# D6.1

# Communication & Outreach Plan

## D6.1 Communication & Outreach Plan

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| Dissemination Level | |
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| PU: Public | ✓ |
| PP: Restricted to other programme participants (including the Commission) | |
| RE: Restricted to a group specified by the consortium (including the Commission) | |
| CO: Confidential, only for members of the consortium (including the Commission) | |

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# Executive Summary

The document represents Deliverable 6.1 – Dissemination and Communication Plan of the Eur3ka project. It has been developed as part of Work Package 6 (also in close collaboration with all other Work Packages) and provides a detailed view on the project activities regarding dissemination and communication. It highlights the strategy to reach the goals and KPIs written in the proposal.

The objective of the dissemination and communication strategy is to ensure that all project activities achieve the highest possible impact, they reach a high level of visibility amongst potential stakeholders and that the results drive societal and economic benefits. To achieve this objective, this document puts forward a dissemination and communication approach building on four key priorities:

1. The identification of communication needs and requirements for the outcomes of all Work Packages and the establishment of mechanisms to successfully meet these needs at various stages of the project.

2. A proper understanding of the domain and context in which this project takes place, in order to discover potential synergies and collaboration opportunities with all other initiatives which can help Eur3ka outreach and contribute to raising awareness around the solutions that will be proposed by the project outcomes.

3. The planning and organization of specific dissemination and communication activities targeting the relevant networks (at European, national, regional and local levels)

4. The identification of the potential dissemination opportunities that may arise as results of exploitation activities and pilots in the project. And align those with the planned communication activities to get the best results out of the planned dissemination activities.

These pillars determine the structure of the document. This deliverable first sets the general background and understanding for Dissemination and Communication activities by eliciting their role and objectives in the context of the project. It then illustrates how each partner will contribute to the project's dissemination and communication. As described in detail in this document, it is possible to distinguish **five main group of contents** which need to be communicated by the project:

1. **General communication about the project**, communication activities that provide general information about the challenges that are undertaken by the project consortium, providing information about the current state of the problems existing in the relevant markets and explaining how Eur3ka project will try to solve these problems.

2. **Updates on technical outcomes of the project**, including the breakthroughs and innovative results, including results that are targeting (1) Industry 4.0 standards, open automation modular manufacturing production line enablers; (2) industrial international common data space enablers and digital infrastructures; (3) global on-demand and

manufacturing as a service platforms; (4) connected and smarter supply networks, and global medical supplies and equipment repositories; (5) the vibrant European and Global network of manufacturing DIH network innovation services and open experimental facilities.

3. **Information on the Federation catalogues and services (including data services and training offer)** for interested "clients", focusing on the value proposition and how to access the services (through DIHs);

4. **Updates on the specific lessons learnt from the project results and the experiments,** i.e. best practices, methods for repurposing manufacturing, and services.

5. **Updates on results, outcomes, impacts and overall achievements of the project (including experiments and pilots)** (i.e. economic and societal benefits of the services, jobs created, impact on quality of life), showing the contribution and impact of the project on the EU society.

Building on these groups of contents, this document lists the relevant categories of stakeholders which need to be targeted and describes the project specific target audience as well as dissemination and communication tools and networks available.

The Communication Strategy for Eur3ka will define and monitor regular activities throughout the 24 months ensuring continuous content production (web, social media), outreach and stakeholder engagement based on the SMART approach. The Strategy is defined under WP6 (T6.1), which involves highly professional communication specialists, SEO experts and copywriters with good knowledge of all the main blocks of Smart Manufacturing, Quality Control & Industry4.0. The Strategy will integrate dissemination and exploitation actions and assess KPI impact for communications, dissemination and exploitation. Impact will be reported in planned deliverables and will include an in-depth assessment of impact in terms of community engagement and visibility.

Mobilizing partners in creating an engaged and vibrant community around the project's multi-sided market platform and ODIH is a top priority objective and critical for Eur3ka's trusted platform. To this end, the project will identify different types of relevant events per stakeholder category and potential synergies (as defined in the dissemination strategic goals) to raise awareness of Eur3ka from the very outset of the project and ensure interaction leads to concrete actions. Partners will collectively define an effective stakeholder to build an online connected community, leveraging expertise in social media strategy and existing partner networks.

As an Innovation Action, we expect to largely disseminate our results among various stakeholder networks and organizations interested or involved in the topics of the project and among in the scientific community. Therefore, our project combines external and internal means to disseminate and communicate the information among the partners and their networks.

Finally, this deliverable describes our approach for monitoring this dissemination and communication strategy and ensuring quality of all the related activities. It should be regarded as a dynamic document that may be updated based on the monitoring of the activities as well as lessons learns during the implementation of these activities. As a result of that, the plan will be reviewed and improved on a yearly basis.

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# Definitions and acronyms

| | |
|---|---|
| BDVA | Big Data Value Association |
| CA | Consortium Agreement |
| CEN | Comité Européen de Normalisation |
| CPS | Cyber Physical Systems |
| DFA | Digital Factory Alliance |
| DIH | Digital Innovation Hub |
| DoA | Description of Action |
| EC | European Commission |
| EEN | European Enterprise Network |
| EFFRA | European Factories of the Future Research Association |
| EU | European Union |
| GA | Grant Agreement |
| ISO | International Organization for Standardization |
| KPI | Key Performance Indicator |
| ODIH | Open Digital Innovation Hub |
| PPE | Personal Protective Equipment |
| PC | Project Coordinator |
| PR | Public Relations |
| SEO | Search Engine Optimization |
| SME | Small and Medium-sized Enterprises |
| TC | Technical Coordinator |
| WP | Work Package |

# 1 Introduction

The document is divided in two main sections: in the first one, various steps of the dissemination and communication strategy are detailed, including value proposition, potential target audiences, communication channels and materials planned to be used in parallel to the efforts of this task. In the second section, details are given on how each step of this strategy will be executed, along with their respective key performance indicators and success criteria. Communication and Outreach Plan by Partner (Annex I) describes each planned activity by partner, along with their respective KPIs and acts as a tracking tool for those activities (tracking of partner's dissemination activities, information exchange).

This document is created with the aim to discuss and list the potential actions and ideas regarding Eur3ka's communication strategy, as well as functioning as a guideline to track the execution process. In addition to the dissemination activities described in this document, specific individual dissemination plans (of each project partner) are described in the project grant agreement document.

# 2 Dissemination and Communication Strategy

In this section the dissemination and communication strategy is addressed. The main objective of this strategy is to raise attention on the Eur3ka manufacturing network and our research topics based on specific dissemination and communication actions.

## 2.1 Dissemination Strategy

Effective internal and external result communications is an important task for the success of any project. In Eur3ka this consideration has been brought at a higher level, as it is considered that the creation of a stakeholders' community around the project's market platform is one of the vital challenges of the project. The dissemination activities are not just essential to keep project participants and stakeholders informed of the project progress and of any disruptive developments. Dissemination activities are necessary to position the project visibly in the dynamic and rapidly evolving Industry 4.0 and Digital Manufacturing ecosystem, to take into account local/regional ecosystems and stakeholders needs, and to reach the future innovators on the cognitive manufacturing.

In addition, today more than ever, it is important to disseminate the results of the project. The health crisis has exposed deficiencies in the manufacturing sector to which Eur3ka will provide answers and support.

It is the principle of all dissemination activities to use innovation results to create value within the targeted communities of the European Union, and to ensure public funding will lead to further progress keeping European industries at the leading edge within the global marketplace.

Dissemination concerns, on the one hand, the communication of the project (awareness) and its results (achievements), to the external audience, the scientific community, interest groups and the potential business users of the outcomes of the Eur3ka project as manufacturers in the healthcare sector. That is why the interaction of the consortium with other initiatives and communities, it's a great opportunity to reach all these stakeholders.

On the other hand, in the case of large industry and multiplier partners, it includes internal dissemination towards other research and business units, which can also make good use of the project research. Thus, it is intended to conform an "internal dissemination industrial observatory" among the big players involved in the pilots. Hence, all partners of the project are aware of and committed to a proper communication of the project results.

