DIGITBR∧IN

D8.4 Plan for Collaboration with other I4MS Projects and DIHs

WP8 – Communication and Outreach

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Version:	V.4 (Final)
Date:	06.10.2020
Due Date:	M3
Dissemination Level:	PU

Synopsis	This document describes how the DIGITbrain Project – a Horizon 2020 Innovation Action – will participate in and support the I4MS engagement programme and how it will collaborate with other I4MS projects and Digital Innovation Hubs. The I4MS Engagement Programme (which will be outlined in this document in its very detail) is a series of activities to be jointly implemented by the IAs, the CSA, DIHs and other stakeholders belonging to the I4MS ecosystem. The activities present a framework of collaboration among all of them.
List of Keywords	Engagement, Innovation Actions, Coordination and Support Action, Digital Innovation Hubs, Digitising European Industry, Joint strategy, synergies.

Document History				
Version	Status	Date	Comments	Author
1	Draft	16/09/2020	First draft of the deliverable	FBA, CSME
2	Internal Quality Check	29/9/2020	First internal review	FBA, CSME
3	Pre-final version	6/10/2020	Changes incorporated	FBA, CSME
4	Final version	6/10/2020	Submission checking	PNO

Table 1: Document History

Acronym	Meaning
AE	Application Experiment
CA	Consortium Agreement
CSA	Coordination and Support Action
CSME	cloudSME (DIGITbrain partner, leader of the project's WP8 for "Communication and Outreach")
DIH	Digital Innovation Hub
DoA	Description of Action
EC	European Commission
FBA	FundingBox Accelerator
FSTP	Financial Support to Third Parties
GA	Grant Agreement
H2020	Horizon 2020
IA	Innovation Action
I4MS	ICT Innovation for Manufacturing SMEs
I4MS4Ts	I4MS Tools and Technologies for Transformation
JRC	Joint Research Centre
KPI	Key Performance Indicator

Table 2: Abbreviations

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1   Introduction

This document describes how the DIGITbrain Project – a Horizon 2020 Innovation Action – will participate in and support the I4MS engagement programme and how it will collaborate with other I4MS projects and Digital Innovation Hubs. The I4MS Engagement Programme is a series of activities to be jointly implemented by the IAs, the CSA, DIHs and other stakeholders belonging to the I4MS ecosystem. The tools of the I4MS Engagement Programme will be introduced within this document. The activities present a framework of collaboration among all of them. DIGITbrain project will state how it sees its role and its opportunities for collaboration. Reading the document, please have in mind, that it's written by FBA (introducing the tools and strategy for collaboration)[1] and DIGITbrain partners (namely, cloudSME U.G., stating how to enact on those given specifications within the project).

First this document will give an overview on all projects participating in the I4MS engagement programme. The next part (including chapter 3, 4 and 5) will describe the concrete tools used for collaboration within the programme, such as Business Services, the I4Ms community and brokering system for collaboration, access to new markets, training, communication services, success stories and how the internal communication will be organised) and provide information about how DIGITbrain will intends to contribute.

2   Collaboration with key actors of the I4MS Engagement Programme

I4MS, (ICT Innovation for Manufacturing SMEs), is a European initiative supporting manufacturing SMEs and mid-caps in the widespread use of information and communication technologies (ICT) in their business operations. The I4MS Initiative has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951848 over four phases to date. Phase 3, which was launched in September 2017, aimed at reinforcing the I4MS ecosystem and provided a total funding of €34 million. During this phase, European SMEs and mid-caps were exposed to new approaches and methodologies on business models, access to financing, and training opportunities to re-skill staff. Phase 4 (launched in June 2020) focuses on helping service suppliers (IAs, DIHs and CCs) to provide a business-oriented description of the technological services they offer, complemented with Best Practices identification. A total funding of €35 million is available under Phase 4. For the start of phase 4 I4MS aims to develop the I4MS engagement programme in collaboration with all Innovation Actions CSA and DIHs of the last to phases mentioned above.

The following chapter lists all Innovation and Support Actions of Phase 3 and 4, which DIGITbrain will collaborate with within its project duration.

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[1] Original document: Deliverable D2.6. I4MS Engagement Programme by I4MS.

2.1 I4MS Phase 3 Innovation Actions

AMable:

AdditiveManufacturABLE supports SMEs and mid-caps in the realisation of additive ideas as a Digital Innovation Hub (DIH). Starting off from a business case analysis, more than fourteen service offerings facilitate the transition from idea to the first prototype, from the willingness to invest training on the job. As part of the Innovation Hub ramp-up, the AMable consortium prepares a call for tenders where SMEs can contribute to internal tests and experiments. On topics such as design, simulation, business case analysis, a number of scenarios will be described that need product ideas.

- **End date:** 01/09/2017-31/08/2021
- **Coordinator:** Fraunhofer Institute for Laser Technology ILT
- **Contact Person:** Ulrich Thombansen
- **Website:** www.amable.eu

Cloudifacturing:

Cloudification of Production Engineering for Predictive Digital Manufacturing will provide solutions based on cloud and HPC technologies by empowering SMEs making them more competitive by reducing the development time for innovative products with better performance. The results will improve the engineering and to some extent the prototyping processes within the manufacturing workflow. The core partners of CloudFlow (eu-cloudflow.eu) and cloudSME (cloudsme.eu), two IA funded under the 2nd phase of I4MS, are joining forces in CloudiFacturing to leverage factory data with cloud-based engineering tools: a) Paving the way toward manufacturing analytics; b) Enriching the manufacturing engineering process with on-line data, and c) Simulating and optimising the production process with the vision to support it in real-time.

- **End date:** 01/10/2017-31/03/21
- **Coordinator:** Fraunhofer Institute for Computer Graphics.
- **Contact Person**: André Stork
- **Website**: https://www.cloudifacturing.eu/

L4MS:

The ambition of L4MS (Logistics for Manufacturing SMEs) is to reduce the installation cost and time of mobile robots by a factor of 10. It will enable inexpensive deployment of small and flexible logistics solutions requiring no infrastructure change, no production downtime and no in-house expertise. The investment in logistics automation will become extremely attractive for European manufacturing SMEs and mid-caps. The use of

mobile robots will not only automate the logistics (50% of the production cost) but will also provide unprecedented flexibility on the factory floor for batch production.

L4MS will deliver an open industrial IoT platform called OPIL (Open Platform for Innovations in Logistics) together with a 3D simulator to completely virtualise the intra-factory logistics automation and drastically accelerate the innovation process in this area.

- **End date:** 01/10/2017-31/03/2021
- **Coordinator:** VTT Technical Research Centre of Finland (VTT)
- **Contact Person**: Ali Muhammad
- **Website**: www.l4ms.eu

MIDIH:

Manufacturing Industry Digital Innovation Hubs (MIDIH) will make available to developers, corporates, SMEs and start-ups a network of CCs and DIHs, providing them with technological services including access to CPS/IoT platform, support to customisation and project design. Business services: incubation, business acceleration, access to market, access to finance. Skill-building services: participative lessons and webinars, virtual experiments in physical teaching factories, professional courses.

- **End date:** 01/10/2017- 30/09/20
- **Coordinator:** EIT Digital IVZW
- **Contact Person**: Susanne Kuehrer
- **Website**: www.midih.eu

I4MS-GO
I4MS-Go, the Coordination and Support Action:

I4MS-Going to market alliance (I4MSGo) aims at hosting the community of communities for the smart manufacturing ecosystem in Europe to exchange knowledge, to inform about the latest trends of the market as well as to give support and provide access to funding opportunities for the digital transformation of manufacturing SMEs and mid-caps.

- **End date:** 01/09/2017- 30/02/20
- **Coordinator:** FundingBox Accelerator
- **Contact Person**: Mayte Carracedo
- **Website**: www.i4ms.eu

2.2 I4MS Phase 4 Innovation Actions & CSA

AI REGIO:

Regions and DIHs alliance for AI-driven digital transformation of European Manufacturing SMEs (AI REGIO) aim at filling 3 major gaps currently preventing AI-driven DIHs from implementing fully effective digital transformation pathways for their Manufacturing SMEs: at the policy level, the Regional vs. EU gap; at the technological level, the Digital Manufacturing vs. Innovation Collaboration Platform gap; at the business level, the Innovative AI (Industry 5.0) vs Industry4.0 gap. AI REGIO is actively involving 13 Vanguard European regions, provides a toolkit of 64 AI-enabled assets to be integrated with the AI4EU toolkit and conducts more than 30 DIH-driven and SME-oriented application experiments, also thanks to two waves of Open Calls.

- **Execution period:** 01/10/20 - 30/09/23
- **Coordinator:** Politecnico di Milano
- **Contact Person:** Sergio GUSMEROLI
- **Website**: TBD - https://cordis.europa.eu/project/id/952003

Better Factory:

By promoting the adoption of cognitive autonomous systems and human-robot interaction, Better Factory (Grow your manufacturing business) aims to provide an integrated innovation framework and a European network to deliver a standardised solution for Manufacturing SMEs to develop new and personalised products and create services around them.

- **Execution period:** 01/10/20 - 30/09/24
- **Coordinator:** VTT Technical Research Centre of Finland (VTT)
- **Contact Person**: TBD
- **Website**: TBD - https://cordis.europa.eu/project/id/951813

Change 2 Twin:

Through the creation and harvest of offerings to support Manufacturing SMEs, become Digital Twin Champions (Change2Twin) and by ensuring that all manufacturing companies in Europe have access to 100% of technologies needed to deploy a digital twin, the project aims to foster the adoption of new practices in the manufacturing industry.

- **Execution period:** 01/06/20 - 31/05/24
- **Coordinator**: SINTEF AS
- **Contact Person**: Tor Dokke
- **Website**: TBD - https://cordis.europa.eu/project/id/951956

DIGITbrain:

Digital twins bringing agility and innovation to manufacturing SMEs, by empowering a network of DIHs with an integrated digital platform that enables Manufacturing as a Service (MaaS) (DigitBrain). Smart modelling, simulation, and optimisation for digital twins. Augmenting the concept of digital twin to maintain the cognition of the industrial product over its full lifecycle and empower DIHs to implement the "Manufacturing as a Service" smart business model. Also, leveraging cloud- and HPC-based modelling, simulation, optimisation, analytics, and machine learning tools.

- **Execution period:** 01/07/20 - 31/12/23
- **Coordinator:** CIAOTECH (PNO)
- **Contact Person:** Antonio M. Ortiz
- **Website**: https://digitbrain.eu/

DIHWorld:

Accelerating deployment and matureness of DIHs for the benefit of Digitisation of European SMEs (DIH-World). By enlarging and accelerating the establishment and development of DIHs and consolidating and reinforcing the existing DIHs networks and I4MS ecosystem, the project seeks to work towards widening Digital Innovation Hubs to support the uptake of advanced technologies by the European industry, especially SMEs and mid-caps, in sectors where digital technologies are underexploited.

