DIGITBRAIN

D8.1- Dissemination plan and project public website

WP8 - Communication and Outreach

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Version:	v.final
Date:	30.12.2020
Due Date:	M6
Dissemination Level:	PU

Document history and quality check

Document History

Version	Date (DD/MM/YYYY)	Created/Amended by	Changes
01	22/12/2020	CSME	First draft of the deliverable
02	28/12/2020	CSME	Final revised version after quality check
final	30/12/2020	PNO	Final format check

Table 1: Document history

Quality check review

Reviewer (s)	Main changes
Carolina SALAS (PNO)	Template format check, providing suggestions about some contents of the document
Marco Barbagelata (STAM)	Template format check, providing suggestions about some contents of the document

Table 2: Quality check review

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List of abbreviations and definitions

Abbreviation	Definition
AE	Application Experiment
CA	Consortium Agreement
CI	Corporate Identity
CSME	cloudSME
DB	DIGITbrain
DIH	Digital Innovation Hub
DoA	Description of Action
EC	European Commission
H2020	Horizon 2020
FBA	FundingBox Accelerator
FSTP	Financial Support to Third Parties
GA	Grant Agreement
GDPR	General Data Protection Regulation
I4MS	ICT Innovation for Manufacturing SMEs
IA	Innovation Action
JRC	Joint Research Centre
KPI	Key Performance Indicator
SEO	Search Engine Optimization
WPx	Work Package x

Table 3: List of abbreviations and definitions

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Executive Summary

Work Package 8 for "Communication & Outreach", which is led by the startup cloudSME, is mainly responsible for most project activities targeting the communication, dissemination and exploitation of the project and its outcome. Since all project partners have person months (PM) in this Work Package, cloudSME will also moderate and design internal communication and request support from them.

This deliverable will give an overview of the objectives and tasks in Work Package 8, how communication and dissemination activities have been executed in the first project period and then outline DIGITbrain's strategy for Communication and Outreach in order to promote the first open call. The description of recent activities will include the set-up of all necessary communication channels (website, newsletter and social media) as well as their success statistics. Further it will list first dissemination activities by all participants as well as publications. All targeted communication goals have been successful reached in this period. The description of the strategical approach for communication and outreach will predominantly focus on the planning of the first Open Call and Communication (internal) with experiments that result from it.

1. Communication and Outreach Strategy

The aim of the dissemination activities within the DIGITbrain project is to address all potential stakeholders and inform them about the results of the project. These stakeholders can be **users of the DIGITbrain solution** - either in the form of **application developers**, users of the actual product developed in the use-cases by using the DIGITbrain technology or Digital Innovation Initiatives. To maximise the impact, WP8 will target **multiple external stakeholders**: Internal multipliers, like the Digital Brain **Network of DIHs**, and external multipliers, like national and **European DIHs**, potential investors interested in investing into a technology or solution developed by DIGITbrain, policy makers and external multipliers (regional innovation initiatives, business associations) influencing targeted industries, **manufacturing machines developers and vendors, Digital Twin technology providers, manufacturing SMEs academia and the wider public.** The major focus will be on DIHs, machine developers or vendors and manufacturing SMEs.

1.1. General approach

ICT-enabled solutions are advanced digital technologies that support manufacturing companies in improving their innovation, efficiency, and competitiveness. Nevertheless, some of these advanced digital technologies also require advanced manufacturing technologies (e.g. 3D printing, laser technology, Industrial IoT (IIoT), CPPS, robotics), in order to be effectively adopted within real industrial environments. This renders a limitation for manufacturing SMEs, which might not have access to advanced manufacturing technologies and therefore cannot fully exploit the potential of advanced digital technologies. The communication approach therefore aims at demonstrating that "Manufacturing as a Service" is a smart business model that aims to democratise the access of advanced digital technologies and advanced manufacturing technologies to manufacturing SMEs. To achieve acceptance within the envisaged target groups it is important to gain trust in DIGITbrain project and European Innovation in general, by

- showing the concrete use for SMEs by leveraging the experiences from 21 application experiments that will be implemented in this project (success stories).

- pointing out that DIGITbrain project builds on the experience and technology from powerful European research and development.

- using DIHs as important multipliers for the DIGITbrain message. They will function as regional, trustable players that will accompany the project from the starting phase and will support manufacturing SMEs within the project and their regions.

Figure 1: DIGITbrain stakeholders

Therefore, the DIGITbrain communication approach will – dependent in the respective content – target a range of groups, from DIHs as a starting point and regional representative for DIGITbrain Project to the wider public when it comes to the general positive effects of European R&D (**Figure 2**).

1.2.   Dissemination Channels & Tools

The dissemination strategy will make use of a bunch of channels and tools, in order to successfully address the dissemination goals and to reach the above identified stakeholders:

- Website: An own website is more important than a physical address today. WP8 set up a website which will be the main tool to communicate project information and manage interested parties. The website will be the first stop for getting information and make contacts and will therefore offer all relevant functions. The website of course will continuously be updated regarding project results, application experiments, events, and downloads, which will as a second effect also improve the visibility of the project, as search engine results reward "living websites" (and a wealth of relevant keywords).

- Social media: Blogging and tweeting in social networks are the fastest channels to reach the public based on the information they're interested in.

- Newsletter / contributions to external newsletters: DIGITbrain set-up a newsletter which will be sent out quarterly and WP8 will furthermore frequently contribute to newsletters of umbrella organizations (e.g. I4MS, DIH.net) or business associations to make sure, project information is widely spread and the relevant target groups are targeted.

- Press releases: Several press releases will be launched every year to disseminate the project results and open calls in particular towards the general public, the target groups envisaged and the specialised media. Press releases will be associated to launching open calls, and also to finishing an experiment cycle to communicate results and major achievements (especially wider impact).

- Public dissemination material: Brochures, leaflets, posters, white papers, etc.

- Demos and visual media: Live and/or pre-recorded demonstrations will be created to show the use and applicability of DIGITbrain outcomes and applying successfully to the Open Calls, especially to showcase the results of successful application   experiments.

- Conference presentations: Presentations in specific conferences and events targeting manufacturing   end-users of the technology.

- Scientific publications: Scientific publications in high profile journals and conferences to disseminate the results of the project towards the scientific community, especially towards academia and developers.

- Journals and magazines: Popular journals and magazines especially in the domain of the use-case demonstrators will be targeted and CSME will try to reach publications by

submitting press releases and text proposals which have been produced in collaboration with the technical project partners.

- Videos: WP8 will strive for video production about the project, which usually includes interviews of project members (testimonials, Q&A). Due to the outbreak of the COVID-19 Pandemic this task could be affected negatively, because the opportunities for physical on-site meetings are restricted.

1.3. Dissemination KPIs

The following table lists the tasks and Key Performance Indicators (KPIs) to fulfil by Work Package 8. The current status of the respective task can be seen in the very right column of each table. The tables are displayed here to give an overview on the current status, a more detailed description of the concrete work done to achieve these tasks will follow in the respective chapters below.

Objective & due date	Channel	Actions & KPI	Status M6
Business image & 1ˢᵗ awareness (M1-6)	Corporate Identity	Logo, templates, website and other communication channels will be created	done
	Web page	Purchase of domains & implementation of website	done
	Social media	Set-up of a LinkedIn, Twitter presence, & Facebook channel	done
	Public dissemination materials	At least - 2 Brochures - 4 posters or roll-ups (e.g. for event marketing) - 1 white paper - 2 project videos - 11 scientific publications (tbd by project participants)	Tbd. throughout project durance
	Press material	Press releases: at least 4, up to 10, including translations to other languages, Articles in magazines: up to 5	- 2 press releases (German & english) - Article: tbd for Open Call
	Dissemination Events	Self-organised: at least 2 large dissemination events, launch	- Tbd

Objective & due date	Channel	Actions & KPI	Status M6
General dissemination (M1-M42)		event Attended: up to 12 relevant events (conferences / workshops)	- one event attended in Dec 2020
	Online Marketing	Continuous search engine optimization of the website, Including online updates on project progress at least 1 social media posts a week use of web analytics	In progress, tbd.
	Newsletter(s)	Newsletters: once a month & Contribution to external newsletters	Ongoing work (contributions to I4MS & DIH Bulletin in the last months)
	Press campaigns	PR to be published in media (print, radio, press, TV) At least 10 press releases (s.a.)	Tbd regarding to the Open Call
General dissemination (M1-M42)	Presentations	At least twice a year relevant business conferences to be attended.	Presention with C2T @ Industrie Summit 4.0
Collecting user feedback (M1-42)	Trustworthy online survey tool	Run two surveys during the project to get knowledge exploitation and contributing to commercialisation and sustainability	Tbd.

Objective & due date	Channel	Actions & KPI	Status M6
Training of potential end-users (M13-18/24-30/36-42)	User manuals /training material	Creation of User guides and manuals to be published on the website, to be updated continuously	tbd
	Demos /Tutorials	Frequently: whenever possible	tbd
	Webinars	Organisation of up to 6 webinars to provide a flexible and quick information tool and increasing attention by having a freemium offer.	Tbd prior to Open Call (at least 2)
	Physical training events	At least three physical training events will be organised (one initial and one for every wave of open calls).	tbd

Table 4: Dissemination KPIs

1.4. Communication & Outreach Milestones

Milestones in WP8 foresaw the implementation of a public project website (**Table 5**), which has been achieved by month 3 as required. More on this task will be detailed in the relevant chapter further below.

Milestone number	Milestone title	Lead beneficiary	Due date in months
MS2	Project public website is available	CSME	3

Table 5: Dissemination milestones

The following tables list the tasks and KPIs to fulfil by Work Package 8. The current status of the respective task can be seen in the very right column of each table. The tables are displayed here to give an overview on the current status, a more detailed description of the concrete work done to achieve these tasks will follow in the respective chapters below.

2. Dissemination activities and results until M6

The following chapter will describe work done during the last months, involving all partners of the project.

2.1. Corporate Identity of DIGITbrain

In order to build the DIGITbrain brand the initial step of course should be to define the general look and feel, which then can be taken up by all channels and material created within the project. This coherent view will be important to make the project recognisable.

2.1.1. Logo and Claim Creation

First of all, the Logo of the DIGITbrain project has been created and provided to cloudSME by project coordinator PNO Group in the following formats: .png, .jpg and .ai.

The logo (**Figure 2**) shows a human brain that is splitted in two halfs, one showing the drawing of a real brain and the other indicating its digital counterpart by rectangles of different sizes that can be associated with computer pixels.

Figure 2: DIGITbrain Logo

Therefore, the idea of the Digital Brain is very well transported by the picture. The futuristic font style underlines the idea of an innovative research and development project. The main colours of the logo are a dark turquoise (Hex Code: #44ab99) and black (#000000). The rectangles of the digital brain contrast each other by fanning out in lighter shades of the original turquoise with the lightest shade being defined by Hex Code #b1d4cb. The colour codes shown below can be used for further graphic material. cloudSME animated the logo for the project website which further underlines the professional appearance of the project.

DIGITbrain colour codes

DIGITbrain colours	R	G	B	C	M	Y	K	Hex code
Dark Turquoise (main colour)	68	171	152	70	8	47	0	#44ab98
Turquoise, 1st shade	88	176	160	66	8	44	0	#58b0a0
Turquoise, 2nd shade	119	185	171	57	8	38	0	#77b9ab
Turquoise, 3rd shade	108	182	167	61	8	40	0	#6cb6a7
Turquoise, 4th shade	143	195	183	49	7	33	0	#8fc3b7
Turquoise, 5th shade	160	203	193	42	6	28	0	#a0cbc1
Turquoise, 6th shade	177	213	203	36	4	24	0	#b1d5cb
Warm Black (main colour)	3	3	5	89	78	61	95	#030305

Table 6: Colour Code of DIGITbrain's Logo

2.1.2. Creation of templates

Templates have been created (in both, .docx and .pptx format) for press releases, deliverables and presentations. All templates include the logo shown above and meet the standard requirements (letterhead, contact, classical structure of a scientific paper, etc.) of each of the named documents. Templates shall be used by project members for the respective purpose. See an example picture of the presentation template below.

