

IoT4Industry

Project Deliverable

D 4.3 Outreach and awareness raising activity - intermediary report

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Abstract

This *D4.3 Outreach and awareness raising activity* report presents the activity undertaken to maximise the outreach and thus impact of IoT4Industry project during the first 15 month of its implementation. The present document is part of Work Package 4 *Outreach and Sustainability* and complement deliverable D4.4, focusing on interactions with stakeholders' groups.

Keywords

Communication; Dissemination; Strategy; Communication Kit; visual identity; Networking; Outreach; Awareness; Performance indicators;



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Acronyms and definitions

Acronym	Meaning
CP	Collaborative projects
DoA	Description of Actions
ECCP	European Cluster Collaboration Platform
EEN	Enterprise Europe Network
Eoi	Expression of Interest
ICT	Information and Communication Technologies
IoT	Internet of Things
RDI	Research & Development & Innovation
SME	Small and Medium Enterprise
WP	Work Package

The IoT4Industry project

The proportion of the manufacturing industry is currently decreasing in developed European countries' GDP. Industry 4.0 – also called smart manufacturing, digital industry or industry of the future – provides several technological responses to the challenging competitive market. The Industry 4.0 focuses on the development of processes based on technologies and devices autonomously communicating with each other along a value chain. Indeed, the integration of the Internet of Things (IoT) and related components – Cyber-Physical Systems (CPS), Digital Security, Cloud Computing and Big Data – in manufacturing SMEs will improve efficiency and flexibility in production and consumption.

IoT4Industry is an EC-funded project aiming at fostering this integration by connecting ICT clusters having capacities in IoT with Advanced Manufacturing clusters having access to process manufacturers and manufacturing SMEs. Based on a cross-border and cross-sectorial approach, a hundred of SMEs will be selected to receive funding and support to develop their access to smarter means of production and to modernize their processes and security. In fine, the project and this integration aims at creating new or improved value chains and new business opportunities.



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1. Background and context

The proportion of the manufacturing industry is currently decreasing in developed European countries' GDP. Industry 4.0 – also called smart manufacturing, digital industry or industry of the future – provides several technological responses to the challenging competitive market. The Industry 4.0 focuses on the development of processes based on technologies and devices autonomously communicating with each other along a value chain. Indeed, the integration of the Internet of Things (IoT) and related components – Cyber-Physical Systems (CPS), Digital Security, Cloud Computing and Big Data – in manufacturing SMEs will improve efficiency and flexibility in production and consumption.

IoT4Industry is a 30 months EC-funded project aiming at fostering this integration by connecting ICT clusters having capacities in IoT with Advanced Manufacturing clusters having access to process manufacturers and manufacturing SMEs. Based on a cross-border and cross-sectorial approach, a hundred of **SMEs will be selected to receive funding** and support for their collaborative project aiming to develop their access to smarter means of production and **to modernize their processes** and security. In fine, the project and this integration aims at creating new or improved value chains and new business opportunities across borders.

The IoT4Industry project seeks to support EU growth and competitiveness through the development of a new cross-sectoral industrial value chain based on the integration and use of IoT and related components into manufacturing tools, machines and robots, through the cross-border collaboration between SMEs and other RDI actors of the ICT and advanced manufacturing sectors. The project fosters a collaborative approach between leading-edge ICT and Advanced Manufacturing clusters supporting up to 100 SME in their transformation towards the use of smart manufacturing technologies. It aims at supporting the introduction of smart production technologies in end products manufacturing companies, in particular SMEs, making their production more efficient to remain competitive on the global stage.

This main objective will be accompanied by two positive side effects that are secondary project objectives. First, to **increase business opportunities for technology providers**, and in particular SMEs, providing IoT and related solutions to the manufacturing industry. Second, **improve and make smarter machines**, robots and other products developed by tool manufacturers, and in particular SMEs, improving their innovation capacity.

This deliverable is covering IoT4Industry Outreach activities and is thus completed by deliverable D4.4 - *Networking and transfer of knowledge activity report* tackling networking activities.

1.1. Outreach and Sustainability: what we do

WP4 supports the whole project process through dissemination and outreach activities to relevant stakeholder groups and networks (clusters, networks, initiatives, industry, researchers, etc) to promote the role and added value of IoT technologies, to communicate widely and raise awareness among European stakeholders (European Commission and national policy makers, innovation actors, industrial and manufacturing companies) about its importance for the European economy.

Measures to maximise the project's impact are transversal to all Work Packages, supported by:

- Communication activities devoted to the promotion of the project's objectives, activities and



achievements in a clear and comprehensible way to the target public

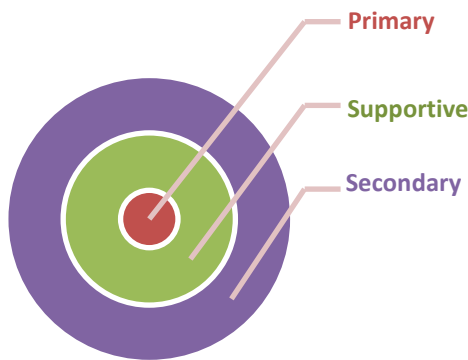


Figure 1: The IoT4Industry identified stakeholders

- Dissemination activities designed to make the project outcomes visible and accessible to the different targeted stakeholders;
- Exploitation activities conceived to enhance the results' exploitation to the broadest uses and users;

Dedicated dissemination actions support the visibility of the project, ensure Europe-wide access to potential SME beneficiaries and promote successful collaboration cases. The dissemination strategy and channels represent in fact one of the key pillars of the project's success to

- **Raise awareness** and develop a high project visibility (appeal)
- **Promote** the IoT opportunities for the European SME community
- **Inform** on the outcomes developed through the project and the collaborative projects
- **Engage** with the targeted groups to provide inputs and feedback as a mutual self-promotion (value chain);

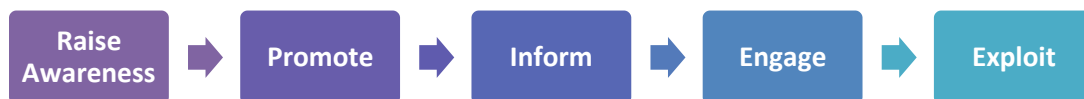


Figure 2: The IoT4Industry dissemination strategy objectives

- **Exploit** and enhance activities and advise on exploitation opportunities for the collaborative projects.

1.2. Reminder on the dissemination strategy focus: from SMEs to general audience

The dissemination strategy seeks to expand the development of the project's cross-sectoral approach across the ICT, manufacturing and industrial community in Europe to maximize the impact of the "IoTisation" of industrial SMEs. Outreach and the awareness activities are thus implemented in line with the principles above, prioritizing potential collaborative project stakeholders but targeting also their ecosystems and beyond upon the topics tackled.

As such, the project identified primary, supportive and secondary stakeholders and adapted its approach in line with these audiences and their involvement/ interests as detailed below: For further identifying and segmenting targets, IoT4Industry performed 3 analyses on SMEs, both the manufacturing and IoT sectors and the regional, national & EU ecosystems.



Primary Stakeholders are SMEs (both manufacturing SMEs and IoT solution providers), Research centres, universities and large enterprises interested in receiving information about opportunities and support for IoT4Industry collaborative projects.

Main benefits foreseen:

- Learn about IoT4Industry project potential benefits and outcomes
- Identify potential project and collaboration opportunities
- Support to build sustainable cross-sectoral and cross-border collaborations
- Obtaining vouchers for innovation collaboration: feasibility studies, prototyping, demonstration/pilot
- Becoming more competitive through the integration of IoT in their manufacturing activities

Supportive stakeholders are clusters, Business networks Associations, Ambassador clusters, Advisory Board, Other initiatives/projects with similar objectives and would involve their networks in IoT4Industry project to support the collaboration of IoT and manufacturing actors.

