# IoT4Industry

# Project Deliverable

## D4.4 Networking and transfer of knowledge activity report

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| **Project Title** | Towards smarter means of production in European manufacturing SMEs through the use of the Internet of Things technologies |
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| **Reviewer(s)** | Eva Fadil, Lisa Pourcher, Hubert Santer (INNO) |


**Abstract**

This deliverable reports on the initiatives and activities being carried out in task 4.3 of work package 4. These activities mainly focus on the transfer of knowledge that was built up in the course of the project. To reach as many SMEs as possible, IoT4Industry consortium partners intensively involved relevant networks, associations and other multipliers. Main efforts performed within this task were lead towards two main targets

- the outreach to relevant networks/initiatives in the field of ICT/IoT or manufacturing, SME support or similar for ensuring a wide outreach for the benefit of SMEs across European ecosystems.
- ICT and manufacturing clusters in other regions and countries, notably in Eastern/Southern Europe, that will be approached with the creation of a panel of “Ambassador clusters”.



**Keywords**

Networking; Transfer of Knowledge; communication; cluster; ambassador cluster; IoT;



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# Acronyms and definitions

| Acronym | Meaning |
|---|---|
| SME | Small or Medium-sized Enterprise |
| IoT | Internet of Things |
| GDP | Gross Domestic Product |
| ICT | Information and Communication Technology |
| EC | European Commission |

# 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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# Table of content


1. EXECUTIVE SUMMARY 7

2. MAIN PURPOSE FOR NETWORKING AND TRANSFER OF KNOWLEDGE 8

2.1. Reminder on IoT4Industry project objectives ..... 8

2.2. Networking, transfer of knowledge and open collaboration ..... 8

3. METHODOLOGY FOR BUILDING A NETWORK OF PARTNERS 9

3.1. The internal networking ..... 9

3.2. The external networking ..... 9

3.2.1. A connected ecosystem of companies ..... 11

3.2.2. Linking with regional authorities ..... 12

3.2.3. Partners in other alliances and initiatives ..... 13

3.2.4. INNOSUP Projects ..... 18

3.3. The digital network ..... 19

4. AMBASSADOR CLUSTERS 21

4.1. The 'Ambassador cluster' status ..... 21

4.2. Dissemination and 'selection' processes ..... 22

4.3. Interactions with the Ambassadors clusters ..... 26

5. MONITORING PERFORMANCE ON TRANSFER OF KNOWLEDGE ACTIVITIES 27

6. CONCLUSIONS & NEXT STEPS 29

6.1. Next steps ..... 29

7. ANNEX A: TERMS OF REFERENCE FOR THE AMBASSADOR CLUSTERS 30

8. ANNEX B: APPLICATION FORM FOR AMBASSADOR CLUSTERS 38


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# List of figures

Figure 1 - a layered networking approach ..... 11

Figure 2 - Example article on ECCP website ..... 14

Figure 3 - the role of Ambassador clusters in the project ..... 22

Figure 4 - Ambassador Clusters ..... 25

# List of tables

Table 1 - Physical project meetings ..... 9

Table 2 - Partners and their members ..... 12

Table 3 - Examples of contacted authorities ..... 13

Table 4 - List of contacted European initiatives ..... 15

Table 5 - National Initiatives contacted for knowledge transfer ..... 17

Table 6 - Regional initiatives ..... 18

Table 7 - Monitoring and KPI's ..... 28

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# 1. Executive Summary

During the course of the IoT4Industry project it is of the highest importance that the project information gets distributed to as much relevant SME's as possible. Only in that way, the project consortium can successfully support the relevant European actors in this ecosystem of IoT providers and technology users. To make sure that as many SME's as possible are reached, the project consortium has invested considerable efforts in setting up a network, building an ecosystem, establishing connections with numerous other clusters, project consortia, European and local authorities throughout Europe.

The networking and transfer of knowledge is split in two: the "internal" and "external" networking. The "internal network" is the network set up between the different partners of the IoT4Industry consortium. The "external network" consists of all the links with organizations outside of the project consortium. The establishment of this "external network" can be seen as a layered activity. The first level of knowledge transfer is within the respective ecosystems of the different partners in the project consortium themselves. In a second level, the consortium partners address clusters, organizations and local authorities whereto they are specifically linked. A special form of these connected clusters are the so-called Ambassador clusters. These clusters, often from outside the project consortiums' region, will play a key role in the knowledge transfer for this project. At a third level, the linked clusters and organizations will, on their turn, distribute the knowledge into their specific ecosystem.

The networking and knowledge transfer efforts will be continued until the end of the project, this document will report on the efforts of the first 15 months of the project.

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# 2. Main purpose for networking and transfer of knowledge

## 2.1. Reminder on IoT4Industry project objectives

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.

In order to reach as many relevant stakeholders as possible, a thorough network and knowledge transfer strategy has to be deployed. This strategy has to result in a vibrant network with plenty of interactions between the different project partners on the one hand and with relevant networks, associations and other organizations all over Europe, on the other hand. The end goal is to widely disseminate the project objectives, activities and results in order to increase the awareness about the importance of IoT technology for the manufacturing domain and its persistence in the future.

## 2.2. Networking, transfer of knowledge and open collaboration

Creating awareness is the main goal of the networking and knowledge transfer efforts, ensuring the project consortium reaches a lot of SME's, industrials and research actors. They are targeted to benefit from the different supportive measures created and offered in the framework of the IoT4Industry project.
A first part of the efforts for networking and transferring knowledge, is the creation of an "internal networking platform". In this way, the different consortium partners of the IoT4Inustry project, are able to exchange information about their different activities and the domains they are active in. The better the knowledge and understanding between the different project partners is, the better the cooperation will be during the runtime of the project. More specifically, the exchange of domain knowledge is very important since some of the project partners represent IoT knowledge providers while the others are more active in the domain of manufacturing.
A second part contains the efforts for "external networking", grouping all the activities to reach out to other clusters and networking initiatives outside of the project consortium. With each of these stakeholders an "open collaboration space" will be set up to ensure efficient and result-oriented exchange and exploitation of synergies, to the benefit of common target beneficiaries.

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# 3. Methodology for building a network of partners

## 3.1. The internal networking

The project consortium needs to exchange relevant information on activities and initiatives on a regular basis. By sharing this information, the interaction and cooperation between the different partners can become more efficient and will result in better reaching the targeted group of companies (SME's). Some of the consortium partners are representing IoT technology providers while others stand for actors in the manufacturing industry. A good understanding of one another's eco system will result in a better awareness of the challenges and opportunities for stakeholders in both domains. This will help in supporting the companies while applying for funding and executing the approved projects.

To establish this "internal network", the consortium partners have contact on a regular basis. The different physical project meetings are one way to exchange information, the many telephone conferences during the course of the project are certainly as important. During these gatherings, each partner has the opportunity to elaborate on their own initiatives, informing and sometimes inviting the others.

| Date | Physical project meeting |
|---|---|
| **26-27/04/2018** | Kick-off Meeting of the IoT4Industry project – Nice/Sophia Antipolis (France) |
| **13-14/09/2019** | Launch of the first Call for Collaborative projects – Torino (Italy) |
| **05/02/2019** | EU Industry days – Brussels (Belgium) |
| **04/04/2019** | Participation in Hannover Messe and Project meeting – Hannover/Frankfurt (Germany) |

**Table 1 - Physical project meetings**

An important activity in the project that also contributed a lot to building the "internal network" is the matchmaking. While this task is mainly oriented towards the creation of cross-border project consortia applying for funding in the Call for collaborative projects, it also provides useful information on the target groups of the different partner in the project. When trying to find a "match" between technology providers and end users, the consortium partners were often confronted with the challenges and limits of the other eco system.

## 3.2. The external networking

The transfer of knowledge through the "external network" in this project can be seen as layered activity. The different levels of networking all have multiple goals:

- Reaching as many SME's as possible to create the awareness about the possibilities for support in the IoT4Industry project

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- Creating awareness at the level of all the different stakeholders in both the IoT as the manufacturing domain
- Exchanging information and best practices with all relevant stakeholders

The first level of knowledge transfer is within the respective ecosystems of the different partners in the project consortium. The SME's from the existing eco systems of the different partners in the project will get the first hand information. Communication to that target group is already in place since the beginning of the product and can be used immediately.