- **Execution period:** 01/07/20 - 30/06/23
- **Coordinator**: CARSA
- **Contact Person**: David Vidal
- **Website**: https://dihworld.eu/

KITT4SME:

Platform-enabled KITs of arTificial intelligence for easy uptake by SMEs (KITT4SME).- Deployment of Artificial Intelligence in manufacturing to make available to SMEs ready-to-use, customised digital packages for embracing opportunities at affordable prices and proper scale, and to fuse artificial intelligence and human problem-solving expertise into a single digital brain with unprecedented shop floor orchestration capabilities.

- **Execution period:** 01/10/20 - 31/03/24
- **Coordinator**: SUPSI
- **Contact Person**: TBD
- **Website**: TBD- https://cordis.europa.eu/project/id/952119

Pulsate:

Fostering the PAN-European infrastructure for empowering SMEs digital competences in laser-based advance and additive manufacturing (PULSATE). The project aims to encourage the use of laser-based equipment in advanced and additive manufacturing to lower barriers for SMEs to adopt these technologies through the uptake of advanced digital tools and connect with DIHs to support related knowledge, infrastructure and services.

- **Execution period:** 01/09/20 - 30/06/23
- **Coordinator**: AIMEN
- **Contact Person**: Pablo Romero
- **Website**: TBD- https://cordis.europa.eu/project/id/951998

VOJEXT:

VOJEXT (Value Of Joint EXperimentation in digital Technologies for manufacturing and construction) provides a business and technological framework to enable matchmaking and encourages producers and adopters (mainly SMEs and small crafters) of cognitive autonomous systems for human-robot interaction, multipurpose, autonomous, mobile and dexterous robotic systems to dynamise science-driven approaches for the European industry.

- **Execution period:** 01/07/20 - 31/12/23
- **Coordinator:** Polytechnic University of Madrid
- **Contact Person:** Maria Eugenia (Xenia) Beltran
- **Website**: TBD- https://cordis.europa.eu/project/id/952197

I4MS4Ts:

I4MS Tools and Technologies for Transformation (I4MS4Ts) will contribute to I4MS ecosystem structuring and visibility, and collaborate with Innovation Actions (IAs), Digital Innovation Hubs (DIHs) and other related networks (SAE, EFFRA, EIT Manufacturing, etc.) to solve the challenges faced by tech suppliers when trying to accelerate digital take up by manufacturing SMEs/mid-caps in Europe.

- **Execution period:** 01/06/2020 – 30/11/2022
- **Coordinator:** FundingBox Accelerator
- **Contact Person:** Mayte Carracedo
- **Website**: https://i4ms.eu/

Note: The descriptions included in this deliverable are extracted from CORDIS. The descriptions to be used for communication purposes will be provided by the IAs.

3 Methodology

This section describes the approach followed for the elaboration of this document and the proposal of a working methodology for the next years. The intention is not to provide the list of actions and their delivery dates but to to set up a collaboration framework, internal procedures and tools that will be used to carry out the planned activities throughout the project. Further it will – as mentioned - outline how DIGITbrain will contribute to the collaboration framework.

The collaboration framework involves the Coordination and Support Action I4MS4Ts, which will help I4MS players (Innovation Actions and DIHs, with specific attention to IA Open Calls) to convey their value proposition and stress the positive impact that I4MS advanced manufacturing technologies have in competitiveness and business. It will focus on putting together I4MS offering (IA demonstrators, DIHs tech & business services, training) and sharing it under an evidence-based approach (impact in business, Best Practices).

All the proposed actions and/or activities are based on project partners experience and are subjective to change and will be adapted based on the IAs needs. The final steps and activities to be performed will be discussed and agreed during the calls between the CSA and the IAs funded under I4MS umbrella.

At the moment of elaborating this deliverable, contact with the IAs is at initial state. The CSA has already made introductions to DIGITBrain, VOJEXT, Chage2Twin and sent invitations to establish online meetings/ calls to present the initial activities to the rest of the IAs in order to exchange points of views that contribute to build the collaboration framework between the IAs and the CSA. Due to the different starting dates of the different projects funded under I4MS, input and suggestions of collaboration from the different IAs will be collated using the table in Annex IV. The feedback gathered will serve to create a final roadmap as shown in Annex III.

The CSA will present this document and collaboration framework during the kick-off of the I4MS initiative in October 2020 and organise a conference call to gather feedback on the proposed actions to elaborate a working plan for the coming years, with key objectives and measurable impacts. The I4MS Kick-off event in October will bring together all IAs to introduce their projects, get to know each other and have the opportunity to present this initial collaboration plan.

An initial working plan has been set up for the next months until all the I4MS IAs have kicked off:

Date	Activity
June-October 2020	• Bilateral calls with the Innovation Actions to explore synergies and present the framework of collaboration. • Collection of information from the IAs activities.
August 2020	• Submission of the I4MS4Ts deliverable and elaboration of PowerPoint presentation.
October 2020	• I4MS Kick-off event

Date	Activity
	• Presentation of the proposed activities to the IAs • Organisation of a discussion and exchange of points of views • Creation of a working plan for the next 3 months
November 2020	• Deliver final roadmap of collaboration based on IAs feedback • Organisation of online events to present I4MS value proposition • Creation of a joint calendar of events • Proposal of indicators to measure our impact
December 2020	• Agree on the activities planned for the next 3 months

Table 3: First steps of the I4MS IAs collaboration framework set-up

The working plan above **reflects** the activities to be launched during the last quarter of 2020 to finalise the roadmap of joint actions, **the next steps and activities to be performed in order to put in place the Joint Engagement Programme** will be discussed and agreed during the calls with the Innovation Actions. Also, special attention will be paid to the online events organisation, interactive activities in the online community and online promotion of I4MS IAs until on-site events are again possible.

4 Joint activities between the IAs and the CSA

DIGITbrain Project will participate in the joint activities planned by the I4MS following the strategy outlined below, by FBA.

I4MS4Ts will seek to reinforce the collaboration and join brand visibility between the IA funded under the I4MS umbrella by providing several joint activities foreseen to strengthen and ensure the sustainability of the I4MS ecosystem beyond the end of the CSA.

Based on previous experiences and to work towards a common I4MS brand, it's intended to focus the joint activities taking into account I4MS whole value proposition, CSA and IAs offer and activities. A first proposal of I4MS joint value proposition has been developed, that will need to be validated and adapted with the support of the Innovation Actions. The different activities have been grouped around the IAs and CSA offer in order to identify potential synergies, share and join efforts to reach individual project goals and the ones related to the whole I4MS initiative.

Considering the proposed value proposition, the joint activities will be grouped around the following topics:

a) Business Services,

b) Community and brokering system,

c) Access to new markets,

d) Training,

e) Communication Services,

f) Success stories.

The activities included under each of the value proposals are now tentative, based on the work performed during phase 3, and need to be completed with the support of the IAs. The proposed activities for joint action are focused on joining efforts and improving I4MS impact.
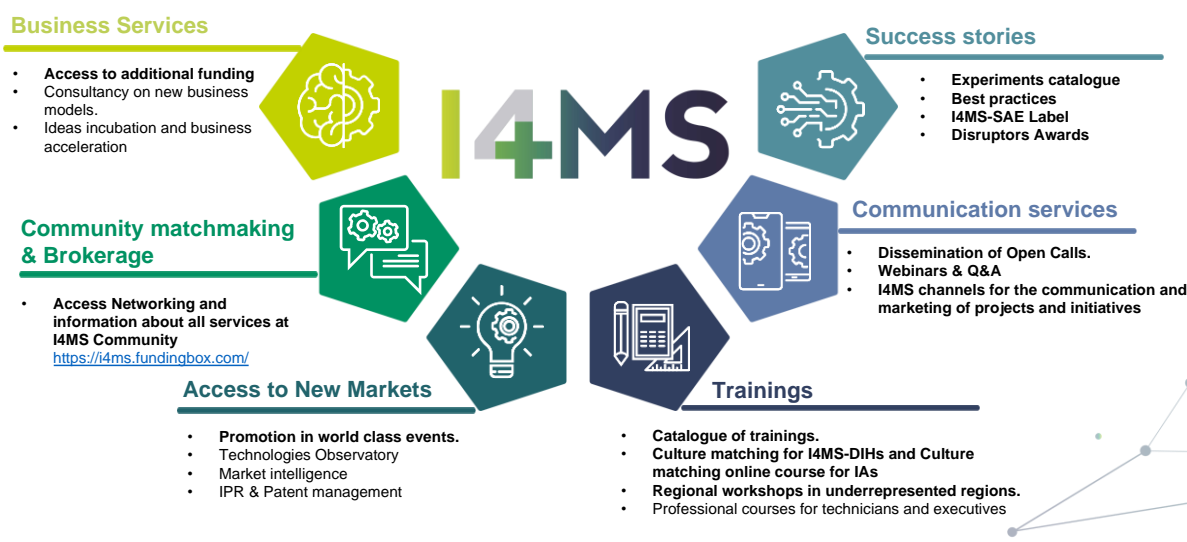

Business Services
- **Access to additional funding**
- Consultancy on new business models.
- Ideas incubation and business acceleration

Community matchmaking & Brokerage
- **Access Networking and information about all services at I4MS Community** https://i4ms.fundingbox.com/

Access to New Markets
- **Promotion in world class events.**
- Technologies Observatory
- Market intelligence
- IPR & Patent management

Success stories
- **Experiments catalogue**
- **Best practices**
- **I4MS-SAE Label**
- **Disruptors Awards**

Communication services
- **Dissemination of Open Calls.**
- **Webinars & Q&A**
- **I4MS channels for the communication and marketing of projects and initiatives**

Trainings
- **Catalogue of trainings.**
- **Culture matching for I4MS-DIHs and Culture matching online course for IAs**
- **Regional workshops in underrepresented regions.**
- Professional courses for technicians and executives

Figure 1: Initial I4MS IA collaboration framework

4.1 Business Services

I4MS focuses on offering support services to manufacturing SMEs. IAs have provided technical support and cascade funding for the implementation of over 490 Application Experiments, 280 implemented in Phase 1 & 2 [*Source: I4MS Phase 2 Brochure, Sept.17*] and 112 for Phase 3 [*Source: I4MS Phase 3 Brochure, Sept.2019*] and it is expected this number will reach an approximate of 700 by the end of Phase 4 (8 projects, average of 30 per project).

I4MS4Ts will assist and help the IAs in offering support to SMEs via the brokering system and promotion activities, such as awareness campaigns, events participation and online activities, such as webinars and Q&A in the online community.

4.1.1 Creation of joint portfolio of services

Another common activity that will be promoted by the CSA is to create a joint portfolio of business services that can be offered via the brokering system to the manufacturing SMEs and IT providers. Elaborating a common portfolio of services uniting all I4MS project offers will facilitate the communication and dissemination of CSA activities towards the targeted audiences, increasing the chances to generate deal-flow.

To create a joint portfolio, IAs will be asked to contribute and inform about the activities related to the services they will be offering to manufacturing SMEs and/or to IT providers. This activity will be reinforced by the training organised by the CSA on culture matching. A training developed with the sole purpose of helping IAs and DIHs develop a customer-oriented description of their services specifically matching the needs of manufacturing companies.