Figure 3: Presentation template to be used by project members at events

2.2. Website

Website: www.digitbrain.eu

The website has been implemented before the end of month three (MS2) and made available under this domain to project members. The website is responsive and is developed based on the news tendencies regarding accessibility. It takes up the logo colours and contains the following menu points (sub sites) for the beginning.
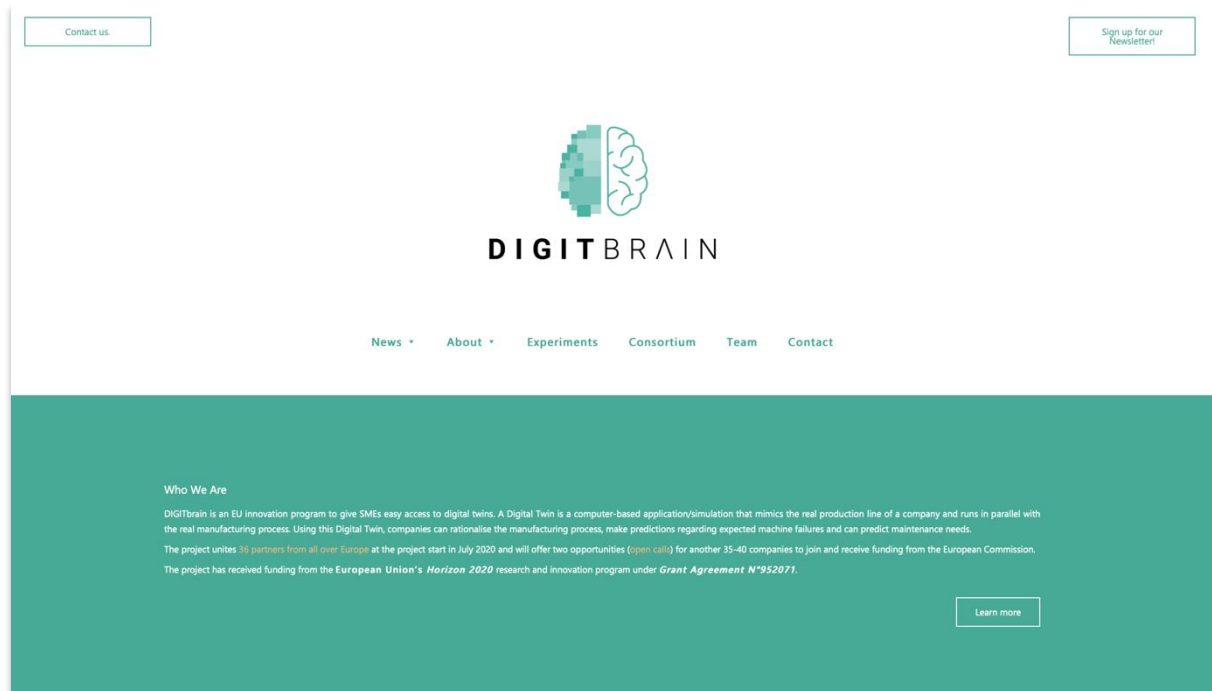

Figure 4: DIGITbrain Website - Homepage

News: This menu point links to the DIGITbrain blog which will regularly be updated to inform the public about the project news. This section also has a SEO function in particular, in order to increase the traffic on the website.

- **Press**: This point in the "News Drop-down menu" provides the most recent press material including the project logos for download.

- **Newsletter**: This point in the "News Drop-down menu" provides the double opt-in registration process for the newsletter.[1]

About: This section with its three sub menu points gives an overview on the project and its purpose. The sub menu highlights the Open Call dates (information to be updated), an outlook

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[1] cloudSME will make sure, that all user data queried and processed by the project's communication channels will be handled obeying the European General Data Protection Regulation (GDPR). For more details on this subject, please have a look at deliverable D10.2 "Data Management Plan" which was compiled by WP10 with support from project members.

on the Digital Marketplace for Manufacturing as a Service (MaaS) and a section reporting on the support Digital Innovation Hubs provide from the Open Call to the technical realisation of the experiments later on.

- **Open Calls:** This section gives a first overview on the Open Call procedure and time plan. This subsite will be the most important to be updated during the next weeks.[2]

- **Digital Marketplace for MaaS**: Introducing the later outcome of the project, the Digital Marketplace for Manufacturing as a Service.

- **Digital Innovation Hubs:** Providing an overview and contact data to the Digital Innovation Hubs.

Experiments: Currently this section provides a short introduction on the purpose of experiments in the DIGITbrain project, including the opportunities for manufacturing companies.

Consortium: This menu point leads to an overview of all 36 current project partners displaying their logos and linking their websites. Showing how many participants already join the project will generate trust in the project.

Contact: This sub site provides the legal information, contact addresses and a contact form to ease contact making.

As mentioned above, the website will continuously be updated regarding project results, open call information, application experiments, events, and downloads.

Team Site: www.digitbrain.eu/team

The project website meanwhile has been extended by a team site introducing the team, which has been realised in collaboration with the other project participants and will be further developed and kept up-to-date. The team site has been kept open, meaning all project members are encouraged to give the project their face. Find a screenshot of the team site at Annex I.

2.2.1. Website analysis

Google analytics show the following numbers for the last 5 and a half months:

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[2] This task requires further reconciliation between FCTA, which will be responsible for Open Call organisation within DIGITbrain Project and CSME.

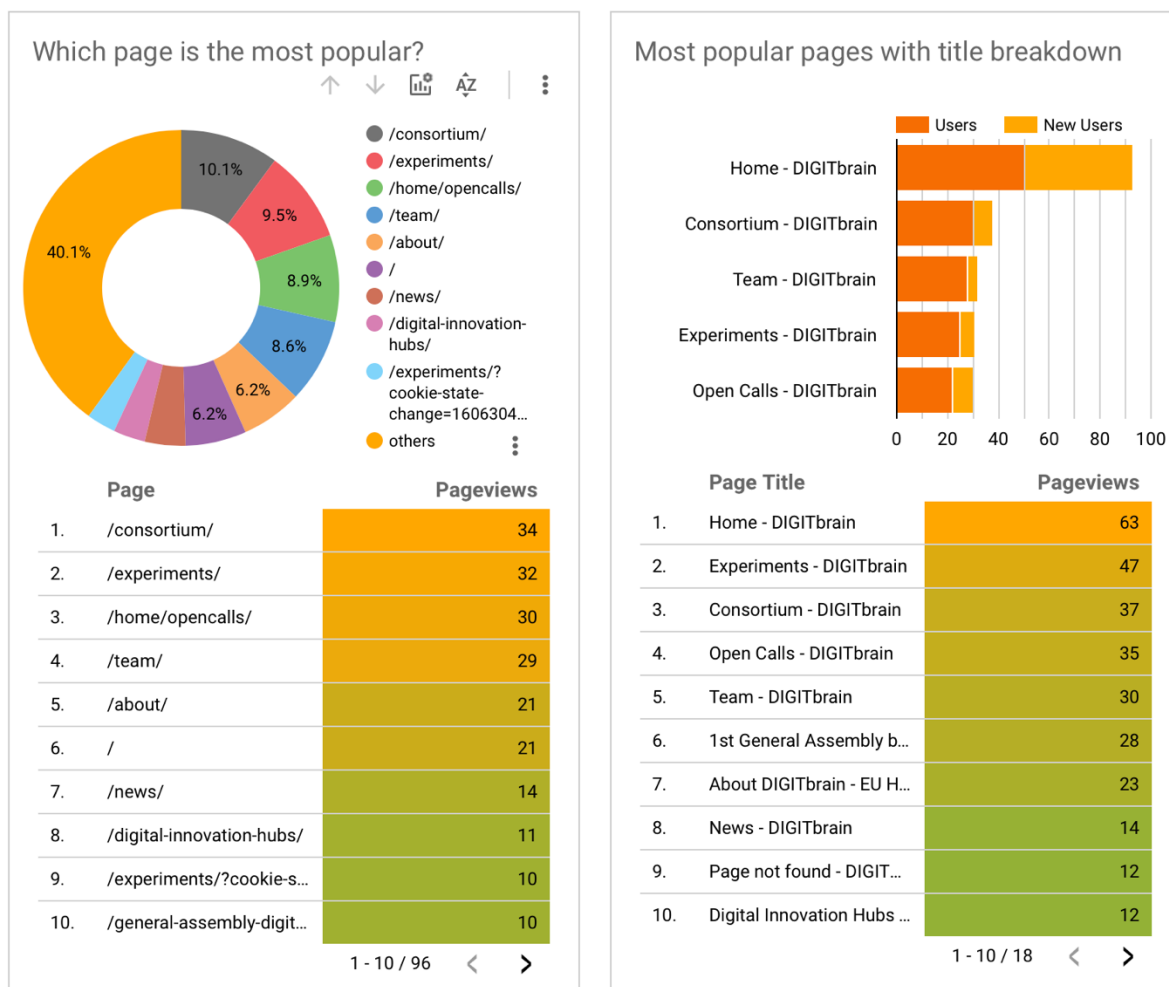*Figure 5: Page visits last 90 days - most popular pages*

The numbers show (**Figure 5**) that except from the homepage, which should be the website landing page in most cases, the open call subpage has been one of the most visited pages in the last 90 days. Only the consortium and the experiments page got more hits. For this analysis it is important to know, that website admins have been excluded from these numbers. This means that their repetitious visits are not counted. Thus, this can be interpreted as external visitors already gained knowledge about the project and already showed interest in the project's open call.

On average visitors spent 1:30 minutes on the web page in the last month (**Figure 6**), which is a good indicator that people actually read the information on the website and were interested in the content of DIGITbrain.
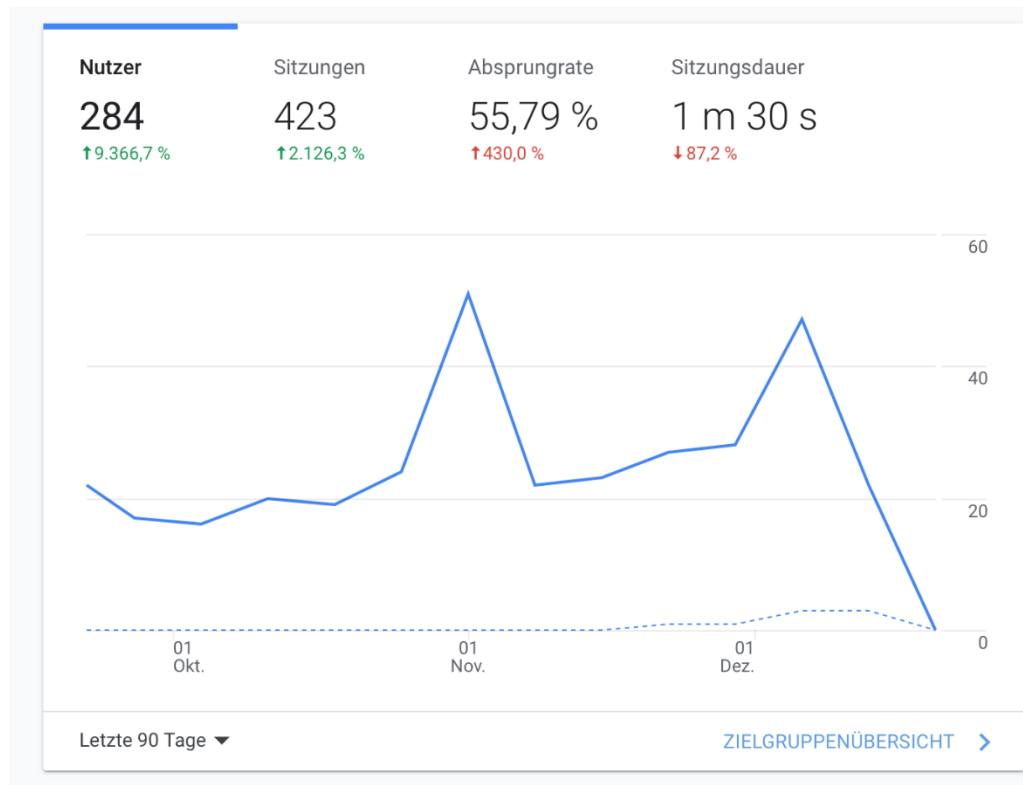
Figure 6: Sessions and bounce rate during the last 90 days

2.3. DIGITbrain Newsletter

The DIGITbrain newsletter will be issued quarterly for the purpose of internal and external project communication. It minimally features two news articles which will be added to the website in advance. There will further be a section for special announcements, like events of other I4MS Open Calls. An advertising banner at the bottom also features information that are considered to be helpful for the project members. So far there are 67 subscribers to the newsletter which are mostly project members. As the project progresses, cloudSME will strive to particularly approach and win external parties for the newsletter. Project participants were and will be encouraged to report about their dissemination activities, so that they can be featured in the upcoming newsletters. The following newsletters of course will be predominantly dedicated to the first Open Call.