Also, the dissemination in terms of contribution to policy developments and international standards is a relevant aspect in addition to those already mentioned. Standardization is of utmost importance when trying to implement a new collaborative and modular manufacturing approach. Interaction with standardisation organisations and contributions to the ongoing/ future

standardisation is a dissemination task related to Eur3kas outputs to boost market acceptance. A first assessment on current standardisation activities and committees was performed and, Eur3ka, aims to contribute to ongoing and future standardisation developments at CEN and ISO level. The following table presents a set of activities that Eur3ka proposes to carry out for the project progress and achievements dissemination:

| Instruments/Activities | Timing | Expected Outcomes |
|---|---|---|
| Strategy definition | Project start | Guidelines for dissemination |
| Project graphic chart and document templates | Project start | Distinguishable visual identity |
| Web portal / Project Web Site | Monthly updates | General public information |
| Marketing materials: flyers (>=4), posters (>=3), banners (>=3) | 1st quarter | Dissemination by the project partners at all related events |
| Social media presence, multimedia production | Throughout the project | Discussions/exchanges with online communities |
| Online newsletters (>=6) used to announce project outputs | Every Six Months | Communication of the project calls, achievements and results |
| Press and media articles (>=20) | To announce project events and outputs | Specific targeted dissemination at national & EU levels |
| Participation to conferences (e.g. Industry 4.0 Summit, Manufacturing Performance Days, FoF Conference (EFFRA), BDVA PPP Summit) | Throughout the project | Promotion of the project scientific approach and results to the manufacturing community and associations like EFFRA and BDVA |
| Documentation of project outcomes on portals (e.g. EFFRA innovation portal) | Throughout the project (M6+) | Availability and reusability of the project outputs by external manufacturers |
| Tutorials on project outputs | From M12 | Reusability of the project outputs |
| Manufacturers' workshops/webcasts (>=10) | Quarterly after project 1st year | Education of manufacturers communities on project outputs |

| Instruments/Activities | Timing | Expected Outcomes |
|---|---|---|
| Public Demonstrations and Open Days (>=8) | Yearly | Engagement of manufacturers' and smart manufacturing solution providers |
| Local Ecosystems workshops / pilot use cases workshops | >=1 per national initiative | Involvement of local pilot stakeholders' and reach to local innovators |
| Participation to standardization committees | Throughout the project | Promotion of the scientific approach and results |
| Participation to CPS community instances (EFFRA, BDVA, ECSEL, FIWARE, AIOTI, IEEE…) | Throughout the project | Visibility and impact of the project in communities that produce innovations relevant to quality control/management |
| Presentations to customers –Participation in (>=15) Exhibitions (e.g. Hannover Messe, I4.0 Conference) | Throughout the project, Intensified after M12 | Boosting the project's exploitation and commercialization targets; market uptake |
| Linking with (local) integrators of digital manufacturing solutions (national/regional scale) | Intensified after initial validation (M18+) | Market Alliances, establishment of additional market/sales channels |
| Management of Success Stories in reliable, fast and effective quality control (different stakeholders' viewpoints) | Throughout the project; Intensified after M18 | Dissemination of best practices, insights for further improving quality control processes |

*Table 1: Overview of Eur3ka dissemination activities & channels*

Available communication channels for this project consists of various types of media and channels, as listed in the table below. If necessary, this list will be updated and enhanced, after the first year of implementation of the strategy and based on the received feedback and evaluation of KPIs.

| Type of Comms Channel | Channel Name | Details |
|---|---|---|
| Website | www.eur3ka.eu | The project website was established during first month of the project, and will be entry point for external stakeholders to gather information on the various activities. It will also be used to support other channels such as the blog posts and will be linked to all social media channels. |
| Website | Blog Posts | The website will host a blog page, on which the project will post regular blogposts on some identified topics (see 2.6). This will also highly contribute to the SEO and online visibility of the website. |
| Social Media | Twitter | The project twitter account has already been established (@EUR3KAeu. This channel will be mainly used to a) highlight news and outcomes of the projects and b) engage with the community. The communication team will work on a list of hashtags and will drive campaigns around these. |
| Social Media | LinkedIn | The LinkedIn page of the project will be particularly used to relay information on how Eur3ka project outcomes will fulfill the purpose of the project. |
| Newsletter & Mailing | Monthly Newsletter, Mailing Lists | Stakeholders will have the possibility to subscribe to communication mailing lists which will be used during the project to directly communicate the highlighted information on a specific topic. Also, there will be a monthly newsletter to be sent to the interested subscribers, that functions as a tool to provide monthly updates on the project's development. |
| Events - Webinars, Exhibitions, Conferences, Forums, Summits | Eur3ka - DFA Community psymbiosis | The Eur3ka consortium will make use of the Digital Factory Alliance (DFA) communication channel to organize and/or attend a group of events as mentioned in Annex I. The participation in these events is expected to grow the number of interested parties in the project, such as stakeholders, potential partners, end users, etc. |
| Digital Materials | Infographics, digital graphics, digital media | The project will produce some infographics and digital promotional materials, that will contribute to the explanation of the project mission and challenges. The consortium members will specifically focus on the viral |

| Type of Comms Channel | Channel Name | Details |
|---|---|---|
| | | potential of the digital media, to reach a wider audience. |
| Printed Materials | Booklets, flyers | The project will release several versions of booklets and flyers. These will be available on the website but will also be brought to physical events, when possible. |
| Alliances | Partnerships with other projects & communities | Through this psymbiosis with the DFA community Eur3ka intends to reach and establish partnerships and alliances with other EU funded projects and associations in order to have the possibility to reach out to their communities and, vice versa, give these allies access to the Eur3ka stakeholders. The team will enter in discussion with projects and associations whenever relevant and report on these activities on annual basis. |
| Other | Scientific Articles | The project consortium hopes to get at least 1 article per year published in the scientific press and covering more technical subjects (i.e. legal aspects). This possibility will depend on discussion with potential publishers and this activity will be based on the team best effort. |

*Table 2: Available Communication Channels*

## 2.2 Communication Strategy

The Communication Strategy for Eur3ka, that consists of four pillars mentioned below, will define and monitor regular activities throughout the 24 months, ensuring continuous content production communicated using the main project channels (website, social media), outreach and stakeholder engagement based on the SMART approach (Specific, Measurable, Attainable, Relevant, Time based). The Strategy will integrate dissemination and exploitation actions and assess KPI impact for communications, dissemination and exploitation. Impact will be reported in planned deliverables and will include an in-depth assessment of impact in terms of community engagement and visibility.

- **Building Communities**

   Mobilizing partners in creating an engaged and vibrant community around the project's multi-sided market platform and ODIH is a top priority objective and critical for Eur3ka's trusted platform. For this reason, Eur3ka's communication strategy is not focused on reinforcing only the developments related to the project but also the manufacturing repurposing

community. In order to reach this community, it is considered essential to generate synergies between Eur3ka and the Digital Factory Alliance (DFA), an international trusted community to leverage data-driven factory transformation. It is intended to make use of this channel both for launch and access to events through which it is intended to reach a greater number of users/companies belonging to the manufacturing repurposing community.

- **Organizing events and workshops**

  In relation to these synergies with the DFA, from Eur3ka we will identify different types of relevant events per stakeholder category and potential joint-collaboration between project partners and other stakeholders interested to raise awareness of Eur3ka but also of Manufacturing repurposing, from the very outset of the project and ensure interaction leads to concrete actions. In this sense, from the DFA, an event planning has been established based on a monthly-thematic where different kind of activities has been defined and where Eur3ka partners can fit. This kind of activities are:

  - Deep Dives on Digital Factory Trials

  - Open Thematic Digital Dialogues

  - Digital Tech Talks

  - Corporate Service/Product Presentations

- **Website and social accounts**

  Also, the Eur3ka partners will collectively work on building an online connected community, leveraging expertise in social media strategy and existing partner networks. Defining the project branding, designing and delivering a SEO-based, responsive website that will be regularly populated and evolve over the project lifecycle, incrementally showcasing results about the market platform and the ODIH, is an important part of the communication strategy and will facilitate the long-term sustainability of Eur3ka.

- **Communication Materials**

  The communication kit will comprise regularly updated content and promotional material (e.g. pop-up banners, posters, brochures etc.), videos and in-house newsletters, press kits (logo, press releases and press coverage). The kit will evolve to include market campaigns as an essential action towards disseminating results and fully exploiting assets accrued, as well practical guidelines.

  The concrete target group-oriented implementation of the dissemination and communication strategy is further detailed in the following sub-chapters.

| Measure | Driver | Action |
|---|---|---|
| **Monthly Web content** | Regular information updates with SEO-driven approach | Identify and publish new content on a regular basis. |
| **In-house newsletters** | Different stakeholders are properly informed in a timely manner | Produce and circulate monthly newsletter |
| **Promotional material, including video content** | Specific audiences receive tailored and timely messages | Produce focused material (for stakeholders / events) |
| **Press releases targeting major stakeholders on supply/demand sides** | Raise interest and recruit demand actors, supply side actors & healthcare providers | Produce press releases targeting different media channels and audiences |
| **Press releases for general public** | Raise interest amongst non-specialized audiences | Lightweight blog for nonspecialized channels |
| **Visibility of Eureka in channels used by different stakeholder categories** | Ensure back-links/branding recognition to website through synergies and social media; General brand recognition is demonstrated | Liaise and engage with initiatives with journalists and LinkedIn groups; Produce a survey for brand recognition |
| **Social media content: Twitter, LinkedIn** | Grow community; Regular stakeholder engagement gives important insights into interests/concerns | Publish tweets/posts, including SMART-based campaigns & monitor outcomes |
| **Stakeholder database** | Early identification of prospective marketplace and service stakeholders | Develop a database of contacts for community development and stakeholder engagement |
| **Exhibitions / workshops with free access** | Ensure outreach to external audiences and even non specialized ones, making use of channels such as the DFA | Show Eur3ka use cases to visitors in lively, lightweight and virtual environment provided to a wider audience. |
| **Online networking events and technological conferences** | To gain, spread and foster technological knowledge sharing, best practices and lessons learnt on manufacturing resiliency leadership for future industrial collaboration. | Through the DFA, events are being scheduled based on the manufacturing Global Response Initiative that it is fostering. Eur3ka partners will be able to join/participate these events. |

| Measure | Driver | Action |
|---|---|---|
| **Online and/or F2F training sessions** | Ensure general public is "educated" about need to advanced research to address their needs | Provide a service for non-IT savvy to show what the new service means for them |
| **F2F interactions with local people** | Ensure engagement with "real people" at the local level | Work with use case partners to co-host an open day or similar, including media presence |
| **Free trials for general public** | Facilitate and drive uptake through early trial testing | Organize free trials after having reached a predefined maturity level |
| **Marketing events, e.g. trade fairs/exhibitions** | Ensure direct engagement with major stakeholders | Stand decked with demos, videos, informative material |