In a second level, the consortium partners address clusters, organizations and local authorities whereto they are specifically linked. The goal is to create an open collaboration space with these organizations, to enable optimal and efficient knowledge transfer and exchange of best practices. These organizations will also use the received information to include it in their communication towards their specific eco systems to further raise awareness for the possibilities of using IoT technology in a manufacturing context.

A special form of these connected clusters are the so-called Ambassador clusters. These clusters, often from outside the project consortiums' region, will play a key role in the knowledge transfer for this project.

At a third level, the linked clusters and organizations will, on their turn, distribute the knowledge into their specific ecosystem. The SME's reached on this third level will get the info through a trusted link with their clusters, platforms or authorities. If needed, they can certainly get in touch with one or more of the consortium partners in IoT4Industry to get support when preparing for a possible proposal or cooperation.

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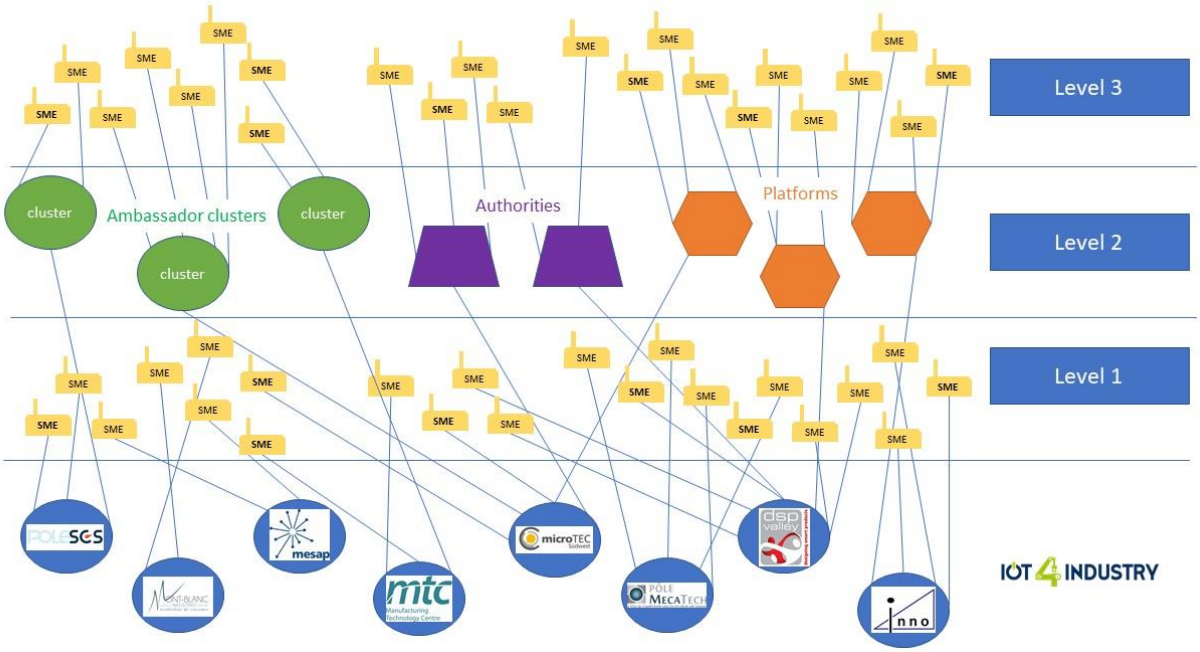


**Figure 1 - a layered networking approach**

At the beginning of the project, the consortium partners listed up a first batch of "external partners". Already during the writing of the project proposal, the partners elaborated on possible targets, which info they should receive and by whom they should be contacted. Every project partner had to directly contact several possible external partners to start and build the external network. After the initial contact was established the respective partner remained responsible for keeping the link and ensuring the swift transfer of project information.

### 3.2.1. A connected ecosystem of companies

The first level of building a network is to start from the existing networks and ecosystems of the different cluster organizations within the project consortium. Every partner represents a specific group of companies and research institutes, based in the local region of that (cluster) organization. The first level of information or knowledge transfer is done within these networks. It is done through known and trusted channels to be able to achieve a maximum efficiency.

Every partner of the IoT4Industry consortium has organized information and training sessions aiming to inform the local SME's about the different ways of support and the modalities to apply for funding. These SME's also had/have a direct contact point to get the latest information and support in applying for the different calls, finding possible partners in the other regions, etc.

Every consortium partner has numerous ways of communicating towards its member base and ecosystem. A more thorough description of all these means of communication can be found in the deliverable *D4.3. Outreach and awareness raising activity*.

In the project consortium there are IoT Technology clusters and more manufacturing oriented clusters. Therefore, this first level addresses both technology providers as end users.

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| Iot4Industry Partner | Region / Country | # members |
|---|---|---|
| **MESAP** | Regione Piemonte / Italy | 236 |
| **Pôle SCS** | Provence-Alpes-Côte d'azur / France | 300+ |
| **InnoTSD** | France | *No cluster* |
| **MBI** | Haute Savoie – Mont-Blanc / France | 315 |
| **MTC** | United Kingdom | 90+ |
| **DSP Valley** | Flanders / Belgium | 125 |
| **MicoTEC SüdWest** | Baden-Württenberg / Germany | 112 |
| **Pôle Mecatech** | Wallonia / Belgium | 272 |

**Table 2 - Partners and their members**

### 3.2.2. Linking with regional authorities

During the first half of the project, the consortium partners have reached out to a number on authorities, internationally but more often locally. The goal for this was, obviously, to share information on the project and the possibilities for SME's to get support.

Furthermore, these links should allow the different authorities to see and understand where and how the IoT4Industry funding can be complementary to their own ways of funding companies. Very often companies can benefit from local funding, but without support for international collaboration. Or in other cases, funding is supplied for research projects but not for proven technology, ready to be put into the market. To a number of these cases the cascaded funding from the IoT4Industry project could act as a complementary source of support. This contact with the authorities is actually a two-way link.

In their respective regions, when the consortium partners had close contacts with the different regional authorities such as the Agencies for innovation or the different Chambers of Commerce, every partner had the responsibility to keep an open communication channel to the authorities. Through this channel information could be exchange freely.

This resulted in many articles and editorials in several newsletters from these authorities as well as in some guest presentations given by one of the partners on an event organized by the (local) authority.

| Authority | Country | Contact by | Primarily way of contact |
|---|---|---|---|
| **VLAIO** | Belgium | DSP-V | Regular meetings to exchange status of projects |

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| | | | |
|---|---|---|---|
| **CCI Haute Savoie** | France | MBI | Meeting and exchange of information |
| **Chambre des métiers et de l'artisanat** | France | MBI | |
| **Province of Vlaams-Brabant** | Belgium | DSP-V | Meeting to discuss posible cooperation – mailing towards interested companies |
| **Chambre syndicale de la métallurgie** | France | MBI | |
| **Syndicat National du décolletage** | France | MBI | |
| **Generalitat de Catalunya** | Spain | MESAP | Presentation during a gathering for SME's |
| **MEDEF haute Savoie** | France | MBI | |
| **Province of Limburg** | Belgium | DSP-V | Regular contact with project office – participation in joint events |
| **Union des industries et métiers de la métallurgie** | France | SCS | |
| **Chambre de Commerce et d'Industrie d'Arles** | France | SCS | Meeting and updates through newsletters |
| **Services publics wallons en charge de la recherche et des technologies** | Belgium | PMT | Meeting and regular updates through newsletter |
| **Agency for the Promotion of the European Research** | Italy | MESAP | Publication in newsletter |

**Table 3 - Examples of contacted authorities**

Every consortium partner is responsible for keeping an open contact with the respective regional authorities and to maintain a free way of communication. In this way, local SME's are updated on several ways of support, both by the regional authorities as well as the IoT4Industry project.

### 3.2.3. Partners in other alliances and initiatives

Another significant part of the network is formed by all the external partners of the project team, the alliances that already exist in Europe and other initiatives either on a local level as well as on an international level. Since the playing field of "using IoT technology in a manufacturing context" is very wide and very divers, the networking has to be done on different levels: European, national and even regional.