2.3.1. Newsletter 1 / 2020

The first DIGITbrain newsletter (**Figure 7**) reported about two of the back then latest events, that DIGITbrain was featured at. The first article reported about a first collaboration between DIGITbrain and Change2Twin project which was initiated by Change2Twin, which is another project from I4MS phase 4. In this course Andreas Ocklenburg, from cloudSME had the opportunity to present the first DIGITbrain Open Call at the German-speaking "Industrie Summit 4.0" which was a digital event due to COVID-19, this year.

The second article highlighted a presentation held about DIGITbrain by PNO. Ron Weerdmeester, staff member from Project Coordinator PNO Group, presented DIGITbrain as

best practice example at "L'officina di Fabbrica Futuro" (The Future Factory Workshop) and discussed about synergies between innovation intelligence & European grants towards the Factories of the Future. The workshop examined the technological and cultural tools that will enable us to plan the future of our factories with experts and industry representatives in a rapidly diversifying environment.

Figure 7: Newsletter 1 /2020

Newsletter 1 / 2020 Open Rate

The newsletter tool used by cloudSME also delivers user behaviour statistics (**Figure 8**). The newsletter opening rate is collected through a so-called tracking pixel. This is a one-pixel image that is "hidden" in the newsletter and whose download is counted. The click rate is determined by creating links in the newsletter as tracking links. In this way, every click is recorded. The first newsletter was opened by more than the half of the receivers. In general, an open rate of 25 % is considered to be good. A click rate of 8.57% though indicates, that the incentive for clicking should be increased by better content and / or presentation.
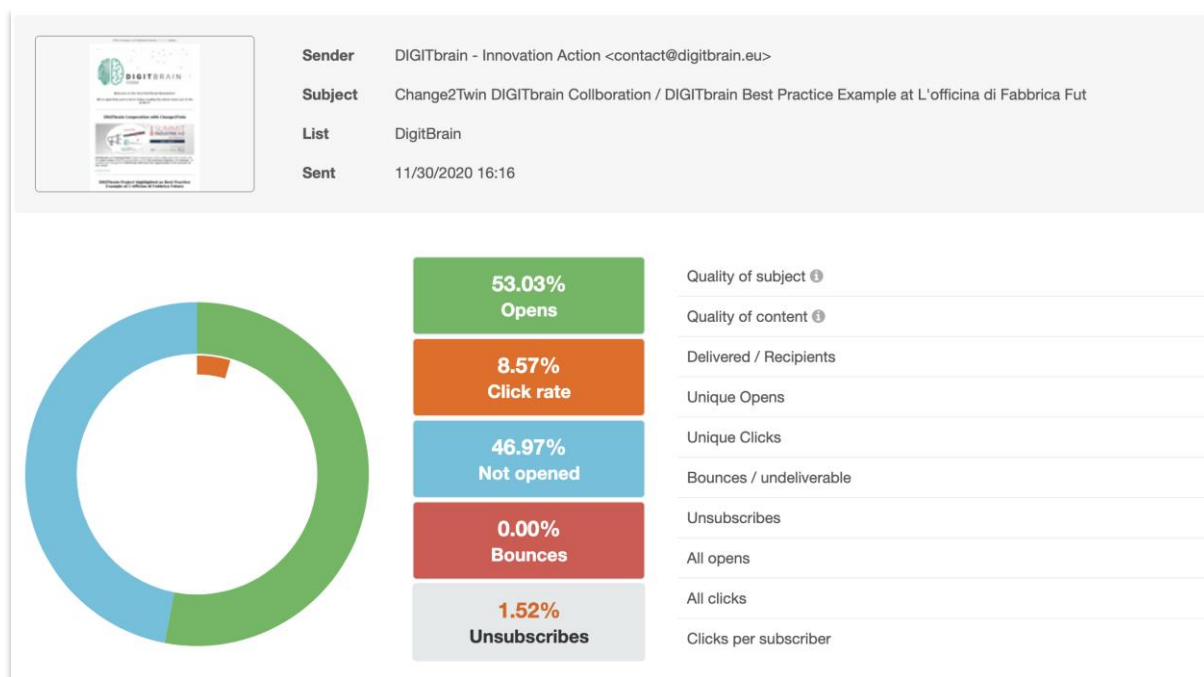
Figure 8: Newsletter 1 / 2020 Open Rate

2.3.2. Contributions to external newsletters

In this first project period cloudSME was in close contact with I4MS in order to receive their support. In the course of this task, WP8 had the opportunity to contribute to several newsletters, such as the I4MS newsletter in October and the DIH.net News Bulletin in November.

2.4. Social Media Channels and Activities

The fastest option to spread your news and also the place where you can reach a lot of people based on their interest are social media. For professional purposes the most important social media channels are considered to be Twitter, LinkedIn and Youtube.

For DIGITbrain accounts have been set up on Twitter, LinkedIn, Spreadsheet and Facebook, so far. Another profile on Youtube will follow, although this hasn't been initially stated in the Grant Agreement. However, since video contributions from project partners are expected to

be realised as the project progresses, a Youtube channel will be necessary to handle this content. Furthermore, Youtube can be considered as one of the most important channels to put ones message out there today, not only does it belong to Google, but it also has become one of the most important search engines itself, today.[3,4]

2.4.1. Twitter

The DIGITbrain Twitter account currently has 92 followers which is quite good for the first project months, taking into consideration that the prospected number of followers until M15 were a hundred followers. So far 15 Tweets have been sent out from the DIGITbrain Twitter profile, including five retweets.

The Twitter account is available here: https://twitter.com/digitbrain_EU

Figure 9: DIGITbrain's Twitter Profile

Tweets are spread by using hashtags, the pound sign (or hash) turns any word or group of words that directly follow it into a searchable link. This allows to organize content and track

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[3] Wagner, Adam (2017), Are You Maximizing The Use Of Video In Your Content Marketing Strategy? Forbes Magazine, https://www.forbes.com/sites/forbesagencycouncil/2017/05/15/are-you-maximizing-the-use-of-video-in-your-content-marketing-strategy/

[4] Global Reach Blog (2020), The 2nd Largest Search Engine on the Internet, retrieved from https://www.globalreach.com/blog/2020/01/28/the-2nd-largest-search-engine-on-the-internet (last access 15.12.2020).

discussion topics based on those keywords. Therefore, it is a very good tool to place your content among the right target group. Therefore, it is important to find the right Hashtags that address a relevant number of people but are not too general to be useless. Often a combination of more specific and more general Hashtags can do the job.

For the beginning, the following trending hashtags were mostly used to introduce DIGITbrain and increase the impact of its tweets:

#industry40
#digitaltwin
#digitalbrain
#H2020
#EUFunding
#additivemanufacturing
#AI

Table 7: Suitable hashtags used so far by DIGITbrain's Twitter Account

Table 8 below lists the history of reporting on twitter during the last months. Tweets on average reached 8,5 likes and were shared 4,9 times, which is quite good. An average of about 2 tweets a month increased the reach of the Twitter profile, as the rising number of tweet impressions indicates (**Figure 10**) and entailed an increasing number of profile visits (**Figure 11**). The increase of profile visits at the beginning of the project comes along with an increasing number of new followers at the same time which was clearly caused by the fact that the profile has been introduced to project members who then decided to follow it.
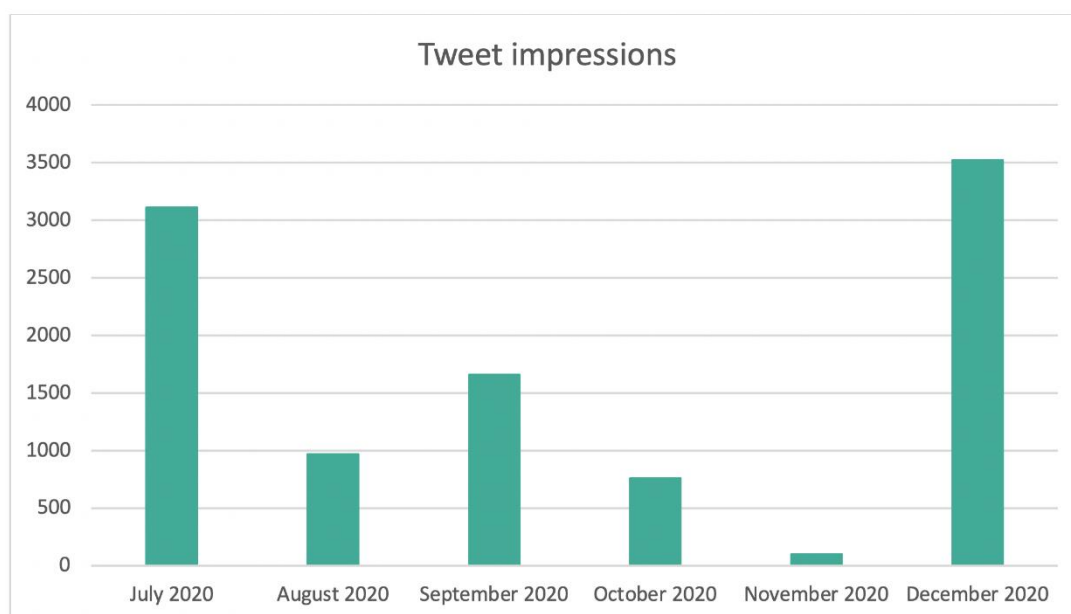
Figure 10: Tweet impressions