4.1.2 Access to funding

I4MS4Ts will engage in dialogue with other networks and stakeholders, including national or regional innovation support agencies, to raise awareness about the results of the I4MS initiative and contribute to coordination efforts supporting the digital transformation of manufacturing industries.

The quest of additional funding opportunities and alignment with regional and national policies on digital transformation is a common topic in most of EU projects, therefore joining forces in reaching regional authorities and positioning I4MS in policy-making discussions will contribute to a higher impact and greater interest of regional authorities in I4MS technologies and offer.

An activity related to the topic of access to finance that will be put in place by the CSA is a **series of online training sessions** targeting the best-in-class experiments. The IAs together with the CSA could also work towards the creation of a joint support programme for the manufacturing SMEs having participated in I4MS Open Calls to leverage AEs results and facilitate the access to additional funds, allowing a full deployment of the tested technologies.

The winners of the Disruptors Awards together with the 5 best performers of each IA will be invited to benefit from the training programme offered by FBA on access to additional public and private funding opportunities. The selection of the best performing SMEs will be done considering the criteria to grant the I4MS and SAE label (see Annex I).

4.2 Using the I4MS community and brokering system as a tool for collaboration

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

All IAs will be invited to have their own communication channel in the I4MS online community and invited to disseminate, organise and share information among the 1,000 community members that are currently part of the I4MS community.

4.2.1 I4MS Online Community

The community 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.
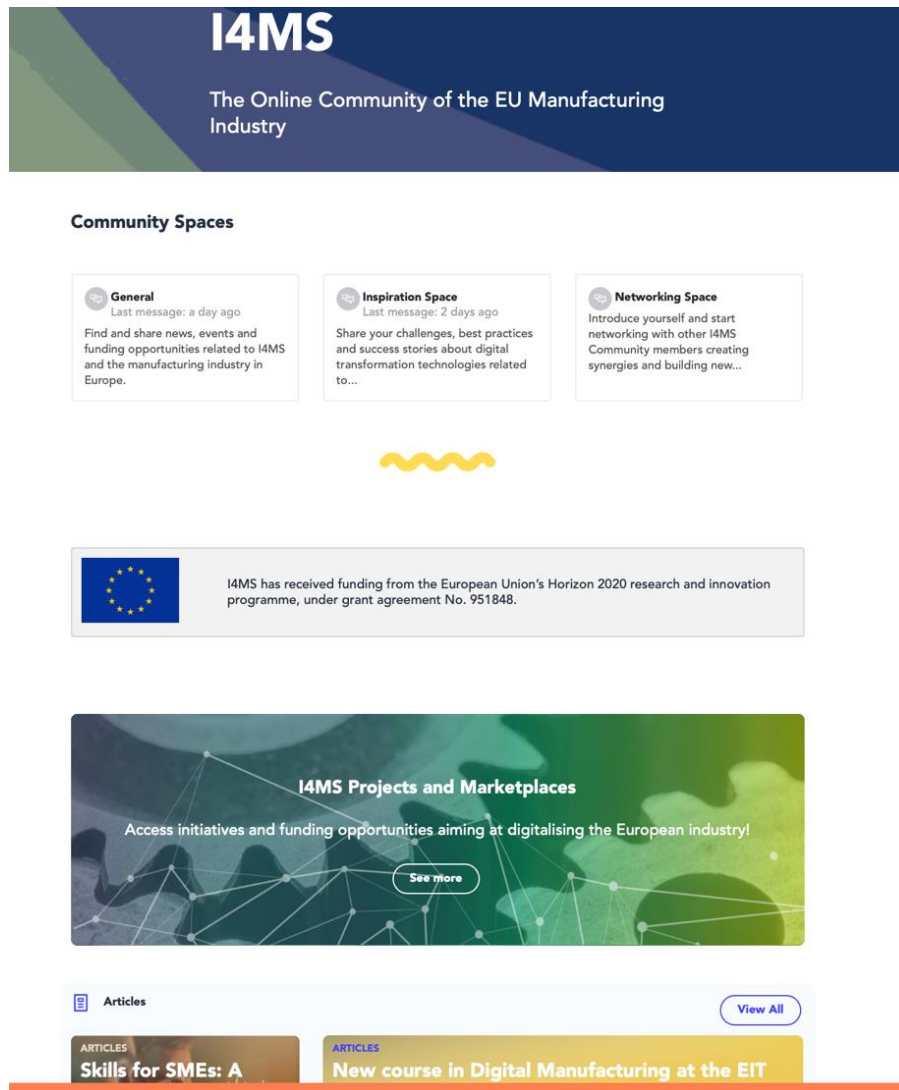
Figure 2: Screenshot of I4MS online community

4.2.2   I4MS Contact Points: reinforcing I4MS network

The I4MS CSA will invite the IA to the community to share their own content, engage in cross-regional collaborations and build partnerships, promote technology transfer and exchange information. Also, a specific space to communicate about their projects will be created upon request in order to take advantage of the current existing I4MS community.

I4MS Online Community will be offered as an additional tool of communication for the IAs, reinforcing the work under the I4MS brand and bringing all stakeholders together. A webinar on the use of the community, tips to publish content that contributes to members engagement will be organised at the beginning of the IAs calls. From the CSA, a proposal of the content calendar will be shared with the IAs interested in having their own space.

DIGITbrain Project already created its own space in the I4MS online community and will be happy to use the tool for collaboration and exchange with other I4MS Innovation Actions. 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 3: Online community value proposition for I4MS Innovation Actions

To facilitate this, the I4MS Community is structured and offers different tools:

- **Spaces:** for sharing content, news, events, funding opportunities and for smooth messaging and networking. The IAs will have their own public Space within the I4MS Community.

- **Collections:** This tool helps to find useful information. It is equipped with a search engine that allows all community members to get some specific content in a few seconds. 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 - to showcase solutions and success stories from the manufacturing industry.

Articles, Events and Questions: These different collections allow members to publish or read articles, create or share events and raise any questions related to the topic of I4MS or to the whole manufacturing industry. Moreover, webinars can be organised in FundingBox Meetings, GoToMeetings or GoToWebinar.
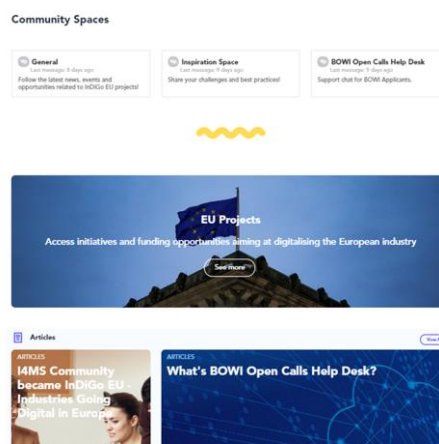
Figure 4: Summary of the I4MS Online Community type of information

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.

The IAs will be invited to organise other events or activities, such as to disseminate open calls, organise Q&A with potential applicants and other collaboration opportunities they offer in the I4MS online community. Examples of the support offered by the CSA to organise webinars and Q&A about the Open Calls:

- **Webinars**, the CSA creates a microsite for the event and a registration page. I4MS CSA also sends detailed information about the webinar before it takes place and sets up the meeting in an online conferencing system tool.
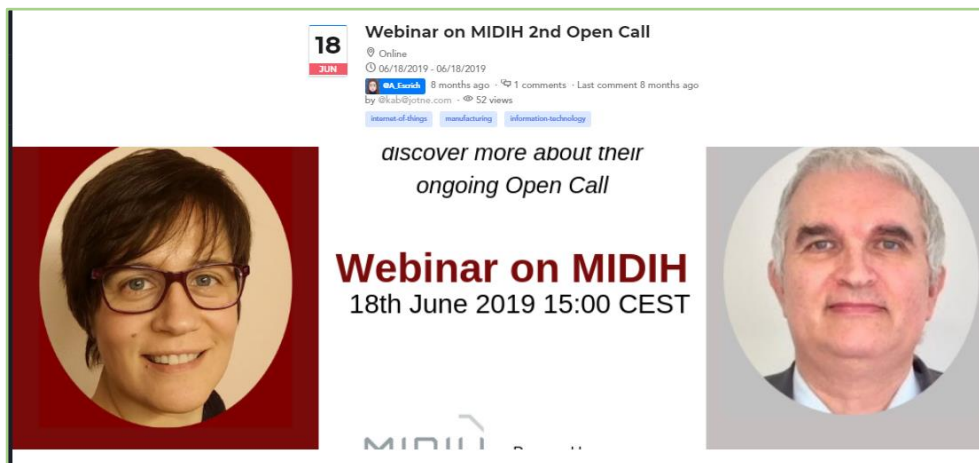
Figure 5: Webinar banner organised to present the MIDIH Open Call

Another interesting activity organised within the I4MS community has been **Questions and Answers of the different I4MS Open Calls**. After the webinars, it is of much interest to organise a Q&A session to solve doubts of potential applicants. I4MS CSA has supported IAs in organising **13 Q&A** sessions in the last 18 months of I4MS Phase 3. As mentioned above, the support goes from creating the event in Eventbrite, hosting it in GoToMeeting, disseminating and writing summaries after each session making them available in the I4MS Community for all the potential applicants that were unable to attend.
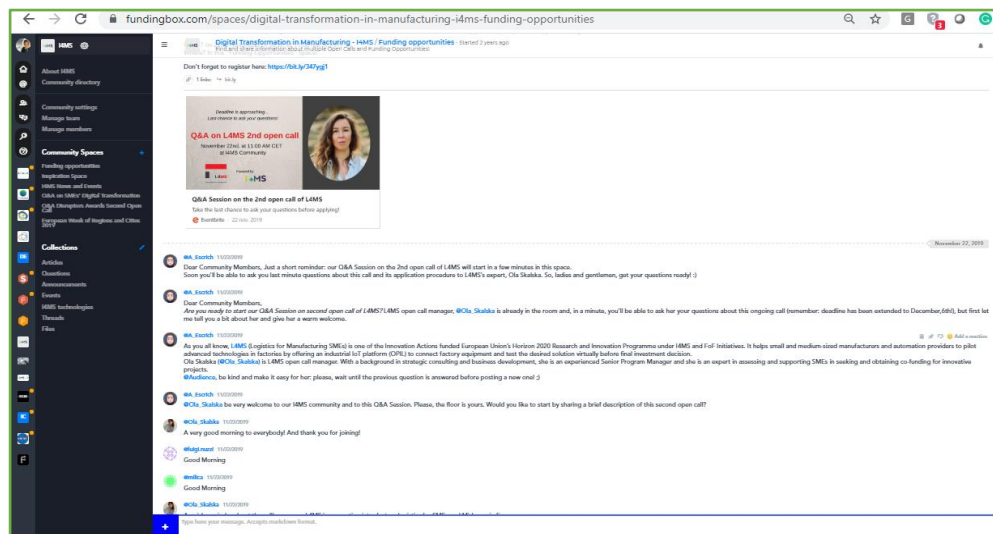
Figure 6: Q&A session about the L4MS Open Call organised in the I4MS community

4.2.3   I4MS Contact Points: reinforcing I4MS network

In order to reinforce the collaboration of the Pan-European network of I4MS DIHs, all stakeholders involved in I4MS and those wishing to collaborate with the initiative by promoting the open calls, methodologies and extend the use of the IAs technologies will have the opportunity to become I4MS Contact Points.