Ambassador clusters are clusters outside the project consortium that have committed themselves to distribute the project info amongst their members and to promote the support that is given by the IoT4Industry project team. In return, these clusters get first-hand information on every IoT4Industry initiative and they are specifically targeted when it comes to training sessions, matchmaking, etc.

Main benefits identified:

- Get info about the *IoTisation* of the industry, and about opportunities offered by the IoT4Industry project
- Identify potential project and collaboration opportunities among main stakeholders (often members)
- Connecting the relevant primary stakeholders with each other to build a project

Finally, **Secondary Stakeholders**, notably Policy makers (at regional levels) and general audience to raise awareness about the IoTisation of the Industry, obtaining information about this IoTisation and lowering the “fear” concerning the development towards an IoTized industry (and its impact on social and societal aspects).



Figure 3: Example of communication including the IoT4Industry key messages



1.3. The outreach and awareness strategy: approach for reaching targets

The generally communicated project mission refers towards a smarter means of production in European manufacturing SMEs through the use of the IoT technologies.

In addition to the key message of the project mission, dissemination messaging is centred around following problematics:

- What is the IoT4Industry project about?
- What does the IoT4Industry project offer?
- Who may benefit from the project's services and specifically the innovation vouchers?
- How to apply for the calls and what are the application and selection requirements?
- What are the upcoming IoT4Industry activities and how can stakeholders be involved?
- What are the outcomes of the supported collaborative projects?

The awareness strategy is underpinned **taking into account 3 main concepts**: the clusters involvement, the repetition of the messages, the retroactive mechanism.

1) Cluster involvement: defining a common message

In order to well raise awareness on IoT opportunities and the IoT4Industry project, the consortium organises regularly discussions on the communication priorities within plenary calls, consortium face-to-face meetings, single phone calls. The aim is to set up and upgrade if necessary, tools to disseminate information about the project and its outcomes, receiving feedback and input for project activities and exchanging views about topics. It targets different stakeholders which have been adequately identified in order to be able to locate and properly address them. (see the section 1.1. *A concentric rings strategy: from SMEs to general audience* p.9).

2) A universal message among all clusters

A common and consistent awareness raising strategy needs universal key messages to inform about the project, giving a general presentation, objectives, project activities, results, events, etc. IoT4Industry Website, brochures, flyers, represent the *official communication* tools and they have the same message and the same style (visual identity). They are the first vehicle in raising awareness about the project and for a broad audience to get information and updates.



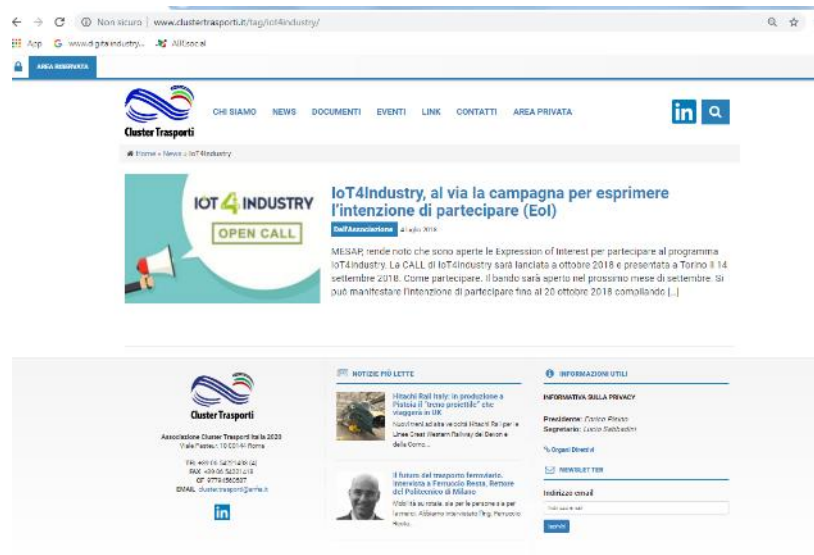


Figure 4: Cluster Trasporti IoT4Industry promotion on its website

Doubling (universal/local message) amplifies the diffusion of the information on IoT4Industry at international and national and local level and it should assure to reach a wider and general audience unused to these topics. Additionally, all the communication channels (both IoT4Industry and project's partners) usually present the news / messages at the same time: this simultaneous presence guaranty a good visibility. During Eol & Call phases we increased the promotion of the project opportunities, multiplying the messages on the social media and the communication as IoT4Industry project; additionally, each cluster at local / national level promoted the project with special newsletters and email and contacting other stakeholders that endorsed the initiative.

3) Adapting dissemination efforts along project developments

IoT4Industry project applied a retroactive mechanism to monitor, evaluate and re-calibrates its dissemination effort (messages, tools, timing): for example as a consequence of the 1st call results in which IoT solution providers registered on the Expression of Interest (Fundingbox platform) outnumbered manufacturing SMEs, the 2nd call communication was re-calibrated (both at the IoT4INDustry project level and at national level by each cluster). For example, the 2nd Call webinar organized by the MTC in 21st May 2019 has been focusing on the end users' needs: they have described their ideas for proposals and presented what their need would be (in terms of IoT solutions) (as shown in Figure 5).



Figure 5: Communication for the 2nd call example - focusing on end users



2. Outreach materials and activities

All consortium partners promote the project and its results by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner: a variety of tools and ideas are used by IoT4Industry to disseminate information and news about the project to ensure that SMEs understand the objectives of the IoT4Industry project and the potential of IoT applied in manufacturing environments.



Figure 6: IoT4Industry communication activities

In addition to these general communication activities, the consortium has also organised 14 training workshops in order to interact directly with the targeted group. The consortium partners also profit from existing meetings, conferences and fairs and collaborate with other networks to promote the project and the related activities and results. Partners are generally present at regional and international events that are related to the IoT and manufacturing topic in order to present the IoT4Industry project.

Another example is the exchange of information with other similar initiatives in Europe and of course with the “Ambassador clusters” in other EU regions and countries.

2.1. Website

One of the main communication tools is the project’s website: it is used as the main vector of advertisement of the publication of the calls for Expression of Interest and collaborative projects, of regular news, project communications, results, etc. It also contains a “FAQ” section designed to help companies that had doubts on some specific rules. The website has a logo to be easily recognisable and to be meaningful to technical people as well as to the industry and general public.

The website has been designed with subcontracted expert company under the supervision of the partner in charge of these activities (mTSW) in order to guarantee an appealing visual representation as well as an easy-to-navigate structure. The website’s content is provided by the project partners.



Figure 4 shows the home page after the closure of the second Call for Collaborative Projects.

The IoT4Industry website contains a general presentation of the project objectives and the consortium as well as all public information related to the project activities, results, events, deliverables, etc. It has the key elements of the IoT4Industry visual identity and plays an important role in the application and information campaigns.

This tool and channel address all stakeholder groups. To catch the widest audience, the official language is British English and the website is highly ranked on Google and linked from external sites. The detailed content of the website is being updated by the partners throughout all the operational phases of the project.

The front page is centred around the key visual image of the project which reflects the integration of IoT solutions into machines, robots and factories. The graphical appearance is highly dynamic with an engineering touch.