***European networks and initiatives***

On a European level contacts were established with some existing platforms and associations like the ECCP (European Cluster Collaboration Platform), the EEN (Enterprise Europe Network), The European

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Observatory for clusters and Industrial Change and the European Business Association. After reaching out to these organizations, the IoT4Industry partners kept in touch with regular feeds of new information. For example there were regularly articles (more than 6 in the first 15 months of the project) provided for the ECCP website (see also the *D4.3 Outreach and awareness raising activity*)


**Figure 2 - Example article on ECCP website**

Next to these platforms, the IoT4Industry partners also reached out to a number of European partnerships and alliances, again, to enable a very broad communication and transfer of knowledge. For example, the Silicon Europe Alliance, the AIOTI (Alliance for IoT Innovation), the DIA (Digital Industry Alliance), The Smart CityTech Alliance, … all helped in distributing relevant info to there members and their respective SME's. Both technology providers as end users were targeted.

| Alliance / Platform / … | Contact by |
|---|---|
| **AIOTI** | SCS |
| **EIT Digital** | SCS |
| **Enterprise Europe Network** | Inno-TSD |
| **EPOSS European Technology Platform** | MESAP |
| **European Business Association** | Inno-TSD |

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| | |
|---|---|
| **European Cluster Collaboration Platform** | MESAP |
| **European Observatory for Clusters and Industrial Change** | Inno-TSD |
| **ICT Innovation for Manufacturing SMEs (I4MS)** | MESAP |
| **MicroTechnics Alliance 4.0** | mTSW |
| **Silicon Europe Alliance** | DSP-V |
| **Smart Citytech Alliance** | DSP-V |
| **Vanguard Initiative** | Inno-TSD |
| **Digital Industry Alliance** | SCS / MESAP |
| **Robott-net** | MTC |
| **DIATOMIC** | PMT |
| **FIT4FoF** | mTSW |

**Table 4 - List of contacted European initiatives**

To elaborate on the different efforts done for these European initiatives, a few examples are provided below:

**ECCP - European Cluster Collaboration Platform**

The European Cluster Collaboration Platform is an open community of European Clusters. The platform is meant for information exchange on different initiatives, projects and other ways of collaboration. The IoT4Industry consortium was a regular provider of articles and news for this platform. All the calls, events, activities were announced on the platform.
On the other hand is the platform a rich source of contact details and contact persons of all the different European clusters. These were used to establish contacts with possible applicants for becoming an ambassador cluster.

**DIA - Digital Industry Alliance**

The Digital Industry Alliance is a European alliance of clusters active in the domain of digitizing manufacturing. A number of IoT4Industry partners had already prior contacts with this alliance. In the course of the project, MESAP and SCS regularly participated in events and meetings of DIA, making sure that there was an excellent interchange of information. The clusters of DIA were also asked to apply for being an Ambassador cluster. They also provided support in disseminating the IoT4Industry project information.

**Silicon Europe Alliance**

This alliance of European semiconductor clusters has also close links with the IoT4Industry partners. A number of partners (DSP Valley, SCS, MESAP) are even member of this alliance. These partners had ample opportunities and possibilities to exchange information on IoT4Industry and raise awareness

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for the usage of IoT in a manufacturing context. For example, the IoT4Industry initiative was mentioned and advertised on the Silicon Europe website.

**Robott-net**

ROBOTT-NET exists to help make the best ideas in industrial robotics a reality for the benefit of technology developers and European manufacturing. The MTC is a founding member of this initiative. Through this link a close partnership between the IoT4Industry project and the Robott-net initiative has become almost natural. This partnership clearly helped in raising the awareness of different challenges for the manufacturing industry.

**Vanguard / Industrial Modernisation Thematic Partnerships**

InnoTSD regularly participated in thematic partnership meetings (Personalised Medicine / Artificial Intelligence & Human-Machine Interface / Medical Technologies). This allowed the consortium to establish partnerships with a number of other initiatives and other clusters.

***National***

In the different member states, represented in the IoT4Industry consortium, there are a number of national initiatives in the domain of this project. Most of the project partners are, in some way, already involved in or in close contact with these national initiatives. To make sure that these organizations receive the correct and latest info with regards to the IoT4Industry project, these national initiatives were connected to the large IoT4Industry network and were regularly foreseen with new information for their participating companies, especially their SME's.

| Initiative | Country | Contact by |
|---|---|---|
| **Made different** | Belgium | DSP-V |
| **Alliance pour l'industrie du futur** | France | SCS |
| **France cluster** | France | MBI |
| **Autonomik für Industrie 4.0** | Germany | mTSW |
| **Cross Cluster Industrie 4.0** | Germany | mTSW |
| **IUNO** | Germany | mTSW |
| **Mittelstand 4.0** | Germany | mTSW |
| **Network Alliance for a Digital Germany** | Germany | mTSW |
| **Platform Industrie 4.0** | Germany | mTSW |

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| | | |
|---|---|---|
| **Smart Service World** | Germany | mTSW |
| **Piattaforma Fabbrica Intelligente** | Italy | MESAP |
| **Internet of Things and Industry 4.0** | Italy | MESAP |
| **Piano Nazionale Industria 4.0** | Italy | MESAP |
| **High Value Manufacturing Catapult** | UK | MTC |
| **Innovate UK** | UK | MTC |
| **Knowledge Transfer Network** | UK | MTC |
| **Sensor City** | UK | MTC |
| **Engineering and Machinery Alliance** | UK | MTC |
| **Manufacturing Technologies Association** | UK | MTC |
| **Engineering Employers Federation** | UK | MTC |
| **Gambica** | UK | MTC |
| **The Processing & Packaging Machinery Trade Association (PPMA)** | UK | MTC |

**Table 5 - National Initiatives contacted for knowledge transfer**

By maintaining an open communication with these national initiatives, the IoT4Industry partners were able to detect several opportunities for cooperation. The project info was commonly spread during publications and presentations.

### *Regional*

Finally, the network also reached out to some regional players. In some countries the regions play a significant role in supporting the SME's in the innovation actions. Therefore, it is absolutely necessary to also have contacts on this regional level. Especially these regional contacts have a direct line towards the different stakeholders in the domain: providers, end-users and research actors.

| Initiative | Country | Region | Contact by |
|---|---|---|---|
| **D2N2** | UK | Derbyshire - Nottinghamshire | MTC |
| **Midlands Aerospace Alliance** | UK | Midlands | MTC |
| **Made Smarter : Northwest Pilots** | UK | North-West | MTC |
| **Action plan for Manufacturing** | UK | Scotland | MTC |

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| | | | |
|---|---|---|---|
| **Call for R&D** | Italy | Piedmont | MESAP |
| **Regional Technological Platform – Intelligent Factory** | Italy | Piedmont | MESAP |
| **Manufuture - BW** | Germany | Baden-Württemberg | mTSW |
| **Steinbeis Transferplattform BW Industrie 4.0** | Germany | Baden-Württemberg | mTSW |
| **Readiness I4.0** | Germany | Baden-Württemberg | mTSW |
| **Lernfabrik 4.0** | Germany | Baden-Württemberg | mTSW |
| **Digital Advice Center for SME's** | Germany | Baden-Württemberg | mTSW |
| **Applikationszentrum Industrie 4.0** | Germany | Baden-Württemberg | mTSW |
| **Allianz Industrie 4.0** | Germany | Baden-Württemberg | mTSW |
| **Auvergne Rhône Alpes Entreprises** | France | AURA | MBI |
| **Collectif Industrie 4.0** | France | AURA | MBI |
| **Team Henri-Fabre** | France | PACA | SCS |
| **Opération d'intérêt regional Industrie du Futur Région PACA** | France | PACA | SCS |
| **Industrie du Futur** | France | PACA | SCS |
| **ARII (Agence Régionale pour l'Innovation et l'Internationalisation des entreprises)** | France | PACA | SCS |
| **Digital Wallonia** | Belgium | Wallonia | PMT |
| **Flanders Make** | Belgium | Flanders | DSP-V |
| **Transition management Industry 4.0** | Belgium | Flanders | DSP-V |

**Table 6 - Regional initiatives**

### 3.2.4. INNOSUP Projects

The networking and transfer of knowledge between the IoT4Industry project and other European (INNOSUP-)projects is also a core task of the project. The links with these projects is not only aimed towards information exchange on activities, services and support, it goes a lot further. Establishing an open networking and collaboration with these projects also allows an easy way of exchanging best practices in the execution of the project. Communicating on overcoming specific challenges is also of interest to other project consortia dealing with the same or similar problems or challenges.

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Open communication enables the exploration of existing synergies between the projects. Very often, different projects target the same group of SME's, aim their activities at a similar domain or provide similar services.

To be able to take advantage of these synergies, it is necessary to include these project consortia in the open network of IoT4Industry.

