**Digital Innovation Hubs Federation
For Large Scale Adoption of
Digital Technologies by European SMEs**

D5.1 – Dissemination & engagement plan & implementation activities

March 2020

Technical References

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Document history

Form	Version	Date	Author	Organization
Draft / Final	v1	03.03.2020	Gustavo Jacomelli & Diana Prsancova	Zabala Innovation Consulting
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Draft	V2	24.3.2020	Gustavo Jacomelli	ZAB
Draft	V2.1	25.3.2020	Isabelle Chartier, Isabelle Dor, Marta Renz	CEA, BME
Final				

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Figures & Tables

List of abbreviations

CPS	Cyber physical system(s)
DIH	Digital Innovation Hubs
SEO	Search Engine Optimisation

DigiFed in a Nutshell

Operating withing the frame of the **Smart Anything Everywhere Initiative,** (see Figure 1, phase 3) DigiFed's ambition is to become a world leading pan-European accelerator for the deployment of embedded and Cyber Physical Systems (CPS), supporting the European Commission's strategy to lead and win the digitisation race of the European industry. Based on years of experience in CPS acceleration, DigiFed partners unite a mix of proven methodologies and approaches on innovation support, together with novel ideas that underpin a truly innovative programme able to foster the emergence of world class CPS products and solutions.

The main objective is to encourage the adoption of advanced digital technologies by EU SMEs with a focus on non-digital businesses. DigiFed implements a business plan for the sustainability of the federation of Digital Innovation Hubs (DIHs), while providing significant support mechanisms for individual and groups of SMEs to foster the introduction of digital technologies in their product and service offerings.

The focus is on Cyber Physical and Embedded Systems with a particular attention to security and privacy, autonomy and human-machine interaction. DigiFed proposes 3 main Innovation pathways which are all interrelated: Application Experiments (allow SMEs to define an R&I project to disrupt, upgrade or manufacture an innovative digital product or service.), Generic Experiments (target a group of mainly non-tech SMEs to implement advanced technology demonstrators with co-funding from regional authorities) and Digital Challenges (with a focus on trialling new co-funding mechanisms with companies involving directly the demand side).

DigiFed gathers 5 DIHs from different countries with established ecosystems and will continue expanding and linking with other DIHs and DIH networks through its lifetime to create a truly EU-wide offering of sustainable cross-border DIH services.

With the aim to engage at least 200 SMEs and midcaps from across Europe in its innovation programme, at least 40 of these will receive also funding support and benefits from one of DigiFed's innovation pathways; half of these will be businesses with low digital maturity. Both funding from the private sector and public co-funding from regions of DIHs will be leveraged in order to maximise value from EU investments.

Three open calls will be launched throughout the project's lifetime, providing windows of opportunities for applicants to come forward with innovative ideas to support DigiFed's advertised innovation pathways. The open calls will be advertised widely through the creation of awareness campaigns across all DIH regions with the help of DIHs in the consortium and associated partners. The application process will involve an online application, together with a video pitch. Interested companies have also the opportunity to attend DigiFed boot camps that will be hosted within the consortiums DIHs and those of identified partner DIHs.
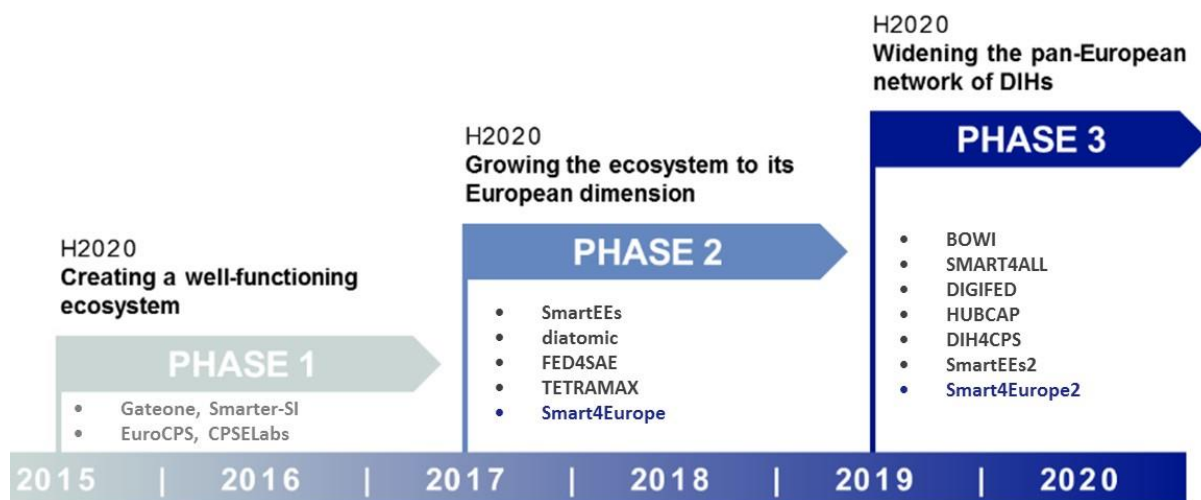
Figure 1. Evolution of the SAE Initiative

This project has received funding from the European Union's Horizon 2020
research and innovation programme under grant agreement No 864266.