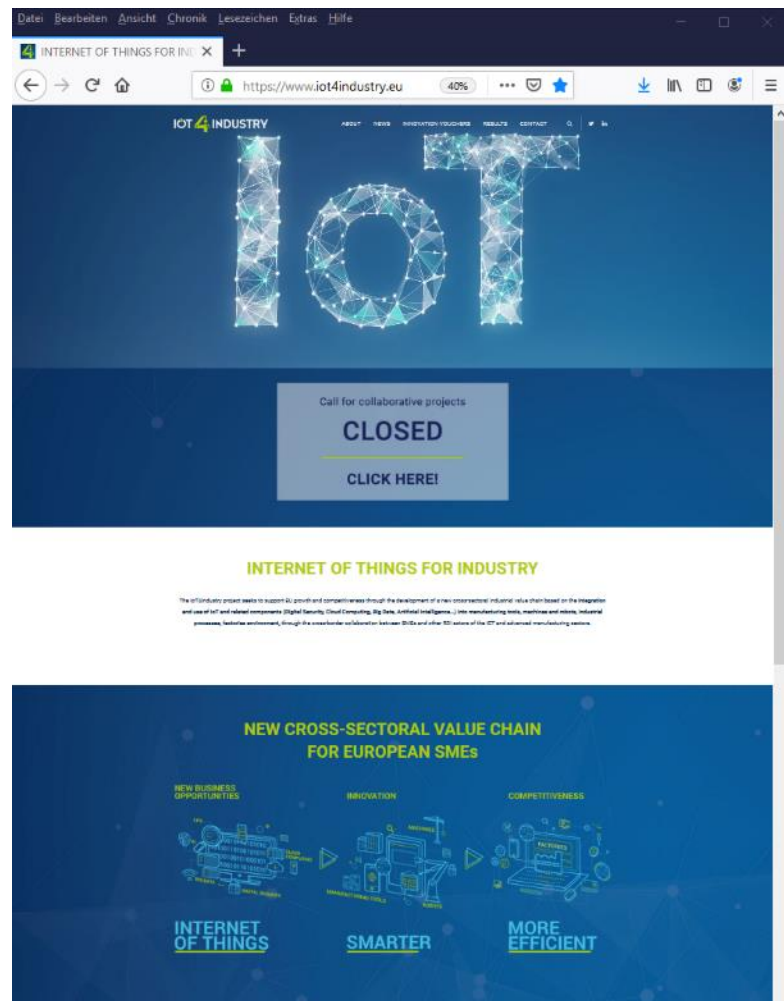


Figure 7: The website's Homepage including key visual

Its sections are covering the contents below :

Table 1: IoT4Industry website contents

Section	Contents	URL
Homepage	Banner, description, news	https://www.iot4industry.eu/
About	Partners, project objective, methodology, Advisory Board, Ambassador clusters	/about
News	news	/news
Innovation Vouchers	Link towards funding box for EoI / Call for collaborative projects <i>Collaborative projects</i> Background and general objectives, Scope and expectations, Technologies	/innovation-vouchers



	Industrial applications Vertical sectors, Financing Scheme	
Results	Public deliverables & reports, call results, accepted projects (<i>upcoming: success stories</i>)	/results
Contacts	Contact form per region / area	/contact-2367

The domain of the website is "iot4industry.eu" and the project's coordinator is the owner of this domain.



The following Website-Analytics show the visits and the associated countries to the website (it is to be noted that IP-address altering software like VPNs may distort the statistics):

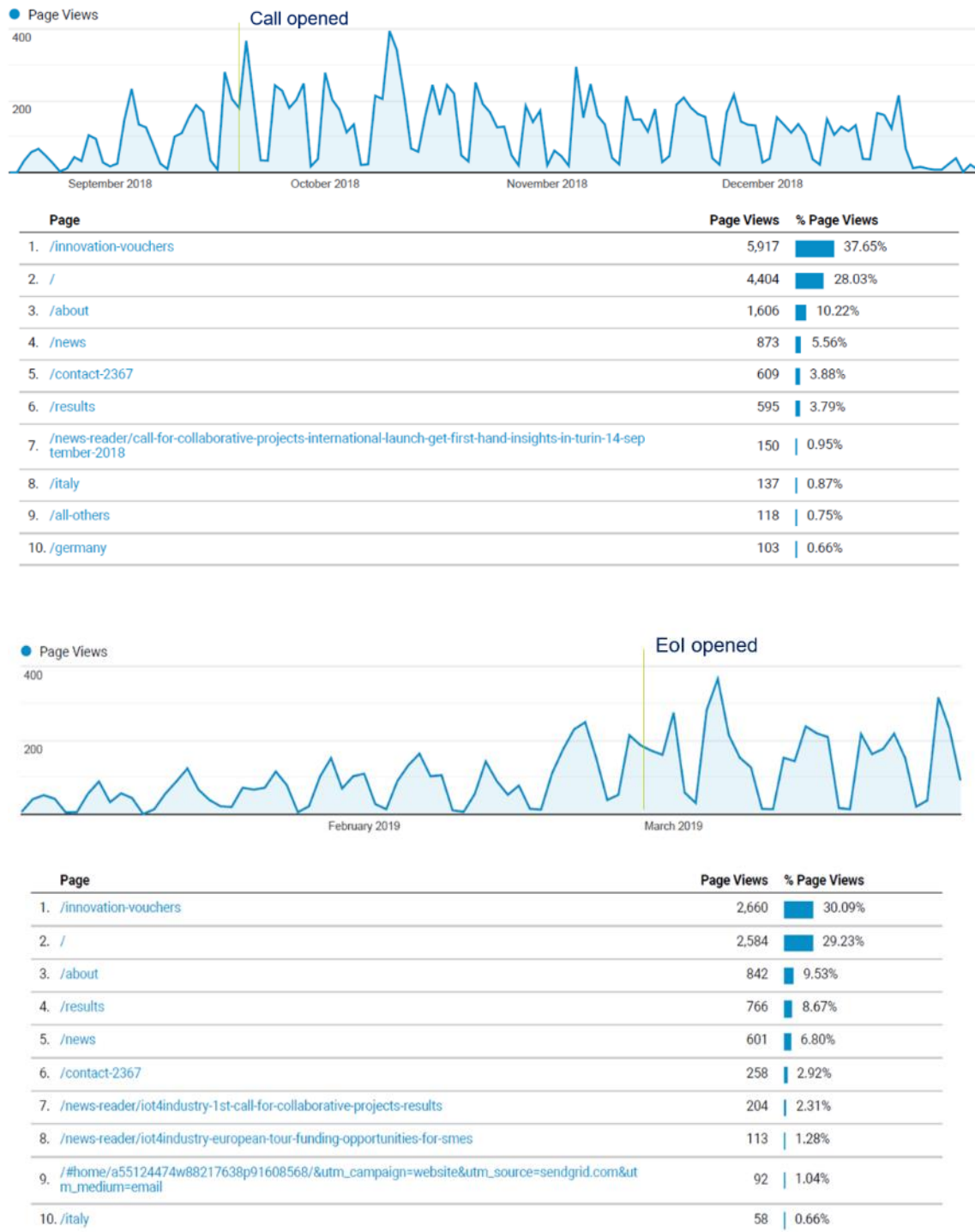


Figure 8: IoT4Industry website analytics



2.2. Print Materials

The IoT4Industry 'communication kit' includes flyers, posters and roll-ups which were designed in hard copy as well as electronically according to the projects' phases and targets. These materials contain the overall information about the project (including a brief description of IoT4Industry, its objectives, partners and contacts), details on the Expression of Interests and Calls for Collaborative Projects as well as the invitations to the matchmaking webinars (for both calls). These materials have been distributed at IoT4Industry events, fairs, workshops and other events attended by the consortium partners to present the project and have been disseminated to the stakeholders met during this time in order to increase its visibility and expand the network of contacts.