**C-Voucher, DIVA, VIDA**

Close exchange with these other Innosup projects – all those launched under the same call as IoT4Industry - following initial discussions at the joint kick-off organised by EASME and then through bilateral exchanges. Discussion points were in particular knowledge exchange / sharing of experience for an open call platform set up, call monitoring, joint dissemination actions.

**Neptune, Permides**

These projects are from the call previous to the one wherein IoT4Industry was approved. Also these project consortia were included in the open networking. There were a number of meetings and several discussion sessions were held where knowledge and best practices were shared between the consortia.

**S3Food, SmartX**

These INNOSUP-projects are projects from the most recent INNOSUP-call. These projects will certainly also benefit from the open networking. Next to exploring synergies with the IoT4Industry-project, they will also be able to learn from the best practices and overcome similar challenges more easily.

Next to the INNOSUP-projects, there are also other project consortia that were actively solicited to have an open way of communication. One of these initiatives is the **MIDIH-project** (Manufacturing Industry Digital Innovation Hubs). This project is similar to IoT4Industry since it also has a way of using cascade funding to foster cross-border innovation in the domain of "ICT for Manufacturing". SCS and FOrtiss agreed to communicate respectively about the different projects opportunities towards the respective ecosystems of companies (SME's).

**DIATOMIC** is also a project, supported by the EC, wherein a large network of Digital Innovation Hubs in the domain of Microelectronics is being built. For the ioT4Industry project it was very useful to explore and exploit synergies in the target group of SME's.

## 3.3. The digital network

An important means in building and supporting the network and the transfer of knowledge is the usage of the digital ways of communication. Next to the IoT4Industry website (www.iot4industry.eu) and the websites of the different partners in the consortium, a lot of information is spread via the digital and social media. In the IoT4Industry-project a lot of the communication is done through LinkedIn and Twitter. Every consortium partner is an active member of LinkedIn and has activities on Twitter. These channels are often used to quickly distribute interesting information into the respective ecosystems of the clusters. Also information from other initiatives (as listed above) are regularly 'shared' through these digital ways of communication.

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Further details on these forms of communication and how they are used can be found in *D4.3. Outreach and awareness raising activity*.

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# 4. Ambassador clusters

## 4.1. The 'Ambassador cluster' status

The countries "covered" by the IoT4Industry partners are France, Germany, Italy, the United Kingdom and Belgium. However, the support offered in this project is aimed at SME's from the entire territory of the European Union. To establish contacts with SME's from other countries, the project info was published on the official EU channels, but next to that the partners put some considerable effort in the so-called Ambassador Clusters. These clusters are not located in the regions / countries France, Germany, Italy, UK or Belgium, but they have committed themselves to distribute the project info amongst their members and to promote the support that is given by the IoT4Industry project team.

Ambassador Clusters are mobilized for supporting the IoT4Industry Consortium to raise awareness about the project and to disseminate information on services available to stakeholders from all EU Member States (and Associated Countries) through their network.

If a cluster becomes an ambassador cluster they are expected to:

- Raise awareness about the IoT4Industry service offer towards their own networks
- Disseminate information on the open calls – Expression of Interest and Collaborative Projects – to their members
- Support the promotion of the IoT4Industry project
- Provide advice in the areas of their competences and practical support, when relevant
- Contribute to the IoT4Industry project training and matchmaking events, when relevant

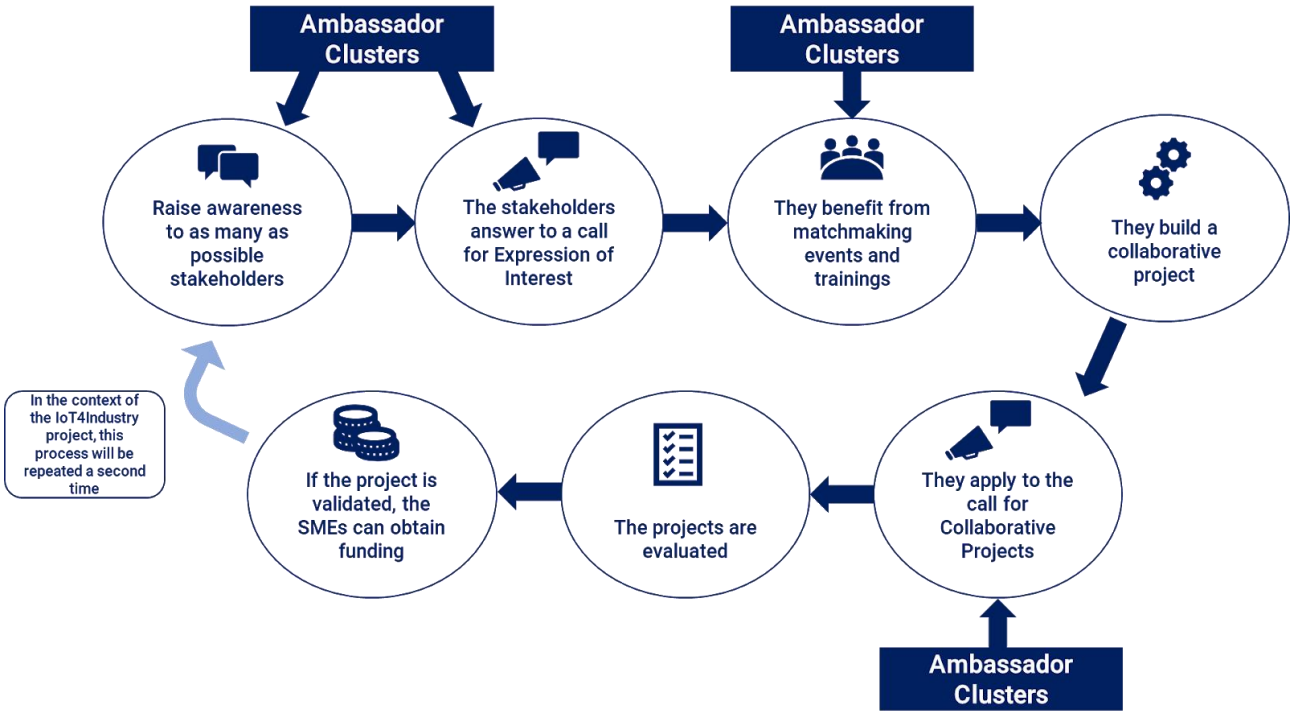


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**Figure 3 - the role of Ambassador clusters in the project**

In return, these clusters:

- Get an early access to information provided by IoT4Industry (ahead of external organisations).
- Be able to support their members applying to the open calls with financial support.
- Through the IoT4Industry project, Ambassador Clusters members will benefit from:
    - Support in partner search for projects
    - Access to matchmaking events and trainings
    - Funding opportunities (for SMEs)- through IoT4Industry supporrt
    - Collaboration with companies from different countries
    - Collaboration with companies from different sectors
    - More competitiveness – through the creation of new value chains
- Receive project communications on a privileged basis – dedicated e-mailings, direct contacts
    - which will allow them to strongly promote support schemes among their members.
- Collaborate with the IoT4Industry project for joint events or similar.
- Be in contact for exchanges with project members (experience sharing, collaboration, etc.)

When a cluster wants to become an ambassador cluster it has to apply using a specific application form (see Annex A).

## 4.2. Dissemination and 'selection' processes

At the start of the project, the different partners listed a number of clusters they could contact to inform about the status of Ambassador cluster. These clusters were selected based on their relationship to the consortium and their geographical region of activity. When contacting these clusters, the IoT4Industry consortium referred to a Terms of Reference that was created by inno TSD to fully explain the meaning, the advantages and the expectations of becoming an ambassador cluster (See Annex A). The targeted clusters were asked to apply for becoming an ambassador cluster by means of an application form (See Annex B). After the approval by the project consortium, they received the label "Ambassador Cluster", were mentioned as such on the IoT4Industry website (www.iot4industry.eu/about) and got included in the knowledge transferring process.

A specific consideration that was made when inviting clusters to apply for the status of Ambassador Cluster, was that since the first months of the IoT4Industry project, it became clear that the search for end users would prove to be more difficult than for the IoT technology providers. By trying to attract also and preferably "non-IoT" clusters as Ambassador clusters, the team wanted to attract more end users for the matchmaking process and the calls for collaborative projects.