*Table 3: Overview of General Communication Activities, Engagement with Stakeholders and Communities*

## 2.3 Value Proposition

Eur3ka vision is that in the case of a pandemic, any European manufacturing site, research pilot line, facility and/or civil society manufacturing capability can be reliably made available to a **Trusted Global Manufacturing Response Network** on-demand and as-a-Service; i.e. flexibly, at scale and with no delay; to enable the fast implementation of cross-sectorial economically sustainable manufacturing repurposing agreements and to provide a coordinated and fast response to peaks of demand in vital medical equipment and supplies.

The project's mission is to bring most recent R&D results in:

- Industry 4.0 standards, open automation modular manufacturing production line enablers;

- Industrial international common data space enablers and digital infrastructures;

- Global on-demand and Manufacturing as a Service (MaaS) platform;

- Connected and smarter supply networks and global medical supplies and equipment repositories;

- The vibrant European and Global network of manufacturing DIH network innovation services and open experimental facilities.

## 2.4 Target audiences/groups

As stated in section 2.1, internal and external communications of the project results will be handled in parallel to the dissemination activities in Eur3ka, with a special focus on a) informing project participants and stakeholders and b) raising awareness among potential audiences/communities from various sectors. As a result of this, some target groups have been identified and will be more specifically targeted during the project's dissemination.

**Main Target Groups of Dissemination Activities:**

- Stakeholders from Industry 4.0 and Digital Manufacturing Systems, Global Manufacturing Networks, Local/regional Industry 4.0 and smart manufacturing ecosystems (i.e. Confindustria – Italian association of companies -, chambers of commerce)

- Industrial partners involved in the pilots (garment plants, 3D Printing shops, biotech plants, clinical research laboratories, automotive factories, engineering services & testing facilities, manufacturing technologies and innovation centres)

- Members organisations of Global Manufacturing Network (such as WMF, WEF, EHTEL, Open Industry 4.0 Alliance, SmartFactory EU, Smart Connected Supplier Network, Automation Alley, who are also members of Eur3ka's IMAGINE group, MARKET4.0, DIMOFAQ)

- Regulators, policy makers, standardization bodies

- Health Networks and Communities (WHO, MedTech Europe)

- European Digital Innovation Hubs network

- Future innovators on the cognitive manufacturing

- Scientific communities

- Manufacturers in the healthcare industry

- EU Innovation Network (Vanguard Initiative, Innobasque)

These communities will encompass supply side stakeholders, both large companies and SMEs, as providers of digital manufacturing solutions, vendors of digital technologies, Research Centres and Universities, as developers of solutions for the manufacturing sector, ZDM and cognitive manufacturing enablers and Industrial Association as a link with the manufacturing companies in Italy, Germany, Turkey three of the most intensive manufacturing countries in Europe. Moreover, the connection with the wide EU network ecosystem of DIHs, WEF Advanced Manufacturing Hubs, IDSA HUBs, competence centres, technology transfer bodies and scientific parks will be crucial for disseminating and exploiting the project results both at European as well as international level.

Indeed, part of the project's exploitation plan includes a path dedicated to the establishment and provision of innovation management services for the knowledge transfer to other industrial sectors. This plan, which will be mainly pursued by European DIH network, IDSA Hubs together with Vanguard Initiative, Trilateral Cooperation and the European Network of Testing Facilities (TEFs) representatives, which are also expected to disseminate the project efforts and results among the respective communities within this domain, as well as raise awareness among the stakeholders.

The pilots will provide early showcases of the project's functionalities, and they will be gradually advanced in terms of maturity and market readiness towards a viable route to market. The pilot solutions of the project will be made available through the ecosystem of DIHs.

## 2.5 Communication Channels

In order to develop the ecosystem beyond the sole partners of the consortium, Eur3ka will use a combination of communication channels starting with the Partners' networks (entities directly linked to partners). Using the influence of the partners should help to raise awareness to a greater community and get attention in Europe. This is an essential part of the project. Besides the project communication channels (project website, Twitter and LinkedIn) all project partners will communicate about the project and the results on their own channels (corporate websites and social media, PR departments, in the events etc.) to disseminate the outcomes and reach the planned targets. Therefore, specific communication materials dedicated to the project (brochure, website) will be prepared.

Another important communication channel will be the Eur3ka trusted global manufacturing response network (detailed in 2.5.2), which will also act as a medium to reach out to the relevant stakeholders, thus to contribute to the project's dissemination.

### 2.5.1    Partners Network

Partner's network refers to the organizations in which partners are directly represented (mostly on national and European levels). These channels will be used to widely disseminate the project activities in all ecosystems related to the project at EU and national level. We can consider the following networks:

- **European Digital Innovation Hubs**, that will help us promote and disseminate the project results among multiple industry-specific communities located in various parts of Europe.

- **Sectoral Initiatives** (in Manufacturing and Health sector): Edge4Industry, PdM4Industry, ZDM4Industry, IoT Security Certification Centre, AIOTI

- **Manufacturing associations and initiatives related to Industry 4.0 concepts**: Digital Factory Alliance, Vanguard Initiative, Four Motors for Europe, EUSALP, EFFRA, euROBOTICS

- Other **SMEs in manufacturing, logistics and healthcare** industry networks

- **Established open networks** that will help us to reach out SMEs like the Enterprise Europe Network (EEN). Available in most European countries they offer national point of contact that we can request to raise attention of SMEs about our project.

In addition to these listed networks of partners, all members of the consortium will also promote the project (and its outcomes) in their respective networks including:

- Journals and Conferences. Journals such as Assuring Software Quality Assurance, The Computer Journal, Software Quality journal. Some examples of academic conferences are: EurOMA, POMS and APMS.

- Exhibitions, webinars / trade fairs / etc. (indicative targeted events such as QATest, Atlassian Summit in US, Stareast and Starwest 2021, Accelerate US and Vienna, QA financial forum, DevOps Enterprise Summit, Industry 4.0 Summit, Manufacturing Performance Days, FoF Conference EFFRA, BDVA PPP Summit)

- Press releases, newspaper articles

- Organisation website, newsletter, social media, email distribution list

## 2.5.2    Repurposing Manufacturing Network

One of the main objectives of Eur3ka is based on the creation of the Eur3ka trusted global manufacturing response network, with the aim of building a common framework between all stakeholders, pooling resources and expertise to make sure that manufacturing companies get what they need to repurpose their manufacturing lines and equipment to comply with production requirements and regulatory compliance. What it is intended is to provide a trusted and unique capability to plug and collectively respond to a sudden demand increase, in a coordinate and effective manner.

The Eur3ka Trusted Global Manufacturing Response Network pretends to attract the outcomes and best practices of the most advanced R&I Industry4.0 trials, open industry 4.0 initiatives and first wave manufacturing repurposing lessons learned, fostering the collaboration between this huge raw of stakeholders; on one side, global manufacturing networks, regulatory entities & health networks and communities to harmonize procedures, standards and approaches but also to fast-track the test and certification of new designs, and on the other side, between different Manufacturing networks to build common operational frameworks, formalizing common and open repurposing procedures and strategies.

In order to generate this network, Eur3ka will be supported by the Digital Factory Alliance that intends to be the engine to set-up the Eur3ka Trusted Global Manufacturing Response Network.

The Digital Factory Alliance is a strategic alliance between companies that intends to become an open innovation ecosystem where, both digital and manufacturing industry, and academia come

together, providing access to a network of factories (large industry and SMEs), as well as integrators and digital platform solution providers, which aim at promoting an open data-driven AI powered advanced manufacturing transformation for greener, more circular, zero unplanned breakdown and zero-defect manufacturing. As one of the main pillars of the DFA is the creation of the Manufacturing Repurposing network, from Eur3ka it is intended to join forces and make use of this alliance to promote some of the events that Eur3ka intends to organize (technical talks, webinars and open discussions) regarding the technologies that we are bringing into the manufacturing repurposing community, mainly linked to the section described below.