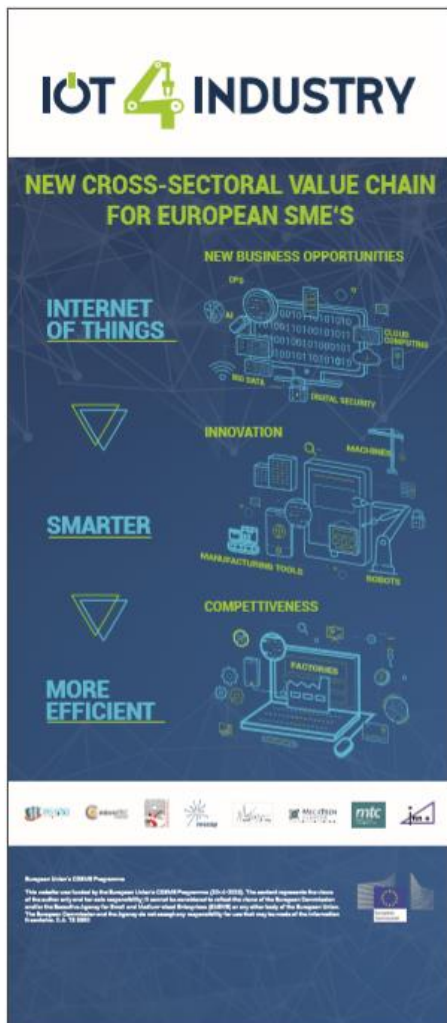


Figure 10: IoT4Industry Roll-up



Figure 9: IoT4Industry Flyers

The Kit includes a variety of tools and ideas to help ensure that manufacturing SMEs but also SMEs active on the value chain of IoT technologies understand the objectives of the IoT4Industry project and the potential of IoT applied in manufacturing environments.

Not only the industry is targeted but the whole ecosystem including the policy makers and the public is.

Flyers with details on the call, expression of interest and webinars invitation (in both calls) have been a good tool to

spread the relevant information on the calls: they also have been used in events, fairs, workshops to explain the matchmaking activities and the advantages of applying to the call of interest on the FundingBox platform. Different communication tools were designed for different stages of the project notably:

- ✓ 1 brochure with the key points on the projects (general information on IoT, on the call, on the targets and contacts)
- ✓ 2 Flyers regarding the Expression of Interests (1st, 2nd Calls) and 1 webinar flyer for the 2nd Call (21st May 2019 animated by MTC)



- ✓ Flyer IoT4Industry at Hannover Messe (end users pitches)¹
- ✓ 1 postcard
- ✓ 1 IoT4Industry Roll up



IoT4 INDUSTRY

EXPRESSION OF INTEREST

We are happy to announce the launch of the call for Expression of Interest of IoT4Industry!

THIS Call Is for YOU!

The IoT4Industry project aims at accelerating **collaboration between IoT solutions providers** (sensors, communication, Big Data and AI, cybersecurity) and **industrials** (machine makers, robots, tools, factories) through **matchmaking and funding opportunities**.

Are you a start-up, SME, a large company or an RTO specialized in ICT or manufacturing? You provide 'smart manufacturing' solutions, you want your industry to become '4.0' or you are interested in these topics? **This call is for you!**

Answer now to the call for Expression of Interest (Eoi) and tell us what you do, what you need and what Industry 4.0 you want to foster here: [link](#).

Process Flow:

- You apply for the Expression of Interest
- We give you guidance and offer matchmaking support
- You build a project
- You apply for the call for projects (in autumn 2018)
- We offer you funding opportunities!

Your benefits?

- ✓ Be among the firsts ready for the forthcoming IoT4Industry call for project
- ✓ Get support in partner search in Europe for your project and beyond;
- ✓ Get access to match-making events and
- ✓ Benefit from funding opportunities* and support in your project development**.

(*): 60 000 euros maximum grant per SME beneficiary over the whole IoT4Industry lifetime, and 120 000 euros maximum per collaborative project

(**): Contact us for more information on this additional support contents and conditions, provided by IoT4Industry clusters to their members

What do you have to do? It's easy!

APPLY NOW by following this [link](#)!

This Eoi is open until the 20th of October 2018!

 **European Union's Horizon 2020 Programme**
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 777455.

1

Figure 11: IoT4Industry Brochure

¹ More details on this event on the section *Outreach Campaigns*



2.3. E-Newsletters and personal communication



Figure 12: Newsletter - march 2019

To attract the attention of the targeted SMEs, as well as other stakeholders, MESAP has been publishing newsletters about every 6 months. The IoT4Industry project has planned to design 5 E-newsletters (on M6, M12, M18, M24 and M30) – but the planning was adapted along project activities. Indeed, 4 newsletters were published in the first 15 month of the project and 4 additional newsletters should be published : beginning of July 2019 December 2019, May 2020, November 2020. The news about the IoT4Industry project have also been disseminated via 36 clusters' newsletters. The content of these newsletters is collected by all consortium members, under the impulse from MESAP and notably includes information on the matchmaking and training activities, as well as the successful (SME) collaboration cases. Newsletters are published also on the project's website and promoted on ECCP and social media. The newsletters are disseminated to the project's contact database²: gathered through the call for Expression of Interest and the call for Collaboration Projects, as well as the newsletter subscriptions on the project's website.

The newsletters also have been disseminated through the consortium partners' networks and relevant websites. In all mailings, the regulation of the GDPR has been and will be taken into account.

Table 2: Newsletters main aims

Objective	To provide information on the past and upcoming project activities, the trainings, the offer, the vouchers and support for collaborative projects, the events
Content and Messages	Information about the past and upcoming project activities, the offers and the open calls (EoI & CP)
Target Audience	All stakeholders
Information Providers	All partners
Communication methods	Using all the communication tools and channels described above in this chapter
Newsletters edited	4 (July 2018, September 2018, December 2018 Special Edition, March 2019, July 2019 in progress)
Number of recipients (not including downloads)	212

² mTSW and INNO explored the options for setting this database and associated tools such as the registration on the website with the service provider. A specific attention is given to GDPR requirements thus inducing 'brainstorming' on technicalities.



2.4. Social media

MESAP manages the IoT4Industry Twitter and LinkedIn accounts and consequently the project communication on social media. Social media enable to share catching messages for rapid dissemination purposes to a very wide range of stakeholders. The goal of these is to drive traffic towards the IoT4Industry website to promote the open calls (Expression of Interest and Collaborative Projects) and to promote the project's activities. Regular updates with the events, news or state of the project and of the open calls have been published.

Previous experience has shown that Twitter is probably the best way to communicate about events and publications and that LinkedIn is used mainly as a "news repository" in order to attract specialized audience. The two accounts also allow a virtual dialogue with the relevant stakeholders, including relevant projects/initiatives.

Twitter allows users to share thoughts, photos, news and information in 140 characters. It has 330 million average monthly active users in the beginning of 2018³. Twitter is useful to inform and engage with the different audience groups and especially with the secondary stakeholders. Building a community/being part of an already existing community is crucial for dissemination via Social Media platforms. Twitter gives information about the latest updates on the website, new events, discussions, open calls and news and a link to the website. In order to connect to already existing communities and build our own, IoT4Industry uses the available hashtags as #IoT, #Collaborative #Solutions #H2020 projects, etc. Once a notable number of followers is established, it is possible to try and build our own hashtag (e.g. #IoT4Industry).



Figure 13: Example of Twitter publication

Table 3: Twitter account's main aims

Content and Messages	Project news, related news, events, open calls
Target Audience	All stakeholders
Information Required	Project updates, current news, low level of details
Information Providers	All partners
Activities	Encouraging people to reach out to their network to raise awareness about the open calls for application, regularly adding new posts and responding to others' comments
Schedule	Daily as we have content to add and to reach a high visibility of the project
Currently Followers	399 Followers [data refers to 26 th June 2019] 225 Posts

Via the IoT4Industry Twitter Channel, it is easy for followers to engage with the IoT4Industry project, either by **following, mentioning, retweeting or commenting** on tweets. To analyse the twitter activities

³ Omnicore: www.omnicoreagency.com/twitter-statistics



IoT4Industry uses twitter's own analytics-system which gives a very good overview over current conversations and interactions with followers. The format of the Twitter publications are different than the ones of the website: the message is short, has a CBS⁴ model and should catch the attention of the users continuously stimulated by the thousands of the other messages on the wall platform. Consequently, the sentences are very informal, using sound-bites, engaging contents often enriched by funny pictures. This strategy gave and gives positive feedbacks notably around events or open calls.