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In the first half of the project, 11 clusters applied for becoming an Ambassador Cluster:

- **Precarpathian eco-energy cluster**

  The Precarpathian Eco-Energy Cluster (PEEC) was created to improve the efficiency of all types of energy use and reduce the negative impact on the environment in Ivano-Frankivsk Oblast by fostering cooperation between business, science and the public sector. The cluster's mission is to promote energy efficiency and renewable energy development, as well as to support occurrence of energy efficiency solutions and start-ups that will help to transform "Prykarpattya" into the "Green Innovation Area". It aims at creating within the cluster, mechanisms for the development of a favourable environment for the socio-economic development and investments space for the implementation of "green energy" projects. With this purpose, the cluster supports projects that may have an informational, educational or commercial character and can be jointly implemented by cluster members.

- **ArchEnerg**

  ArchEnerg Cluster was established with the Vision of creating an economic and social model based on renewable energy sources and advanced energy efficiency that assists green economy enterprises and green society towards a more sustainable future. Its efforts are focusing on the use of green energy and other fields of research For reaching these objectives, ArchEnerg Cluster's community supports its members notably regarding international competitiveness and business-process innovation and optimization.

- **GCE NODE**

  GCE NODE is an industry-driven cluster for ocean technologies and participating companies supply world-leading technology, products and services to the global energy and maritime industries. The cluster's focus is on building competency and R&D cooperation with national and international partners. The cluster's goals are to secure competitiveness, enhance the development of new products and services, and transfer knowledge and technology to markets in a sustainable way. GCE NODE is composed of 102 companies in the Southern part of Norway and engages in projects that support cluster's two strategic goals: Increase competitiveness in existing markets (oil & gas and maritime) and transfer of competence and technology to new markets (Blue Growth)

- **GAIA**

  GAIA's mission is to promote all the aspects of development and growth related to the Electronics, IT, Telecommunications, Engineering and Consulting sectors. The cluster fosters the assimilation and efficient usage of advanced technologies by the Basque Country as a region, with the aim of collaborating with the development of an Information and Knowledge Society. Moreover, the cluster aims at being recognised as the most committed private and independent institution to the development of the electronics and ICT technologies.

- **TICE.pt**

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The TICE.pt engages with most relevant actors covering the entire value chain in the area of ICT. The concertation platform TICE.pt ensures and promotes the interfaces between the academic world, represented by universities and institutes R&D, the business world, represented by the affiliates and through networks, notably SMEs, represented by their associations. The TICE.pt aims to promote and leverage networking strategies for the sector, notably networking between companies and R&D centres which induces renewal active in national economic context, producing positive effects on national offering, enhanced by innovation and knowledge, creating export capacity and added value in domestic products.

- **MetaIndustry4**

  MI4 is a new cluster concept with a multidisciplinary model, aligned with the Research and Innovation Strategy for Smart Specialization of Asturias (RIS3) and oriented towards companies and global value chains related to the advanced manufacturing of the metal industry.

- **IT Cluster Upper Austria**

  IT Cluster is Austria's biggest IT cooperation network and regarded as the central contact point for questions relating to digitalisation on a national and international level. The IT Cluster is a platform for the regional IT and software industry. The Cluster addresses issues with relevance to the future and stimulate and accompany cooperative activities across the entire IT spectrum. IT Cluster aims at guiding its members towards success by connecting them with other companies to enable intensive knowledge exchange.

- **Transylvanian Furniture Cluster**

  The Cluster represents a platform for cooperation and networking of wood furniture industries, interest groups, educational institutions, research and public administrations. The unique feature that distinguishes the Transylvanian Furniture Cluster consists in its organizational and functional strategy, achieved through implementation of strategic investments and programs which aim to create innovative products and solutions as a result of materials used, design and functionality, through R&D units that are or will be part of the cluster.

- **BalticNet – PlasmaTec**

  BalticNet-PlasmaTec (BNPT) is an international cluster, which stands for a technology and market-oriented cooperation of science, research and economics in the field of plasma technology. BNPT is a contact partner for interested parties who intend to expand their own technical and economic potential in using the plasma technology. BalticNet-PlasmaTec has currently 73 members in 17 different countries, more than a half of them from the industry. The cluster is active in Nanotechnologies and Manufacturing (Integration of Plasma Coating Machines, Nanostructures etc)

- **BICCnet**

  The cluster, BICCnet works to assure the growth of information & communication technology (ICT) in Bavaria. BICCnet – the Bavarian Cluster for Information & Communications Technology

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– furthers the inter-networking of ICT enterprises, as well as the networking with research institutions and the Bavarian Digitalization Center. The cluster's focus is placed on innovative technologies and topics, such as blockchain, data analytics, and AI. In addition, the cluster supports ICT enterprises with their positioning in an increasingly global context. Thus, the cluster should provide assistance – also for small and medium-sized business in particular – in taking advantages of growth opportunities.

- **BrainsBusiness**

BrainsBusiness is a unique platform for ICT innovation in North Denmark through the interaction of industry and university and the link to public authorities - a strong platform which does not have its equal other places in Europe. The overall aim of BrainsBusiness is to contribute to the North Denmark ICT cluster becoming recognised as one of the most attractive and competitive ICT clusters in Europe. One of the characteristics of the North Denmark ICT cluster is the will and ability to cooperate across sectors. Aalborg University has repeatedly been named the university in Denmark which is best at cooperating with industry, and our companies have strong ties to each other through BrainsBusiness' member network which functions as a breeding ground for a series of topical networks and other forms of cooperation.

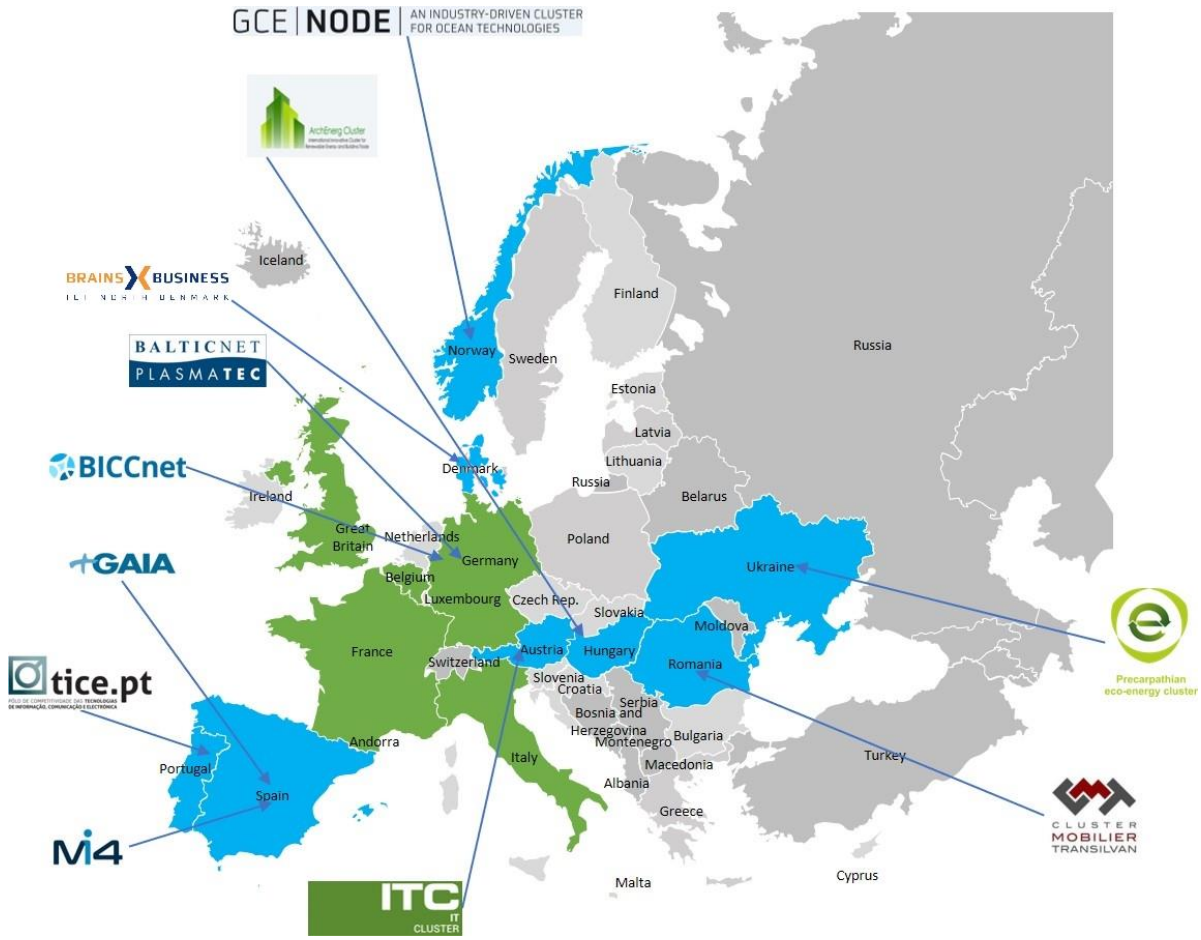


**Figure 4 - Ambassador Clusters**

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## 4.3. Interactions with the Ambassadors clusters

Communication towards the other organizations, clusters, platforms, authorities, … is managed by the respective contacts within the IoT4Industry team. In that way every partner in the network has a fixed contact point within the consortium.
During the regular meetings and telco's, there was a always a specific item on these communication and networking efforts. Every member of the consortium was informed on what to communicate to the network and how this knowledge transfer should be done.