# Initiatives
## Manufacturing Resiliency: Manufacturing Global Response Initiative

The Manufacturing Global Response Initiative calls for public authorities, digital and manufacturing industries of all sizes to join forces for coordination, collaboration, better preparedness, agility, trusted information sharing mechanisms, anticipation, availability, efficiency and efficacy to address future global outbreaks.

The initiative should articulate the trusted international digital factory community for manufacturing repurposing knowledge sharing and manufacturing resilience leadership.

Only with harmonized protocols, digital infrastructures and investments in the modernisation of European factories at large; with best of breed Industry 4.0 advanced production platforms, we will be empowered with the critical manufacturing capabilities to successfully respond to global outbreaks.

Endorsed by:

*Figure 1 - DFA webpage section related to the Manufacturing Resiliency lighthouse initiative[1]*

Related with this pillar, the DFA provides a Body of Knowledge (BoK) for supporting Manufacturing Resilience Leadership with the mission to describe and understand the manufacturing resilience practices and landscape but also to identify the knowledge required and provide access to learning & training resources to bring stakeholders manufacturing resilience to new levels.

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[1] https://digitalfactoryalliance.eu/manufacturing-resiliency-manufacturing-global-response-initiative/

## 2.5.3        Events and workshops

Eur3ka will take advantage both fromDFA 2021 activities scheduled plans where Eur3ka partners will be participants and from other existing scheduled events, in which partners are exhibitors, to ensure the maximum impact. The dissemination plan will have 3 different lines of acting to reach different target groups in terms of events, as planned by the KPIs defined in the grant agreement, as well as the KPIs that are separately mentioned for each event/activity in Annex I.

Also due to the restrictions caused by the Covid-19 pandemic, virtual events and webinars are planned instead of the physical events. This situation may change in the future based on the news from the pandemic situation.

- **All groups of interests**

    All consortium partners attend various exhibitions and networking events related to Eur3ka's fields of interest (manufacturing, health industries). They will be requested to disseminate specifically the results of the project through such events.

    – Participation on Digital Factory Trials, Open thematic Digital Dialogues and Digital Tech Talks promoted through the DFA to generate awareness among a broad audience and to sensitize and engage manufacturers and smart manufacturing solution providers as a first point of contact;

    – Corporate Service/Product Presentations in virtual events and F2F exhibitions to boost the projects exploitation and commercialization targets and start the market uptake.

    – Participation to standardization committees to promote scientific approach and results of the project;

- **Manufacturers and local ecosystems**

    Special formats will be set up for the main target group of the project so that the results can be disseminated to the potential users at an early stage. On the one hand, this is done at the local level in order to address SMEs in a targeted manner and, on the other hand, with a technical focus on the challenges of the target group.

    – Manufacturer workshops or webcasts to educate manufacturing communities on project outputs;

    – Local ecosystem workshops/pilot use case workshops to involve local pilot stakeholders and reach out to local innovators.

- **Standardization Bodies and Policy Makers**

Recommendations to standardization bodies and policy makers are also an important part of the project's dissemination strategy, as this allows the work to be incorporated into relevant standards in the long term and thus influence implementation.

– Participation to CPS community instances to raise visibility and impact of the project in communities that produce innovations relevant to quality control/management.

## 2.5.4    Social Media

Eur3ka social media strategy will integrate project Owned social Media (LinkedIn, Twitter) and Shared social Media (leveraging on Partners´ social media channels). The strategy foreseen different social media platforms in order to address different targets/objectives:

- Twitter: to engage stakeholder and to draw attentions to relevant events and workshops
- LinkedIn: to develop a community of expertise about an on-demand and Manufacturing as-a-Service platform for repurposing by giving insights of the project.
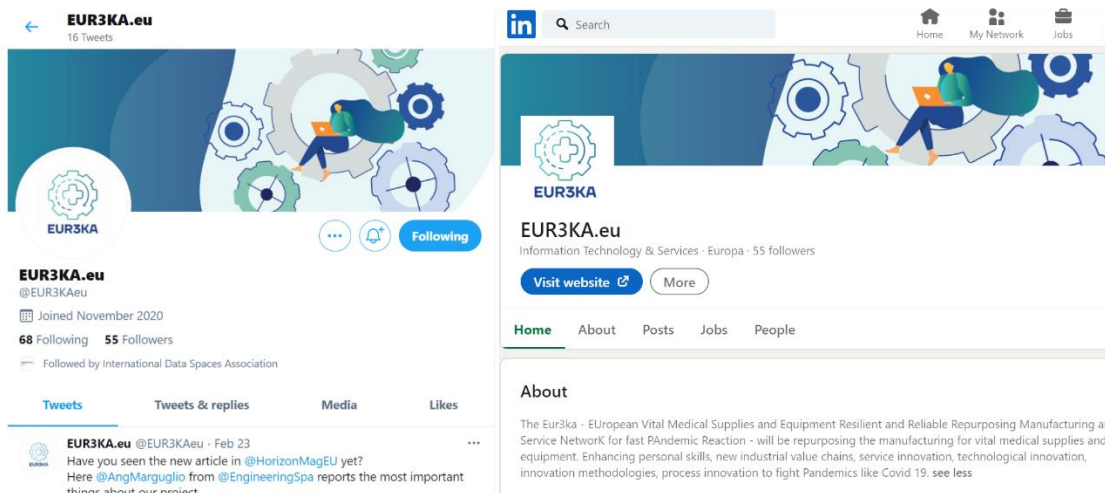


*Figure 2-2: Eur3ka Social Media Channels on Twitter and LinkedIn*

Eur3ka use of social media will be based on Growth Hacking strategies that have proved to be the most (cost) effective and efficient ways to grow a business. KPIs have already been defined concerning social media channels as mentioned in Annex I.

## 2.5.5 Media

Mainstream media (TV, newspapers, radio networks etc.) could have a limited interest for a project like Eur3ka at first glance. Considering the efforts to gain their attention and their audience (general public), the work could seem to be pointless or at least not effective enough. Nonetheless, Eur3ka could target specialized media in the area of its use cases or scientific vulgarization media to raise the attention of specialists and innovation communities. With the help of PR services of the partners we will build the stories about our use cases, potential beneficiaries of the platform or our scientific results, to convince the journalists to publish such interesting stories. Covid-19 pandemic has ravaged the world in 2020, as the virus continues to take a massive toll on lives, economies, health infrastructures and manufacturing systems, it is still expected to be a hot topic in media, for 2021. Potential media sources will include online media such as *Industry Today* or *Manufacturing Global* as well as trade magazines with the focus on manufacturing industry and/or business and *European Radiology* or *Insight into Imaging* for the health sector. This kind of relationship with the media, through a trustable and credible channel, is the most profitable way of disseminating nowadays, which will be supported by the strong relationship of the partners with the Media at regional Level. As defined by the proposal, we expect to reach 5 news/press releases during the project timeline. This material will be made available in our internal communication tool in order to be re-used by all the partners. It will help us to present a common view when participating to an external event.

Moreover, we will produce at least 2 detailed infographics during the project that will visually communicate eye catching data on market insights, industry needs and challenges that are dealt by various industries. Compared to the traditional relationship-building with media, it is expected that infographics will reach the media in an easier way and will be shared more on social media channels.

In addition, the scientific partners plan to publish research results in relevant scientific journals (as mentioned in Annex I).

## 2.6 Communication materials

A visual identity has been defined in the first months of the project to give a specific branding of the project and the platform. It includes all the elements and styles to apply to the communication materials. A brochure has been produced to explain the project to target groups and stakeholders. It should be used for conferences and fairs but also to give a global idea of our activities to a broader public with a brief presentation of the project, its partners and contacts means.
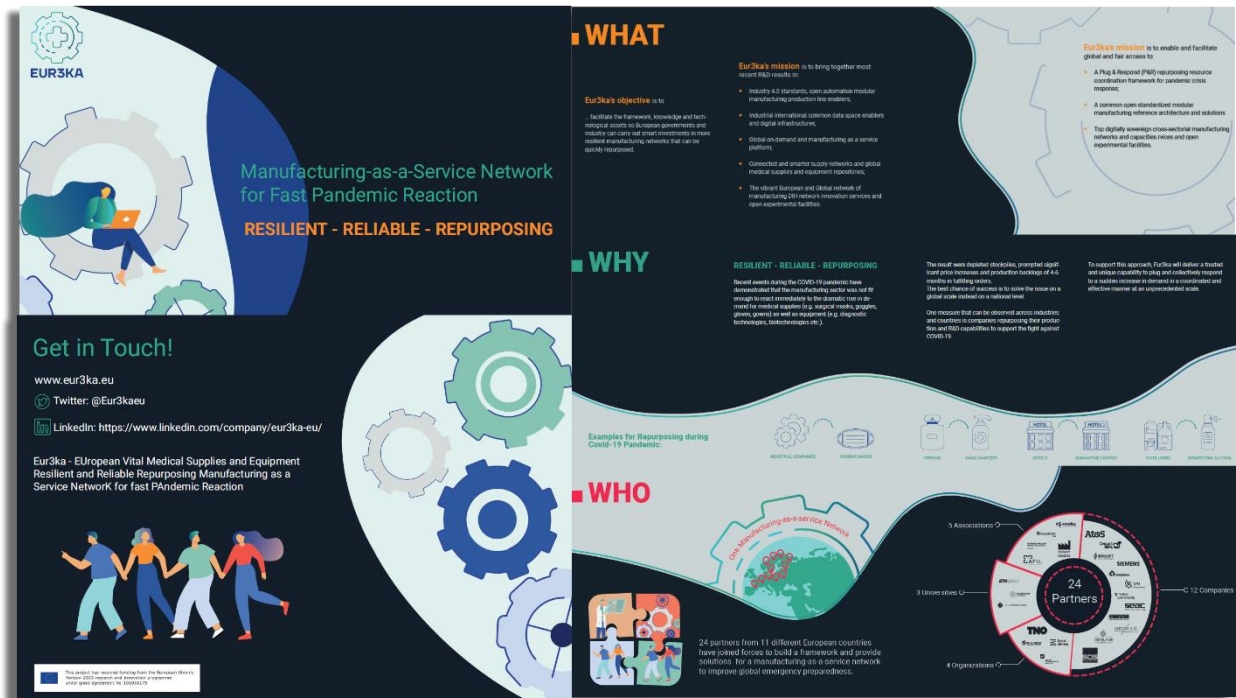