LinkedIn is a professional network through which IoT4Industry can address very specific, professional groups. It is mainly functional for targeted networking and to create a sustainable IoT4Industry network in which the status of the project and the open calls and the project results can be shared. The IoT4Industry Group will be created and filled with details and content over the coming months, building more connections to people. This tool is adopted to announce IoT4Industry achievements and activities to other professionals from relevant fields of action, to raise awareness about the open calls (application campaigns) to as many people/companies as possible and to obtain feedback. It will also announce events and gather interest from other people that join our community.

Table 4: LinkedIn account's main aims

Type	Inform professionals, researchers and the audience about the project activities and open calls
Target Audience	All stakeholders
Information Providers	All partners
Communication methods	Tweets & Posts
Activities	Encouraging people to reach out to their network to raise awareness about the open calls for application, regularly adding new posts and responding to others' comments
Schedule	On a monthly basis, or as we have content to add
Currently Followers	259 Followers [data refers to 26 th June 2019] 102 Messages published

2.5. Outreach activities

2.5.1. Outreach Campaigns

The outreach campaigns to SMEs aims at raising awareness about the project services and offers. inno will also collect "success stories/testimonials" from the SME innovation activities to provide them a platform of promotion and showcase possible collaboration schemes to other organizations and thus, widen the impact of the financed projects beyond the direct beneficiaries.

All relevant information stemming from the collaboration activities supported through the IoT4Industry project are published on the project website and shared through project dissemination media.

All partners in their usual activity participate in relevant EU events including conferences, SME info days. It is on these occasions that the partners promote the IoT4Industry training and matchmaking offers, as well as

⁴ The CBS model of communication is a theory influenced by today's culture and is based on economics, morality and society (142). CBS was thought up by Lanham, and stands for Clarity-Brevity-Sincerity. It has to do with way we communicate to others. The theory behind CBS encourages clear and brief statements, "not wasting anyone's time" (137). Say exactly what you mean and be straight to the point.



the innovation vouchers for SMEs e.g. with a banner/roll-up in the exhibition, distribution of project flyers or with oral presentations in the program.

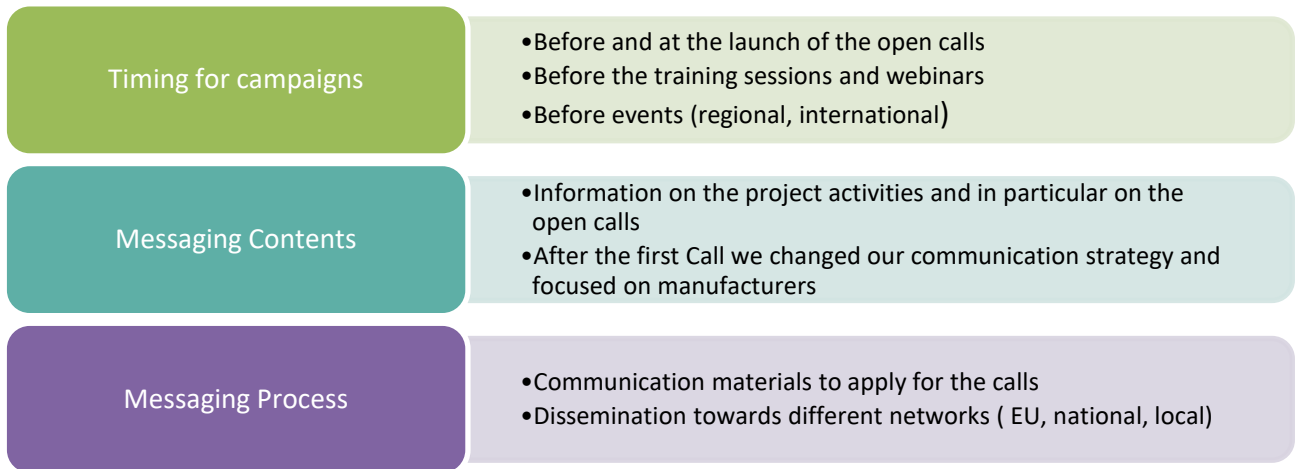


Figure 14: IoT4Industry outreach campaigns

2.5.2. International events

Within the framework of IoT4Industry, diverse events have been realised to reach out to as many stakeholders as possible. Consortium partners participated in relevant EU events including conferences, SME info days, meetings, conferences and fairs (e.g. EU Industry days, Hannover Messe). The partners promoted the IoT4Industry training and matchmaking offer, as well as the innovation vouchers proposed to SMEs using the communication Kit (banner/roll-up, projects flyers) and giving oral presentations in the events' program.

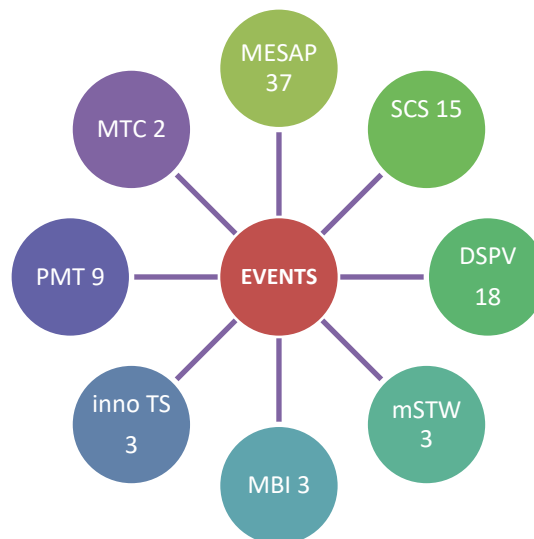


Figure 15: IoT4Industry partners participating at events

IoT4Industry main European outreach campaigns events were the following:

- IoT4Industry Launch, Turin 14th September 2018
- IoT World Congress Solutions, Barcelona 17th-18th October 2018



- EF ECS - Lisbon 19th -22nd October 2018
- 25 October, Brussels - INNO TSD ESCP & Innosup partnering event (inno TSD)
- EU Industry Days, Brussels 5th-6th February 2019
- Let's Cluster Festival – Graz, 25th-27th March 2019
- Hannover Messe, Hannover 1st -5th April 2019
- SIDO Fair - Lyon, 10th -11th April 2019
- SSI International Conference- Barcelona, 10th-11th April 2019
- European Cluster Conference- Bucharest, 14-16 May 2019

Partners also took the opportunity offered by existing meetings, conferences and fairs and collaborate with other networks like the Industrial Internet Consortium to promote the project, the related activities and results. In addition, partners are generally present at regional and international events that are related to the IoT and manufacturing topics.

Another means of promotion is the exchange of information with other similar initiatives in Europe such as European Strategic Cluster Partnerships (ESCP) with similar or complementary objectives, and of course the other Innosup-1 initiatives which aim at creating value chains at the interconnection of other sectors.

IoT4Industry Launch, Turin 14th September 2018

MESAP innovation Cluster hosted the *International Networking Towards Digital Industries Best Practices & Grants* event in Turin. Almost 150 people (the majority SMEs) joined this event dedicated to the industry.



Figure 16: IoT4Industry Launch at the International networking towards digital industries best practices & grants event, Turin 14th September 2018.

Key speeches were given by representatives of companies like Telecom and SKF. After Piedmont regional authorities' welcome, the event has been divided in 3 main sessions:

- a first session was dedicated to a presentation on the Digital Strategy in Europe including the following topics: SMEs' Digital Transformation and Growth; their Road to Digitalisation and the possible barriers encountered; the Trends and Needs in the European Ecosystem.
- second session was focused on the launch of the IoT4Industry "Call for Collaborative Projects" where Mrs Marialuisa Sanseverino of MESAP Innovation Cluster gave some comprehensive information on



the call's specifications and answered the different questions on the first CALL that officially opens on 20th September 2018 (until the 20th of December).