However, Figure 12Error! Reference source not found. shows that the numbers of followers grew constantly over the months as mentions by other profiles did as well. This indicates that DIGITbrain is interesting to people and they talk about it. Of course, the number of followers includes many project members who have been requested to spread the word for DIGITbrain. This numbers should be increased as the project involves, especially with regard to the open call.
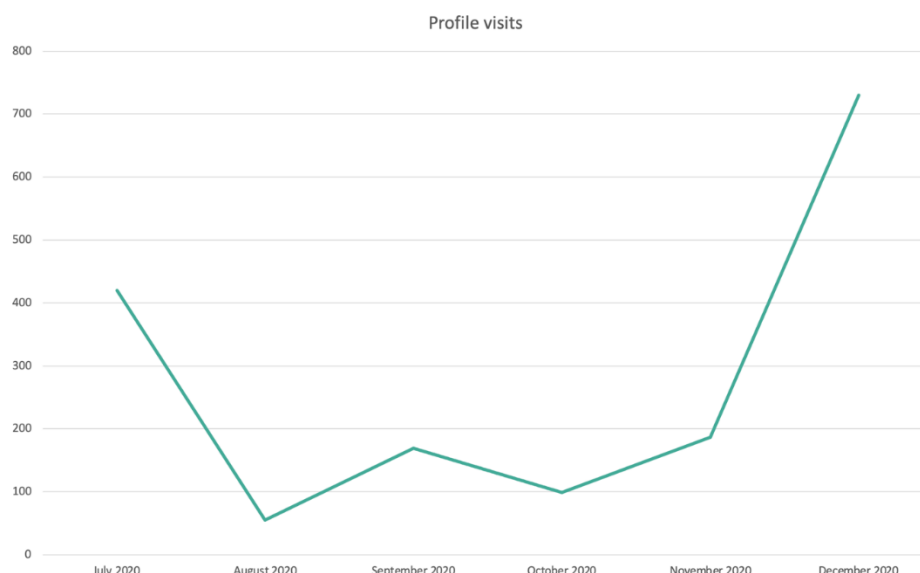
Figure 11: Twitter profile visits
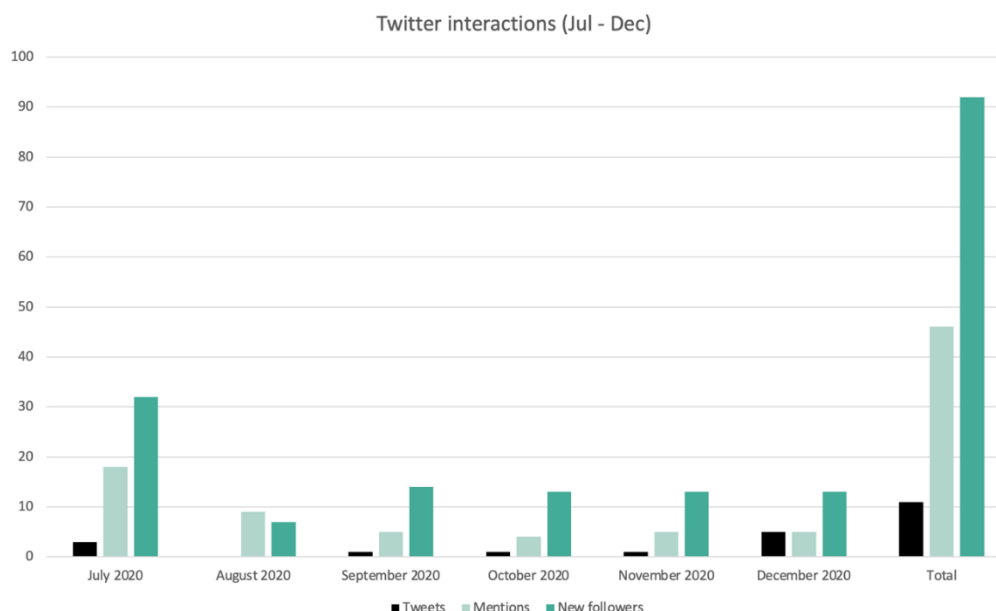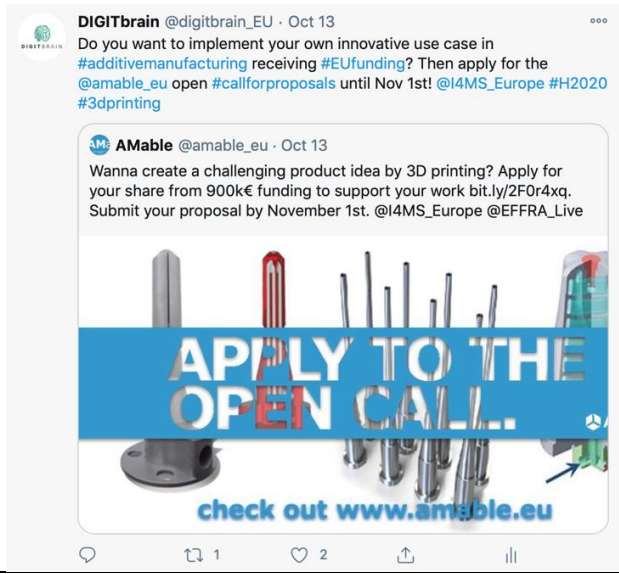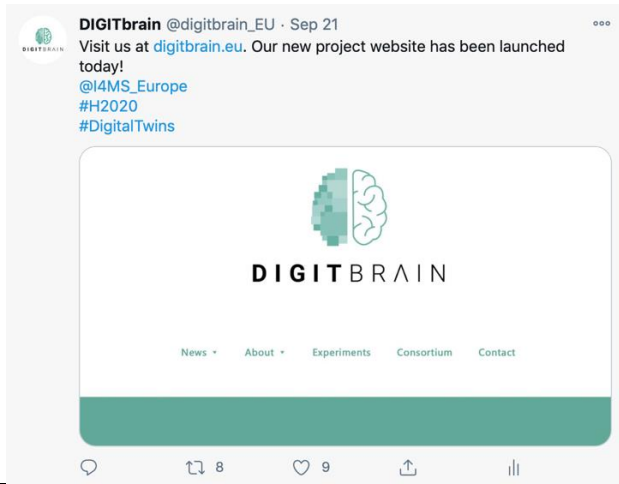
Figure 12: Twitter interactions - tweets, mentions, followers - July-December 2020

Date &Topic	Tweet	Profile	Likes	Retweets
Dec 10th 2020 – Announcement of a DIGITbrain presentation (interested parties could still register)	DIGITbrain @digitbrain_EU · Dec 10 #DIGITbrain Project will be part of #Industrie40 Summit, today! We're excited about this opportunity on invitation of #Change2Twin @I4MS_Europe Project & hope, @andreas1608 will convince u to build ur own #digitaltwin with us! Register freely: cutt.ly/GhTbN6o #OpenCall	DB	4	1
Dec 9th 2020 – Announcement of the recent newsletter	DIGITbrain @digitbrain_EU · Dec 9 How to build your own #digitaltwin with DIGITbrain or #Change2Twin Project? Read more in our recent newsletter: cutt.ly/khTuMDZ #H2020 #Digitalbrain #AI @I4MS_Europe #ManufacturingAsAService	DB	5	6

Date &Topic	Tweet	Profile	Likes	Retweets
Dec 9th 2020 - Announcement of DIGITbrain 1st General Assembly	**DIGITbrain** @digitbrain_EU · Dec 9 After six months, our project members are busy getting ready for our first General Assembly! 🔥 PS The #OpenCall is coming soon! - Make sure you don't miss it! 😎 digitbrain.eu/general-assemb… #digitalsolutions #futureofwork #Manufacturing #H2020 #innovation #news #IoT #IIoT #EU ♡ 10 ♡ 6	DB	6	10
Dec 3rd 2020 – German announcement of a DIGITbrain presentation (interested parties could still register for the German event)	**DIGITbrain** @digitbrain_EU · Dec 3 Wie können KMU von #digitaltwins profitieren? Gemeinsam mit dem @I4MS_Europe #H2020 #Change2Twin Projekt stellen wir unsere Support-Strategie f. #kmu beim Industrie Summit 4.0 am 10. Dezember vor! Die Veranstaltung ist kostenlos, zur Anmeldung geht's hier: einladung.cc/industrie40/su… ♡ 1 ♡ 2	DB	2	1
Dec 3rd 2020 - Announcement of a DIGITbrain presentation (interested parties could still register)	**DIGITbrain** @digitbrain_EU · Dec 3 How can SMEs build their own #digitaltwin with #EUfunding? Learn more at German-speaking Industrie Summit 4.0! Both @I4MS_Europe projects, DIGITbrain & #Change2Twin will join forces & present their support strategy f SMEs. The event is free, register here: plattformindustrie40.at/5-summit-indus… ♡ 2 ♡ 1	DB	1	2

Date &Topic	Tweet	Profile	Likes	Retweets
Nov 18th 2020 - Announcement of a DIGITbrain presentation at L'officina di fabbrica futuro	**DIGITbrain** @digitbrain_EU · Nov 18 In his speech at @EdizioniEste, @ronweerdmeester from @PNOconsultants will discuss about synergies between innovation intelligence & #Europeangrants towards the #FactoriesoftheFuture and present DIGITbrain Project as best practice. digitbrain.eu/synergies-betw... L'OFFICINA DI fabbrica futuro IDEE E STRUMENTI PER L'IMPRESA MANIFATTURIERA CONVEGNO VIRTUALE 17-18 NOVEMBRE 2020 09.30 - 17.00 / 9.30 - 13.00 RON WEERDMEESTER 💬 ⟲ 1 ♡ 1 ⬆	DB	1	1
Oct 13th 2020 – Open Call Announcement of I4MS phase 3 IA Amable	**DIGITbrain** @digitbrain_EU · Oct 13 Do you want to implement your own innovative use case in #additivemanufacturing receiving #EUfunding? Then apply for the @amable_eu open #callforproposals until Nov 1st! @I4MS_Europe #H2020 #3dprinting **AMable** @amable_eu · Oct 13 Wanna create a challenging product idea by 3D printing? Apply for your share from 900k€ funding to support your work bit.ly/2F0r4xq. Submit your proposal by November 1st. @I4MS_Europe @EFFRA_Live APPLY TO THE OPEN CALL.. check out www.amable.eu 💬 ⟲ 1 ♡ 2 ⬆	DB	2	1
Sept 21st 2020 – DIGITbrain website available	**DIGITbrain** @digitbrain_EU · Sep 21 Visit us at digitbrain.eu. Our new project website has been launched today! @I4MS_Europe #H2020 #DigitalTwins DIGITBRAIN News · About · Experiments Consortium Contact 💬 ⟲ 8 ♡ 9 ⬆	DB	9	8

Date &Topic	Tweet	Profile	Likes	Retweets
Jul 20th 2020 _ Project Kick-off greeting participants who are on Twitter	DIGITbrain @digitbrain_EU · Jul 20 DIGITbrain Project just started and we'd like to give a warm welcome to our new partners: @ENIDESolutions @STAM_tech @SZTAKI_LPDS @Atos @Supsi_ch @UniofNottingham @AarhusUni @cloudsme_eu @ITAINNOVA @innominegroup @CTAndalucia @CTAndaluciaENG... #digitaltwins ￼14￼25	DB	25	14
Jul 20th 2020 _ Project Kick-off greeting participants who are on Twitter	DIGITbrain @digitbrain_EU · Jul 20 This is what events look like in times of #COVID19. DIGITbrain Project, coordinated by @PNO_IT has been kicked off with 36 partners on board. Welcome to @UniWestminster @imi_pmf_kg @montimage_fr @AgroIntelli @TampereUni @Fraunhofer_IGD @clesgo @CroomPrec_ @ULBSibiu @IMR_ie @DFKI ￼4￼10	DB	10	4
Jul 1st 2020 _ Newsletter registration on preliminary website available	DIGITbrain @digitbrain_EU · Jul 1 DIGITbrain project has just started and we're looking forward to our project kick-off meeting on 8 /9 July! More information will soon be available under digitbrain.eu. DIGITBRAIN Start date: 1st July 2020 ￼6￼11	DB	11	6

Table 8: Tweet history on Twitter / @digitbrain_eu

Project participants supported dissemination activities also by posts and tweets. A not exhaustive compilation of examples can be found in Annex III.