*Figure 2-3: First Draft of Eur3ka Brochure*

A target of 1000 copies has been defined to be distributed along the project. At the moment, the brochure is only used in digital form, as on-site events, trade fairs or meetings are not taking place due to the Covid-19 crisis. The digital brochure can be sent by the project partners to interested stakeholders to give them a first overview of the project. If the situation changes and more on-site events are held, the brochure can be printed subsequently.
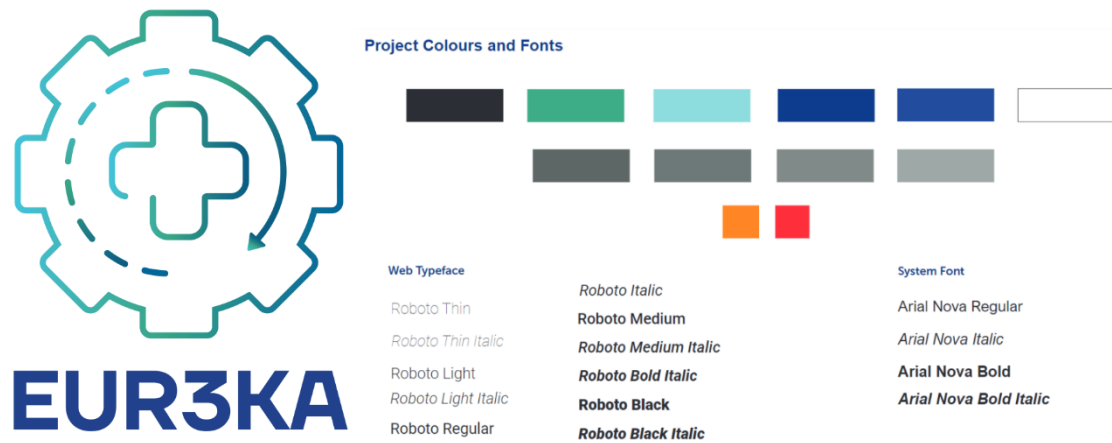
*Figure 2-4: Eur3ka Logo and Corporate Identity Basics*

Additionally, a website [2] is available. To the attention of the stakeholder network to get in contact with the consortium but also to the general public where the latest news of the project can be accessed, via Twitter and LinkedIn accounts. Brochure, scientific papers and public deliverables will be available online for easy downloading, making them accessible directly to interested audience throughout the world. The website should reach 3000 unique visitors along the project.

The website will regularly report on the project intention, development progress, benefits for SMEs and interaction of relevant stakeholder networks in the form of blogposts. The blog content published there will also be distributed via the social media channels and the community newsletter.

When the project is further advanced, the results will be prepared in a user-friendly way so that the application can be easily implemented even beyond the project duration. For this purpose, tutorials are created, such as infographics and posters or animated videos and webinars. This guarantees the reusability of project outcomes.

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[2] http://www.eur3ka.eu
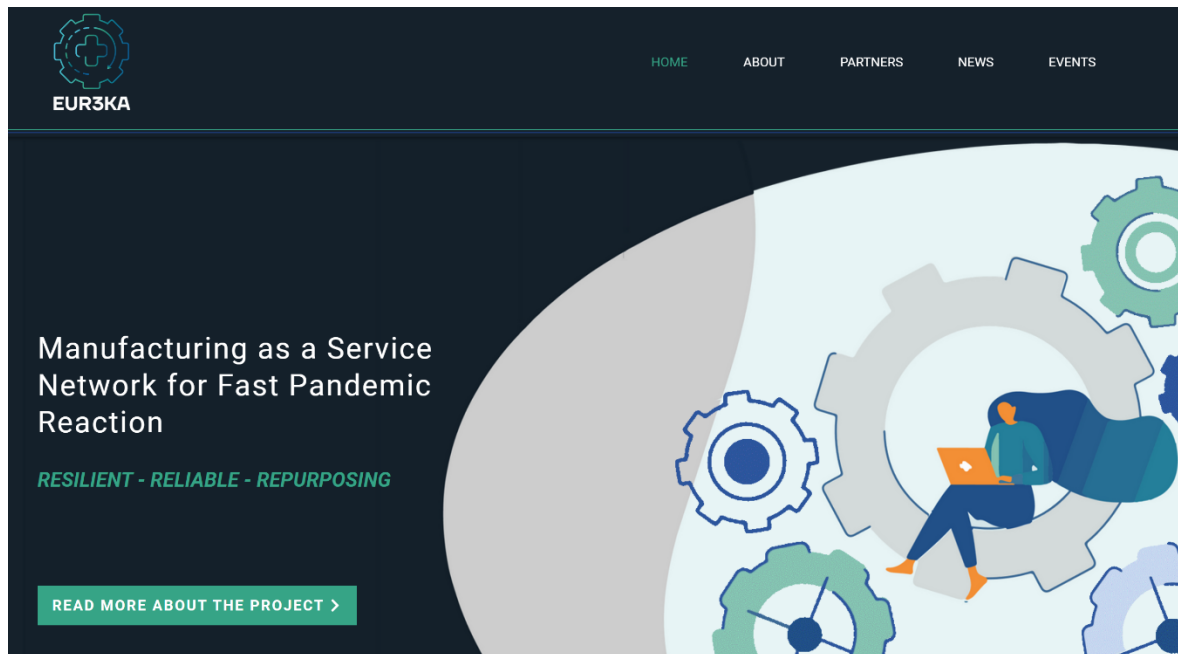
*Figure 2-5 Eur3ka Website Homepage (www.eur3ka.eu)*

By month 6, a second version of the website with different sections will be made available, which will include existing items from the current version that are:

- **Landing page,** highlighting direct access to the main sections of the portal, and with links to social media channels and events of the project

- **Partners**, including the list of members (24 members from 11 countries), their logos and links to each partner's website

- **About**, which includes mission, ambition and vision of the project

- **News**, including all public information about the project (outcomes, events, alliances, partnerships, etc.)

- **Contact**, **Imprint, Privacy Policy** pages

The website will also include a new blog section, where new posts will be published by members of the consortium on these topics:

- **Trusted Global Manufacturing Response Network** | What is the vision behind?

- **Eur3ka Pilot Family #1** - What will be developed?

- **Eur3ka Pilot Family #2** - What will be developed?

- **On-demand Manufacturing-as-a-Service** | How does it look like? What do you need to implement/work with it from a user perspective?

- **Manufacturing Repurposing Rapid Response Coordination Platform** | How this can improve supply chains and reduces risks?

- **Best practices of rapid manufacturing repurposing** and what challenges still need to be tackled

- **A common open standardized modular manufacturing reference architecture** | Why this enables repurposing manufacturing?

- **Plug & Respond (P&R) repurposing resource coordination framework** | Why this helps to make European companies more resilient during unforeseen events

- **Trusted Data Sharing Spaces & Platforms** | Why is this important?

- **Exploitation** | How can manufacturing SMEs benefit from Eur3ka results?

After month 12, the webpage will be periodically updated, completing the different sections with information coming from the corresponding WPs, refining the structure by considering specific requirements and functionalities, and creating new sections if needed (e.g. ethics, partnerships, legal, etc…). This evolution will be reported in subsequent versions of this C&D strategy.

## 2.7 Risk Management and Mitigation Plans

Together with the Dissemination Strategy, some potential communication and/or dissemination risks have been identified, as they can be seen on the table below. This table lists pre-identified risks along with their level of likeliness (chance to happen) and their potential impact on the project. It also details the mitigation measures that are foreseen to apply, reduce or eliminate any potential risks. This list will be updated on a regular basis and will function as a risk log that will help us to learn from lessons and experiences within the project duration.