- The third session in the afternoon was dedicated to B2B networking: an opportunity for SMEs to find collaborative partners to participate to the call. A corner was set-up where people had the possibility to ask to consortium representatives more details on the CALL.

The *International Networking Towards Digital Industries Best Practices & Grants* was part of a two-days event organized with [DIA European Digital Industry Alliance](#) and [Silicon Europe Alliance](#) to foster the digital transformation of SMEs. On 13th September 2018, clusters visited the [Olsa SpA plant](#) in Rivoli (Turin), producing lightings for cars and trucks (rear lamps, dome lamps, number plate lights...).

IoT Solutions World Congress, Barcelona 17th-18th October 2018

Pôle SCS has organised a collective booth together with Minalogic cluster gathering 12 SMEs at IoT Solutions World Congress 2018, and it was a good opportunity to promote the IoT4Industry project and coming calls, both to SMEs that were exhibiting on the booth, and visitors. IoT Solutions World Congress gathers more than 16 000 visitors from 120 countries, including both IoT solutions providers and integrators in various verticals like transports, manufacturing, healthcare, energy & utilities, or buildings & infrastructures. This fair was therefore a perfect playground to find candidates for the calls for projects.



Figure 17 – SCS / IoT4Industry booth at IoT Solutions World Congress

EU Industry Days on 5th-6th February 2019 in Brussels

Guillaume Roux (Pôle SCS and IoT4Industry Project Coordinator) together with Marc Pattinson (Managing Director of inno TSD) joined the 2019 **EU Industry Days on 5th-6th February 2019 in Brussels** (The Egg Congress & Meeting Centre). The event was organised in the spirit of co-creation, dialogue and cooperation with all relevant stakeholders. The programme has been co-created by the European Commission and by stakeholders. The EU Industry Days provide an excellent opportunity to present IoT4Industry project and to engage diverse audience representing a variety of industrial sectors from all over Europe. The high level of interest generated in the European Industry Days enabled to raise awareness about the IoT4Industry project.



Figure 18: IoT4Industry presentation at the EU Industry Days, Brussels 5th-6th February 2019

This presentation was given in the framework of a panel session organised by DSP Valley with the help of Silicon Europe clusters, on the topic of the impact of clusters on the innovation and digitalisation of the European industry.

Watch the video on https://player.cdn.tv1.eu/player/macros/eu/eid-1430sustaincross_050219



IoT4Industry at Hannover Messe 1st-5th April 2019)

IoT4Industry joined the Hannover Messe 2019 (1st – 5th April), the world’s leading trade fair for industrial technology offering a full range of technical innovations from automation to supplier solutions - the place to exchange and fine-tune your proposal with partners. People had the possibility to assist to 2 workshops: the 1st one organized by Pole SCS (Hall 6, Stand A45) on IoT and the 2nd by Pole Mecatech (2nd of April 2019) Hall 2, Stand C56 – AWEX/WBI Booth (Wallonia.be). During this second workshop, Mr Thibaud van Rooden featured several short pitches of industrials describing their potential project ideas and current partner search, and a few pre-arranged meetings between cluster members. The matchmaking event offered the possibility to 9 companies to pitch a project idea. The companies came from France, Germany, and Belgium. 4 of the companies that pitched submitted a proposal in the second call for project and 2 of them even submitted a project proposal together, after meeting at the IoT4Industry booth. Several clusters were invited to take part at the Hannover Messe event, such as the Spanish ambassador cluster MetaIndustry4. This contributed to create trust in the relationship and strengthen collaboration with the consortium. In fact, 2 proposals involving MetaIndustry4 members were submitted in the second call, 1 with a Pôle MecaTech company, and 1 with a MESAP company.

MESAP promoted this event in all IoT4industry channels and provided the consortium with flyers to be specifically distributed to promote the event.



Figure 19: IoT4Industry flyer for Hannover Messe

IoT4Industry also joined the SIDO fair (10-11th April), the groundbreaking event of the IoT industry. It aims at bringing down the barriers between technologies and, for its 5th edition, announces a unique forum in Europe combining IoT, AI & Robotics. On the MBI booth (Auvergne Rhone Alpes Region), MBI gave information and flyers of IoT4Industry project during the business meetings.

2.5.3. Promotional videos



Figure 20: IoT4Industry promotional video

IoT4Industry project partner MTC realized a promotional video to give a brief overview on the opportunities conferred by the project for companies’ growth in IoT and a tutorial video to facilitate the comprehension of the call. Based on this experience, MESAP also realized a promotional video and a call tutorial video for the Italian public to enlarge the awareness of the general public and the manufacturers on IoT and facilitate the access to main important topics of the call.

Companies have the possibility to access to the contents anytime they need information and tips to finalize a good proposal. These sources are available on:



- The MTC Promotional Video <https://www.youtube.com/watch?v=Oy5i7dOdIfM&t=9s>
- The MESAP Promotional Video <https://www.youtube.com/watch?v=aPlj3A0JTzw>

Table 5: The outreach campaigns: summary

Objective	To inform and get primary stakeholders interested in the project activities, the trainings, the offers, the vouchers and support for collaborative projects.
Content and Messages	Information about the project activities, the offers and the open calls (EoI & CP)
Target Audience	All stakeholders to reach out to as many primary stakeholders as possible
Information Required	Details about the open calls and the service, training and matchmaking provided
Information Providers	All partners (in particular PMT)
Communication methods	Using all the communication tools and channels described above in this chapter
Activities	Encouraging people to reach out to their network to raise awareness about the open calls for application, to initiate a collaborative project and to answer the open calls
Schedule	Before the two open calls (EoI & CP)
Responsible Partner	All partners contribute, inno coordinates

2.5.4. Training Tour and webinars: supporting SMEs

Outreach campaigns often coincided with training workshops: these meetings represented the occasion to focus on digital manufacturing, its role as a production accelerator and its ability to reduce costs and improving market response times. Participants received use cases presentations aiming at raising awareness about IoT and receiving specific details on the CALL (scope, eligibility criteria..).

MTC was in charge to set up the training sessions to support the interested SMEs in smart industry opportunities in Europe. Particularly, attention has been dedicated to the “newcomers”, the “early adopters” and the “followers” companies with the final aim to raise awareness and engage with them.

14 training workshops have been organised to get closer interaction with (a part of) the primary stakeholders and to inform SMEs about the project activities. The training workshops have been planned for Months 7 and 14 of the project. These workshops have been designed to raise awareness among the SMEs about the potential impact of IoT technologies on their business. Furthermore, the workshops allowed to promote further matchmaking opportunities and calls for projects.

