were published, leading to significant visibility for the project.

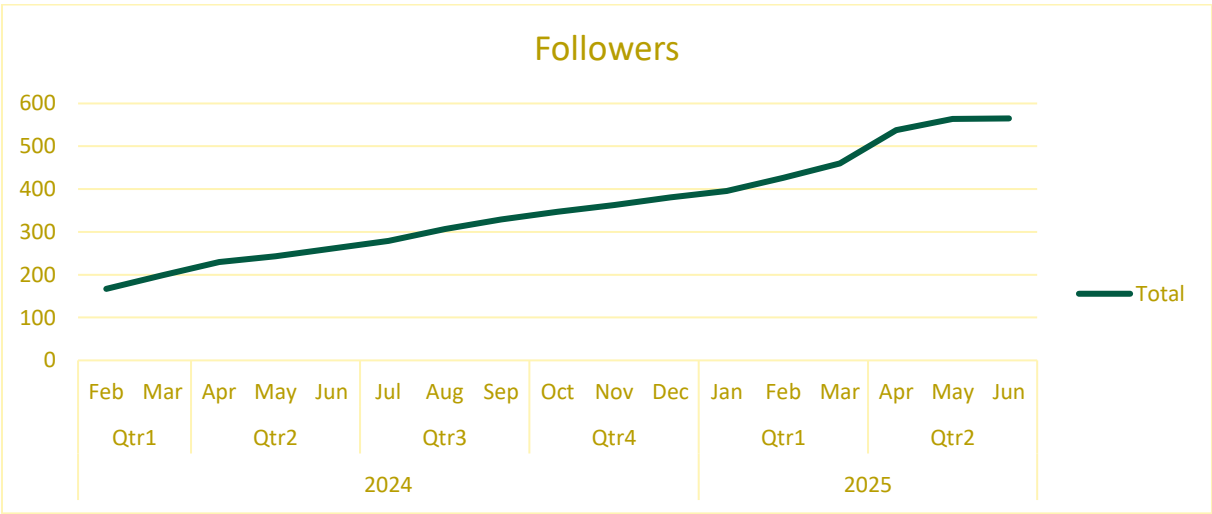


Figure 3. Progression of HARMONY LinkedIn followers

To ensure consistent performance and to cultivate an engaged community, content is shared regularly, with an average of one post per week. Emphasis was placed on quality over quantity, with content tailored to the interests of the target audience.

Performance was continuously monitored using analytics tools, with impressions and engagement data used to inform future content strategy. Posts that performed particularly well included the launch of the [project’s introductory video](#) (81 likes, 21 reposts), the “Faces of HARMONY” campaign ([Example](#)

[post](#) with 2759 impressions), and awareness day content such as the [Earth Overshoot Day post](#), which ranked second overall with 2,650 impressions and proved effective in reaching broader audiences. General Assembly updates, partner conference participation, and article announcements also consistently achieved strong engagement, ranging from 10% to 37%. These results confirm that using a diverse mix of content is effective in reaching and engaging the target audiences.



Interactions with posts from project partners boosts visibility on the platform.

Regular high-quality and informative posts keep followers engaged.

In contrast, the project's X account (formerly Twitter) delivered significantly lower engagement, reaching just 34 followers and 1,222 impressions. Several factors contributed to this disparity:

- Lower partner activity and interaction on X compared to LinkedIn
- Algorithm changes and policy shifts under the platform's new ownership, reducing visibility
- Ethical and reputational concerns related to platform moderation and values

Despite identical content being shared on both platforms (adapted for format and scheduled similarly), LinkedIn consistently outperformed X. Impressions and engagement rates on X declined notably in Q3 and Q4 of 2024, despite no change in posting frequency (Figure 4). Follower numbers dropped from a peak of 34 to 26. In February 2025 (Month 14), the HARMONY consortium made the strategic decision to discontinue the use of X. A final post informed remaining followers and redirected them to the project's LinkedIn channel.

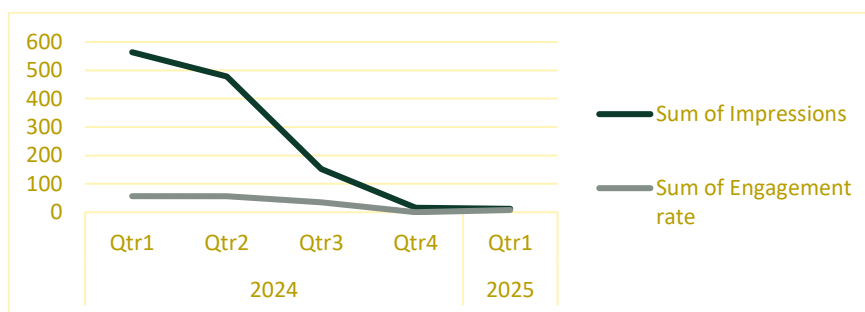


Figure 4. Progression of post impressions and engagement rate on X since the start of the project.