Covid-19 pandemic represents the largest (and most likely) risk that may affect the type of our communication/dissemination activities. This is the reason why it is important to accept it and prepare a mitigation plan, especially for the event wise responsibilities. The table below already focuses on these, but new challenges and risks are always likely to happen in the course of the project, hence why the risk log needs to be updated regularly. The team will make sure that risks and mitigation measures are identified as early as possible and duly communicated to the European Commission if they impact the success of the activities expected from the project.

| Risk number | Description | Probability (low, medium, high) | Impact (low, medium, high) | Mitigation action |
|---|---|---|---|---|
| 1 | Due to Covid-19 travel restrictions, there is a chance it would not be possible to organize any physical events (for the first half of 2021, or even the entire year) | High | Medium | This risk was already discussed by the project consortium. As a result of that, every partner is prepared and have the technical capabilities and equipment to organize online versions of each planned event. |
| 2 | Project partners will not be able to attend any external events due to restrictions caused by Covid-19 pandemic | High | Low | In such a case, the project partners have a plan to focus more on participating in online events and to work more on online advertisement activities. |
| 3 | Low participation in Eur3ka online events | Medium | High | Eur3ka partners are aware that engaging people in online activities is much harder than getting them to participate in physical events, especially for events of more than 1 day. We will strive to be innovative in our approaches, contents and tools in order to keep high levels of engagement. We will also make sure to limit the duration of our events to what is necessary and avoid unnecessary long workshops and webinars. Indeed the kind of dissemination events currently planned has estimated durations between 1-3 hours. |
| 4 | The number of social media followers remains low | Medium | High | Although the project will leverage social media reach of all its members, there is always a risk of not gaining enough traction. If this becomes the case, we will discuss it internally and find ways to get our content |

| Risk number | Description | Probability (low, medium, high) | Impact (low, medium, high) | Mitigation action |
|---|---|---|---|---|
| | | | | more engaging for the targeted audiences, enriching them with hashtags and interactive elements such as polls and forms. |
| 5 | Some communication channels are not performing well enough (e.g. website statistics are low, or blog posts are not read by enough people) | Medium | Medium | The project's dissemination strategy relies on the success of multiple communication channels. In case if one channel does not have enough traction, the consortium members will discuss this internally (at the end of first year) and more efforts will be focused on successful channels. There is also a chance that some emerging channels (such as podcasts) may be identified and start being used. |
| 6 | Difficulty to reach the regional / local communities through communications in English | Medium | Medium | Communication materials targeting regional stakeholders will be shared via the relevant project partner in the respective country and they will be asked to have them translated into the local language, when necessary. |

*Table 4: Dissemination Risks and Mitigation Plans*

# 3 Dissemination and Communication tracking process

## 3.1 KPI Measurement

The table below lists the key performance indicators that are planned to be used during the project to monitor the dissemination and communication activities. To communicate the news in the project properly aligned with the project plan, dissemination activities are grouped in three phases; First Phase (M1-M12), Second Phase (M12-M14) and Third Phase (M14-M24).

**M12:** The activities that need to be completed before the completion of first generation of R3 services development.

**M14:** The activities that need to be completed within the first cycle of the project (in reference to the project plan described in the grant agreement (*1.3.2 Methodology* chapter)

**M24:** The activities that need to be completed between the start of the development for Second Generation R3 Services until the end of the project.

| Type of Communication Channel | Key Performance Indicator for Annual Monitoring |
|---|---|
| Website | • Number of (unique) visitors per day, per month and per year<br>• Growth of (unique) visitors over time<br>• Bounce rate<br>• Most visited pages<br>• Number of blog posts |
| Social Media | • Number of followers on Twitter and LinkedIn<br>• Twitter: number of tweets, impressions, twitter profile visits, mentions<br>• LinkedIn: number of posts, number of profile visits, reach of the posts (in average) |
| Mailing & Newsletter | • Number of mail campaigns sent per year<br>• Number of project newsletters published<br>• Clicks on newsletters' articles<br>• Number of views<br>• Number of subscribers<br>• Number of opt-outs |
| Events & Networking | • Number of organized exhibitions/workshops<br>• Number of attended exhibitions/workshops |

| Type of Communication Channel | Key Performance Indicator for Annual Monitoring |
|---|---|
| | • Number of training sessions (online and F2F)<br>• Number of attendees/participants/visits for each event |
| Digital Materials | • Number of infographics and banners |
| Printed Materials | • Number of posters/roll-ups<br>• Number of booklets/flyers |
| Press Releases | • Number of articles/videos published through press partnerships |
| Alliances | • Number of "allies" disseminating project's contents to their communities |
| Scientific Publications | • Number of published scientific articles |

*Table 5: KPIs for Each Communication Channel*

To facilitate the tracking and management of these activities, individual KPIs are set for each activity as listed in Annex I. On a higher level, KPIs for General Communication Activities will be monitored based on the information listed on the table below, which represent the KPIs for overall activities of the project.

| Measure | Driver | Action | KPI |
|---|---|---|---|
| Monthly Web content | Regular information updates with SEO-driven approach | Identify and publish new content on a regular basis. | YR1: min. 2/month; YR2: min: 3/month |
| In-house newsletters | Different stakeholders are properly informed in a timely manner | Produce and circulate monthly newsletter | YR1: min 6;<br>YR: min 8 |
| Promotional material, including video content | Specific audiences receive tailored and timely messages | Produce focused material (for stakeholders / events) | YR1: min 3;<br>YR2: min. 6; |
| Press releases targeting major stakeholders on supply/demand sides | Raise interest and recruit demand actors, supply side actors & healthcare providers | Produce press releases targeting different media channels and audiences | YR1: min 2 for IT audiences;<br>YR2: min 1/major stakeholder<br>category |
| Press releases for general public | Raise interest amongst nonspecialized audiences | Lightweight blog for nonspecialized channels | ≥ 2 press clippings |

| Measure | Driver | Action | KPI |
|---|---|---|---|
| Visibility of Eureka in channels used by different stakeholder categories | Ensure back-links/branding recognition to website through synergies and social media; General brand recognition is demonstrated | Liaise and engage with initiatives with journalists and LinkedIn groups; produce a survey for brand recognition | ≥20 back-links across major stakeholders<br><br>≥ 50 responders identified<br><br>Eur3ka (questionnaire) |
| Social media content: Twitter | Grow community; Regular stakeholder engagement gives important insights into interests/concerns | Publish tweets, including SMART based campaigns & monitor outcomes | YR1: min 8/month<br><br>YR2: min 24/month |
| Social media content: LinkedIn | Grow community Regular stakeholder engagement gives important insights into interests/concerns | Publish posts, make relevant tweets, including SMART-based campaigns & monitor outcomes | YR1: min 1 post/month; YR2: min. 4 posts/month; Direct engagement is also envisaged |
| Stakeholder database | Early identification of prospective marketplace and service stakeholders | Develop a database of contacts for community development and stakeholder engagement | 300 profiled stakeholders by<br><br>M12; >600 by M24 |
| Exhibitions / workshops with free access, | Ensure outreach to external audiences and even non specialized ones, making use of channels such as the DFA | Show Eur3ka use cases to visitors in lively, lightweight and virtual environment provided to a wider audience. | ≥ 1 Digital Factory Trial<br><br>≥ 20 external attendees |
| **Online networking events and technological conferences** | To gain, spread and foster technological knowledge sharing, best practices and lessons learnt on manufacturing resiliency leadership for future industrial collaboration. | Through the DFA, events are being scheduled based on the manufacturing Global Response Initiative that it is fostering. Eur3ka partners will be able to join/participate these events. | ≥ 3 online session<br><br>≥ 50 external attendees |
| Online and/or F2F training sessions | Ensure general public is "educated" about need to advanced research to address their needs | Provide a service for non IT savvy to show what the new service means for them | ≥ 1 online session<br><br>≥ 50 non-specialized attendees |

| Measure | Driver | Action | KPI |
|---|---|---|---|
| F2F interactions with local people | Ensure engagement with "real people" at the local level | Work with use case partners to co-host an open day or similar, including media presence | ≥ 1 local events<br><br>≥ 3 appearance in local media |
| Free trials for general public | Facilitate and drive uptake through early trial testing | Organize free trials after having reached a predefined maturity level | ≥ 5 testers |
| Marketing events, e.g. trade fairs/exhibitions | Ensure direct engagement with major stakeholders | Stand decked with demos, videos, informative material | Min. 1 in YR1<br><br>and 2 in YR2 |

*Table 6: KPIs for General Communication Activities & Stakeholders and Community Engagement*

## 3.2 Dissemination reporting

In order to get a maximum impact, dissemination and communication activities will be carried out in a timely manner with the development of the project in order to fully leverage project results and platform availability.