2.4.2.   LinkedIn

Since LinkedIn is considered to be the most important professional network its estimated to provide the most interesting contact opportunities relevant for DIGITbrain. WP8 created an open group on LinkedIn which can be joined by any interested parties. The group has up to now already gained 61 members and will be used as a tool for internal and external communication (**Figure 13**).
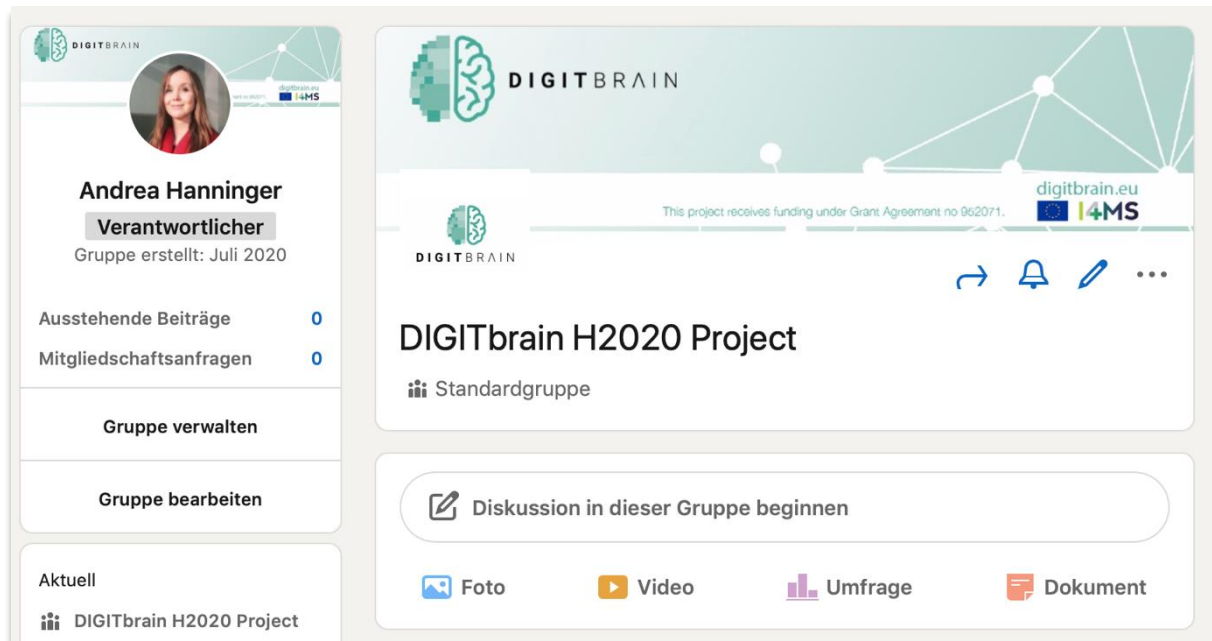
Figure 13: DIGITbain LinkedIn Profile

2.4.3.   Slideshare

cloudSME also created a Slideshare account (**Figure 14**) recently since the first project related presentations have been held. So far, the account has no subscribers. This is expected to change as content increases over the next months. The first official DIGITbrain presentation has been uploaded and made available under:

https://www2.slideshare.net/DIGITbrainProject/digitbrain-open-call-digital-twins-for-manufacturing
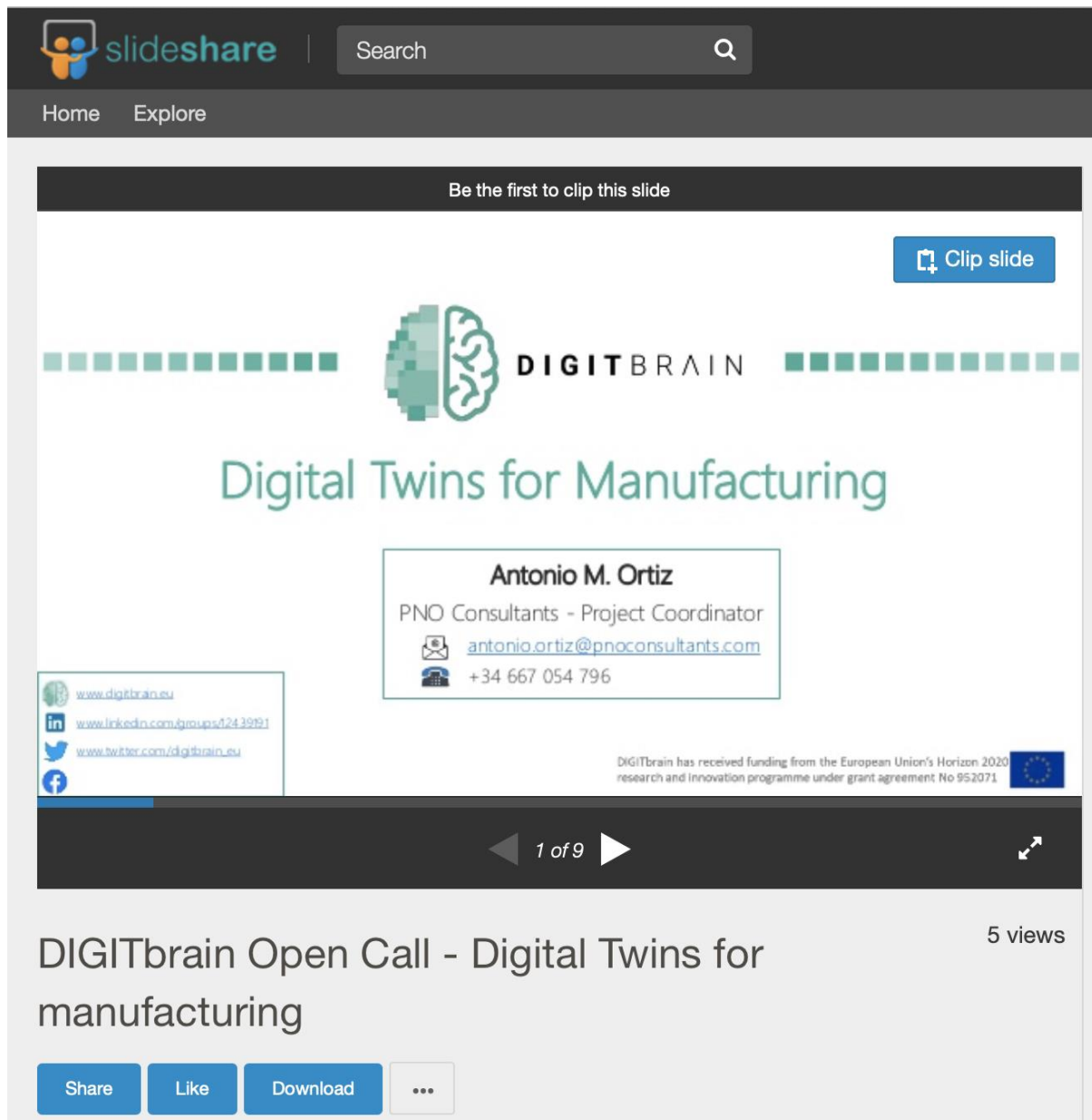
Figure 14: DIGITbrain account on slideshare

2.4.4.   Facebook

Since Facebook is a more private network which is not predominantly used to share business content, it is not considered to be the most important network for DIGITbrain. Facebook though is a network where many expect to find information. The DIGITbrain Facebook (**Figure 15**) account currently has achieved 16 followers which has to be improved during the next months. Overall, there have been 71 interactions with Facebook content during the last months. Facebook posts reached 66 persons on average and led to 3,3 klicks on average. For a detailed statistic on Facebook's posts reach also have a look at Annex II.

The Facebook account is available here: https://www.facebook.com/DIGITbrainProject
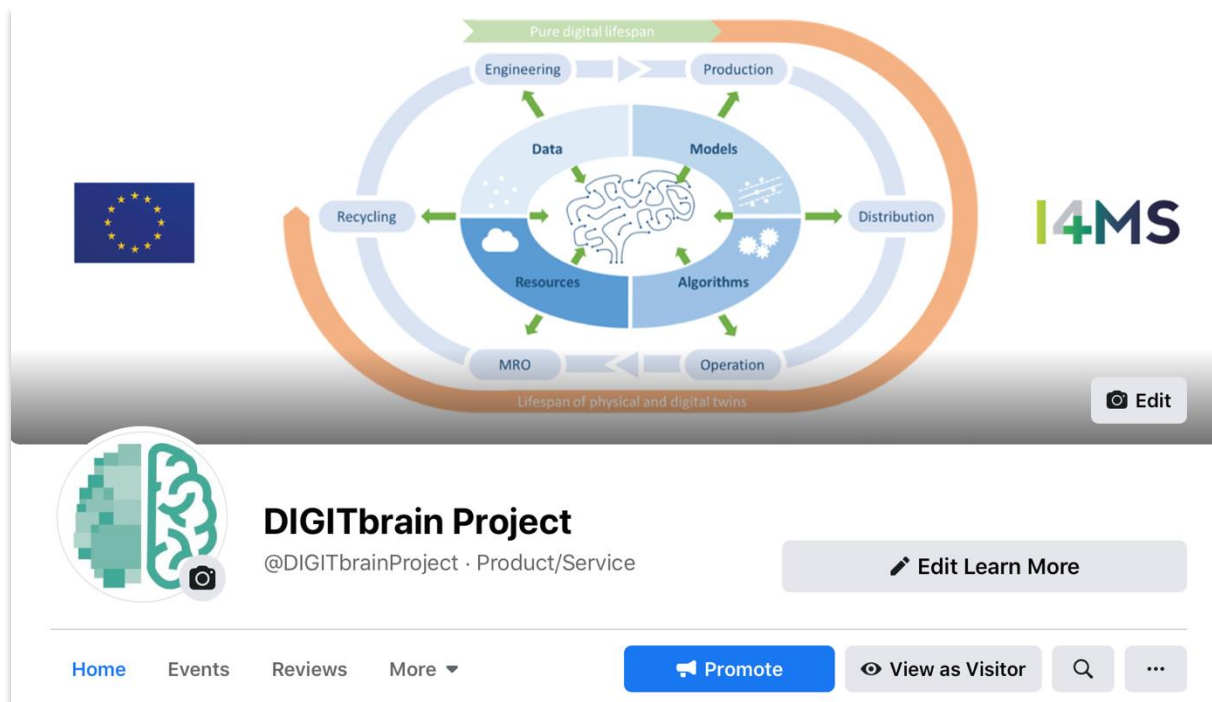
Figure 15: DIGITbrain Facebook profile

2.5. Social media meme campaign

An Innovation Action might be actually very busy and innovative behind the scenes, but though it has not always news to share with the public. In order to keep up conversation in these times, DIGITbrain members were asked to join our meme campaign. Those so-called Memes shall be used on social media (**Figure 16**), to constantly create some noise and provide an incentive to click. They show a quote of a DIGITbrain member which indicates why they took part. In this way they can act as a credible example for other targeted companies and make sure, there's constant noise about the project in social media.

At a later stage of the project, these memes may be used to share success stories about the project experiments, quoting experiment partners who completed their use case successfully.

Figure 16: DIGITbrain Testimonial Meme - to be posted in Social Media

2.6.   Social Media KPIs & results

With regard to social media channels Work Package 8 has to meet the following KPIs. Being six months into the project the numbers look quite good and cloudSME expects to be able to achieve the KPIs set by month 15.

Channel	Measurable Indicator	By M15	By M30	By M42	Status M6
Website	Average unique sessions	250	500	900	• 353 Visitors in Nov. 2020 • 117 Visitors in Dec. 2020 (01.—08.12., 12pm)
Newsletter	Number of receivers	100	250	450	67 (1,52% unsucscribes)
Facebook	Page likes for page	100	250	500	16 Likes, 13 Followers
Twitter	Number of followers	100	200	300	92
Slideshare	Average number of views per month in total	100	200	300	0
LinkedIn	Number of memers	30	100	200	55

Table 9: Social Media KPIs and preliminary results (M6)

2.7.   Press releases

cloudSME issued a press release for the Project Kick-off which was published by WP8 and many project partners. Press releases have been submitted to relevant multiplier organisations, cloudSME works with, to online magazines and press portals and have been published internally. The results on where information was published can be read in chapter 4.8.