The success of HARMONY on social media has been strongly supported by the active involvement of consortium partners. When partners engage with posts by resharing, commenting, or tagging institutional accounts, they significantly amplify the project's visibility by leveraging their own professional networks.

To maximise this effect, ESCI regularly encouraged partner engagement through email notifications and reminders, especially around major milestones or scheduled content. These consistent efforts ensure that posts remain visible in algorithm-driven feeds and continue reaching the intended audience.



Establishing social media channels also depends on the consortium partners. They should be regularly encouraged to engage with the activity.

4.2 Videos and Animations

To introduce the HARMONY project and communicate its core mission, an animated explainer video was produced under the title “[Recycling Magnets and Rare Earth Elements](#)”. Released in Month 15, the video clearly presents the project’s background, goals, and approach, using engaging visuals to make complex technical concepts more accessible to the public.



High-quality videos and illustrations are powerful tools for simplifying complex technical concepts and engaging diverse audiences.

The video was published on [ESCI’s established YouTube channel](#), where it reached 4.7K views within the first month. The same video generated an additional 2.7K views on LinkedIn, bringing the total to over 7,000 initial views. These figures reflect both the quality of the content and the strategic use of distribution channels. By leveraging ESCI’s existing subscriber base and reputation in EU research communication, HARMONY avoided the challenge of growing a new YouTube audience from scratch—a common barrier for many projects.

To maximise reach, the video was embedded on the HARMONY website and widely shared across partner channels. Partners were encouraged to watch the videos in full and share them with their networks, helping boost early engagement (views, likes, shares), which in turn improves visibility via YouTube’s recommendation system.



Embedding videos on the project website and sharing YouTube links with partners helps generate initial engagement, which is essential for triggering the platform’s recommendation algorithms.

The video’s strong performance was supported by careful optimisation—using search-friendly titles, relevant keywords, and compelling thumbnails. On LinkedIn, videos were uploaded directly (rather than linking to YouTube), since native uploads are prioritised by the platform’s algorithm and better retain user attention.

To ensure accessibility for non-English speakers, YouTube’s AI-driven subtitle feature allows viewers to select subtitles in their preferred language additionally to the subtitles we provided. For social media, shorter video snippets with regionally spoken text are also planned to extend the project’s reach across linguistic and national boundaries.





Adding subtitles in different languages creates content that attracts target audiences outside of the English-speaking bubble and partners are more likely to use the video themselves

4.3 Promotional Content

To support outreach at events and exhibitions, a range of promotional materials was developed during the first project period. These include a roll-up banner, a poster and a flyer, all designed to communicate HARMONY's core messages in a clear and engaging way (Figure 5). Each item features the project website URL or a QR code linking directly to the site, driving traffic and offering easy access to more detailed information.



Embedding website links or QR codes in all print materials encourages real-time interaction, helps track engagement, and drives traffic to the project website for deeper exploration.

The roll-up banner serves as a general-purpose tool suitable for use by all partners. It was designed to appeal to diverse audiences, with concise messaging that highlights key aspects of the project across different sectors.



Figure 5. First HARMONY roll-up, poster and flyer

The flyer complements this approach by presenting HARMONY's goals and relevance in plain language. This makes it suitable for wide distribution at events, regardless of the recipient's technical background. The A1 poster offers a similarly accessible overview and has been used effectively alongside the roll-up at multiple public and stakeholder-facing events.



All materials are available in the [Resources section](#) of the HARMONY website as well as in the internal project repository. Importantly, all print content includes the EU flag and funding disclaimer in line with Horizon Europe communication requirements.

By Month 18 (M18), these materials had already been used at several events. Additional materials, including fact sheets and technology-specific infographics, are currently in development to support further communication needs as the project progresses.



Print materials should be designed with the target group(s) in mind to ensure that the displayed information attracts and resonates with them.

4.4 Journalistic Content

Press Releases

Press releases are an effective tool for raising awareness among journalists and generating media coverage for key project milestones. However, measuring their impact can be challenging: print publications are not searchable, and online visibility depends heavily on search engine optimisation (SEO). Language barriers also remain a hurdle, as not all journalists monitor international or English-language releases. To address this, HARMONY partners created press releases in their local languages to better engage regional media.

By Month 18, five press releases had been published to mark major achievements and highlight partner contributions. The first official release, written by ESCI following the kick-off meeting (M1), was published on the HARMONY website and widely promoted through the project's social media channels. Subsequent releases were coordinated by partners on their websites to increase the project's visibility in local contexts and build media interest in their involvement.