To further engage and reinforce the network, IAs and their belonging DIHs will be featured in the I4MS website and online community as I4MS Contact Points. Also, I4MS Contact Points will be invited to a private community to make the network grow stronger based on horizontal support and collaboration on different activities, such as events, identification of potential applicants, raising awareness among manufacturing SMEs, and others.

Special attention will be paid to invite DIHs and Intermediary bodies in underrepresented regions (see Annex II) and targeting SMEs in sectors with low I4MS participation.

4.2.4   I4MS Ambassadors

During phase 3, I4MS has recognised ambassadors, experts in public funding, new technologies, digitisation and manufacturing from different organisations as an important asset to generate trust and contribute to delivering quality content in the community. In phase 4 we seek to enlarge the pool of ambassadors inviting IAs experts to share their expertise and contribute to raising awareness about the benefits of digital transformation.

IAs will be invited to share names of potential experts that could be interested in generating content related to their area of specialisation. Having pieces of information and news related to the use of technologies, best practices, application of the digital innovations showing the potential of the technologies promoted by each of the IAs is an important tool to raise awareness, disseminate project results and attract potential applicants, especially newcomers.

Andreas Ocklenburg, Work Package 8 Leader in the DIGITbrain Project became I4MS ambassador in 2018 being engaged in the CloudiFacturing project. In this role he will be happily spreading the word about I4MS and the DIGITbrain Project to strengthen their brand

awareness, disseminating the success stories and the experiments, as well as increasing the applicants for the open calls.

4.2.5 Joint activities with other Innovation actions and the CSA

Being asked how DIGITbrain Project would contribute to the support actions by I4Ms in order to foster joint collaboration, we would suggest the following activities.

First of all, since the DIGITbrain project will build on the results of the CloudiFacturing Project and the industrial platforms FIWARE and IDS, it is already deeply rooted in the innovation ecosystem of the I4MS projects.

Secondly, having cloudSME on board as the work package leader for "Communication and Outreach", DIGITbrain Project relies on an experienced partner for dissemination and communication activities within European Research and Development Projects. cloudSME itself is a small spin-off of the former FP7 cloudSME Project and therefore well-connected to the European Research and Development Ecosystem.

Being the work package leader for Impact and Commercialisation in the running CloudiFacturing project, the future operator of the **CloudiFacturing Digital Marketplace for Digital Engineering** and the partner taking responsibility for Communication and Outreach in the DIGITbrain Project, cloudSME can fulfil a special role with regard to the collaboration of European Innovation Actions of the I4MS phases 3 and 4. On the one hand cloudSME will try to find synergies with regard to the projects' communication goals and spread information which let the projects benefit of each other. (Here of course it will be ensured that projects will be treated equally and the major communication goals will be treated independent from each other). On the other hand cloudSME will be able to offer a Digital Commercialisation Channel for the experiments' results on demand. As stated below, cloudSME will offer the opportunity for experiment partners to commercially integrate their service into the CloudiFacturing solution, which will also help the to commercialize the results of the DIGITbrain project.

Thirdly, DIGITbrain will be keen to support the dissemination and communication activities by the other projects named above and foster the communication of I4MS goals and results.

DIGITbrain will further execute their dissemination and communication activities in support of the I4MS projects mentioned in this report.

Joint Collaboration actions DIGITbrain would like to suggest will include:

- Regular calls between the IAs and CSAs of phase 3 & 4,

- Bundle resources by connecting dissemination responsibles and sharing, responsibilities (e.g. one person represents all other projects on a local event),

- Organising joint events / webinars (e.g. in order to promote Open Calls),

- (Agreement on) regular mutual promotion of open calls / project results by spreading the information of each other (on local events / via social media, websites & newsletters),

- Identify cross-project organisations (particularly DIHs) to facilitate sharing information on joint activities in their regions / networks,

- Offering translations services (e.g. for press releases), if needed.

4.2.6   Collaboration with related ecosystems

Dissemination and networking strategies are key to establish cooperation with other initiatives under the umbrella of the Digital Single Market promoted by the European Commission. Collaboration needs to be focused on joining efforts and finding synergies in project execution and positioning I4MS4T strategically to build an ecosystem, reputation and trust by:

- Widely promoting the I4MS IAs, Digital Innovation Hubs, I4MS training and technologies, with particular attention to underrepresented regions and sectors.

- Coordinating efforts with other CSAs to increase Open Calls application rates and impact of successful Application Experiments.

- Positioning I4MS community and brand in the digital transformation debate and in the dialogue with other Hub CSAs and initiatives such as EFFRA, DIHNET, SAE and PPPs.

- Disseminating projects in the European arena and therefore among Clusters and Associations of the European, National and Regional ecosystems, such as Vanguard, EURADA, S3 platform, …

I4MS4Ts, together with the IAs, will identify opportunities for collaborating in events, communications and activities organised by other initiatives to look for joint participation and represent the interest of I4MS IAs.

Since DIGITbrain and CloudiFacturing are, as mentioned above, technically and personally well-connected to each other, it is planned to join efforts intensifying collaboration of partners, which both projects have in common. This particularly includes DIHs, the core technical partners and the projects' responsibles for dissemination and communication activities.

4.2.7   Brokering system

I4MS Brokering tool linked to the I4MS Community is a service that will facilitate access of interested companies 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. Later, the CSA will match the company with I4MS Contact Points, being DIHs, IAs or other entities that can support manufacturing SMEs in their queries.

IAs will receive the profile of the companies interested in their services – open calls, technology solutions, services…- in order to offer detailed information and support. It will be a tool that will allow to track the interest, request services and monitor the participation of manufacturing SMEs and IT providers in I4MS.

4.3   Access to new markets

Considering our experience in the previous CSA, Innovation Actions also offer support to the manufacturing SMEs participating in their Open Calls by presenting them new opportunities

for growing businesses and venturing into new markets. Customer growth has been identified as one of the best ways to improve profits and expansion.

In DIGITbrain Project, for the purpose of accurate and confident decision-making in determining strategy in areas such as market opportunity, market penetration strategy, and market development, a market research will be developed for each experiment pointing out the position of the solution in the market (customers, partners, stakeholders, competitors, etc.) as well it will look into business models with particular focus over the monetisation models and financial feasibility of the solution. In doing so, break even points analysis and other financial planning and metrics will be developed in order to simulate and demonstrate the sustainability of the monetisation models identified. Task 9.3 will also carefully explore competitive propositions and business models present on the market, with a focus on the monetisation models adopted by competitive marketplaces in the MaaS arena. The analysis will continue exploring key stakeholders involved in the deployment of the marketplace by mean of specific questionnaires aiming to directly shape the technical development of the platform following a pull and customer centric logic instead of a more technology-push method.

4.3.1 Creation of joint portfolio of services

As mentioned in the section on business services, specific training sessions will be organised by the CSA to build a common value proposition putting the offer for SMEs of all Innovation Actions together.

4.3.2 Events

Networking opportunities are key to create a business environment that foster SMEs to work together and capitalise on new opportunities. The CSA will contribute to fostering a collaborative environment to overcome barriers to growth by sharing best practices, technology developments and showcasing in European, national and local events the latest news and advancements of I4MS.

In order to make the most out of the participation in events, the CSA will create a common calendar to be filled in by the IAs with the information related to events in which the IAs or the CSA are going to participate. The shared calendar will be managed by MWCapital, and it is envisioned that the IA will make regular updates regarding relevant events.

This will allow the CSA to identify events of common interest and organise side events or face to face meetings whenever possible to share experiences, best practices and know-how that contribute to strengthening the collaboration across IAs and the CSA.

4.3.2.1 Owned I4MS events

- **Regional workshops.** 5 workshops will be organised in collaboration with IAs, combining specific workshop objectives (technological raise awareness, promotion of Open Calls) with general communication of I4MS initiative locally.

- **Working Groups.** Key stakeholders will be invited to participate in specific Working Groups where different challenges faced by manufacturing industry will be discussed, and I4MS value proposition matched against other views and perspectives. Two onsite

sessions will be organised and the topics to be discussed are: 1) Best practices on digital transformation and 2) Upskilling challenges.

- **I4MS Q&A's and Webinars.** In order to enrich the ecosystem of the Online community, a series of sessions will be organised with the aim of promoting the interaction and synergies between the community of peers. 15 Q&A Sessions and/or Webinars (2 per quarter) on support for the digital transformation of the manufacturing sector.

4.3.2.2 Events detected to disseminate about I4MS

- **World-class Industry 4.0 events.** I4MS4Ts will take advantage of the participation in world-class events from consortium partners. Considering just first year of implementation (2020-2021), the presence in the Consortium of MWCapital guarantees I4MS presence in some key events, such as: Automatica 2020 in Munich (December 2020), Mobile Worlds Congress (February 2021), DATE (February 2021), Advanced Factories (March 2021), IOT World Solutions Congress (October 2021), Basque Country 4.0 Meeting Point (November 2020); participation in IoT Week at Dublin (June 2021) and Hanover Messe (April 2021) will also be evaluated. Collaboration with SAE and other networks will be sought to organise shared booths/InfoCorners, reducing cost and increasing synergies.

- **Events in underrepresented regions and manufacturing sectors:** Underrepresented regions and underrepresented manufacturing sectors will be addressed transversally throughout all communication actions. Whenever the opportunity arises, the attendance to these events will be prioritised in order to have a higher impact on the I4MS project geographically. I4MS will participate at events such as: Tech Industry 2020 in the Baltic Region, ITM Polska Trade Fair or the New Industry Expo/ Nowy Przemysł Expo in Poland, the 16th Annual Cyprus Summit, Slovak-Finnish Industry 4.0 Day, Smart Business Festival -Prague or Bratislava-, among others.

- **Digital Innovation Hubs events - I4MS dedicated Event.** I4MS4Ts will make sure that I4MS is properly represented in all major DIH events organised within the framework of Digital Single Market (like Digital Innovation Hubs Annual Events 2018 and Digitising European Industry Stakeholder Forum 2019), including those organised by DIHNET.

The joint participation in events together with the information displayed in the I4MS Community, such as success stories, will enable the capacity of the I4MS initiative to stimulate the interest in digitisation and thus, in the opportunities and services accessible.

Moreover, the CSA will actively contribute to scouting SMEs and mid-caps during world-class events and develop a plan to raise awareness on the I4MS activities and funding opportunities for digitisation.

NOTE: due to the current situation developed by the Covid-19 pandemic, the organisation of and participation in all the above-mentioned events are subjected to change.

DIGITbrain will be happy to participate in I4MS events listed above and also represent other IAs there.