Figure 17: Press releases /articles published - examples

2.8. DIGITbrain publications

The following list shows, where DIGITbrain press release / articles have reportedly been published.

2.8.1. Press releases and magazine articles

DIGITbrain partners have done a great job with regard to spreading project information. As depicted in the table 10, below, project information has been published by about 39 times in English, Spanish, Italian, Swedish and German so far.

Partner	Name of Publication	Date of publication	Place of Publication / URL
PNO	H2020 DIGITbrain: Digital twins for bringing agility and innovation to manufacturing SMEs	April 29th 2020	https://www.innovationplace.eu/news/h2020-digitbrain-digital-twins-for-bringing-agility-and-innovation-to-manufacturing-smes
PNO	PNO Consultants coordinates the H2020 DIGITbrain Project which has started on 1st July 2020	July 17th 2020	https://www.innovationplace.eu/news/pno-consultants-coordinates-the-h2020-digitbrain-project-which-has-started-on-1st-july-2020
Fraunhofer IGD	Digitale Zwillinge bringen Agilität und Innovation in produzierende KMUs, indem sie ein Netzwerk von DIHs mit einer integrierten digitalen Plattform ausstatten, die Manufacturing as a Service (MaaS) ermöglicht	n.a.	https://www.igd.fraunhofer.de/projekte/digitbrain
Fraunhofer IGD	Newsletter presentation of DIGITbrain project	n.a.	n.a.
The University of Nottingham	Nottingham researchers join €8m project to help SMEs adopt cloud-networked manufacturing	July 22nd 2020	https://www.nottingham.ac.uk/news/nottingham-researchers-join-8m-project-to-help-smes-adopt-cloud-networked-manufacturing
Start 4.0	European Project DIGITbrain	n.a.	https://www.start4-0.it/european-project/
Start 4.0	DigitBrain, il cervello digitale europeo (e genovese) dedicato ai processi di produzione	July 24th 2020	https://www.innovationpost.it/2020/07/24/digitbrain-un-cervello-digitale-per-la-replica-dei-processi-di-produzione/

Partner	Name of Publication	Date of publication	Place of Publication / URL
Start 4.0	DigitBrain: un cervellone digitale per le pmi in logica-as-a-service	Sept 23rd 2020	https://www.industriequattropuntozero.it/2020/09/23/digitbrain-un-cervellone-digitale-per-le-pmi-in-logica-as-a-service/
Start 4.0			https://www.progettocrescitadigitale.com/digitbrain-progetto-europeo-per-manifatturiero/
SZTAKI	DIGITbrain (Press release)	n.a.	https://www.sztaki.hu/en/innovation/projects/digitbrain
FCTA	DIGITbrain project will help SMEs to apply digital twins	Aug 5th 2020	https://www.corporaciontecnologica.com/en/sala-de-prensa/comunicados/El-proyecto-europeo-DIGITbrain-ayudara-a-las-pymes-a-aplicar-el-gemelo-digital/
FCTA	El proyecto europeo DIGITbrain ayudará a las pymes a aplicar el "gemelo digital"	Aug 5th 2020	https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/El-proyecto-europeo-DIGITbrain-ayudara-a-las-pymes-a-aplicar-el-gemelo-digital/
FCTA	DIGITbrain (Information in Spanish)	Oct 10th 2020	https://www.corporaciontecnologica.com/es/area-internacional/proyectos-europeos/digitbrain/
FCTA	DIGITbrain (Information in English)	Oct 10th 2020	https://www.corporaciontecnologica.com/en/area-internacional/proyectos-europeos/digitbrain/index.html
FCTA	CTA participates in more than 20 international projects	Oct 30th 2020	Spanish magazine "Andalucía Económica"
FCTA	CTA participates in eight new European projects in 2020	Nov 30th 2020	Spanish magazine "Agenda de la Empresa", focused on the business sector
FCTA	DIGITbrain project will help SMEs to apply digital twins (Press release)	July 10th 2020	"Red Innovagro" website (A collaborating partner of CTA in Latin America)
IMR	H2020 Innovation Action to Enable SMEs to Benefit From Digital Twins (Newsletter article)		https://us11.campaign-archive.com/?u=09fc77ad035ab468a882a93cc&id=b5711cd5db
IMR	DIGITbrain Introduction	July -Dec 2020	https://imr.ie/pages/digitbrain/
IMR	DIGITbrain Project has started	July 20th 2020	https://imr.ie/2020/07/20/digitbrain-project-has-started/
CSME	DIGITbrain: a new H2020 Innovation Action to build upon CloudiFacturing Technology	July 14th 2020	https://www.cloudifacturing.eu/digitbrain-new-h2020-innovation-action-to-build-upon-cloudifacturing-technology/

Partner	Name of Publication	Date of publication	Place of Publication / URL
CSME	cloudSME is partner of DIGITbrain Project - H2020 Innovation Action to Enable SMEs to Benefit From Digital Twins	August 2020	https://www.nafems.org/about/media/news/industrynews1003/cloudsme-is-partner-of-digitbrain-project---h2020-innovation-action-to-enable-smes-to-benefit-from-digital-twins/
CSME	DIGITbrain – ein digitales Gehirn für Unternehmen	July 13th 2020	https://cloudsme.de/digitbrain-ein-digitales-gehirn-fuer-unternehmen/
CSME	DIGITbrain – digital brain for companies	July 2020	https://cloudsme.eu/digitbrain-start/
CSME	DIGITbrain H2020 Project to support SMEs with Digital Twin Technology	July 2nd 2020	https://it.pr-gateway.de/digitbrain-h2020-project-to-support-smes-with-digital-twin-technology/
Consenses GmbH	DIGITBrain - Ein Knotenpunkt für Industrial Intelligence	n.a.	https://consenses.de/de/industrial-intelligence/digitbrain
DFKI	Aktuelle Forschungsprojekte: DIGITbrain	n.a.	https://smartfactory.de/forschung/
EGI	DIGITbrain 1st General Assembly	Dec 18th 2020	https://www.egi.eu/?s=DIGITBrain
UOW	The Research Centre of Parallel Computing's DIGITbrain EU H2020 project accepted for funding	April 3rd 2020	https://www.westminster.ac.uk/news/the-research-centre-of-parallel-computings-digitbrain-eu-h2020-project-accepted-for-funding?fbclid=IwAR0DPV7EZa-o1hOPpEAvSdAFLTlNscEBeKHPVyTiQCvf0OUwgx0KWsOeoXU
ITAINNOVA	ITAINNOVA participa en el proyecto europeo DIGITbrain, que facilita el acceso de las PYMES a la tecnología de los gemelos digitales	July 25th + 27th / August 24th 2020	1. https://www.noticiasde.es/aragon/itainnova-participa-en-el-proyecto-europeo-digitbrain-que-facilita-el-acceso-de-las-pymes-a-la-tecnologia-de-los-gemelos-digitales/ 2. http://aragonhoy.aragon.es/index.php/mod.noticias/mem.detalle/area.1050/id.263606 3. https://empresason.com/art/7911/itainnova-participa-en-el-proyecto-europeo-digitbrain-que-facilita-el-acceso-de-las-

Partner	Name of Publication	Date of publication	Place of Publication / URL
			pymes-a-la-tecnologia-de-los-gemelos-digitales 4. https://www.itainnova.es/blog/noticias/itainnova-participa-en-el-proyecto-europeo-digitbrain-que-facilita-el-acceso-de-las-pymes-a-la-tecnologia-de-los-gemelos-digitales/ 5. https://diarioaragones.com/itainnova-participa-en-el-proyecto-europeo-digitbrain-que-facilita-el-acceso-a-las-pymes-a-la-tecnologia-de-los-gemelos-digitales/
ITAINNOVA	ITAINNOVA participa en un proyecto europeo para facilitar a pymes tecnología que imita una línea de producción real	July 25th 2020	1. https://www.20minutos.es/noticia/4335535/0/itainnova-participa-en-un-proyecto-europeo-para-facilitar-a-pymes-tecnologia-que-imita-una-linea-de-produccion-real/ 2. https://www.europapress.es/aragon/noticia-itainnova-participa-proyecto-europeo-facilitar-pymes-tecnologia-imita-linea-produccion-real-20200725140939.html
ITAINNOVA	Itainnova se involucra en la tecnología predictiva que ayuda a pymes a crear negocios inteligentes	July 25th 2020	https://www.aragondigital.es/2020/07/25/itainnova-se-involucra-en-la-tecnologia-predictiva-que-ayuda-a-pymes-a-crear-negocios-inteligentes/
ITAINNOVA	El proyecto europeo DIGITbrain ayudará a las pymes a aplicar el "gemelo digital"	Jul 30th 2020	https://www.itainnova.es/blog/noticias/el-proyecto-europeo-digitbrain-ayudara-a-las-pymes-a-aplicar-el-gemelo-digital/
ITAINNOVA	Digitbrain acerca la tecnología de los gemelos digitales a las pymes	August 1st 2020	https://www.heraldo.es/noticias/sociedad/2020/08/01/digitbrain-acerca-la-tecnologia-de-los-gemelos-digitales-a-las-pymes-1388904.html

Table 10: List of magazine articles and website entries about DIGITbrain Project published by project participants

2.8.2.   Scientific Publications

The following scientific publications have been produced in the context of the DIGITbrain project and submitted by project participants.

LIST OF SCIENTIFIC (PEER REVIEWED) PUBLICATIONS, STARTING WITH THE MOST IMPORTANT ONES									
Title	Main author(s)	Title of the periodical or series	No / date / frequency	Publisher	Place	Year	Relevant pages	Permanent Identifiers (if available)	Is /will open access provided to this publication?
Systematic manufacturability evaluation using dimensionless metrics and singular value decomposition: a case study for additive manufacturing	Eric Coatanéa	International Journal of Advanced Manufacturing Technology		Springer		2020		https://doi.org/10.1007/s00170-020-06158-0	yes

Table 11: Scientific publications by project participants

2.9.   Dissemination events

Despite restrictions events face in 2020 due to the COVID-19 pandemic, DIGITbrain managed to take part in a respectable number of events in the first six project months.

Name of the event	Name of the Partner	Date of the event	Role at event	Target group	Event websites
Summit Industrie 4.0, Graz, Austria (online Event)	CSME	Dec 10th 2020	Presentation	Experts and representatives from industry & tech., Policy makers, scientific community	http://www.einladung.cc/industrie40/summit-industrie-40-2020

DIGITBRAIN

Name of the event	Name of the Partner	Date of the event	Role at event	Target group	Event websites
L'officina di Fabbrica Futuro (online event)	Ciaotech, PNO Group	Nov 17-18th 2020	Presentation	Experts and representatives from industry & tech., Policy makers, scientific community	https://www.este.it/eventi-per-data/889-l-officina-di-fabbricafuturo.html
IMR Information Session: „Financial Supports to Third Parties - Information Session - Including DIGITbrain"	IMR	Sept 28th 2020	Presentation	IMR staff (Scientific community, Industry, Policy makers)	https://imr.ie/pages/funding-opportunities-2/
IMR Board Meeting „Competitive Funding Update to Board - Including DIGITbrain"	IMR	Dec 9th 2020	Presentation	IMR board (Scientific community, Industry, General Public, Policy makers)	https://imr.ie/pages/funding-opportunities-2/
Atos-internal project introduction to the Atos Industry 4.0 Community	Atos	Sept 18th 2020	Presentation	Atos Group	n.a.
EGI Conference 2020: "AI and Machine Learning experience"	EGI, Fraunhofer	Nov 2-5th 2020	Organizer (Conference Talk by Fraunhofer: AI and ML in manufacturing - The DIGITbrain project, use cases and challenges in ICT infrastructures by André Storck)	Experts and representatives from industry & tech., Policy makers, scientific community	https://indico.egi.eu/event/5000/sessions/4514/#20201104
Project introduction: "EUROPEAN PROJECT DigitBrain"	TAU, SMACC	Dec 17th 2020	Presentation	Experts and representatives from industry & tech., scientific community	https://www.smacc.fi https://www.tuni.fi/en/research/manufacturing-systems-

Name of the event	Name of the Partner	Date of the event	Role at event	Target group	Event websites
					research-group-masyre

Table 12: Event participations by DIGITbrain Project Members

3. Strategic application of dissemination tools towards the first Open Call

This chapter will describe the strategic application of dissemination tools and the efforts that will be undertaken by WP8 for "Communication & Outreach" in order to successfully promote the first open call and spread the word about DIGITbrain project results in the upcoming months.