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Summary

The present document, D5.1 Dissemination & engagement plan and implementation activities prepared with WP5, describes the overall communication strategy for the consortium, and functions as a guide for project partners when speaking on behalf of the project. It is structured to address different key aspects of proper communication and dissemination:

- Management (responsibilities and rules for performance)
- Objectives
- Subject
- Target audience
- Material and channels
- Timing
- Evaluation and assessment

The Dissemination & engagement plan and implementation activities is a deliverable to be submitted to the European Commission by M3. In M12, M24, M33 the plan will be updated and submitted as a report to the European Commission. Within that future document, the initial deliverable will be reviewed and adjusted to any new findings.

Spelling Guidelines

British English should be used in all documents. Generic terms are spelled in lower case, specific terms and proper names are spelled with initial capitals.

1. Communication and Dissemination Management

This section outlines the procedures for Dissemination and Communication as presented in Articles 29 and 38 of the Grant Agreement. All the partners from the DigiFed consortium are obliged to follow the activities under the EU legislation presented below.

1.1. Obligations for dissemination and Open Access

According to Article 29.1 of the Grant Agreement, each partner of the DigiFed project is obliged to disseminate the results of the action at the earliest convenience after its creation. Dissemination activities will remain compatible with the protection of intellectual property rights, confidentiality and personal data protection obligations, and the legitimate interests of the owners of the results. A beneficiary must provide a prior 45-day notice to other beneficiaries on the disseminated results. Then, the objections must be sent within 30 days of receiving the initial notification.

Regarding open access, Article 29.2 of the Grant Agreement requests project partners to ensure free of charge online access to all peer-reviewed scientific publications relating to the project results. Moreover, each beneficiary must ensure open access to the bibliographic metadata including the following:

- the terms "European Union (EU)" and "Horizon 2020";

- the name of the action, acronym and grant number;

- the publication date, and length of embargo period if applicable, and

- a persistent identifier.

For detailed information on the rules related to the obligations related to the dissemination activities and open access, partners shall refer to the Grant Agreement and Consortium Agreement for the aforementioned Articles.

1.2. Roles and responsibilities of partners

ZABALA Innovation Consulting (ZABALA) is the lead beneficiary of WP5 and is coordinating all communication and dissemination activities. Table 1 shows the distribution of person month (PM) of all project partners.

Table 1. Person Month (PM) of project partners

Partner Abbreviation	PM in WP5
CEA	**7.00**
AVL	**2.00**
BME	**18.50**

BLUMORPHO	**2.00**
DIGICAT	**3.00**
IK4-IKERLAN	**2.00**
MMNT	**3.00**
STGNB 2 SAS	**2.00**
ST-I	**2.00**
SEZ	**4.00**
UL	**13.00**
ZABALA BRUSSELS	**9.00**
ZAB	**1.0**
TOTAL	**68.50**

To ensure timely and accurate publication of project information on the project website and social media channels, Work Package leaders are required to keep ZABALA (the WP5 leader) informed of newsworthy developments within their Work Packages. The following chart represents the projects Communication Team whereby at least one member of each partner is responsible for providing the WP5 leader with:

- updated information on project activities,
- support in identifying appropriate dissemination opportunities,
- reviewing and validating the communication materials produced,
- ensuring smooth communication within their organisation about the project and its promotional activities,
- any other ad hoc communication actions agreed amongst the consortium.

Table 2. DigiFed Consortium Members

Partner	Contact Person	Email
ZABALA	Gustavo Jacomelli	**gjacomelli@zabala.eu**
	Diana Prsancova	**dprsancova@zabala.eu**
CEA	Isabelle Dor	**Isabelle.dor@cea.fr**
BME	Marta Rencz	**rencz@eet.bme.hu**
ULJ	Jure Trillar	**Jure.Trilar@ltfe.org**
MNL	Bastien Hualpa	**bastien.hualpa@minalogic.com**
SEZ	Sabine Halfner	**hafner@steinbeis-europa.de**
	Fredy Ríos Silva	**ríos-silva@steinbeis-europa.de**
AVL	Eric Armengaud	**Eric.armengaud@avi.com**

BLM	Alice Perez-Morillas	**perez@blumorpho.com**
DGC	Alex	
IKL	Jesus	
ST F	Marcello Coppola	**Marcello.coppola@st.com**
ST I	Antonio Lionetto	**Antonion.lionetto@st.com**

1.3. Visibility of EU funding

In line with Article 29.4 of the Grant Agreement, all communication activities and the results related to the project (including electronic forms) must include both the EU emblem and the following text:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 864266.

During the project, ZABALA and other partners will produce a variety of different communication and dissemination materials that are not subject to this approval procedure. These tools include brochures, videos, articles, interviews, social media posts, etc. and they require a different approval procedure compared to scientific articles, as they don't contain detailed IPR relevant issues.

Before the printing of brochures and the publication of videos, the project coordinator will review and approve the materials.

For official DigiFed press releases, the approval will be required from the coordinator. Press releases from the partners will be under their own responsibility and do not require official approval from the coordinator.