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 project further considers participating in:

- <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)

- <u>Mobile World Congress</u>, Barcelona (28/6/2021)

4.4   Training

Based on previous experiences and being in contact with manufacturing SMEs, showed 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. This action will contribute to shifting the mentality that digitalisation is costly and make them more prone to pay for services related to digital transformation or decide to participate in I4MS Open Calls or benefit from other opportunities.

DIGITbrain project itself will offer trainings for its beneficiaries as well as for involved DIHs. DIGITbrain activities include a dedicated technology evangelisation program and specific business training, both for experiment partners and DIHs. For experiment partners at least three training events on the underlying core technology (one initial and one for every wave of open calls) will be organised. Training events for DIHs will focus on enabling them to promote and distribute the DIGITbrain solution among their local network. This will include physical training events for DIHs and local stakeholders on the DIGITbrain technology.

For all mentioned parties appropriate training material on the DIGITbrain technology will be provided. This will include hand-outs & Demos / Tutorials (live and/or pre-recorded video demonstrations).

4.4.1   Training activities by I4MS

The training activities proposed are as follows:

- **Enlarge and improve the current training Catalogue** and offer accompanying training measures. This will facilitate the smooth deployment of a specific technology and guarantee its future implementation by the SMEs workers allowing them to adapt their knowledge to the new technology requirements.

- **Culture Matching training** will support DIHs and IAs in providing a clear business value offering descriptions to SMEs. I4MS will organise 4 culture matching training sessions to help IAs and DIHs to define their portfolio of services in a manner which is clear and

attractive to the end-users (SMEs, mid-caps), and to efficiently matchmake needs and demands. A training proposal will be presented to the Innovation actions during the I4MS Kick-off event (October 2020).

- **Open call management training**, specific attention will be dedicated to the new IAs to help them to organise and elaborate the open call documents.

4.4.2   Training events by I4MS

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 are:

- **I4MS Days:** a series of training activities targeted to IAs and DIHs contributing to increase their impact and build their portfolio of services.

- **5 Regional awareness workshops:** combining specific workshop objectives (raising technological awareness, promotion of Open Calls) with general communication of I4MS initiative locally.

- **I4MS Camp:** with the support of the IAs, the CSA proposes to organise a half day event targeting SMEs, IT providers, DIHs and other stakeholders involved in digital transformation to debate and discover I4MS digital innovations and recent trends in advanced manufacturing. In this context, the idea of the I4MS Camp could aim to foster a common understanding of the I4MS offer available, inform about the opportunities and provide information about the latest trends in advanced manufacturing technologies.

The format could combine theoretical and practical sessions, debates and networking events that contribute to consolidate the pan-European network of DIHs and attract manufacturing SMEs and be organised as a side-event during other European events.

4.5   Communication Services

Communication and dissemination activities are an important part of all projects, the objective is to maximise the impact of all the IAs and the CSA with the available resources and means of communication. In this line, the CSA has planned different training activities devoted to improving the visibility of the IAs and their communications towards manufacturing SMEs.

The use of the I4MS tools of communication will be focused on reaching wider audiences and especially manufacturing SMEs to get acquainted with I4MS available Open Calls, activities and services offered.

DIGITbrain will be using the communication channels and options promoted by the I4MS. Further it has set-up its own communication channels and be happy to will use them to support joint activities. Those communication tools include a regular Newsletter, Social Media Channels on Twitter, Facebook and LinkedIn and a project website.

4.5.1 Open Calls 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.
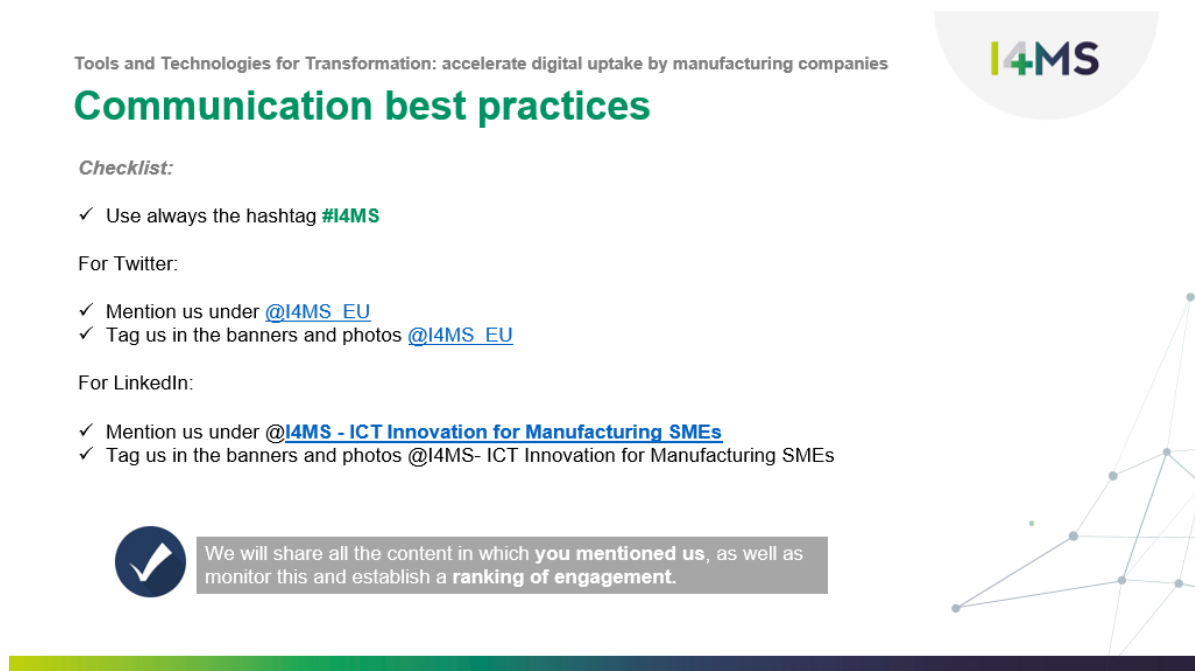
4.5.2 Website

The I4Ms website will be the main entry point for visitors interested in digitalisation of the manufacturing industry. It will be the place to redirect traffic and generate deal flow towards the IAs. All I4MS projects will be invited to publish information in the I4MS website about ongoing activities, highlighting the information on the Open Calls, contributing articles about their projects, news and crosslinking websites.

4.5.3 Social networks

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 a 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.

Figure 7: Communication best practices in social media

Figure 8: Graphic materials to create banners
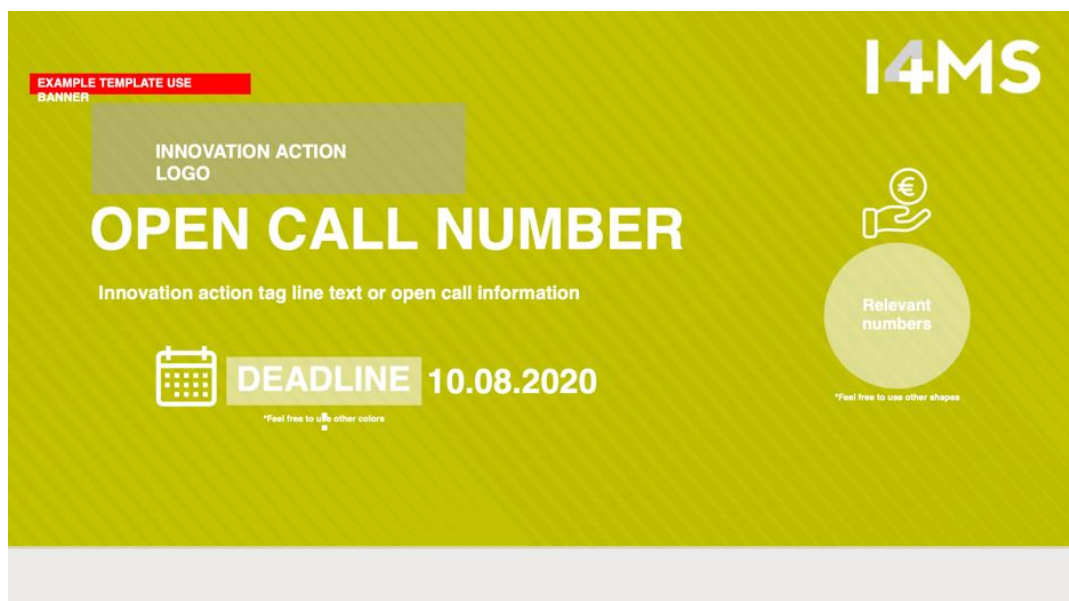
Figure 9: Banner template

As mentioned above, DIGITbrain created social media accounts on Twitter, Facebook and Linkedin. DIGITbrain project takes note of the herein made requirements to mention / tag I4MS in their shares wherever possible and will commit itself to do so in order to increase the reach of communication. Further it will commit itself to look out for communication efforts by other IAs and will help spreading information of other projects. Therefore, DIGITbrain already became a follower of all IAs` Twitter channels available by now.

4.5.4   Public dissemination materials

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.

All the created materials will be put at IAs and AEs disposal to be used during events or to communicate the results and activities of their projects.

4.5.5   Information gathering workflow

In order to keep the information about I4MS projects updated and support IAs in the dissemination of information and online promotion, the CSA will invite projects to provide information via online forms at the beginning of the project and after the closure of the Open Calls:

Figure 10: Example of form to gather information from the IAs

The communication workflow will be established to avoid the duplication of efforts and to keep information of the whole I4MS initiative updated on the I4MS website and in the online community, develop public marketing materials and elaborate the official brochure of the initiative.

4.6   Success stories

Best practices or success stories are companies that have improved their performance with the help of Innovation Actions under the I4MS initiative.

I4MS4Ts will identify Best Practices in collaboration with IAs and via Disruptor Awards disseminating them through I4MS Community, in events and in publications. In this way, I4MS4Ts aims to make use of these success stories from early adopters to reach the late majority of manufacturing SMEs in order to showcase the expertise and benefits of the use of IAs technologies and encourage the participation in the I4MS initiative Open Calls and activities.

4.6.1   I4MS Disruptors Award

The CSA will launch two Disruptors Awards Calls to select a total of 6 I4MS Flagship Experiments illustrating a company's ability to innovate and implement ICT technologies. Innovation Actions' beneficiaries will be invited to participate. A first call will be launched around Spring 2021 and second call during Summer 2022.

The I4MS Disruptors Awards will recognise excellence in supporting SMEs and mid-caps in the uptake of key enabling technologies by providing opportunities for public recognition around the achievements of SMEs, DIHs, Competence centres and more.

The awarded initiatives will be granted with the widest visibility on the I4MS website and community as well as off-line visibility, namely through the participation in World Class Events where they will be put in contact with other partners, stakeholders, founders and investors.

Innovation Actions will invite their beneficiaries to participate in the call of the Disruptors Awards and accompany them during the Awarding Ceremony if possible. This Award is also to promote the use of specific technologies and show how companies were able to implement the technologies into their daily operations.