Specifically for the Ambassador clusters, the DSP Valley prepared some templates for emails and messages in order to give the contacts the most accurate and up-to-date information. For example, such a template email was made for communicating the opening of the Call for Expressions of Interest, the opening of the Call for Collaborative projects, the closing of the different calls, the report on the results of the first Call for projects… . These templates and documents were meant for the Ambassador clusters in the first place but could be and were also used for communicating towards the other actors in the network.

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# 5. Monitoring performance on transfer of knowledge activities

During the first 15 months of the project, the IoT4Industry consortium has done a significant amount of efforts on creating a network, on making an efficient transfer of knowledge possible and on creating an open way of collaboration. To monitor the achievements and impact of these efforts, certain KPI's were defined at the beginning of the project.

In order to monitor the status of the project, it is interesting to see on which level the KPI's have been reached:

| Outreach party | Expected impact and indicators | Impact and indicators reached |
|---|---|---|
| **Relevant cluster networks and thematic networks and national and regional cluster associations, European Cluster Collaboration Platform…** | Outreach to:<br>- 10+ networks<br>- 500+ clusters with thematic relevance<br>- 50 000+ SMEs (in average 100 SMEs per cluster)<br>High demand to the service offer expected | The consortium has reached out to at least **17 networks and platforms**.<br>Hereby reaching about 300+ clusters with thematic relevance.<br>Beyond the direct contacts taken by the consortium with their partner-clusters and contacts, the use of ECCP platform for disseminating news and contents ensures the access to about **700 clusters** tackling various sectors in addition. |
| **Ambassador clusters** | Outreach to:<br>- 10+ ambassador clusters<br>- 500+ RDI stakeholders (in average 50 members of a cluster)<br>Joint activity:<br>- invitation to project activity<br>- Collaboration on events | The consortium reached out to:<br>- **11 ambassador clusters**<br>- **550 stakeholders**<br>They have all been invited and involved in the project activities.<br>Ambassador clusters have actively promoted the IoT4industry training sessions |
| **Partner's networks (R&I stakeholders and notably other clusters)** | Multiplication effect. Impact expected as leverage effect of activity towards networks and initiatives thanks to individual contacts. | Contacts with **25+ cluster organizations** should leverage an outreach towards **2500+ SME's** (av. 100 SME's per cluster) |
| **Relevant projects and initiatives** | Outreach to:<br>- 5+ relevant projects and initiatives | The consortium actively reached out to **9 other relevant projects** and shall continue its efforts for further expanding upon the results achieved for best practices exchanges |
| **Associations and other multipliers with outreach to** | Outreach to:<br>- 20+ relevant associations | The IoT4Industry partners have reached out to **50+ associations, organizations and platforms** with an outreach towards SME's at regional & national levels |

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| | | |
|---|---|---|
| **SMEs (e.g. Chambers of commerce, Tech transfer offices and incubators, the Enterprise Europe Network, etc.)** | | |
| **Regional authorities** | Exchange with 10+ relevant regional authorities | **13 regional authorities** were included in the network |
| **Advisory Board (AB)** | Exchange with 6 AB expert members | The consortium has regular contact with the entire Advisory Board (**6 members**) |

**Table 7 - Monitoring and KPI's**

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# 6. Conclusions & next steps

The IoT4Industry consortium has set up an open network of cluster organizations, authorities, associations and platforms to exchange relevant and useful information. This network has been used to raise awareness of the possibilities of using IoT technology in a manufacturing context. Because the networking and knowledge transfer was based on an open form of collaboration, all participants of the network can be seen as beneficiaries. The network is in place and is, can and will be used to exchange relevant information with the manufacturing industry in Europe to strengthen and support the targeted SME's.

During the first half of the project, the networking was set up and primarily intended to reach as many SME's as possible to inform them about the support (both financially as on other domains) offered in the IoT4Industry project. The contacts that were made in the networking efforts were efficiently used to distribute the news on the Calls for Expressions of Interest, the Calls for Collaborative projects, the results, etc .

Now that both calls are done, the project enters a second phase. A phase were there will be more focus on the funded projects themselves (follow-up, monitoring, further support,…) also on a communication level. The project consortium will use the build-up network for transferring knowledge and information about the different funded projects.

## 6.1. Next steps

Now that a large part of the open network is in place, the IoT4Industry consortium will continue to enforce and expand this network for knowledge sharing. New as well as existing actors in the domain of IoT technology for manufacturing will be contacted and invited to join the network. This should continue the exchange of information and the sharing of good practices.

The network will be used to:

- Communicate about the different projects that were approved in the IoT4Industry framework.
- Look for synergies between these projects, their ecosystems and other actors in the network
- Continue to raise awareness of the possibilities of using IoT in a manufacturing context
- Share practical information with other (INNOSUP)projects to inform them on challenges, pitfalls and ways to overcome them
- To promote other possibilities for support of SME's

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# 7. Annex A: Terms of Reference for the Ambassador clusters

## EXECUTIVE SUMMARY

The IoT4Industry project (H2020, INNOSUP) aims at accelerating collaboration between IoT solutions providers and industrials through matchmaking and funding opportunities in order to foster Industry 4.0 solutions in the EU.

**IoT4Industry** offers financial support to SMEs through **a voucher system**.

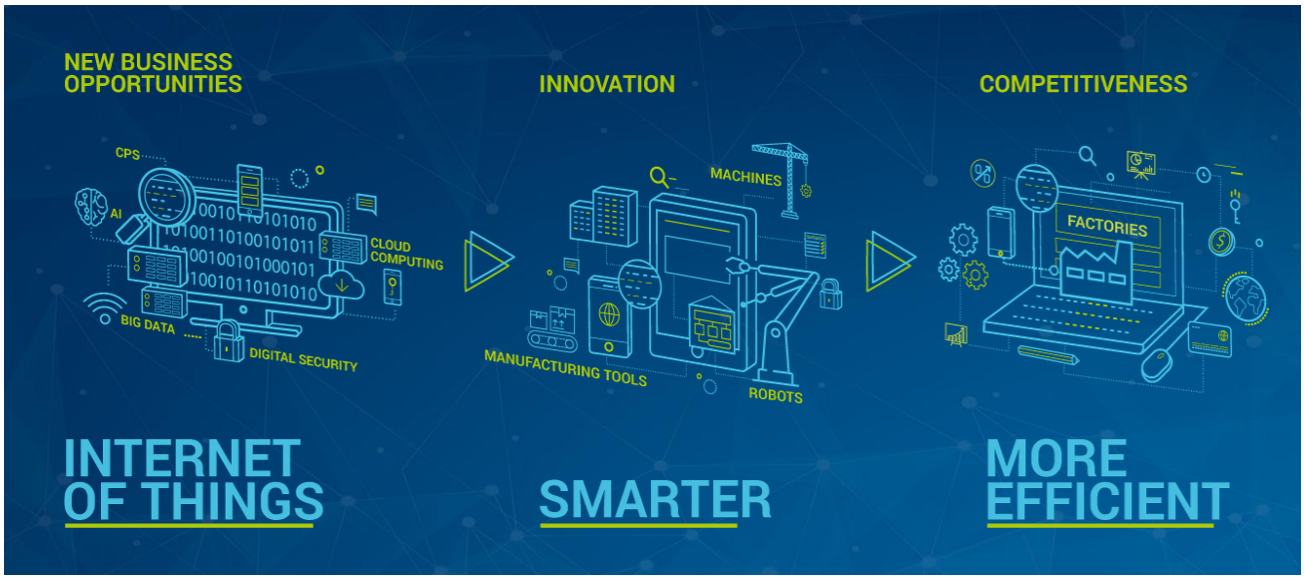
The project targets the following actors as direct beneficiaries of the project:

- SMEs (both Manufacturers and IoT solutions Providers)
- Large companies
- Research centres and universities

Ambassador Clusters will be mobilized for supporting the IoT4Industry project developments. They will help the Consortium to raise awareness about the IoT4Industry project and to disseminate information on the collaborative projects' offer to stakeholders from all EU Member States (and Associated Countries) through their network.