For articles and interviews, only the organisations or persons mentioned in the publications will be required to ask for approval or to fact-check the content. No official approval is foreseen, as these publications have a journalistic approach and interference by interested parties would be counterproductive for the distribution success.

No approval is needed for social media posts done by partners on the DigiFed Twitter or LinkedIn pages.

1.4. European Commission acknowledgement

According to article 29.4 of the Grant Agreement any dissemination activities and publications released by DigiFed, including the project website will (i) specify that the project has received Community research funding and (ii) display the European emblem. All publications shall include the following statement:

For communication activities:

"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 864266".

For infrastructure, equipment and major results:

"This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 864266".

For the protection of results:

"The project leading to this application has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 864266".

For European or international standards:

"Results incorporated in this standard received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 864266".

1.5. Open Access

Article 29.2 of the Grant Agreement states that "each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results". All the publications must be easily accessible and free of charge.

1.6. Disclaimer

Article 29.5 of the Grant Agreement states that "Any dissemination of results must indicate that it reflects only the author's view and that the Agency is not responsible for any use that may be made of the information it contains". This disclaimer must be included when disseminating the results.

This project has received funding from the European Union's Horizon 2020
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2. Introduction

2.1. Objectives and approaches

In order to strengthen the European industry – in particular SMEs – through the acceleration of digitalisation, DigiFed will focus on SMEs and DIH perspectives.

Different levels of digital maturity of SMEs are targeted to upgrade their skills and existing products with dedicated services, tools and solutions and further innovate technology integration as well as access to potential customers.

Cross-border innovation schemes with existing and emerging DIH all over Europe aim at trialling new co-funding mechanisms with regions and companies and the creation of new services towards DIH sustainability.

Subsequently the expected impacts of the DigiFed project are:

- To attract a significant number of new users of advanced ICT in the manufacturing sector, and more innovative technology suppliers, in particular SMEs and mid-caps;
- The creation of a sustainable network of DIHs, providing European added value to investments done at national and regional level in DIHs;
- The availability of DIH services across Europe and its regions with strong industrial capacities.

The approach of DigiFed relies on four steps:

- **Engage**: mainly reaching out to all type of SMEs but also Digital Challenge owners;
- **Explore**: identify SMEs need and offer and orient them towards relevant activities;
- **Experiment**: cross-border highly innovative experimentation involving at least one SMEs but also group of SMEs;
- **Evolve**: based on experimentation outcome, support the SMEs into their market and further investment opportunities for their growth.

2.2. Audience

The key to build a solid Dissemination & Engagement plan is to identify the target groups and their description. Table 3 shows in detail the 7 target groups of the projects: SMEs & start-ups, R&D/academia, policy makers, general public, ICT platform and clusters, enterprises, community/network. The development of specific messages for each target group helps to advocate the DigiFed results more effectively.

Table 3. DigiFed Target Groups

Target groups	Description
SMEs & start-ups	STM32 ecosystem SMEs Spinsplit Kft Quantislabs Kft Zeetta Networks Mativision Smartify INTRUST Air Analytics Sensational Systems Limited CEA start-up ecosystems (150 in 20 years) IRT Nanoelec ecosystem BLM 23,000 contacts network of SMEs and startups SEZ partner in EEN BME DIH partners via Innomine
R&D/Academia	Univ. Maribor, Slovenia Academy of Sciences, Hungary Univ. of Bristol, UK Fraunhofer, Germany CNRS, France IMEC, Belgium TNO, The Netherlands
Policy makers	Ministry of Technology, Slovenia Ministry of Innovation, Hungary Greater Manchester Combined Authority, UK Barnsley Borough Council, UK Ministry of Economy, Auvergne Rhône-Alpes Region, France Baden-Württemberg Ministry of Econ. Affairs, Germany
ICT platform and clusters	Ind. 4.0 Nat.Tech. Platform, Hungary SW Innov. Pole Cluster, Hungary ICT Cluster, Slovenian Chamber of Commerce and Industry Smart factories cluster, Slovenia Nat. Indust. 4.0 Platform, Germany SW-cluster.org, Germany Manuf.: Ind. Du Futur, Security, France Sunderland SW, UK
Enterprises	BT Siemens BBC John Deere Festo Trumpf GmbH Gen. Elect. Michelin Renault Thales Bureau Veritas etc.
Community/Network	Knowledge Transfer Network, AIRTO, UK Steinbeis-Foundation Technology Transfer, Germany etc.

	AIOTI association H2020 SAE initiative, DIHNET … H2020 National Contact point network IET KIC innovation pilar EPOSS etc…
General Public	

2.3. Key message
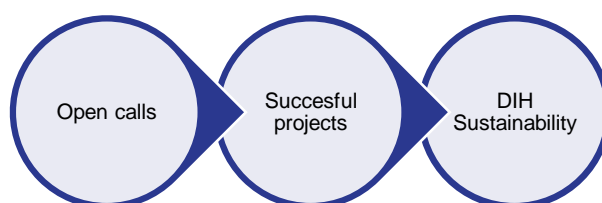
While it is fairly obvious that the main focus of DigiFed's communication must be in recruiting good applicants for the open calls which will therefore result in successful projects that also allow for the successful sustainability of the project, it is important to be aware that the communication cannot be limited to these elements.