All partners and members of the ecosystem are requested to participate to the dissemination and communication actively, identifying all opportunities and collaborating with each other and external partners to foster the platform and results uptake. Total number of events (such as workshops and webinars will be clearly defined with each partner). Active dissemination during the scientific and innovation events and promotion during European and national events will be monitored.

For such purpose, we have designed a process, which objectives are:

- Early identification of possible dissemination and communication initiatives

- Sharing related information with partners and identification of proper resources to conduct the dissemination

- Reporting of results

A Dissemination planning excel (Annex I) has been created for the consortium to provide an overview of the consortium's planned dissemination activities. The results will be communicated (both internally and externally) to adjust any required actions and to foster collaboration between partners (success stories, good practices, etc.). See Annex I.All partners can track the status of their planned activities in the list (Status: planned, work in progress, done, postponed, not relevant anymore) and also enter new actions. The controlling sheet also records the number of participants, the target group and the ecosystem level (Level: local - regional - national -

international) of every activity. The aim is to be able to adjust during the project if KPIs and the relevant target group, and thus the desired impact, have not been achieved.

Internal communication measures support the process described.

## 3.3 Internal communication and tracking process

The consortium is using Microsoft Teams for internal documentation, revising and discussions. Dissemination materials, e.g. brochures, presentations, images etc. will be made available on this platform for the consortium, as well as keeping project members up-to-date on dissemination opportunities.

Also, there is a monthly remote editorial meeting where all project partners can participate to track planned activities of the partners and align them with other planed dissemination activities.

In addition, consortium meetings are held at regular basis to report on the work in progress and the results achieved in the project. Relevant information from these meetings is taken into account in the dissemination activities.

The dissemination activities will be monitored by IDSA and ENG using two approaches: The Dissemination excel (Annex I) which gives an overview of the planned and done activities and the corrective action (if necessary) when the results will be presented to the Impact Assessment IPR and Innovation Committee as described above. Those activities and their results will be reported in this deliverable in deliverables D6.2 and D6.3 specifically.

The purpose of our monitoring approach is to obtain timely and regular information on the different activities: all project partners are requested to report on their progresses on a monthly basis at least and more frequently in case of specific events or occasions. Information which are requested from project partners include but are not limited to:

- Type of dissemination activity: i.e. event, alliance, article, webinar, etc.

- Level of the activity (national/international)

- Date and URL of the activity: if applicable;

- Number of stakeholders reached (i.e. number of participants for an event, number of views for a social media post, number of subscribers for an email campaign);

- Further description of the activity

By gathering this information and ensuring proper and regular monitoring of partners' activities project consortium will be able to obtain sufficient data and lessons learnt to review the present strategy on a yearly basis.

| Partner | Category | Type | Level | Activity | KPI | Date | Project month | Country | Link | Organizer | Participant Partners | Number of participants | STATUS |
|---------|----------|------|-------|----------|-----|------|---------------|---------|------|-----------|---------------------|------------------------|--------|
| AM HUB | Online | Website | National Level | Publish press release project Kick-off | | | 01 | Denmark | https://am-hub.dk/nyt-europaeisk-projekt-etablerer-produktionsberedskab-til-fremtidige-sundhedskriser/ | | | | Done |
| AM HUB | Online | Social Media (Twitter, LinkedIn) | International Level | Share update about project | | | 01 | Denmark | | | | | Done |
| BRAIN | Publications | Press/release | National Level | Press Release of kick-off Eur3ka. Shared via website and newsletter | | | 01 | Netherlands | | BRAIN | TNO | 140 readers | Done |
| DTI | Online | Website | National Level | Publish press release project Kick-off | | | 01 | Denmark | https://www.teknologisk.dk/ydelser/nyt-europaeisk-projekt-etablerer-produktionsberedskab-til-fremtidige- | | | | Done |
| DTI | Online | Social Media (Twitter, LinkedIn) | International Level | Share update about project | | | 01 | Denmark | | | | | Done |
| DTI | Publications | Press/release | National Level | Sharing off press in Danish media | | | 01 | Denmark | http://www.teknovation.dk/?type=page&id=750&itemid=19100 | | | | Done |
| ECM | Online | Website | International Level | news articles about the developments in the project on Digital Hub Logistics | | | 01 | Germany | | | | | Planned |
| ECM | Online | Social Media (Twitter, LinkedIn) | International Level | Regular Tweets about the project | | | | Germany | | | | | Work in progress |
| ECM | Publications | Brochure/Flyer | International Level | Publication of a brochure with information about the Eur3ka project. | | | 06 | Germany | | | | | Work in progress |

*Table 7: Dissemination and Communication tracking tool*

# 4 Conclusions and Future Outlook

With this document, the first draft of the communication and outreach plan has been formed and the consortium has defined their planed communication activities. Throughout the project (and completion of the dissemination steps listed), the document will be updated accordingly. The priority for the project following the adoption of this dissemination and communication strategy, is the establishment of all available tools described in this report.

**Next Steps:**

- Produce and distribute communication materials (digital and printed) for the consortium to disseminate and promote (M3)

- Set the social media channels (LinkedIn and Twitter)

- Define targeted audiences and the communications channels for stakeholder engagement and start with first events, workshops to create a community of interest

- Keep the dissemination plan updated, based on the results of our communication and outreach plan

- Identify any potential key stakeholders for establishing contact and alliances. The consortium will create a list of key projects and organizations at the European and local level which should be contacted during month 5 to discuss about communication and dissemination synergies. As of February 2021, an alliance has already been established with DFA [3](Digital Factory Alliance)

- Identify and produce an infographic (with high potential for going viral) that targets the problems challenged by Eur3ka

Several deliverables will follow and report our Dissemination and Communication activities

- D6.2 Communication & Outreach Reporting (M12)

- D6.3 Communication & Outreach Reporting (M24)

These reports will focus more on the impact of project results regarding standardisation bodies, also as business cases and exploitation.

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[3] https://digitalfactoryalliance.eu/

# Annex I

Communication and Outreach Plan by Partner

(Int: International, Nat: National)

**Events**

| Partner | Type | Level | Activity | KPI | Date | Project month | Country | Number of participants |
|---------|------|-------|----------|-----|------|---------------|---------|------------------------|
| ETHZ | Conference | Int. | Attending 28th EurOMA Conference 2021 | | | 08 | Switzerland | |
| ETHZ | Presentation/lecture | Int. | Presenting the results of EurOMA conference | | | 08 | Switzerland | |
| IDSA | Exhibition | Int. | Information booth about the Eur3ka project at the IDSA Summit | | | 06 | Germany | |
| IDSA | Workshop | Int. | Workshop regarding the Eur3ka project during the IDSA Winterdays. | | | 12 | Germany | |
| IDSA | Exhibition | Int. | Information booth about the Eur3ka project at the IDSA Summit | | | 18 | Germany | |
| IDSA | Workshop | Int. | Workshop regarding the Eur3ka project during the IDSA Winterdays. | | | 24 | Germany | |
| IMECH | Conference | Int. | Artificial Intelligence Conference, in which a presentation of Eur3ka project and Intellimech Pilot | | | 05 | Italy | 100 |
| IMECH | Conference | Int. | Lombardy Dissemination Eur3ka Event | | | 15 | Italy | |

| Partner | Type | Level | Activity | KPI | Date | Project month | Country | Number of participants |
|---------|------|-------|----------|-----|------|---------------|---------|------------------------|
| STAM | Presentation/lecture | Int. | Presentation during clustering event organized by National technological district | 1 | | 12 | Italy | 20 |
| AFIL | Workshop | EC | Technology Trend Dialogue meeting to discuss intelligent production systems, in collaboration with CEUP2030 Interreg Project. | | | 12 | Italy | |
| AFIL | Conference | Int. | Lombardy dissemination Eur3ka event | | | 15 | Italy | |
| FhG | Webinar | Int. | An event organised by IDSA | | | | | |
| INTRA | Workshop | Int. | Workshop regarding Industry 4.0 & COVID19 | | | | | |
| TNO | Exhibition | Int. | Publication of results in European fairs | | | | | |
| BRAIN | Workshop | Nat. | Dissemination of results in Brainport Industries network | 2/year | | | | |
| INNO | Presentation/lecture | Int. | Meet the Digital Factory Network | >=1 | | | Spain | |
| INNO | Workshop | Int. | Deep Factory Trials (DFA) | >=1 | | | Spain | |
| INNO | Conference | Int. | Manufacturing Repurposing: COVID-19 Products | >=1 | | | Spain | |

**Liaisons**

| Partner | Type | Level | Activity | Project month | Country |
|---------|------|-------|----------|---------------|---------|
| ENG | International initiatives | Int. | Collaborate with other projects in our cluster (at least with CO-VERSATILE) | 01 | Italy |
| ENG | National initiatives | Int. | Liason with FIWARE Foundation | 01 | Italy |
| ENG | National initiatives | Int. | Liason with BDVA | 01 | Italy |
| ENG | National initiatives | Int. | Liason with DIH4INDUSTRY initiative | 01 | Italy |
| AFIL | International initiatives | Int. | Liason with World Economic Forum Initiative | | |
| AFIL | International initiatives | Int. | Liason with World Manufacturing Forum Initiative | | |
| AFIL | National initiatives | Nat. | Liason with Intelligent Factory Cluster | | Italy |