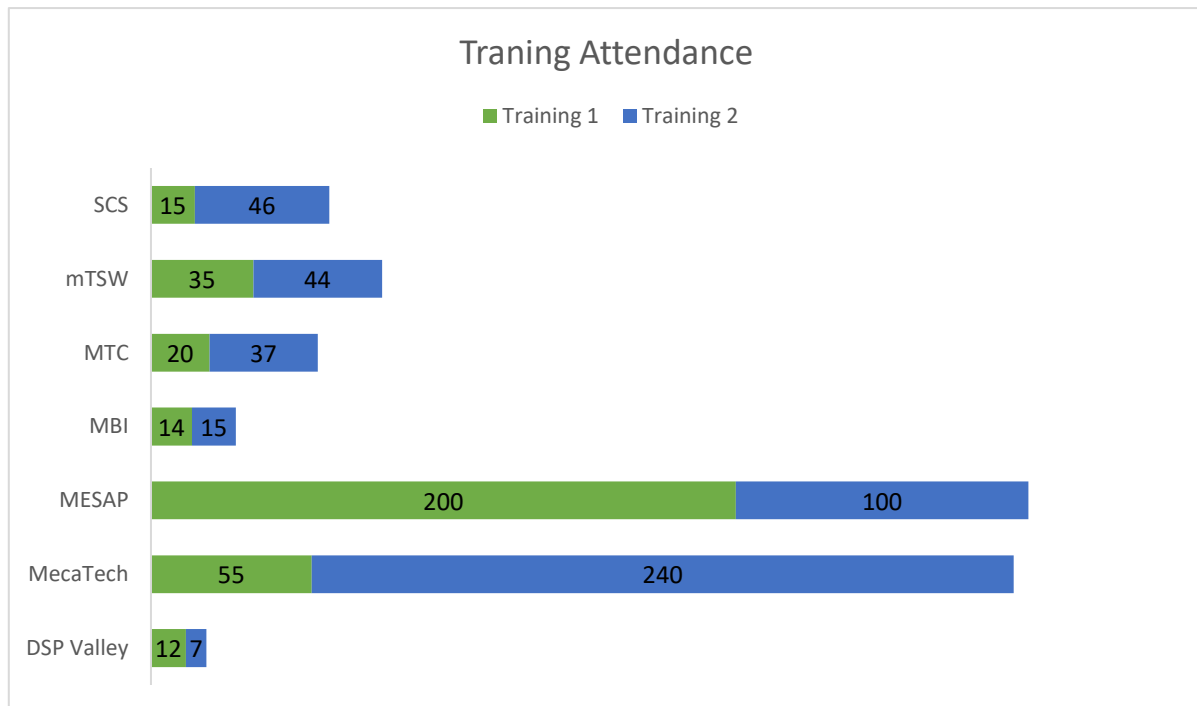
Table 6: IoT4Industry 1st call training sessions

WHEN	WHO	PARTICIP
14 th September 2018, Turin IoT4Industry Launch	MESAP (at the International Networking Towards Digital Industries Best Practices & Grants With DIA And Silicon Europe Alliance)	150
27 th September 2018, Auvergne Rhône-Alpes	MBI	25
27 th September 2018, C. Commerce de Brignoles	POLE SCS	25
2 nd October 2018, Namur	POLE MECATECH (Training session + 4 end users pitch)	60
11 th October 2018, Coventry	THE MTC (Webinar)	94
12 th October 2018, Renningen	mSTW together with Bosch (Bosch Campus)	35



Table 7: IoT4Industry 2nd call training sessions

WHEN	WHO	PARTICIP.
28 th of February 2019 Cercle du Lac à Louvain-la-Neuve	POLE MECATECH [MECATECH 4.0 - Connect Your Business	300
14 th March 2019 Donaueschingen,	mSTW InnovationForum Smarte Technologien & Systeme	220
22nd March 2019 , Turin	MESAP, Unione Industriale di Torino	52
26th March 2019, Marignane	Tecnocentre Henri Fabre	20
27th March 2019, Liverpool	The MTC Sensor City Liverpool	57
15th April 2019, Cuneo	MESAP Vouchers for SMEs meeting	48
25th April 2019 , Leuven	DSP Valley	
30th April 2019, St Pierre en Faucigny	MBI	15


Figure 21: Training Sessions Attendance

The below statistics highlight the feedback given overall following the training sessions. The figures are based on 60-70 completed feedback forms. General conclusions include:

- The majority of attendees agreed or strongly agreed that they would participate in the call, this highlights how positive the workshops were in terms of promoting the call.
- The quality of the workshops in terms of delivery and the content was almost 100% positive. This shows the work executed in WP1 to identify the needs of both providers and users was successful.



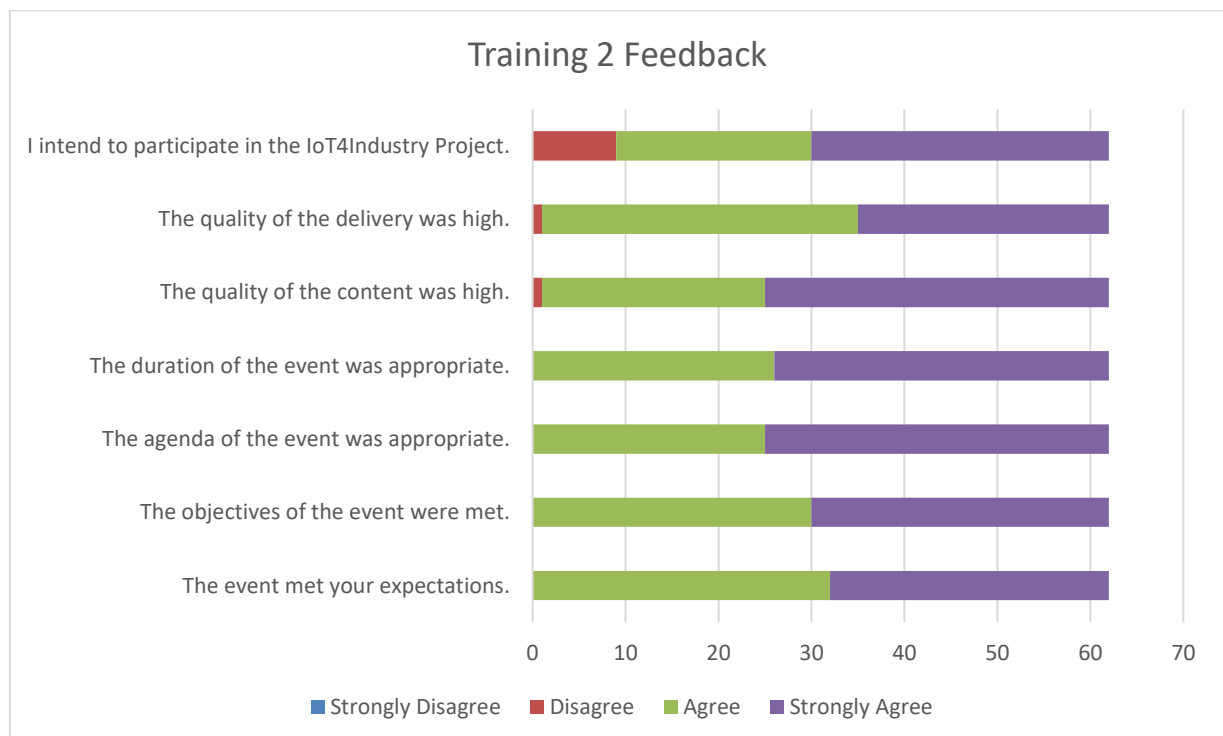
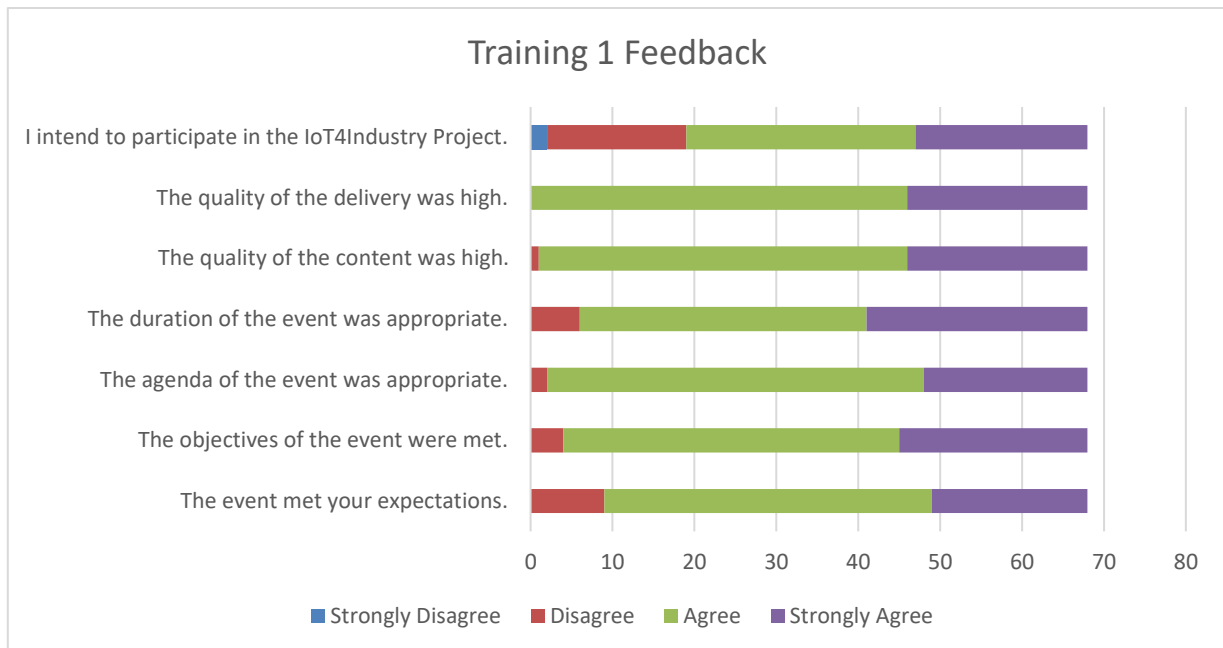