Indeed, the DigiFed key message will be tailored to the specific needs of the target groups listed in Table 3. An important step to increase the impact of the DigiFed project, is the identification of a comprehensible key message, directed towards the right target audience and personalised based on the target group's needs. Table 4 summarizes the key messages relevant to DigiFed and its target groups.

Table 4. DigiFed's Key Messages

Key message	Target groups
New ICT solutions and edge products to solve industry problems. **Assisted adoption of new technologies.**	SMEs & start-ups
Connect technologies from their labs to innovators and industry. **Bring TRL 5 upwards for GE and 6-7 for AE.**	R&D/Academia
Co-invest in the Generic and AEs/ disseminate information to potential beneficiary. **Evaluate the results of the project for further digital policies.**	Policy makers
Contribute to the dissemination of open calls.	ICT platform and clusters
Get them on board as a Digital Challenge. **Owner and co-sponsor GA experiments.**	Enterprises

Expertise and feedback on results.	
Inform start-ups and scale ups in their network as well as Investors and Digital Challenge Owners about DigiFed	Community/Network
Inform about the DIH services & Experiment results. **Act as multipliers for interested beneficiary and co-investors.**	General public

2.4. DIH network, clusters and other projects

Important parts of the DigiFed project are the engagement with the sister Innovation Actions of the SAE Initiative (directly and via the Smart4Europe CSA) and with the DIH networks. Table 5 lists clusters and the specific gain DigiFed may use.

Mapping all relevant hubs, clusters and networks runs in close collaboration with WP 1 (Task 1.3 - Engagement of DIHs). The relevant stakeholders will be informed about DigiFed activities and will be invited to join the DigiFed DIH-network. The DigiFed DIH-network will be a theme-specific network and target all DIHs active in CPS, embedded systems and related areas, including autonomy, security, privacy and human-machine-interaction.

Furthermore, the DigiFed DIH network will be expanded during "Task 4.2: Expansion of the DigiFed ecosystem towards a Europe-wide DigiFed DIH-network" aiming to create a Europe-wide comprehensive network of DIHs (existing initiatives and networks) working in the field of cyber-physical and embedded systems. In support of digitisation, CPS, IoT and Industry 4.0, the stakeholders will include the SAE Network and its activities – the SAE has 4 Projects focussing at CPS (FED4SAE, DigiFED, DIH4CPS, HUBCAP) which will collaborate closely (see also SAE Collaboration Plan); the I4MS, the DIH catalogue, DIHNET.EU, and the SMART 2017 tender.

The search for synergies will be also enhanced in the Task 4.3: Identification of synergies to enhance regional-European cooperation in DIH support: case studies and recommendations.

Table 5. List of projects/ICTs for possible exploitation of know-how

Name of the project/ICT	Website	Gain for DigiFed
SW Innov. Pole Cluster, Hungary	**http://en.infopolus.hu/**	DIH entities and other regional (Hungarian) networks having good relations with BME
ICT Cluster, Slovenian Chamber of Commerce and Industry Smart factories cluster, Slovenia	https://ikthm.gzs.si/ https://eng.gzs.si/ http://ctop.ijs.si/en	promotion events, relations with other DIH entities and government ministries
Nat. Indust. 4.0 Platform, Germany		
SW-cluster.org, Germany		
Manuf.:Ind. du Futur, Security, France		
Sunderland SW, UK		
Silicon Saxony - Smart systems hub	https://www.smart-systems-hub.de	

MESAP - DIH Piemonte	https://dih.piemonte.it/	
GAIA - Basque Industry 4.0 innovation hub	https://www.spri.eus/en/basque-industry-comunicacionen/basque-industry-4-0-digital-innovation-hub	
INNOREG, the regional Innovation Agency of Central Hungary	www.innoreg.hu	DIH entities and other regional (Hungarian) networks having good relations with BME
Pannon Business Network	**http://www.pbn.hu**	DIH entities and other regional (Hungarian) networks having good relations with BME
AIP3PA Smart cluster		DIH entities and other regional (Hungarian) networks having good relations with BME
SYSTEMATIC		industry cluster
SILICON EUROPE alliance		
SmartAnythingEverywhere Initiative	https://smartanythingeverywhere.eu/	Interact with the CSA to be in contact with SAE community and its sister projects, DIHs networking, dissemination multiplicator. Collaborate with projects focussing on CPS, cooperate with projects on related themes
EuroCPS	https://www.eurocps.org/	Interact with DigiFed leveraging from contacts, community dissemination, DIHs connections.
FED4SAE	https://fed4sae.eu/	Interact with DigiFed to exchange best practices and lessons learnt, leveraging from contacts, community, collaborations, shared activities on already existing ecosystem, leveraging from business activities, innovation management support, companies matchmaking
SMARTEES	https://smartees.eu/	Interact with DigiFed to exchange lessons learnt and best practices, leveraging from contacts, community dissemination, DIHs connections.
MINALOGIC (not part of SAE)	https://www.minalogic.com/	Network
MINASMART	https://www.minasmart-auvergnerhonealpes.com/en/	DIH network
Gateone-project		
Smart4Europe	https://smart4europe.eu/	Smart4Europe supports all projects including DigiFed in the promotion of open calls and collaboration with sister CSAs https://smartanythingeverywhere.eu/cluster-projects/smart-4-europe/
CPSELabs	http://www.cpse-labs.eu/	Interact with DigiFed leveraging from contacts, community dissemination, DIHs connections.
Smarter-SI	http://www.smarter-si.eu	Interact with DigiFed leveraging from contacts, community dissemination, DIHs connections.
EASYPOC Auvergne Rhone Alps project	The CEA in partnership with the Region AURA has just launched EasyPOC, a programme aimed at very small businesses, SMEs and ETI (< 2000 employees). It will enable fully fund the study of technological feasibility and the development of a proof of concept (POC) supported by CEA's expertise	**celine.soubeyrat@cea.fr**