**Online**

| Partner | Type | Level | Activity | KPI | Project month | Country | Number of Followers |
|---|---|---|---|---|---|---|---|
| AM HUB | Website | Nat. | Publish press release project Kick-off | | 01 | Denmark | |
| AM HUB | Social Media (Twitter, LinkedIn) | Int. | Share update about project | | 01 | Denmark | |
| DTI | Website | Nat. | Publish press release project Kick-off | | 01 | Denmark | |
| DTI | Social Media (Twitter, LinkedIn) | Int. | Share update about project | | 01 | Denmark | |
| ECM | Website | Int. | news articles about the developments in the project on Digital Hub Logistics Website | | 01 | Germany | |
| ECM | Social Media (Twitter, LinkedIn) | Int. | Regular Tweets about the project | | | Germany | |
| ENG | Social Media (Twitter, LinkedIn) | Int. | Share update about project through corporate/personal accounts | | 01 | Italy | |
| IDSA | Social Media (Twitter, LinkedIn) | Int. | Regular Tweets about the project | | | Germany | |
| IDSA | EUR3KA Website (blogpost) | Int. | Launching project website | | 01 | Germany | |
| IDSA | Social Media (Twitter, LinkedIn) | Int. | Launching project Twitter Channel with 1st posts | | 01 | Germany | |
| IDSA | Social Media (Twitter, LinkedIn) | Int. | Launching project LinkedIn Channel | | 01 | Germany | |
| IDSA | Newsletter | Int. | Preparation and distribution of regular newsletters. | 4 in total | | Germany | |
| IDSA | Social Media (Twitter, LinkedIn) | Int. | Managing the project's own Twitter channel Eur3kaeu. | YR1: min 8/month YR2: min 24/month | | Germany | |

| Partner | Type | Level | Activity | KPI | Project month | Country | Number of Followers |
|---------|------|-------|----------|-----|---------------|---------|---------------------|
| IDSA | Social Media (Twitter, LinkedIn) | Int. | Management of the project own LinkedIn profile Eur3kaeu. | YR1: min 1 post/month; YR2: min 4 posts/month | | Germany | |
| IDSA | Website | Int. | Maintenance of Eur3ka's own website. | | | Germany | |
| IDSA | EUR3KA Website (blogpost) | Int. | Provide blogposts throughout the entire duration of the project. | | | Germany | |
| IDSA | Newsletter | Consortium Level | In-house newsletter | YR1: min 6; YR2: min 8 | | Germany | |
| IDSA | Website | Int. | Website Events | | | Germany | |
| IDSA | Website | Int. | Website News | | | Germany | |
| IMECH | Social Media (Twitter, LinkedIn) | Int. | Regular posts about the project | | | Italy | |
| IMECH | Website | Nat. | News article about the developments in the project on Intellimech website | | 03 | Italy | |
| SEAC | Social Media (Twitter, LinkedIn) | Int. | Regular Tweets about the project | 2/year | | Italy | 1592 followers |
| STAM | Social Media (Twitter, LinkedIn) | Int. | Regular post about the project | 4/year | 1 | Italy | 1806 |
| FhG | Social Media (Twitter, LinkedIn) | Int. | Post about the project | | 03 | Germany | |
| ATOS | Website | Int. | ATOS will include the EUR3KA project in our portfolio of the project and the annual Atos Research and Innovation booklet: | | 04 | Spain | |

| Partner | Type | Level | Activity | KPI | Project month | Country | Number of Followers |
|---------|------|-------|----------|-----|---------------|---------|---------------------|
| | | | https://booklet.atosr esearch.eu/ | | | | |
| ATOS | Social Media (Twitter, LinkedIn) | Int. | ATOS will make use of the two corporate social media accounts on Twitter (Atos Spain and ARI MarComm) to promote the project activities and obtained results. | | 03 | Spain | > 4000 followers |
| ATOS | Social Media (Twitter, LinkedIn) | Int. | ATOS also will make use of the two corporate social media accounts on LinkedIn on the international lever to promote the project | | 05 | Spain | > 800,000 followers |
| DTI | Social Media (Twitter, LinkedIn) | Nat. | Updates on relevant activities | 3 times during project | | Denmark | |
| INTRA | Social Media (Twitter, LinkedIn) | Int. | Regular Publishing of posts (INTRASOFT media & J.Soldatos, 10.000 Followes) | >12 posts | | | |
| BRAIN | Social Media (Twitter, LinkedIn) | Int. | Regular publishing of updates on LinkedIn | 2/year | | | |
| BRAIN | Newsletter | Nat. | Regular project updates | 4/year | | | |
| BRAIN | Website | Nat. | Technology updates | 2/year | | | |
| UIO | Social Media (Twitter, LinkedIn) | Int. | Regular Publishing of posts | | | | |
| SQS | Social Media (Twitter, LinkedIn) | Int. | Promote Eur3ka project | >10 posts/r etweet s | 01 | Spain | |
| SQS | Website | Int. | SQS will make some publications on their news section, including some project updates. | >2 posts | 01 | Spain | |

| Partner | Type | Level | Activity | KPI | Project month | Country | Number of Followers |
|---------|------|-------|----------|-----|---------------|---------|---------------------|
| VIS | Social Media (Twitter, LinkedIn) | Int. | Regular updates of the project progress | | | Finland | |
| VIS | Website | Int. | New VIS release, with a new section dedicated to the research projects. Update of the project ongoing | | 05 | Finland | |

**Publications**

| Partner | Type | Level | Activity | KPI | Project month | Country | Number of Followers |
|---------|------|-------|----------|-----|---------------|---------|---------------------|
| BRAIN | Press/release | Nat. | Press Release of kick-off Eur3ka. Shared via website and newsletter | | 01 | Netherlands | 140 readers |
| DTI | Press/release | Nat. | Sharing off press in Danish media | | 01 | Denmark | |
| ECM | Brochure/Flyer | Int. | Publication of a brochure with information about the Eur3ka project. | | 06 | Germany | |
| ENG | Press/release | Nat. | Press Release of kick-off Eur3ka. Shared via website and newsletter | | 01 | Italy | |
| ETHZ | conference paper | Int. | Writing a EurOMA full paper | | 08 | Switzerland | |
| ETHZ | scientific paper | Int. | Writing a journal paper with a focus on manufacturing repurposing phenomenon | | 18 | Switzerland | |
| IDSA | Brochure/Flyer | Int. | EUR3KA in a nutshell | | 02 | Germany | |
| IDSA | Press/release | Int. | Publish press release project Kick-off | | 01 | Germany | |
| IDSA | Press/release | EC | Press releases targeting major stakeholders on supply/demand sides | YR1: min 2 for IT audience; | | Germany | |

| Partner | Type | Level | Activity | KPI | Project month | Country | Number of Followers |
|---------|------|-------|----------|-----|---------------|---------|---------------------|
| | | | | YR2: min 1/ major stakeholder category | | | |
| IDSA | Press/release | Int. | Press releases for general public | > 2 press clippings | | Germany | |
| IMECH | article/interview (press / other media) | Nat. | Article on our Magazine about Eur3ka: presentation, progress and results of the project | | 11 | Italy | |
| SEAC | Press/release | Nat. | Press release about project development on the company website | 1/year | | Italy | |
| TNO | Press/release | Nat. | Press Release of kick-off Eur3ka. Also shared via social media (LinkedIn). | | 01 | Netherlands | |
| FhG | scientific paper | Int. | Conference/Journal will be selected as initial results are available | | | | |
| ATOS | article/interview (press / other media) | Consortium level | ATOS will include the project in the monthly internal Newsletter of the ATOS Research & Innovation group. | | 06 | Spain | > 150 |
| ATOS | article/interview (press / other media) | Int. | ATOS will prepare the blog post for the EUR3KA website regarding the technical achievements | | 09 | Spain | |
| DTI | Press/release | Nat. | Updates on relevant activities | 3 times during project | | Denmark | |
| INTRA | scientific paper | Int. | Publication in Journal or On-line conference Proceedings | | 14 | | |

| Partner | Type | Level | Activity | KPI | Project month | Country | Number of Followers |
|---|---|---|---|---|---|---|---|
| TNO | Social Media (Twitter, LinkedIn) | Int. | Regular publication of LinkedIn posts | | | Netherlands | |
| TNO | article/interview (press / other media) | Nat. | Dissemination of results with SCSN innovation network | | | | 300 |
| UIO | conference paper | Int. | Participation on international conferences | 2/year | | | |
| UIO | scientific paper | Int. | Publications on international journals | 2/year | | | |
| INNO | article/interview (press / other media) | Int. | INNO will prepare one blog post for the EUR3KA website regarding the DFA | >=1 | | Spain | |