Also, another activity that will be proposed is to create a joint prize package, by offering to the winners of the contest some perks that can help them in leveraging AEs results. IAs can offer training on IPR, business models or the participation in a specific event to attract investors, etc.

Figure 11: I4MS Disputor 2019 Event (Left to right: Antonio Gomez from Nabladot supported by CFG (finalist), Mayte Carracedo (I4MS), Luka Ambrozic from Elaphe supported by Fortissimo 2 (winner), Matthias Kuom (EC), Ralf de la Haye from HANNING ELEKTRO-WERKE supported by CFG (finalist), and Alessandro Canepa from i-Deal supported by BeInCPPS (finalist).)

4.6.2 I4MS-SAE label

During Phase 3, the I4MS-SAE label was designed and approved by the IAs and all companies selected by the IAs received a personalised certificate together with a guideline for SMEs on how to use this label.

Figure 12: I4MS-SAE label and certificates for SMEs

In this sense, I4MS4Ts intends to continue the work initiated during Phase 3 (I4MS-GO) to set up an **I4MS/SAE Innovation Label for AEs** as a perfect tool to foster cooperation and boost the competitiveness of EU economy. The I4MS-SAE Label recognises the value of the AEs and helps other funding bodies to get access to the best innovators who have a connection to the specific region.

Ultimately, the target is to give visibility to strong and well-performed AEs at a regional level to inspire other SMEs to start adopting digital transformations. By awarding the label to the projects that have already been funded through the IAs, the initiatives are able to help stronger projects to receive follow-up funding for a second phase. This in terms contributes to a higher probability to produce success stories in Europe and eventually contributes to bigger financial and social impact.

IAs under I4MS and SAE will be invited to continue using this tool in order to identify the best performing experiments and invite them to have a special place in the I4MS communication and dissemination activities. Experiments awarded with this label will be showcased as top innovators when contacting regions and will contribute to finding additional funding opportunities that can leverage the results obtained by participating in I4MS and SAE experiments.

4.7   Transversal topics of common interest

4.7.1   Open calls FSTP alignment

For a greater understanding of Open Calls rationale and challenges, I4MS4Ts will be designed and an online survey sent to all phase 4 IAs, to get a general overview of the Open Calls on one hand, and the possibility to track the results of the different calls on the other

This will allow the CSA to better support the IAs in establishing Open Calls, by providing the necessary tools (awareness-raising materials, brokering support, community engagement activities) to attract manufacturing SMEs/mid-caps, regions and sectors with different levels of technological maturity.

Special attention will be given to the launch of Open Calls during monthly calls; some of the topics to be covered are:

- Increase in the number of quality applications,

- Wider geo-coverage,

- Wider sector coverage.

The information related to the IAs Open Calls will be distributed among the DIH network to attract SMEs and invite DIH to participate in those calls targeting DIH. I4MS4Ts will maintain the I4MS community as the key instrument in Open Call Dissemination. Additional information on available funding sources (regional, national, H2020) will be shared on a space of the I4MS community dedicated to funding and with the DIHNET.EU CSA.

In order to facilitate the Open Call procedures, from development to the end, I4MS4Ts in collaboration with the IAs will explore the possibility of creating a common framework for establishing Open Call synergies, such as joint open calls and joint support programmes for the beneficiary SMEs, among others.

Finally, I4MS4Ts will inform the IAs about the EC procedures to launch the open calls complying with all EC requirements to facilitate the streamline of call related documents. The CSA will also make available to the IAs the Open Call Management System of the I4MS platform.

4.7.2   Other topics of common interest

Despite the list of suggested topics for collaboration, the CSA will be open to adding new topics for discussion and, whenever possible, supporting the IAs in their implementation. These new proposals of collaboration will be identified during bi-monthly calls with the IAs and also during the consultative board meetings.

5   Internal Communication

The internal communication tools to be used will be the bi-monthly calls, emails and the consultative board. Also, a private space for communicating with key stakeholders of the I4MS initiative, I4MS Contact Points, will be put at the IAs disposal to foster collaboration among the CSA and the IAs, the IAs and the DIH, and facilitate cross-sectoral and cross-border partnerships with other actors of the ecosystem.

The Engagement programme will be articulated around:

1. The bi-monthly web-meets;

2. At least two onsite events among representatives of on-going Innovation Actions;

3. The Consultative Board;

4. I4MS Contact Points private community.

When inviting for the web meeting, the CSA will include a draft agenda asking participants to suggest points which may be missing in order to fit the needs of the participants.

5.1 Bi-monthly calls

The main means of communication with IAs will be the bi-monthly calls, it will be the fora to discuss the advancements of the Joint Engagement plan and define the strategies to be followed and the support needed by the IAs. The dates of the calls will be agreed on a six-month period basis via doodle and organised by the CSA via teleconference.

An agenda of the topics to be covered will be shared with the participants at least 5 days before the call to add suggestions. The main agreements will be distributed by email as well to facilitate the follow-up of the work done.

5.2 Onsite events

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.

5.3 Consultative Committee

I4MS4Ts will establish a Consultative Committee whose role will be to provide insights on the IAs needs and challenges, give opinions on SME onboarding process, dissemination and communication strategies, comment on tools and documents.

The CSA will seek to include in the Consultative Committee one representative of each I4MS Innovation Action and one representative of SAE Coordination and Support Action. Representatives of active SAE Innovation Actions may be invited to participate, as well as terminated I4MS/SAE Innovation Actions if any of the joint services set up during the project are active.

5.4 I4MS Contact Points private space

I4MS Contact Points private space will offer an opportunity to actively contribute to the community growth by informing about the existing opportunities and services offered to DIHs and intermediary bodies supporting SMEs.

IAs and DIHs will be invited to share information on their projects, services, open calls and promote content they consider of relevance; it will also be an excellent opportunity to foster the collaboration among the different stakeholders and give visibility to the most innovative results and project advancements.

6 Conclusions

The I4MS Engagement Programme is the first proposal to set some collaboration activities to deploy the full potential of the work carried out by the IAs and the CSA. The ambition of the programme is to take profit of all ongoing activities and initiatives at the European level related to the Digitising the European Industry Strategy under the I4MS scope in order to establish long-lasting collaboration links that go beyond the H2020 funding.

An action plan (Annex III) will be developed to agree on the next steps and to monitor the different activities organised and performed in a joint manner. The first action plan will be created based on the collaboration framework included in this deliverable and updated during the bi-weekly calls. Having an action plan with common set priorities and actionable

activities will facilitate the follow-up of the collaboration and monitor the evolution of the proposed joint actions.

The aim of the activities proposed is to bring together the ecosystem and creating cooperative working routines that are translated into more opportunities for SMEs and mid-caps and put IAs, the CSA, DIH and Competence Centres at the core of the digital transformation process supported by the European Commission.

The results arising from this joint exercise will range from collaborations during events and dissemination activities to generate discussions and exchange know-how that lead to the improvement of the I4MS significance and impact.

I4MS4Ts has already established initial contact with the IAs and will set up virtual meetings in order to present, gather feedback and reach an agreement on the initial activities for the proposed programme.

This document is not a static paper. As the activities roll, engagement increases and we learn from what we do, we shall keep updating the activity plans (Annex III) and adjust the document to the newest developments.

I4MS-SAE joint label

1) MOTIVATION OF THE NECESSITY OF THE LABEL ON THE POLICY LEVEL

There has been a substantial increase in the budget of Horizon 2020 (almost EUR 80 billion) compared to the previous research framework programmes, together with a steep increase in the innovation and competitiveness-related budgets under cohesion policy over the past decade.[1] Despite of this fact, it is of utmost importance **to ensure optimal synergies between the funds to face the ever-increasing competitive pressure from global markets and maximise impact and efficiency of public funding**. The European Parliament and Council made it clear that this approach is no more a "nice to have" but a "**need to implement**". This political will need to permeate all layers of stakeholders, at the Member State level as well as Commission services level, including intermediaries and facilitators' networks.

To achieve this, it is crucial to align strategies and implementation modalities and complement existing and future roadmaps. However, translating this new reality will be a learning process, given that ESIF implementation is under Member States' shared management rules while Horizon 2020, COSME, Erasmus etc. support is allocated at EU level (directly or indirectly by the Commission). A first effort lies in making strategic choices and planning on the side of the regions and the Member States, i.e. **to foster excellence in the smart specialization areas**. On the Horizon 2020 side, it consists of implementing the programmes in a synergistic manner in terms of raising awareness, providing information, engaging in communication campaigns, and connecting National Contact Points as much as possible to national and regional ESIF policy makers and managing authorities.

There are also strong differences in the level of digitalisation across the EU, depending on the sector and region. To bridge the current divide, the EU proposed **Digital Innovation Hubs** (DIHs) as a key priority in the Digitising European Industry Initiative, adopted in April 2016.[2] It is of utmost importance to **connect different EU initiatives** and **solutions developed** under H2020 **with the DIHs** participating in the network.

2) BACKGROUND OF I4MS and SAE INITIATIVES

I4MS & SAE initiatives are promoted by the European Commission to increase the use of digital innovation by SMEs in Europe, in order to boost their competitiveness. Under I4MS & SAE, SMEs can apply for technological and financial support to conduct small experiments allowing them to test digital innovations facilitating the access to the latest technologies.

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[1] Enabling synergies between European Structural and Investment Funds, Horizon 2020 and other research, innovation and competitiveness-related Union programmes: https://ec.europa.eu/regional_policy/en/information/publications/guides/2014/enabling-synergies-between-european-structural-and-investment-funds-horizon-2020-and-other-research-innovation-and-competitiveness-related-union-programmes

3) DESCRIPTION OF THE I4MS-SAE LABEL

In order to fill the gap in the above-described challenges, the **I4MS-SAE joint label** represents a perfect tool to foster cooperation and boost the competitiveness of EU economy. The I4MS-SAE label is granted to **Application Experiments (AEs)** and consecutively to **participating companies**[3] which **were accepted for funding through the financial support for third parties (FSTP) mechanism** and that have **successfully completed the support programme** offered by the Innovation Actions (IAs) responsible for the funding mechanism. It recognises the value of the AEs and helps other funding bodies to take advantage of tightly controlled selection mechanism and get access to the best innovators who have a connection to the specific region. The label validation will allow complementary activities to be proposed to selected AEs and companies via a tailor-made approach, as well as design modalities of cooperation depending on area of interest or availability of funds from regional players. Ultimately, the target is to **give visibility** to **strong** and **well-performed AEs** at regional level to **inspire other SMEs to start adopting digital transformations.**

By awarding the label to the projects that have **already been funded through the IAs**, the initiatives are able to help **stronger projects** to **receive follow-up funding for the deployment phase**. This in terms contributes to a **higher probability** to **produce success stories in Europe** and eventually contributes to **bigger financial** and **social impact.**

Essentially the label will be used by both the **AEs**, but also by **individual companies** who were behind the experiment to **further support their activities related**. Ultimately, it is the **choice of the Region** to assess which types of activities and entities they want to support, depending on their strategic focus.