3. Project branding

3.1. Visual identity

The visual branding guideline of the DigiFed project has been developed in M1. It will be used for internal and external project communication. As the first step, a logo has been designed to represent the project. The logo illustrates in a symbolic and iconic manner (Figure 2) and it was designed to provide striking and memorable visual identity for the project.
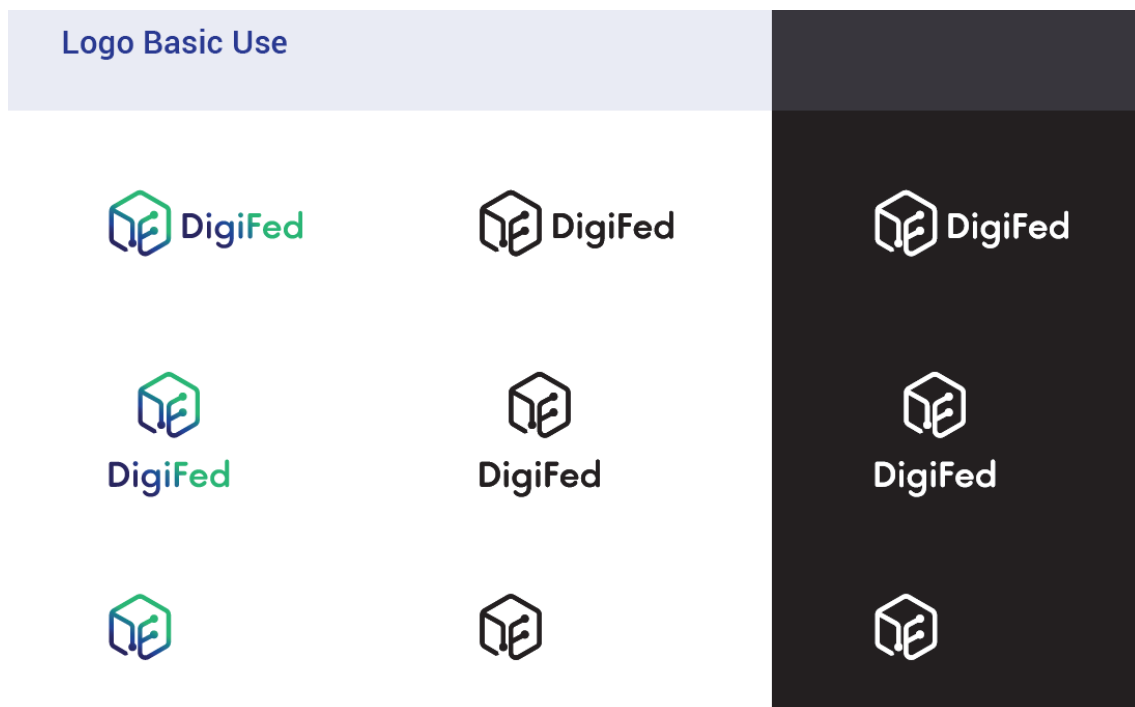
Figure 2. Logo Basic Use

The icon references the "D" and "F" of DigiFed , the Hexagon shape of the icon also references the other sister project https://fed4sae.eu/innovative-projects/   - The hexagon shape also represents efficiency and is connected to the notion of "hubs" (acting like hives of minds). The predominant colours, blue and green, with their colour scale and colour codes can be found in Figure 3. The colours are chosen to symbolize growth and intelligence.

	CMYK	RGB	HEX	PANTONE	
●	C: 100 M: 95 Y: 5 K: 0	R: 42 G: 56 B: 143	#2a388f	Pantone	Primary
●	C: 75 M: 0 Y: 75 K: 0	R: 42 G: 181 B: 115	#2ab573	Pantone	
●	C: 100 M: 100 Y: 25 K: 25	R: 38 G: 34 B: 97	#262261	Pantone	Tints
●	C: 97 M: 9 Y: 80 K: 1	R: 42 G: 56 B: 143	#26a465	Pantone	

position 0% hex #262261   position 25% hex #262261   position 50% hex #2a388f   position100% hex #2ab573

Gradient

Figure 3. Visual Identity: color scheme

All communication tools, online and offline, will use the ROBOTO font which was identified as a relevant graphic element for DigiFed's written communication.