Figure 22: Clusters' trainings participants' feedbacks

Additionally, to better support companies, IoT4Industry project provided 3 videos regarding the main steps of the call :

- 30th October 2018 MTC Webinar <https://www.youtube.com/watch?v=ARczA5MYmWw&t=2s>
- 22nd March 2019 MESAP Tutorial <https://www.youtube.com/watch?v=QZoKqGe16WU&t=1463s>
- 21st May 2019 MTC Webinar with 78 participants



2.6. IoT4Industry project dissemination & outreach results

The first call closed on the 20th December 2018. About 180 companies expressed their interests: more than 100 proposals have been registered, and 53 of these have been submitted, of which 45 passed the eligibility check. Finally, 24 collaborative projects were funded for a total amount of 2.2 million euro.

Collaborative projects are led by stakeholders from 10 European countries and deployed across 17 manufacturing sectors. Companies applications basically reflect the consortium ecosystem, belonging to automotive (16%), machines (11%), mechanicals (11%), with a surprising result of Food & Beverage industry (11%). Italy, France and Germany are the countries more represented and in general, companies present demonstrator and prototype proposals.

Table 8: IoT4Industry calls results

1 st CALL	2 nd CALL
188 Eol : 76 on Line & 112 Off Line	167 Eol: 104 online & 63 Off Line
53 submitted proposals	99 submitted proposals

The 1st Expression of Interest gathered almost 180 proposals while the 2nd 162 proposals. These results include the proposals submitted on FundingBox and those sent by email. If we split these data, it is very interesting to see that the 1st Eol had 76 Online (FundingBox) proposals submitted and 112 OFF Line. The 2nd Eol has 104 Online proposals submitted and 63 OFF Line.

This result could have 4 main positive reasons:

- The **modified financial viability self-check**: in the 1st Call a high number of companies (especially start-ups) had difficulties to manage the self-check viability doc; consequently, 104 companies started the proposal, but only 58 finally accomplished it
- Some companies already submitted their proposal during the 1st call and they **acquired experience in the call mechanisms, or they already had a partner**.
- **Outreach campaigns long term effect**: almost 9 months of outreach campaigns and the training sessions dramatically helped the consortium to introduce and transfer the call mechanism (Eol Registration)
- Submission: the promotion on the social media, the outreach campaigns, the training sessions and the endorsement of relevant stakeholders like (EEN, EASME, HORIZON 2020) contributed to double the 1st Call results.



3. Performance indicators

The IoT4Industry project plan is established with the aim of maximising the impact on the European Industry through dedicated support to SMEs. Clear and realistic KPIs are set up and will closely be monitored to ensure the successful implementation of the activity. Well-thought and wide-spread dissemination and communication measures will ensure the effective outreach to the project targeted groups. To the benefit of SMEs and in order to concretely contribute to the improved competitiveness of the European industry along the smart manufacturing value chain, the project activity will be set up in a sustainable way that will allow long-term exploitation. The table below presents a non-exhaustive list of indicators that will be used to monitor and measure the communication and dissemination performance. These are estimated indicators that might be revised. These objectives are shared by the consortium members.

Table 9: Performance indicators

Indicators	Type (Quantitative/ Qualitative)	Objective	Currently (M15)
Website	Quantitative	1	1 + fundingbox portal
Analysis of the website impact (n° of visits)	Quantitative	5 000	8577 unique visitors
Number of followers on social media	Quantitative	200	398 on Twitter 244 on LinkedIn
Evidence of debates and discussions in the social media	Qualitative	Frequency of activities and publications	Every 2-3 days depending on the moment: in coincidence with the opening of the 2 calls or special events we published daily and sometimes more than 1 post.
Number of SMEs directly supported	Quantitative	100+	Matchmaking actions: almost 300 100% of the companies have been supported with information or matchmaking tentative: the 80% of them have received a potential partner contact
Number of articles on the website and on social media of the project	Quantitative	100	News on the website13 Twitter posts 225 LinkedIn messages 102 ECCP news 19
Number of people asking for feedback or more information	Quantitative	100	175
Number of involved countries/regions that are not represented in the consortium in the project activities (joined the calls)	Quantitative	5+	18 Austria, Bulgaria, Cyprus, Denmark, Greece, Israel, Lithuania, Luxembourg, Malta, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, , Turkey



Participation in other projects' events (during which the IoT4Industry partners can disseminate information about the IoT4Industry project)	Quantitative	7	11 <i>DIA, Fit4Fof, 5E, ICP4 life, S3 FOOD, ADPACK² EFFRA, SECURED LIGHT PROJECT, INSSIGHT, thematic partnerships MedTech, AI HMI</i>
Presentations in conferences	Quantitative	10	12
E-newsletter	Quantitative	5	4
Number of contacts for E-newsletter	Quantitative	200	212



4. Next steps

Beyond continuing the coordinated communication and dissemination efforts throughout the project, the outreach strategy will take into consideration the 2 upcoming activities described below for its developments.

4.1. Success stories

During the next phases, the best practices and success achieved by collaborative projects will be identified by the consortium and displayed on the website (and disseminated through the other channels).

These ‘success stories’ will enable project stakeholders to put forward in a ‘end-user-oriented format’ the solutions developed within the project funded, thus providing an opportunity to display projects’ achievements and confer another window for solution providers & manufacturers to raise awareness about their solutions and initiatives.

4.2. Final event

MESAP will coordinate the organisation of a final event to give the SME’s innovation projects the floor for presentation / promotion and thus to lower the barriers for further SMEs to innovate.

It is planned to give:

- ✓ A short presentation of the IoT4Industry project
- ✓ A presentation of successful collaboration cases
- ✓ A space for brokerage & networking
- ✓ Showcases will be displayed

Other Innosup projects might be involved to enhance cross-fertilisation and the uptake if possible new collaboration ideas.

The aim is to organize a 1-day event in an easily accessible place to reduce effort in time, expecting 80-100 participants, with an estimated >50% SME participation.

Final Event benchmark analysis: we are identifying & analysing the best European events in 2020 during which IoT4Industry results could be showcased (the idea being that IoT4Industry final event would take place aside an international convention related to IoT). The cooperation with DIA & Cyber Secure Light COSME projects (that will join the IoT World Congress Solutions in Barcelona - 29-31 October 2019) will serve for disseminating information about this final event, to be taking place towards the end of the IoT4Industry project. Options will be explored during the upcoming month and the date / place will be set before the end of the year.