4) TARGET GROUP OF I4MS-SAE LABEL

The I4MS-SAE label is mainly targeted to be used by **regional governments**, but also to **national funding bodies** and **Digital Innovation Hubs (DIHs)**. Possible uses cases of the I4MS-SAE label are **policy making**, **access to funding**, **community building** and **building reputation** of the regions.

5) MECHANISM OF AWARDING THE LABEL

No application from the AEs or participating companies side is needed to apply for the label. IAs will make the selection of AEs they want to award the label to, based on the criteria below.

Below mentioned criteria must be controlled and assessed by the Mentoring Committee or Monitoring Committee of the responsible IA.

6) CRITERIA OF AWARDING THE I4MS-SAE LABEL

The label is awarded to the AEs or participating companies[4] that have fulfilled the following conditions:

I. Performance-related criteria:

- The AE (and consecutively the participating companies) have received funding to execute their experiment through FSTP mechanism from the Innovation Action participating in the I4MS-SAE joint label initiative
- The AE (and consecutively the participating companies) have successfully completed the support programme/acceleration programme offered by the Innovation Action, incl. achieved the mandatory KPIs in the programme
- The AE (and consecutively the participating companies) have a highly innovative idea or approach
- The AE (and consecutively the companies) have shown a highly scalable business model and results of the experiment
- The AE or proposed innovation or technology usage or way of implementation or deployment has a high impact on the manufacturing SMEs or mid-cap's process, services or products

II. Ambition-related criteria:

- The AE or individual company(ies) participating in the experiment have a strong will to continue with developing or deployment of the AE or underlying innovation after the end of the support programme
- The AE or companies behind the AE have a clear plan to go forward
- The AE or participating companies have a complete team in place covering both technical and business competencies

III. General criteria:

- **Eligible entity**

  The type of entity that is eligible to receive the I4MS-SAE label is the following: SMEs[5] or Midcap[6] that can be defined as end-user, technology provider, system integrator or early adopter in the AE

- **Eligible countries**

  Only entities established in any of the following countries are eligible to apply for the I4MS-SAE label:

  1. The Member States of the European Union
  2. The Overseas Countries and Territories (OCT) linked to the Member States

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[4] Find the definition of eligible companies under Point 6 Criteria for awarding the label, sub-heading III General criteria

[5] SME-by the EC definition, employ fewer than 250 persons, have an annual turnover not exceeding 50 million EUR, and/or an annual balance sheet total not exceeding 43 million EUR.

[6] midcap - company with less than 3000 employees

3. The Countries Associated to Horizon 2020: the latest information on which countries are associated, or in the process of association to Horizon 2020 can be found in the in the H2020 online manual.

- *Other conditions*
  The entity receiving the I4MS-SAE label, confirms that:
    1. It is not under liquidation or is not an enterprise under difficulty accordingly to the Commission Regulation No 651/2014, art. 2.18,
    2. Its Project (Application Experiment) is based on the original works and going forward any foreseen developments are free from third party rights, or they are clearly stated,
    3. The applicants agree with gathering of personal data during the application process

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Annex II: underrepresented regions

In order to identify the underrepresented NUTS-2 regions in terms of I4MS technologies, I4MS CSA has followed the steps listed below to perform the analysis[2]:

1. We have considered all NUTS-2 EU Regions

2. We have analysed the degree of innovation of the NUTs-2 EU regions according to the Regional Innovation Scoreboard (2019) https://interactivetool.eu/RIS/rIS_2.html#, and we prioritised the **regions which are classified as Moderate or Modest by the RIS**.

Note: We consider that NUTs-2 Regions which are *Leader* or *Strong* in terms of the *Regional Innovation Scoreboard*, will not have any problem in the digitalisation process even if they don't have yet any registered DIH, as such these regions are not considered underrepresented for this analysis.

Country	NUT2 Name	RIS
Bulgaria	Southwest (Yugozapaden-Югозападен)	Modest
Bulgaria	North central (Severen tsentralen-Северен централен)	Modest
Bulgaria	Nortwest (Severozapaden-Северозападен)	Modest
Bulgaria	Northeast (Severoiztochen-Североизточен)	Modest
Bulgaria	Southeast (Yugoiztochen-Югоизточен)	Modest
Bulgaria	South central (Yuzhen tsentralen-Южен централен)	Modest
Cyprus	Κύπρος	
Czech Republic	Jihozápad	Moderate
Czech Republic	Severovýchod	Moderate
Czech Republic	Severozápad	Moderate
Czech Republic	Střední Čechy	Moderate
Czech Republic	Střední Morava	Moderate
Finland	Åland	Modest
France	Corse	Moderate
Germany	Koblenz	Moderate
Germany	Lüneburg	Moderate
Germany	Niederbayern	Moderate
Germany	Weser-Ems	Moderate
Greece	Anatolikí Makedonía, Thráki (Ανατολική Μακεδονία, Θράκη)	Moderate
Greece	Thessalia	Moderate
Greece	Vóreio Aigaío (Βόρειο Αιγαίο)	Moderate
Greece	Dytikí Makedonía (Δυτική Μακεδονία)	Moderate
Greece	Ípeiros (Ήπειρος)	Moderate
Greece	Iónia Nisiá (Ιόνια Νησιά)	Moderate
Greece	Kríti (Κρήτη)	Moderate
Greece	Nótio Aigaío (Νότιο Αιγαίο)	Moderate

Figure 13: Screenshot of the table containing RIS Modest and Moderate NUTS-2 regions (Step 1 and 2)

3. We have filtered the DIHs registered in DIH Catalogue (Date of reference for this analysis July 2020) from the selected NUTS-2 regions classified as Moderate or Modest by the RIS to know the number of specialised DIH in I4MS Technologies[3] as shown in the following figure.

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[2] Note that this information has to be validated with the EC. A final list of underrepresented regions will be presented and made available to all IAs at the end of September.

[3] I4MS technology areas have evolved overtime, following latest technological trends, but can be grouped as follows. (I) HPC simulation, data analytics and digital twins; (II) Laser equipment in additive manufacturing; (III) Industrial Robotics & (since Phase 4) AI in manufacturing; (IV) Intelligent Fixtures (only during Phase 1), Cyber Physical Systems, IoT, cognitive autonomous systems and human-robot interaction.

Figure 14: Screenshot of the number of DIHs specialised in I4MS Technologies (Step 3)

Country	NUT2 Name	HPC	Laser	AM	Robotics	AI	Simulation	Interaction	Total i4MS	OperationalDIH	InPreparationsDIH	RIS
Bulgaria	Southwest (Yugozapaden-Югозападен)	2	1	3	2	2	1	1	12			Modest
	Bulgarian Innovation and Technology Hub - Digi	1		1	1	1		1	5		1	
	SmartFabLab		1	1					2		1	
	Sofia Tech Park	1		1	1	1		1	5		1	
Bulgaria	North central (Severen tsentralen-Северен централен)								0			Modest
Bulgaria	Nortwest (Severozapaden-Северозападен)								0			Modest
Bulgaria	Northeast (Severoiztochen-Североизточен)								0			Modest
Bulgaria	Southeast (Yugoiztochen-Югоизточен)								0			Modest
Bulgaria	South central (Yuzhen tsentralen-Южен централен)								0			Modest
Croatia	Jadranska Hrvatska	1		1	1		2					Modest
	DIGIPARC - Digital Partnership Centre	1					1		2	1		
	Digital Innovation Hub for 3D printing (3DJPU)			1	1		1		3		1	
Croatia	Kontinentalna Hrvatska	1	1	4	4	5	6	3				Moderate
	Algebra LAB					1	1		2	1		
	Business incubator PISMO			1			1		2	1		
	CROBOHUB Croatian Robotics Digital Innovation Hub				1	1	1		3	1		
	CroTechHub			1	1	1	1	1	5		1	
	DIH North			1			1		2		1	
	hub.in Bjelovar				1	1	1	1	4	1		
	HUB385	1	1	1	1	1		1	6		1	
Cyprus	Kypros			1	3	2	3	2				
	Cyprus Digital Innovation Hub			1	1	1	1	1	5	1		
	Cyprus University of Technology Robotics Control and Decision Systems Competence C			1			1		2		1	
	KIOS Innovation Hub (KIH)			1	1	1	1		4		1	
Cyprus	Κύπρος								0			

4. We have filtered and excluded NUTS-2 EU regions from countries with organisations leading I4MS IAs, DIHs participating in projects funded under I4MS initiative (and included in the I4MS website) and the countries with more than 4 Supportive Partners.

5. We have filtered and excluded NUTS-2 EU regions with DIHs participating in BOWI, the IA selected under Area 4 'Widening Digital Innovation Hubs' in SAE Initiative (DT-ICT-01-2019) which is currently running, and where FBA is a partner.

Finally, we conclude from the remaining data that underrepresented regions are those following the criteria below:

- o Regions from countries that have not been involved in any project of phase 2 and 3 I4MS Innovation Actions.

- o Regions from countries with no participation in the DIHs activities and Supportive partners organised by the CSA during Phase 3.

- o Regions with a RIS classification of Modest or Moderate.

- o Regions with no registered DIH in the JRC catalogue.

- o Regions with DIHs that present a total added expertise in maximum 3 I4MS technologies.

The results of the analysis are presented in the following table:

No.	Country	NUT2 Code	NUT2 Name	DIH Catalogue	Status	Total I4MS technologies	RIS	I4MS participation (Supportive or IAs)
1	Bulgaria	BG32	North central (Severen			0	Modest	No
2	Bulgaria	BG33	Northeast (Severoiztochen-			0	Modest	No
3	Bulgaria	BG34	Southeast (Yugoiztochen-			0	Modest	No
4	Bulgaria	BG42	South central (Yuzhen tsentralen-			0	Modest	No
5	Czech Republic	CZ02	Střední Čechy			0	Moderate	No
6	Czech Republic	CZ05	Severovýchod			1	Moderate	No
7	Czech Republic	CZ07	Střední Morava			0	Moderate	No
8	Hungary	HU21	Közép-Dunántúl			0	Moderate	No
9	Hungary	HU23	Dél-Dunántúl			0	Moderate	No
10	Hungary	HU12	Pest			0	Moderate	No
11	Hungary	HU31	Észak-Magyarország			0	Moderate	No
12	Hungary	HU32	Észak-Alföld			0	Modest	No
13	Malta	MT00	Malta			1	Moderate	No
				Malta Digital Hub	IP	0		
				MITA Innovation Hub	IP	1		
14	Poland	PL71	Łódzkie			0	Moderate	No
15	Poland	PL42	Zachodniopomorskie			0	Moderate	No
16	Poland	PL52	Opolskie			0	Modest	No
17	Poland	PL62	Warmińsko-mazurskie			0	Modest	No
18	Poland	PL63	Pomorskie			0	Moderate	No
19	Poland	PL72	Świętokrzyskie			0	Modest	No
20	Poland	PL82	Podkarpackie			0	Moderate	No
21	Poland	PL84	Podlaskie			0	Modest	No
22	Portugal	PT18	Alentejo			0	Moderate	No
23	Romania	RO21	Nord-Est			3	Modest	No
24	Romania	RO22	Sud-Est			0	Modest	No
25	Romania	RO31	Sud-Muntenia			0	Modest	No
26	Romania	RO41	Sud-Vest Oltenia			0	Modest	No
27	Slovakia	SK03	Stredné Slovensko			0	Moderate	No
28	Slovakia	SK02	Západné Slovensko			0	Moderate	No

Country	Total I4MS technologies	DIH Catalogue	RIS
Albania	4	Innovation Hub	no innovation data available
		Oficina	
		Protik Innovation Center	
Bosnia and Herzegovina	3	Foundation for innovation and technology development, INTERA Technology Park	no innovation data available
		Digital Innovation Hub ONEX - Banja Luka	
		HUB387	
Montenegro	4	Digitalizuj.Me	
		M:tel digitalna fabrika	Modest
North Macedonia	4	Seavus Incubator DOOEL Skopje	
		Technology Park doo (SEEUTechPark)	Modest

Figure 15. EU countries underrepresented in I4MS technologies

Based on the previous analysis we can observe that at NUT-2 level, there is a total of 28 regions in disadvantage regarding access to I4MS technologies.