Content Typography Font

Roboto

Roboto is a neo-grotesque sans-serif typeface family developed by Google as the system font for Android.

ABCDEFGHIJKLMNOQPRSTUVWXYZ
abcdefghijklmnoqprstuvwxyz

Figure 4. Visual Identity: font

3.2. Templates

For DigiFed's official documentation, the Word and PowerPoint templates were developed in coherence with the project's visual identity to ensure that communications remain true to DigiFed's common visual identity. Consistent visual and written style is important to ensure project's recognition and deliver a professional communications effort. These templates were distributed to project partners and are available on the official project website **www.digifed.org**.

DigiFed's PowerPoint presentation was created with the aim to introduce the project, its main goals, activities and expected results. The presentation was made available for all consortium members. It is used at events, meetings or other activities to promote the DigiFed project.

? Where can I find the project logos, diagrams and templates?

All relevant files can be found in TEAMS WP5 Task 5.3

! Action point

As beneficiaries of the project, partners should upload the project logo together with the project short description (and link) in their own websites.

Example: **https://www.zabala.eu/en/projects/digifed**

4. Communication & Dissemination materials and channels

4.1. Distribution materials

4.1.1. Project brochure

The DigiFed brochure is designed to provide a generic and comprehensible overview of the project. The goal of the brochure is to provide essential information about the project and its objectives. It is designed for wide reach at fairs, conferences, further events for all partners so that they can distribute them individually to potential stakeholders and other interested parties. Moreover, the brochure is disseminated within national press contacts to reach local areas.

The initial version can be viewed here:
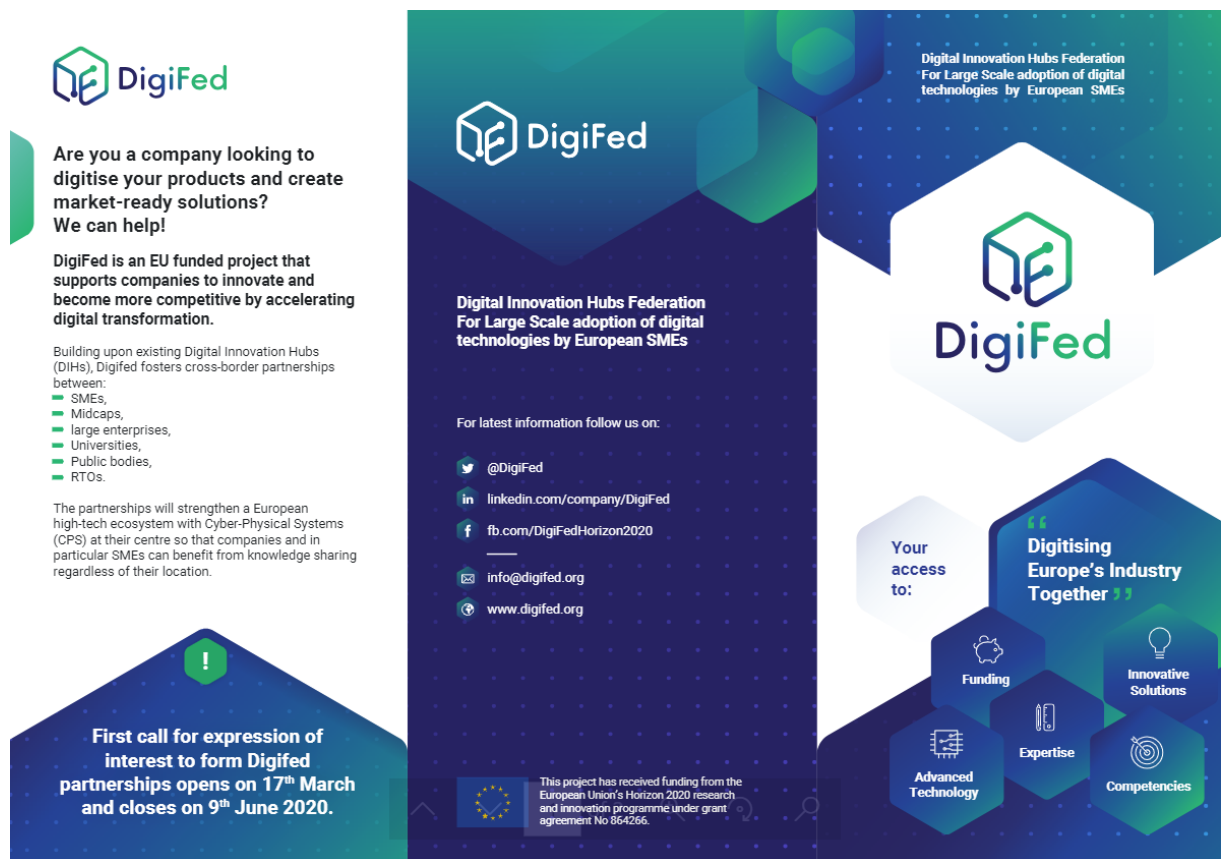
Figure 5. DigiFed Brochure

It will be mainly used in a digital environment in PDF format that can be downloaded from the DigiFed website. The brochure is printed only when requested by the partners. DigiFed strives to be more environmentally friendly by minimizing the potential waste.