Main benefits of becoming an Ambassador Cluster:

- Get an early-access to information provided by the IoT4Industry Consortium (ahead of external organisations)
- Support your members to participate in the open calls of the IoT4Industry project
- Collaborate with the IoT4Industry project for potential joint events or similar activities.

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# IOT4INDUSTRY OVERVIEW

IoT4Industry is an EC-funded project which 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.

As such, the 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 (Digital Security, Cloud Computing, Big Data, Artificial Intelligence…) into manufacturing tools, machines and robots, through the cross-border collaboration between SMEs and other RDI actors of the ICT and advanced manufacturing sectors.

## CONSORTIUM

**Coordinator:** Pôle Solutions Communicantes Sécurisées (SCS), Région Sud, France

**Partners:**

- MicroTec Südwest (mTSW), Baden-Wuerttemberg, Germany
- DSP Valley, Flanders Region, Belgium
- MESAP Innovation Cluster (MESAP), Piedmont, Italy
- Mont-Blanc Industries (MBI), Auvergne-Rhône-Alpes, France
- Pôle Mecatech (PMT), Walloon Region, Belgium
- The Manufacturing Technology Centre (MTC), United Kingdom
- inno TSD, France

## DURATION

IoT4Industry project started on April 1st, 2018 and will end on September 30th, 2020. Our aim is to boost SMEs through targeted support services in cross-sectoral collaboration of IoT and industry.

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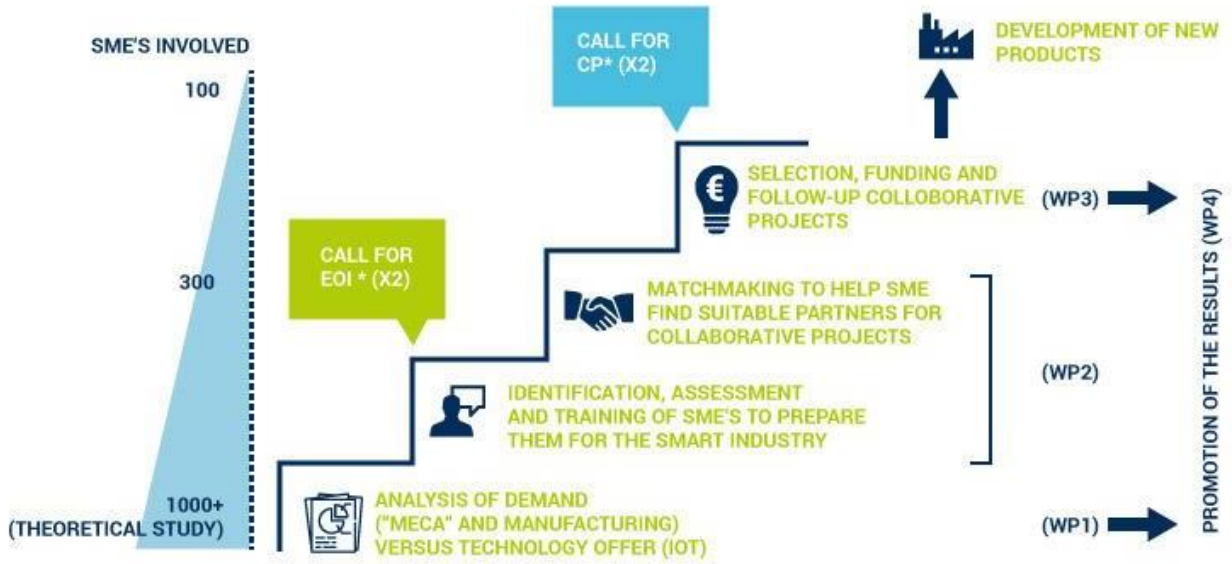


# AMBASSADOR CLUSTERS IN IOT4INDUSTRY

## CONCEPT

Ambassador Clusters will be mobilized for supporting the IoT4Industry Consortium to raise awareness about the project and to disseminate information on services available to stakeholders from all EU Member States (and Associated Countries) through their network. See how you can get involved:

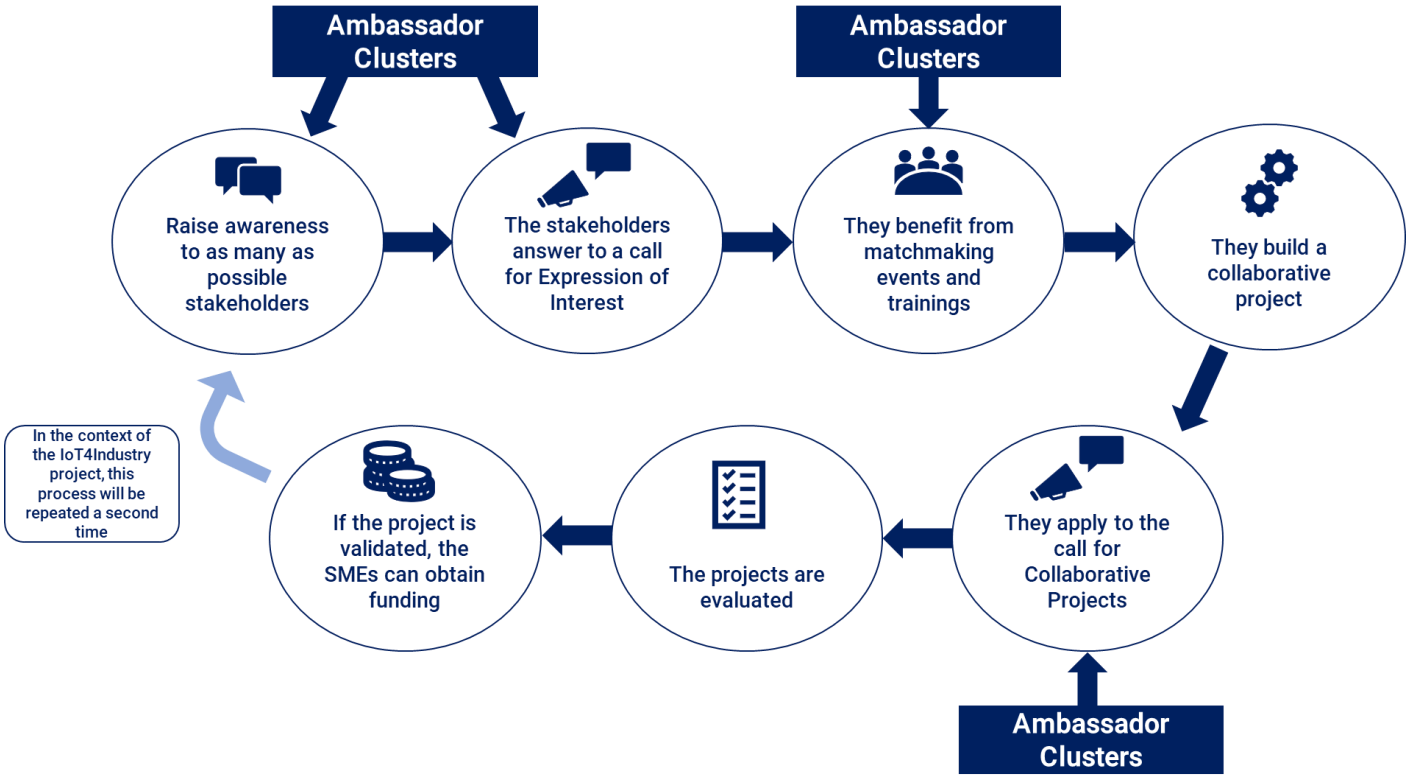


Figure 2: Timing of Ambassador Clusters' involvement

*We can tailor your involvement according to your interests and possibilities!*

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## BENEFITS FOR AMBASSADOR CLUSTERS

- Get an early access to information provided by IoT4Industry (ahead of external organisations).
- Be able to support your members applying to the open calls with financial support.
- Through the IoT4Industry project, Ambassador Clusters members will benefit from:
  - Support in partner search for projects
  - Access to matchmaking events and trainings
  - Funding opportunities (for SMEs)
  - Collaboration with companies from different countries
  - Collaboration with companies from different sectors
  - More competitiveness – through the creation of new value chains
- Receive project communications on a privileged basis – dedicated e-mailings, direct contacts – which will allow you to strongly promote support schemes among your members.
- Collaborate with the IoT4Industry project for joint events or similar.
- Be in contact for exchanges with project members (experience sharing, collaboration, etc.)