Journalistic Articles

To extend the reach of HARMONY beyond the immediate research community, journalistic articles were written and pitched to relevant magazines and media outlets (see **Error! Reference source not found.** for an overview). These pieces were written in a neutral, informative tone and aligned with journalistic standards to ensure editorial credibility. The goal was to present HARMONY's work as newsworthy and relevant to industry or society, rather than as promotional content.

Despite meeting these criteria, securing publication remains difficult, as many outlets prefer to preserve editorial independence and favour content written by their own staff. Building trust with editors is essential, and when this is not yet in place, pitching stories or issuing press releases may offer a more accessible path to coverage.

Where publication in external media was not possible, articles were shared as blog posts on the HARMONY website. While these typically attract fewer readers, they serve as valuable resources for those seeking in-depth information on specific aspects of the project.

By Month 18, three journalistic articles organised by ESCI had been published. All were promoted via the HARMONY website and social media channels to maximise visibility and reach.



Table 2. Journalistic articles featuring HARMONY

Title	Outlet	Date published
<u>How Recycling Neodymium Magnets Could Help Europe Transition to a More Sustainable Future</u>	DirectIndustry e-Magazine	August 2024
<u>Interview. "Recycling Magnets in Europe Needs Better Policies"</u>	DirectIndustry e-Magazine	December 2024
<u>Nappies, smartphone glass, and cigarette butts are piling up in Europe. How can we recycle them?</u>	Euronews	April 2025



Appearing in magazines communicates the project to a wider audience. It is however challenging to get articles published as non-advertorials. Press releases are a more resource-saving option to potentially appear in a magazine.

4.5 Publications

Scientific articles and dataset publications are scheduled for the second half of the project, when results become available and following necessary intellectual property protections. To centralise access, all publications are listed on the HARMONY website, providing a single reference point for stakeholders. In line with the European Commission's open access requirements, a dedicated Zenodo community was created: [HARMONY project](#). All HARMONY publications are to be uploaded to Zenodo and linked to the community in Open Access, and they are thus accessible to everyone free of charge.

To maximise their reach, these publications will be actively promoted through multiple channels. They will be embedded on the project website, shared via social media, and, where appropriate, used as sources for journalistic articles to further amplify the project's scientific impact.



Creating a community on Zenodo and linking all uploaded publications to it, creates a freely accessible overview of the project's results.

4.6 Events

Events such as conferences, workshops, and fairs offer valuable opportunities for networking and raising awareness about HARMONY. All project partners are encouraged to participate in relevant events to present the project and share its results.

By Month 18, consortium partners had actively represented HARMONY at 12 conferences and 7 fairs, distributing flyers, showcasing the project poster or roll-up banner, and playing the introductory video. They also contributed to one roundtable discussion and two conference seminars. This highlights the

importance of event participation as a way to share ongoing scientific progress. This is particularly crucial since scientific papers often take months to publish after research results are finalized.

4.7 Clustering Actions (Collaboration with other projects/initiatives)

Collaborating with other EU-funded projects has proven to be a key success factor in HARMONY's communication and dissemination efforts. By pooling resources, exchanging knowledge, and participating in joint events and workshops alongside sister projects, the consortium has significantly amplified its reach and impact.

These partnerships enable the sharing of best practices and highlight the collective contributions of European research towards advancing strategic raw material innovation. The collaboration's overarching goals are to exchange information, explore synergies, implement joint activities where possible, and raise awareness among stakeholders. This approach supports wider acceptance and encourages adoption of HARMONY's solutions.

By Month 18, HARMONY had established strong connections with various projects, associations, and networks to enhance impact and knowledge sharing. Since Month 2, HARMONY has been an active member of the Sustainable Critical Raw Materials for the European Union (CRMs4EU) cluster, which unites EU-funded projects focused on securing sustainable and resilient critical raw material supply chains. Within this cluster, HARMONY contributed by designing the cluster logo and engaging in joint activities such as the MAGELLAN Round Table at the EIT Raw Materials Summit 2025 and coordinated social media campaigns, with further collaborations planned.

In Month 14, HARMONY joined the Collab4Resilience – Stronger Together in Science and Sustainability initiative. This network fosters dialogue on improving communication around Safe and Sustainable by Design (SSbD). Through this platform, HARMONY will continue to participate in joint dissemination and communication efforts aimed at breaking free from the “project bubble” and reaching broader audiences.



Collaborations expand networks, break the project bubble, and strengthen communication. Joint events and co-promotion boost visibility and reach.

5. Monitoring

Monitoring dissemination and communication actions is essential to evaluate their effectiveness and guide future strategies. Tracking performance allows the project to identify what works well, refine or discontinue less effective actions, and repeat successful ones.