4.1.2. Posters

For static display and visual support, printable posters will be developed to illustrate the general key information about the project with a call to action to later interact on social media and on the website.

Figure 6. DigiFed Poster

4.2. Project videos

An explanatory video about the project will be produced in the beginning of the project in 2020. Further short videos representing the activities of the project, bootcamps, and best practices will be produced as the project advances. The videos will be available in English, and if needed subtitled to the respective local language. The video materials will be circulated on social media (incl SAE channels), during bootcamps and for the DigiFed website

4.3. Publications

4.3.1. Scientific publications on ICT journals

DigiFed has the potential to generate articles and peer-reviewed scientific papers, submitted to open-access scientific journals and technical papers or poster presentations submitted to highly respected conferences in the relevant fields.

Consortium partners are expected to take the lead in producing the scientific paper based on their expertise and connections and ensure that the publication will reach the right journals.

ZABALA will support the DigiFed partners in this task, in particular by using their online channels to disseminate these publications to the relevant target groups. Open Access channels and platforms such as ResearchGate will be used to support transparency and share insight.

The following potential scientific journals were identified for the publication of future DigiFed results:

Table 6. Scientific Journals of interest

Expected publication subjects	Journals	Number of publications
Pharma 4.0	JFlowChem	1
Modelling, digital twins	Energies	2
Modelling, Smart Lighting	Microelectronics Reliability	1
Digitalization of processes, business models, manufacturing	Sensors	2
Press releases including information on project and results	Digital Catapult Website, Digital Catapult Newsletter	2 per year
Success stories from ongoing programme and experiments	The Manufacturer Magazine IEEE IoT Newsletter, IET ICT Newsletter	2 per year
Overview of European CPS Research and Innovation	Communications of the ACM, IEEE Communications Magazine	1 per Year
Press releases including information on project and results	idw-online.de, microTEC Südwest, Hahn-Schickard- newsletter, SEZ news, SEZ website, SAE newsletter	4 per year
Information on project progress and results	Technology transfer journals, e.g Steinbeis Transfer Magazin	4

4.3.2. Handbook for SMEs

The publication of a Handbook for SMEs with the most successful experiences generated during the project will be prepared.

When new tangible results become available, an updated version of this handbook may be published in order to include the key results achieved to support exploitation activities beyond the project.

4.3.3. Journalistic Articles

The original journalistic articles will profile the advancements of the project in more detail. Anchored on the project website, they will be shared with specialist media, stakeholder networks and on social media channels like LinkedIn and Twitter. If the opportunity arises, the articles will be pitched to local, national or international mass media within the partner's network.

The topics covered are linked to the activities undergoing by DigiFed. The articles' content is carefully selected in co-operation with DigiFed partners. A particular attention is put in assuring that the articles will be distributed to wide spectrum of stakeholders.

Definition of a press strategy to engage relevant publications and media will be further developed under the T5.3 – Creation of communication materials

Table 7. Potential Media outlets to be used by the DigiFed Consortium

Media	URL	Level
alphaGalileo	https://www.alphagalileo.org	Global
Cordis.Wire	https://cordis.europa.eu/about/services	Europe
Phys.org	https://phys.org/wire-news/	Global
ScienceDaily	https://www.sciencedaily.com/	Global
Tech.eu	http://tech.eu/	Europe
EU-Startups.com	http://www.eu-startups.com/	Europe
Techcrunch Europe	https://techcrunch.com/europe/	Europe
Startup Europe	http://startupeuropeclub.eu/	Europe
Dataconomy	http://dataconomy.com/	Europe
Digital Innovation	https://www.digitalinnovationeu.com/magazine	Europe