3.1. DIGITbrain involved in the I4MS collaboration plan

The key objective of I4MS phase 4 is to consolidate the collaboration in the pan-European network of DIHs, therefore I4MS will offer to the Innovation Actions the online community and brokering system - a tool for IAs to engage with the ecosystem and attract potential applicants to their open calls, websites and services.

The whole collaboration framework that will be implemented by I4MS in order to foster collaboration between the European CSA I4MS and all other Innovation Actions from I4MS Phase 3 and 4 has been addressed in detail in Deliverable D8.4. Therefore, this deliverable will only take up the most important tools and actions that will help to successfully implement dissemination activities during the next period and particularly with regard to the open call. For a detailed view on the collaboration framework and plan itself, please have a look at Deliverable D8.4 "Plan for collaboration with other I4MS projects and Digital Innovation Hubs" (M3).

With this collaboration framework I4MS supports the activities of active innovation actions in the following areas (**Figure 18**):

- Business Services (e.g. access to additional funding)

- Community matchmaking & Brokerage

- Access to new markets

- Success stories

- Communication services

- Trainings

Figure 18: Initial I4MS IA collaboration framework

3.1.1. The I4MS Online Community - communication system and matchmaking platform

As all other I4MS projects from phase 3 and 4, DIGITbrain will have access to and use the I4MS online community for application management, collaboration with other IAs or support actions and spread information about the Project.

The community (Figure 19) will be a continuation of the previous I4MS Community set up in phase 3 (I4MS - GO project) on the FundingBox Platform offering a place for all members of the ecosystem to interact, find synergies and get valuable information. IAs can set up their own communication channel in the I4MS online community and obtain the opportunity to disseminate, organise and share information among the 1,000 community members that are currently part of the I4MS community. This is expected to facilitate content sharing, engagement in cross-regional collaborations and building of partnerships, promote technology transfer and exchange information.

DIGITbrain Project has created its own space in the I4MS online community and on the Fundingbox platform and will be happy to use the tool for collaboration and exchange with other I4MS Innovation Actions and to spread the information about their open calls. To be represented in the best way possible in the I4MS community, DIGITbrain Project will make sure, that the content available about the project will always be up to date.
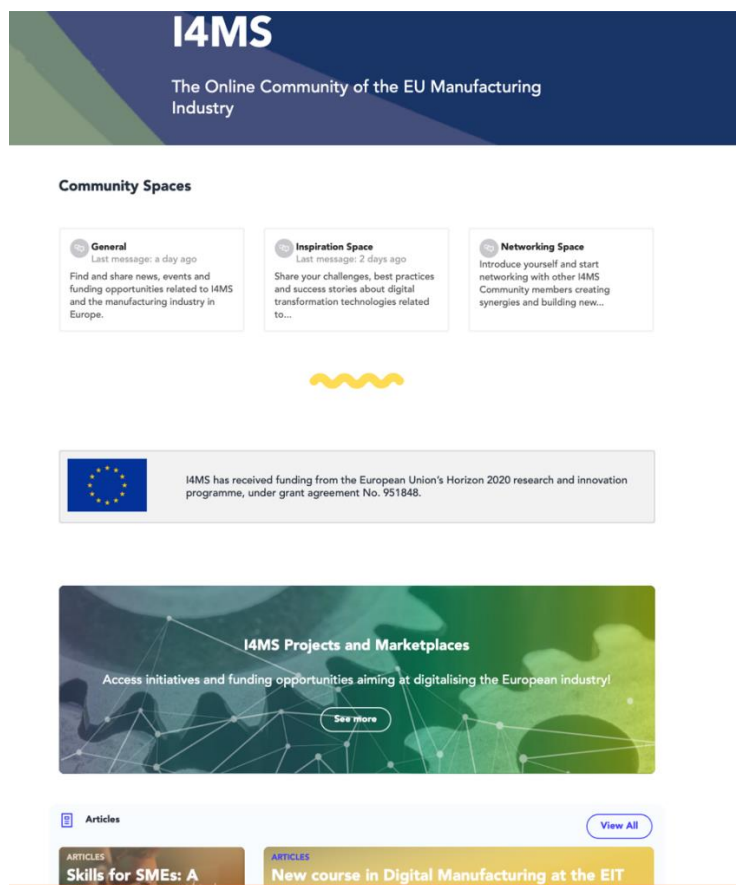
Figure 19: Screenshot of I4MS online community

3.1.2. I4MS phase 3 and 4 support actions

Starting from the online community I4MS will support all IAs with numerous support actions. Amongst others this will include the I4MS Brokering tool, Success Stories, joint activities with other innovation actions and related ecosystems, events and web calls, and support at open call dissemination, not least through providing dissemination material and the improvement of the projects' visibility on social media.

The I4MS Brokering tool

- I4MS Brokering tool that will facilitate access to the most appropriate support resources available within the I4MS ecosystem. Companies interested in open calls or any of the services offered by I4MS projects under the initiative will be invited to fill in a brief questionnaire that will generate an electronic ID with company profiling.

Success stories

- Three I4MS Collections are created within the community: (1) Open Calls – to share all funding opportunities; (2) I4MS Project & Marketplace – to gather I4MS related information in one place; (3) Portfolio of Best Practices – which provide the opportunity to showcase solutions and success stories from the manufacturing industry.

Joint activities with other innovation actions, such as events

- **Bi-monthly web-meeting** for CSAs, DIHs and IAs, to discuss the advancements of the Joint Engagement plan and define the strategies to be followed and the support needed by the IAs

- **Joint on-site events:** Networking opportunities are key to create a business environment that foster SMEs to work together and capitalise on new opportunities. At least two on-site events will be organised with the IAs to discuss important topics for the initiative and foster collaboration among different projects. If possible, events will be organised during European events where IAs are participating, as parallel sessions. For a detailed view on events planned by I4MS have a look at Deöliverable D8.4.

- **Webinars & Q&As:** One of the main objectives of the CSA is to support IAs in the Open Calls dissemination, communication about their project results and generate interest in their projects. Therefore, the CSA with the support of the Innovation Actions aims at organising 15 Q&A sessions (one every two months) and 2 webinars per quarter on support for the digital transformation of the manufacturing sector, covering topics of interest for our target audiences with a special focus on the Open Calls dissemination. 13 webinars and Questions and answers sessions during the last 18 months of phase 3 (1 Sept 2018 and 31 Jan 2020) were organised jointly by the CSA and IAs. The topics of the Q&A and webinars will be discussed during the IAs calls. Webinars can also be organised in FundingBox Meetings, GoToMeetings or GoToWebinar.

- **Training activities:** Based on previous experiences being in contact with manufacturing SMEs, I4MS recognised that there is a need for a better understanding of the application and advantages of different technologies in daily business operations, which prevents the 'late majority' of manufacturing companies to initiate the digital transformation process. To this end, I4MS4Ts, together with the IAs interested in joining this activity, will provide tools, training and materials, to SMEs and mid-caps to understand the potential of advanced manufacturing technologies. During the calls with the Innovation Actions, the topic of generating a unique training value proposition for the targeted audiences will be discussed to explore opportunities for organising a joint training session based on I4MS value proposition and technologies. The proposed training events by I4MS are the I4MS Days, regional awareness workshops and the I4MS Camp. For a detailed view on training activities planned by I4MS have a look at Deliverable D8.4.

Open Call dissemination:

- Special communication campaigns will be launched to disseminate the information about open calls, especially in underrepresented regions. A combination of online (through I4MS online community) and onsite events, together with awareness-raising campaigns and activities to engage key intermediary organisations will contribute to the increase in the number of applicants in I4MS Open Calls.

Social Media Support:

- The CSA will increase I4MS IAs visibility via social networks to foster cross-tweets, likes, mentions between IAs and take advantage of the potential of social networks in reaching wider audiences. IAs will also be invited to share information about the other projects and share success stories of their funded experiments mentioning I4MS CSA Twitter and LinkedIn accounts as way to strengthen I4MS branding, IAs will be provided with different tools to create banners, posts and online dissemination materials. A special webinar session will be organised to offer tips about the best way to post in the different social media and the cross-dissemination actions that IAs and the CSA should be following to generate I4MS brand awareness and benefit from the existing network of the CSA.

<u>Public dissemination material:</u>

- I4MS CSA will elaborate quarterly newsletters, leaflets and I4MS brochures with the support of the IAs by identifying best practices, open calls, services provided, marketplaces and any other information related to the benefits of digital transformation. Other standard communication materials such as Flyers, Posters, Videos, Testimonials, Stories will be created to disseminate information about the project's objectives, relevant achievements and to give exposure to the Innovation Actions and the experiments developed.

The support actions of the I4MS programme will be taken into account on all steps of open call dissemination and the provided tools will be used by DIGITbrain "communication & outreach" work package whenever appropriate, in order to successfully disseminate the first open call.

3.2. Joint activities within the I4MS collaboration programme

DIGITbrain will happily use the collaboration tools and opportunities provided by I4MS. A first mentioned collaboration resulting from this has already been mentioned above. On invitation of Change2Twin Project DIGITbrain Project had the opportunity to introduce the project at the German-speaking Summit Industrie 4.0 which actually takes place in Graz, Austria, but was a digital event this time. DIGITbrain will further try to forge bonds with other project related to the topics of digital twins and AI in order to maximise impact while decreasing efforts.

3.3. Dissemination and Training events

WP8, respectively the DIGITbrain project will strive to take part in event related I4MS activities. Further members will take part in a number of dissemination events and also organise events on their own.

Dissemination events will be organised in two major categories:

1. **Targeted dissemination events**: including the organisation of a DIGITbrain launch event, as well as the organisation of at least two major dissemination events at larger milestones of the project in order to showcase the results of the project and demonstrate how SMEs and

manufacturing sector can significantly benefit from the DIGITbrain project. CSME will try to organise something like a roadshow for DIGITbrain involving the DIHs ("Road2DIHs"). In regard of dissemination activities, especially joint events, CSME will seek for collaboration with I4MS and DIHs. Besides events organised by the project, dissemination activities will also target project presence on high-profile events, such as NAFEMS conferences, I4MS Conferences, Hannover Messe and others which have to be researched in the course of an initial market analysis, CSME will do.

2. **Training events**: will be organized for targeting stakeholders both inside the project and externally. The activities targeting training and skills development will cover three different levels: Coaching and skill development of the DIHs to train stakeholders on the DIGITbrain technology (conducted by the technical core partners). Moreover, WP8 will organise physical training of regional stakeholders on the DIGITbrain solution (conducted by the DIHs). CSME will also support remote evangelization of the manufacturing community on the DIGITbrain added value (conducted by the dissemination leader with support of the core partners).