5.1 Social media

Social media performance was tracked using analytics tools that provide aggregated and anonymised data in compliance with the General Data Protection Regulation (GDPR). Initially, Brandwatch was used to track key performance indicators including follower count, demographics, impressions, engagement rates, and the performance of individual posts. In February 2025, the project transitioned to Metricool, a more accessible tool when it comes to everyday monitoring. These insights are used to evaluate whether the social media channels are successfully building an engaged community and reaching the intended audiences. They also inform decisions on the tone, timing, and content of future posts to improve reach and effectiveness.

5.2 Articles

Performance of articles published on the HARMONY website is tracked through the same analytics tools used for general website monitoring. However, tracking externally published articles presents more challenges. Printed articles are not searchable, and digital content may not be discoverable if it lacks effective search engine optimisation (SEO). When external publications are known, estimated readership can be derived from publicly available data on magazine circulation or audience reach. While such figures are only approximate, they provide a useful indication of how widely the project's messages are being disseminated.

5.3 Website

The HARMONY website is regularly analysed using Matomo, a GDPR-compliant, open-source analytics tool. This platform collects anonymised and aggregated data such as the number of visits and page views, average session duration, bounce rate, number of downloads, and visitor locations. These insights help assess whether the website is effectively reaching and retaining its target audience. Based on the findings, adjustments are made to optimise the communication and dissemination strategy where necessary.

6. Take Aways

The communication, dissemination, and stakeholder engagement activities of the HARMONY project have yielded several key insights that can support future EU research initiatives:

1. Focus on platforms that deliver value

Not all social media platforms perform equally well. LinkedIn consistently outperformed X (formerly Twitter) in terms of engagement and reach. It's essential to regularly assess platform performance and strategically reallocate resources to have the greatest impact. To maximise visibility and reach, share videos through established platforms (e.g. a partner's YouTube channel) rather than creating new ones from scratch.

2. High-quality content is only effective with active partner involvement

Consistent, relevant content is critical, but its impact multiplies when project partners actively engage. Encouraging partners to like, share, and comment on posts significantly extends visibility and strengthens community growth across channels.

3. Let data guide your strategy

Ongoing monitoring using analytics tools allows teams to identify what works, pivot quickly when needed, and fine-tune messaging. Data-driven communication keeps efforts efficient, focused, and audience-responsive throughout the project lifecycle.

4. Design with accessibility and engagement in mind—offline and online

Early development of visually engaging, non-technical print materials (flyers, posters, roll-ups) equipped partners to represent HARMONY at events from the outset. Adding QR codes and URLs to these materials encouraged real-time digital interaction and strengthened links between offline and online outreach.

5. Tailor content to your audience and region

Combining press releases in English and local languages with journalistic-style articles and expert interviews enabled broader media uptake. Prioritising video accessibility, through subtitles or translated clips, also helps reach multilingual and regional stakeholders. This approach helped HARMONY build credibility and reach diverse stakeholder groups across Europe.

6. Collaboration with other EU projects boosts visibility and adoption

HARMONY's involvement in the CRMs4EU cluster and Collab4Resilience network allowed for joint campaigns, events, and knowledge exchange, amplifying outreach and positioning HARMONY within a broader movement for sustainable raw materials. These strategic partnerships break the "project bubble" and foster cross-project learning and visibility.

7. Conclusion

HARMONY addresses a wide and diverse stakeholder landscape, including researchers, industry players, policymakers, EU institutions, and civil society actors concerned with raw materials and sustainability. Each of these groups requires targeted communication approaches that speak their language and reflect their specific interests and priorities. For example, technical conference presentations are suited to academic audiences, while visually engaging roll-ups and flyers are better for industry events and fairs. Articles in policy outlets or institutional newsletters are more appropriate for decision-makers.

Every communication output must convey a clear, tailored message that resonates with the intended audience, whether it's about the science behind HARMONY's innovations or their potential policy relevance. This also holds true for social media, where content should focus on specific topics rather than overwhelming users with general information.

Communication in HARMONY is a shared responsibility. While communication experts manage core outreach activities, effective dissemination relies on close collaboration across the consortium. Scientists and technical partners contribute by sharing results, participating in events, and amplifying messages through their own networks. In return, communication teams help translate complex outputs into accessible stories and visuals. Even simple actions like liking or resharing a post can significantly boost visibility.

Finally, collaboration with sister projects and networks has proven a valuable amplifier. Participating in shared events, campaigns, and cluster initiatives has expanded HARMONY's reach, strengthened its credibility, and increased opportunities for mutual learning. Further joint activities with EU-funded projects are already in planning for the second half of the project.