## INVOLVEMENT

As ambassador cluster you are expected to:

- Raise awareness about the IoT4Industry service offer towards your own networks
- Disseminate information on the open calls – Expression of Interest and Collaborative Projects – to your members
- Support the promotion of the IoT4Industry project
- Provide advice in the areas of your competences and practical support, when relevant
- Contribute to the IoT4Industry project training and matchmaking events, when relevant

The concept, benefits, and other elements described below might evolve as the IoT4Industry project progresses, in which case this ToR will be updated. The Ambassador Clusters are welcome to provide suggestions (contact details below).

## INTERNAL COMMUNICATION

A mailing list will be created for out and ingoing messages.

The Ambassador Clusters will have the opportunity to write emails, to submit their questions and to get in contact with the Consortium Partner.

There is no plan to organise physical meetings with the Ambassador Clusters. The IoT4Industry Consortium will regularly communicate and exchange with the Ambassador Clusters through e-mails, phone and other websolutions. A summarized calendar of the IoT4Industry project events will be communicated. An informative webinar can be organised.

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## EXPRESSION OF INTEREST OF BECOMING AN AMBASSADOR

An Ambassador Cluster can join at any time, during the lifetime of the project. It is free of charge.

To become an Ambassador Cluster, you simply fill in an application form and send it back.

Selection criteria are: added value for the project's dissemination, communication and outreach activities. Clusters in countries which are not represented through the Consortium Partners will be prioritized.

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# IoT4INDUSTRY "COLLABORATIVE PROJECTS"

## KEY INFO, FACTS AND FIRGURES

**"Collaborative projects" objectives**

Project proposals should present an industrial/manufacturing case, where IoT has a clear added value, be innovative and have a clear impact on all partners involved.

The **3 types of projects** in line with these objectives are:

- Feasibility studies
- Prototyping
- Demonstration/pilot

**Eligibility**

Application with a collaborative project proposal is mandatory – the open call information is available here. Project proposals must be **transnational projects** (i.e. involving parties from at least two different countries within the EU Member States or H2020 Associated Countries) or **transregional** projects (i.e. involving parties from different regions within Europe). At least one entity is based in a country of one the consortium partners: **Belgium, France, Germany, Italy, U.K.**

At least 1 collaborative project partner has to be an **SME**. SMEs applying are expected to have a proven track record and capacity to implement the action, a coherent R&D and commercial strategy, and sound and viable financial situation. The additional partner(-s) may be SMEs, large industry, R&D institutes, universities…

**In practice**

Potential applicants can 'Express their Interest' through IoT4Industry EoI form and / or contacting IoT4Industry partners

Applications to the voucher support must be submitted as collaborative project proposals according to the template available through the FundingBox platform

**Timeline**

Call #1: 20/09/18 – 20/12/18

## TARGETS – POTENTIAL COLLABORATIVE PROJECTS PROPONENTS

- Applicants are legal entities located in an EU Member State or a Horizon 2020 Associated Country;
- Projects have to be collaborative (thus involve 2 or more entities) but only SMEs will be funded. IoT4Industry partners will support the creation of such consortiums through their activities

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Proposals will be eligible to the call if the following conditions are met:

- the consortium is composed of minimum two legal entities based in two different regions of European Member States and Horizon 2020 Associated Countries;
- at least one entity is based in one of the following countries: United Kingdom, Belgium, Germany, France, Italy;
- at least one of the applying partners is a legal entity with SME status;
- proposals must be written in English, in scope and complete in all the parts indicated in the template section;
- a SME Viability Self-Check must be provided.

## REACHING TARGETS

To reach such targets, the project aims to raise awareness about its activity to various audiences, spreading its communication as wide as possible.

IoT4Industry project targets the following actors as direct beneficiaries of the project:

- SMEs (both Manufacturers and IoT solutions providers)
- Large companies
- Research centres and universities

The project also targets supportive stakeholders and intermediaries contributing to (and benefiting from) the dissemination efforts deployed by the project to following networks:

- **Ambassador Clusters**
- Business networks
- Associations
- IoT4Industry Advisory Board
- Other initiatives/projects with similar objectives

The following figure describes the overall process of the IoT4Industry project regarding the stakeholders and the collaborative projects.


Figure 1: The IoT4Industry project process

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# "AMBASSADOR CLUSTER" STATUS DETAILS

## Legal status & resources

The status of the Ambassador Clusters is not legally binding. These are not consortium partners.

There is no contractual obligation attached to the status of Ambassador Cluster, but the objective is to mutually benefit from a win-win collaboration.

Ambassador Clusters will not receive funding. Moreover, the travelling costs of Ambassador Clusters to IoT4Industry events will be at the charge of the Ambassador Clusters.

## Confidentiality issues

The Ambassador Clusters will only receive non-confidential information, so that they can act as a multiplier of reached stakeholders without risking infringement of confidentiality.

## Reporting requirement:

Ambassador Clusters will be asked to provide – light – reports on their dissemination activity to the consortium partner inno TSD to enable a follow up. This reporting will be included in the dissemination and communication activities report.

## Access right

The Ambassador Clusters will not be granted any Access Rights to the project results, since they are neither a Partner of the Consortium nor an Affiliated Entity of the Consortium.

## Contact points for the ambassador clusters

Ambassador Cluster have privileged access to following Consortium members (primary contacts) but can get in touch with any of the IoT4Industry team partner.

Primary contacts:

Eva Fadil: e.fadil@inno-group.com

Hubert Santer: h.santer@inno-group.com

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# 8. Annex B: Application form for Ambassador Clusters

## AMBASSADOR CLUSTERS OF THE IOT4INDUSTRY PROJECT – APPLICATION FORM

IoT4industry is a H2020 project aiming at connecting ICT SMEs having capacities in IoT with manufacturers and manufacturing SMEs. Details can be found in the Terms of Reference for Ambassador Clusters and on https://www.iot4industry.eu/.

### 1. Confirmation of Participation

**We confirm that we would like to be an Ambassador Cluster of the IoT4Industry project.**

☒ Yes ☐ No

Contact person (name, position):

Contact email:

### 2. General Information

*The information in this section will be published on the IoT4Industry website www.iot4industry.eu and in the reports (public/confidential) of the IoT4Industry project. By providing this information, you agree to such publication.*

Organisation name:

Website:

City, Country (*if multiple please list all that are in the EU*):

Short description (*please describe your cluster in a few lines*):

Logo (insert here or send it by email to e.fadil@inno-group.com, if possible in high resolution):

Which sector/thematic area (e.g. ICT/IoT/Nanotechnology/Manufacturing) is your organisation active in?

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## 3. Involvement in the activity

*The information below will not be made publicly available and will exclusively be used for the purposes of the IoT4Industry project.*

**Would you contribute to the Network with outreach activities (e.g. disseminating IoT4Industry calls to your members, networks, etc.)?**

☒ Yes ☐ No

Please shortly describe your outreach channels and the target groups (including numbers) you can address through each channel.

*For example: "Target groups XXX will be reached through: Website, Social media, Dissemination database, Internal Newsletter, Relevant network(-s), etc."*

---

**Would you eventually be interested in providing additional support (besides the outreach activities)?**

☐ Yes ☐ No

If yes, please state possible means of support:

| | | |
|---|---|---|
| Venue for services: | ☐ Yes | ☐ No |
| Provision of a trainer: | ☐ Yes | ☐ No |
| Acting as an advisor: | ☐ Yes | ☐ No |
| Bringing business opportunities: | ☐ Yes | ☐ No |

Other (please specify):_____

**Please indicate in which activities of IoT4industry you have specific interest, i.e. on which activities you wish to get privileged access to information for your members and/or staff?**

*For example: "We are notably interested in: Open Calls, Participating in matchmaking and / or training events, etc."*

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**Do you have any specific request or remark concerning the IoT4Industry project?**

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**Date & Place:** **Signature:**

***Thank you! The IoT4Industry Team***

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