Training events will also include webinars and Q&As which will give interested parties a first impression of the project and their opportunities becoming a part of it.

3.3.1. Participations in dissemination events

Due to the outbreak of COVID-19 the opportunities for events to participate in are still expected to be limited in 2021 and maybe still beyond. However, DIGITbrain, though will hopefully have the opportunity to participate in I4MS events listed above and visit a number of relevant industrial conferences, too.

The following not-exhausted list includes a number of event WP8 leader cloudSME intends to go to. This list will continuously to be updated and event participartions (by all members) will be reported in the WP8 deliverables.
- <u>Rethink Smart Manufacturing Europe, March 1 – 2, 2021, Berlin</u>, Germany (1-2/3/2021)
- <u>Cognitive Manufacturing Conference, June 2021 (tba) Berlin</u>, Germany (6/2021, exact date tba)
- I4MS Conferences, primarily those dealing with Digital Twins, AI, MaaS
- <u>Hannover Messe</u>, Hannover, Germany (12-16/4/2021)
- Mobile World Congress, Barcelona (28/6/2021)

3.3.2. Webinars and Q&As

In times of a pandemic webinars and especially so-called "Questions and Answers" sessions gain importance for dissemination work. With regard to the open call minimally two webinars will be organised with and promoted via Fundingbox.

3.4. Dissemination material

Besides the dissemination material provided by I4MS, DIGITbrain will create some material itself. DIGITbrain has design capacities and will be able to provide own material in the own CI.

3.4.1. Press releases

Prior to the Open Call press releases will be issued in different languages and again be published in magazines and relevant websites. Partners will be requested to publish the open call information as well. Additionally, WP8 will seek for high quality publications this time in leading technical magazines which helps to increase DIGITbrain's reach and is eligible to gain trust in the envisaged community.

3.4.2. Brochures, leaflets & advertisements

Brochures and advertising material haven't been created so far, but it is planned to create an Open Call leaflet. With regard to COVID-19 restrictions and lesser opportunities to disseminate information in person the focus lays on creating digital content, such as at the moment.

3.5. Multiplier marketing

As it has been said above multipliers, such as DIHs will play an important role with regard to project dissemination. They will help spread the DIGITbrain message among the right target group and generate trust. In order to reach a large number of manufacturing SMEs and public bodies all over Europe, the WP8 partners, will strive to use different multiplier structures, such as the European DIH.net, the I4MS, but also regional national and European-wide, professional organisations (NAFEMS, VDMA, VDI, etc.), regional and international innovation clusters and research organisations, the national, European and regional chambers of commerce and industry, the national and regional economic development agencies, relevant industry chambers and societies in Europe.

3.6. First Open Call dissemination time plan

During the next months the timeline is predominantly oriented towards the first Open Call. Figure 20 outlines the efforts that have been undertaken until the first Open Call. Besides Work Package 8, predominantly, work package 1 (Project coordination and technical management), Work Package 2 (Application Experiments) and the Project's Digital Innovation Hubs will be involved in the dissemination activities regarding the 1st Open Call.
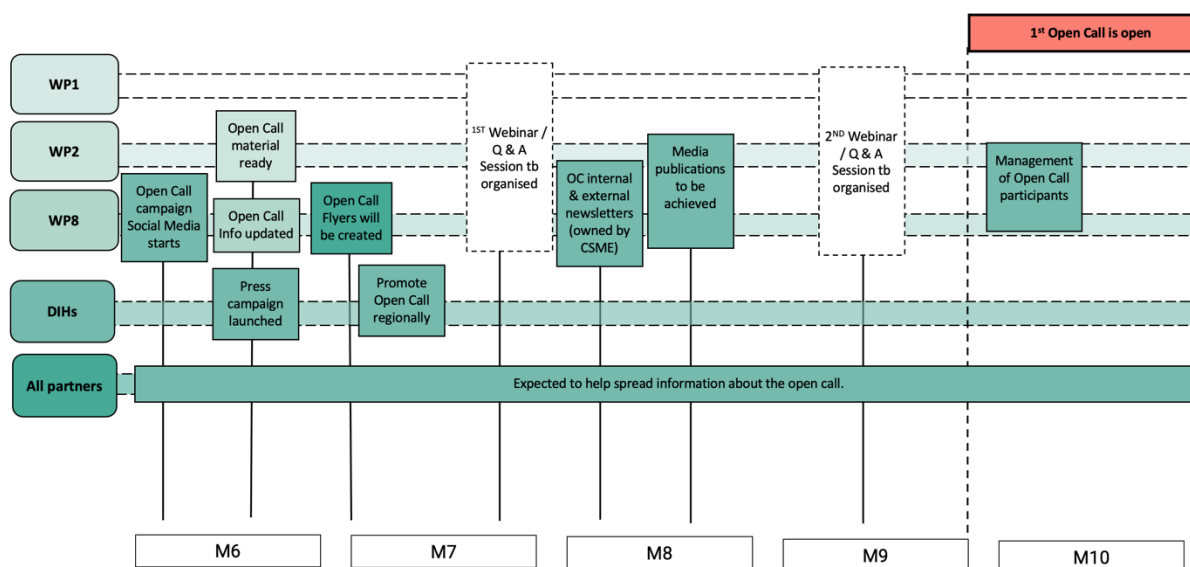
Figure 20: Timeline towards the first Open Call

Please notice, regular or optional actions and appointments (e.g. newsletter publications, optional events, etc.) are not listed in this figure.

4. Conclusions

The first period of dissemination of DIGITbain can be concluded as very satisfying; first interest has been raised for the project, as feedback from I4MS has shown. KPIs are not met in many cases after only six months but look very promising. Work now hast to concentrate on Open Call communication as soon as the Open Call documents are available.

Annex I: DIGITbrain Team Site – Management Board
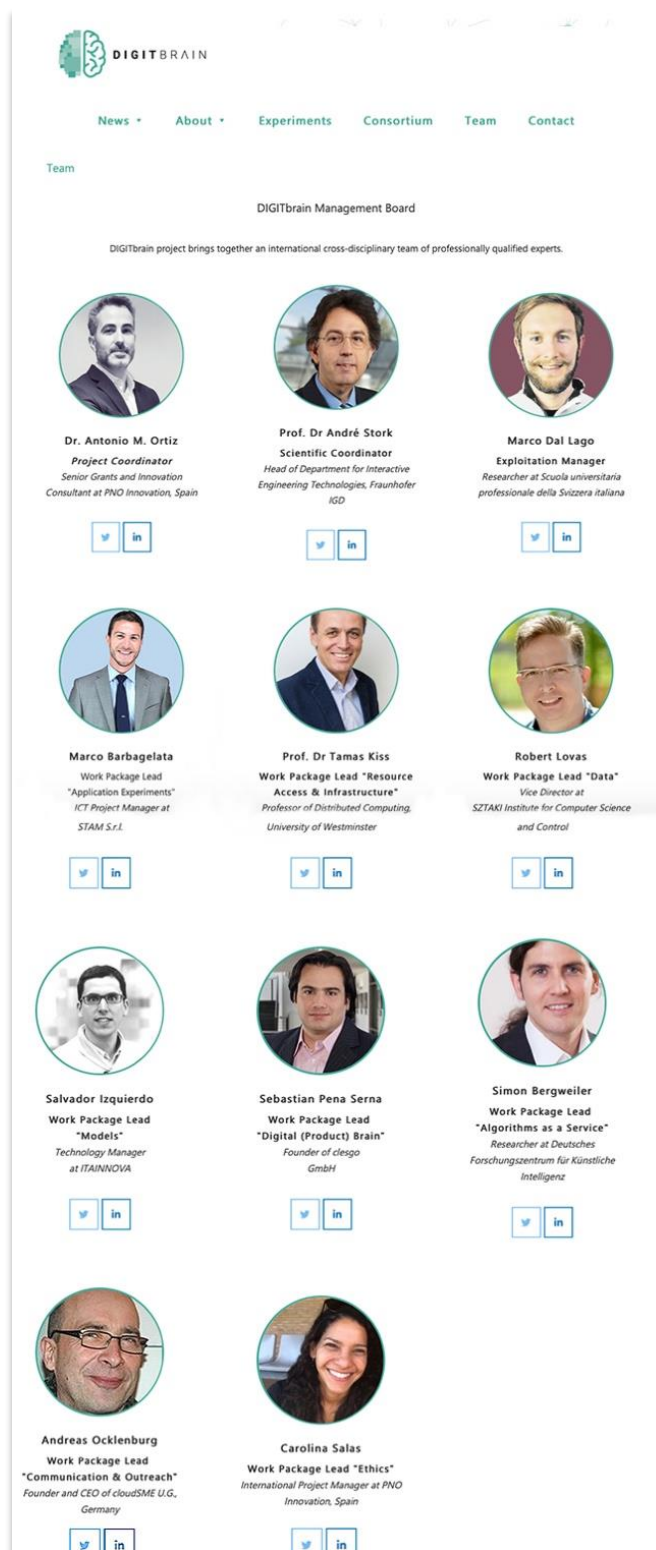
Figure 21: DIGITbrain Team Site

Annex II: Facebook statistics

The following graphic shows all posts sent by DIGITbrain Facebook profile and their results:

Figure 22: Reach of / reactions on DIGITbrain facebook posts

Annex III: Tweets / Posts by project participants

This table contains some example tweets / posts which were sent out by project participants in order to support project dissemination. This table is not exhaustive.

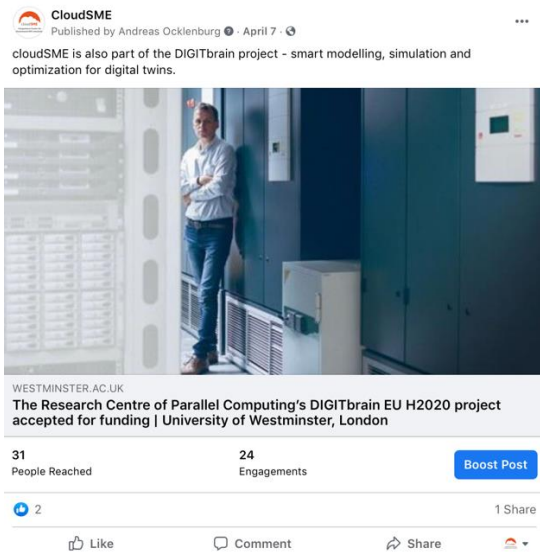| Date &Topic	Tweet	Profile
Jul 8 2020 – Announcement of a DIGITbrain project start on Twitter	**IMR** @IMR_ie · Jul 8 The @I4MS_Europe project @digitbrain_EU has begun! @IMR_ie will support the #DigitalTransformation of #manufacturing #SMEs increasing agility & innovation by democratising #DigitalTwin technology, empowering a network of #DIHs with an integrated #DigitalPlatform, enabling #MAAS. DIGITbrain begins! with IRISH MANUFACTURING RESEARCH ITAINNOVA and 7 others ↺ 7 ♡ 13	IMR
Aug 18 2020 – Announcement of a DIGITbrain project start on Twitter	**Technological Corporation of Andalusia** @CTAndaluciaENG Discover @digitbrain_EU project 📝 👉 It will help EU #SMEs to apply #DigitalTwins & facilitate the development of a new Manufacturing-as-a-Service model Info: corporaciontecnologica.com/en/sala-de-pre... 1:02 PM · Aug 18, 2020 · Hootsuite Inc. **2** Retweets **3** Likes	CTA

Date &Topic	Tweet	Profile
Aug 9 2020 – English announcement of a DIGITbrain project start on Twitter		CTA
Sept 25 2020 – Twitter announcement of the DIGITbrain project website is available		CTA
April 7 2020 - Facebook announcement of CSMEs involvement in the DIGITbrain project		CSME

Table 13: Tweets and posts by project participants in oder to support project dissemination