Those numbers will increase if we also include the Associated Countries.

The Associated Countries (AC) considered unrepresented in I4MS technologies are Albania; Bosnia and Herzegovina; Montenegro; North Macedonia. The selection processes for the AC was done at country level and had some limitation regarding the innovation score, with Albania and Bosnia and Herzegovina not having any available data.

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Annex III: Action Plan

Template to elaborate the final roadmap with actionable tasks and monitoring system.

	PROPOSED		SCHEDULED			IN PROGRESS		COMPLETED	
BUSINESS SERVICES	Joint portfolio								
	Access to funding								
COMMUNITY & BROKERING SYSTEM	I4MS online community								
	I4MS Contact Points								
	I4MS Ambassadors								
	Ecosystem collaboration								
	Brokering system								
ACCESS TO NEW MARKETS	Joint portfolio								
	Events		Events						
			I4MS KO event	oct-20					
			Automatica	dec-20					
			MWC	feb-21					
			DATE	feb-21					
TRAINING	Catalogue of trainings								
	Trainings to DIHs								
	Trainings to SMEs								
	Trainings to Ias								
	Regional workshops								

COMMUNICATION SERVICES	■ Open Call dissemination ■ Website ■ Social Networks ■ Dissemination materials			
SUCCESS STORIES	■ I4MS Disruptors Awards ■ I4MS-SAE label			
TRANSVERSAL TOPICS OF COMMON INTEREST	■ Open Call alignement			
INTERNAL COMMUNICATION	■ Bi-monthly calls ■ Onsite events ■ Consultative Committee ■ I4MS private space			

Figure 16: I4MS Action Plan

Annex IV: contributions to build I4MS collaboration roadmap

AREA OF COLLABORATION	DESCRIPTION	IAS CONTRIBUTIONS (filled by DIGITbrain partners)
BUSINESS SERVICES	Describe the activities your project will deliver related to the offer of business/support services to manufacturing SMEs beyond cascade funding. Example of support or services can be consultancy on new business models, incubation and business acceleration, access to additional funding….	• Business and Technical Support will be provided by DIHs to the experiment partners joining. • Further work package 9 for "Business Coaching and Exploitation" will provide Coaching to DIHs and experiments. The experiments' coaching will be provided in an iterative manner. The work in DIGITbrain project will be guided by the build-measure-learn loop, always involving the end user for feedback, and monitoring relevant KPIs which will be used to understand whether it is the case to continue optimising the feature or to pivot (e.g. what was considered the whole service becomes a single feature of the new one or vice-versa). • Moreover, for each experiment it will be developed a market research pointing out the position of the solution in the market (customers, partners, stakeholders, competitors, etc.) as well it will look into business models with particular focus • over the monetisation models and financial feasibility of the solution. In doing so, break even points analysis and other financial planning and metrics will be developed in order to simulate and demonstrate the sustainability of the monetisation models identified. • Digital Commercialisation Channel: We will offer the opportunity for experiment partners the service could be commercially integrated into the CloudiFacturing solution, which would help the to commercialize the results of the DIGITbrain project.
	Do you have any other suggestions?	

COMMUNITY AND BROKERING SYSTEM	Add information about online tools (communities, marketplaces…) or activities to support networking among stakeholders.	Newsletter (I4Ms activities and other projects actions will regularly be highlighted in the project newsletter), Social Media Collaboration (joint activities and collaboration in order to promote the AIs results), Events (one project represents others), Open Calls (promotion of the Open Calls of other IAs in the network). Project Website (include main objectives and a general description on the project
	Also, in case you have identified European associations, networks…that you would like to establish contact with, add them here. Examples: SAE, EFFRA, ECSEL, RODIN, DIHNET.EU…	*DIHNET.EU*, *AI4EU*, *EFFRA*, *SAE*, *EPOSS*, *ARTEMIS-IA, European Cluster Collaboration Platform (ECCP), DaSCI Innovation Hub, AEMAC, ADDIMAT*
	Do you have any other suggestions?	
ACCESS TO NEW MARKETS	Describe any activity you are planning related to facilitate the access to new markets, such as • technologies observatory, • market intelligence, • IPR, • patent management among others	Market Intelligence: For the purpose of accurate and confident decision-making in determining strategy in areas such as market opportunity, market penetration strategy, and market development, a market research will be developed for each experiment pointing out the position of the solution in the market (customers, partners, stakeholders, competitors, etc.) as well it will look into business models with particular focus over the monetisation models and financial feasibility of the solution. In doing so, break even points analysis and other financial planning and metrics will be developed in order to simulate and demonstrate the sustainability of the monetisation models identified.

	that can be promoted as part of the services and support you offer to manufacturing SMEs.	Task 9.3 will also carefully explore competitive propositions and business models present on the market, with a focus on the monetisation models adopted by competitive marketplaces in the MaaS arena. The analysis will continue exploring key stakeholders involved in the deployment of the marketplace by mean of specific questionnaires aiming to directly shape the technical development of the platform following a pull and customer centric logic instead of a more technology-push method. IPR & Patent Management: The results of DIGITbrain will be exploited by the partners and made available to other relevant EU industries and initiatives (ETPs, PPPs, etc.) carefully observing contractual obligations and intellectual property rights agreed by the consortium and be in line with the project's exploitation strategy.
	Include information about the events you have already identified and where you are planning to participate.	Due to the outbreak of COVID-19 the opportunities for event participations are still expected to be limited in 2021 and maybe still beyond. DIGITbrain project though considers participating in the following events: - *Rethink Smart Manufacturing Europe, March 1 – 2, 2021, Berlin, Germany (1-2/3/2021)* - *Cognitive Manufacturing Conference, June 2021 (tba) Berlin*, Germany (6/2021, exact date tba) - I4MS Conferences, primarily those dealing with Digital Twins, AI, MaaS - *Hannover Messe*, Hannover, Germany (12-16/4/2021)

		- *Mobile World Congress, Barcelona (28/6/2021)* Moreover, DIGITbrain will organise a bunch of webinars / online trainings for interested companies prior to each Open Call.
	Do you have any other suggestions?	
TRAININGS	Add information and a brief description about training activities targeting SMEs	DIGITbrain activities include a dedicated technology evangelisation program and specific business training, both for experiment partners and DIHs. For experiment partners at least three training events on the underlying core technology (one initial and one for every wave of open calls) will be organised.
	Add information and a brief description about training activities targeting DIHs.	Training events for DIHs will focus on enabling them to promote and distribute the DIGITbrain solution among their local network. This will include physical training events for DIHs and local stakeholders on the DIGITbrain technology.
	Add information and a brief description about training activities, courses or materials you are going to develop within your project.	For all parties training material on the DIGITbrain technology will be provided. This will include hand-outs & Demos / Tutorials: live and/or pre-recorded Demonstrations.
COMMUNICATION SERVICES	Please fill in the following form so we can start offering you support communicating about your project. • General information about your project:	The Information available about DIGITbrain Project by now has been provided.

	https://forms.gle/gxjUWVfPPSLtDx1g7 • Information about your open calls: https://forms.gle/oaiAw5cR5ZQR69k38	
	Add your suggestions for joint communication activities.	DIGITbrain Suggestions: - Regular calls between the IAs and CSAs of phase 3 & 4 - Bundle resources by connecting dissemination responsibles and sharing responsibilities (e.g. one person represents all other projects on a local event) - Organising joint events / webinars (e.g. in order to promote Open Calls) - (Agreement on) regular mutual promotion of open calls / project results by spreading the information of each other (on local events / via social media, websites & newsletters) - Identify cross-project organisations (particularly DIHs) to facilitate sharing information on joint activities in their regions / networks - Offering translations services (e.g. for press releases), if needed
SUCCESS STORIES	Let us know if you are planning a specific communication action to present the beneficiaries of the Open Calls and experiments results to wider audiences.	The beneficiaries of DIGITbrain project will regularly be presented in the course of project dissemination activities. - When entering the project, they will be presented in detailed experiment descriptions on the DIGITbrain website linking their company website. - Further they will be mentioned in press releases which will be published after the selection process of each open call.

		- At events, beneficiaries will be promoted as a part of the DIGITbrain consortium. Either by the material they bring in or by dissemination material created by the responsible work package. - Both, the achievements of experiments (telling about beneficiaries' roles) and the results of the project will be presented via all communication channels (newsletter, social media channels, including Twitter, LinkedIn and Facebook) in a regular manner. This will particularly include concrete - <u>Experiment Success Stories</u> (to be compiled with beneficiaries' support) which will be published on the website and promoted to CSAs via the DIGITbrain newsletter. - DIHs moreover shall give them visibility and contact options in their networks.
	Would you be interested in offering additional support to the winners of the I4MS Disruptors Awards? For instance, invite them to benefit from consultancy services or trainings.	Yes.
	Any other suggestions to give visibility to the Application Experts and show the impact of I4MS technologies in business operations?	
TRANSVERSAL TOPICS OF COMMON INTEREST	Do you see any synergies with other projects to organise a joint open call or deliver services to applicants together?	- We appreciate the collaboration between all projects of phase 3 and 4, because we think, through regular joint actions we can increase the spotlight on all initiatives and reach the biggest impact for all. - In particularly, we of course see special synergies between the CloudiFacturing and the DIGITbrain project, even after the end of CloudiFacturing. Firstly, because DIGITbrain will build on project results and partly shares beneficiaries, particularly DIHs. Secondly, because CloudiFacturing's work package leader for Impact and

		Commercialization (handling project dissemination activities) cloudSME, will be the work package leader for communication and outreach in the DIGITbrain Project. - We're not sure about the idea to organise a joint open call, since most projects start at different dates, but we're not disinclined doing so.
	Share any other suggestions or ideas.	
OTHER IDEAS		

Table 4: DIGITbrain Contributions to biold I4MS Collaboration Roadmap