4.4. Online Presence

4.4.1. Website

Following development of the visual identity by ULJ, the development of the DigiFed project website kick-started. The website aims to increase the visibility of the project and provide information about the project's activities and outcomes. The domain name was registered as **www.digifed.org** and a homepage (Figure 7) was made available in the beginning of the project.
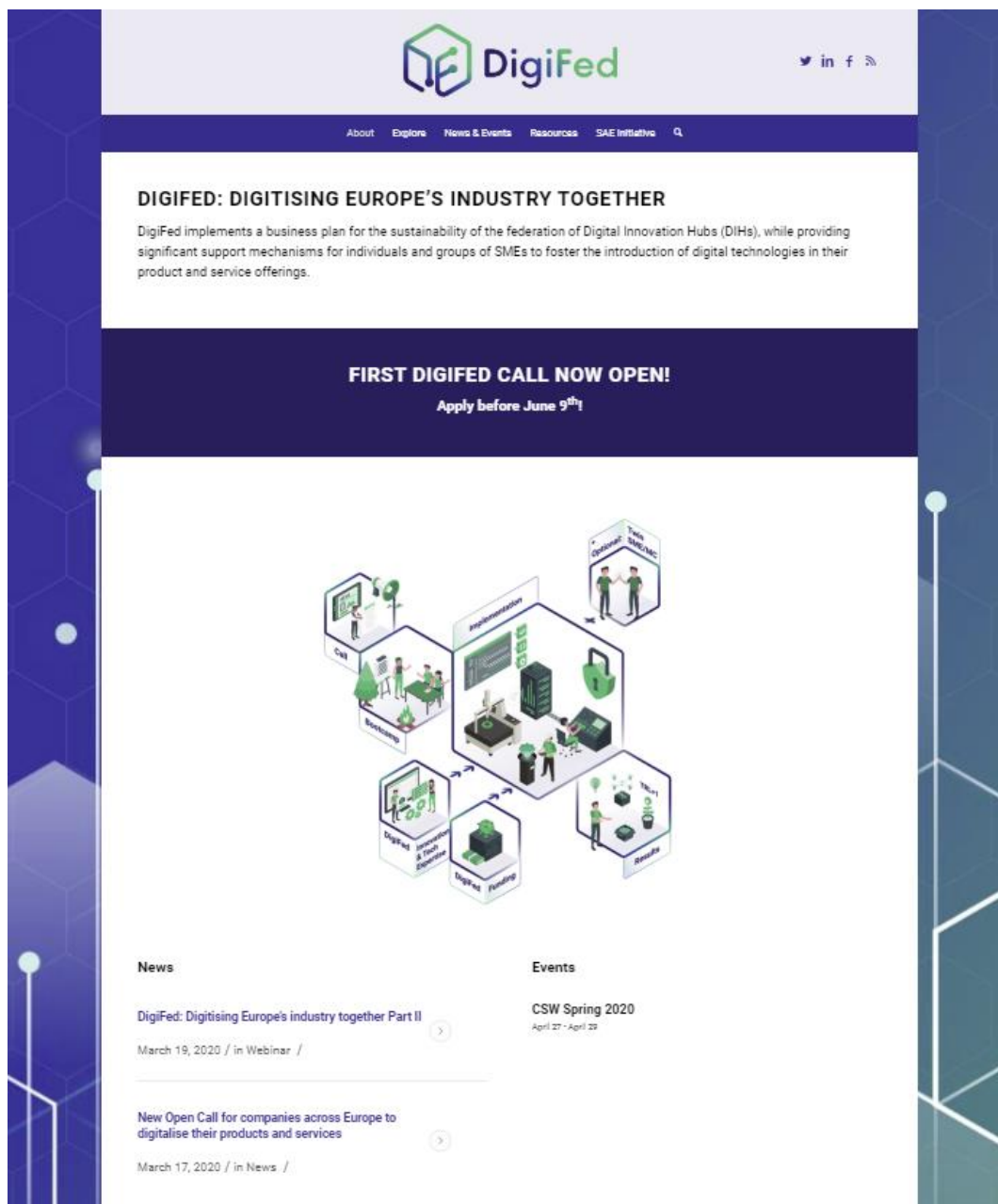

Figure 7. DigiFed Homepage

The website has a user- and SEO friendly layout and different sections to exhibit the activities carried out throughout the project's existence. The website is arranged in the following sections:

- About – The project tab contains a description of the project, its main objectives and expected impacts. This section will also present the DigiFed consortium, linking to the website of each of the project partners, and providing contact details for the project co-ordinator and communications leads.
- Explore – This section will provide information about open calls, webinars and workshops.
- News and Events – This page provides project updates and news of relevance to the project, promoting the DigiFed's latest results and the project's participation in external events. The event section will list both events organised by DigiFed partners and other events that might be of interest to the project's community. In the same line, the news section will feature news related to partners' activities and the progress of the project, as well as other general news of interest relating to DIH, digitalisation, and so on. This section will be updated frequently, to ensure that the website content does not remain static.
- Resources – This tab serves as an access to Dissemination Material; Public Reports, Deliverables and Scientific Publications.
- SAE initiative – This tab provides further information on the SAE initiative of which Digifed is a part of. It links to the SAE Innovation Portal and the respective Cluster Projects, the overall SAE funding possibilities (open calls), offer and events.

BME is in charge of updating the content on the website on a regular basis. Nonetheless, all partners are required to contribute to the website by sending news stories about project results, updates on activities, public deliverables, publications, etc.

4.4.2. Social media accounts

Social networks are used to inform and stay connected with the professionals, policy makers, scientific community, general public, and other stakeholders.

ULJ is responsible for most of the social media activities which involve creating relevant content, sharing the news, posting on social media and monitoring outreach. A contribution will be asked from the partners in order to maximize the multiplying effect on the dissemination. Posting and reposting from the partner's channels is needed to foster the communication efforts.

Social media are used to ensure that all public project outputs and content published on the website can reach its online dissemination potential. An active presence on social media channels helps informing and forging connections with relevant professionals, local authorities, policy makers and scientific/technical communities as well as reaching out to interested general public and media.

Partners of the project are required to use their own communication channels to multiply the impact and dissemination of the project, in particular during specific key campaigns related to the announcement of the calls and bootcamps.

Horizon2020 Programme has published a *Social media guide for EU funded R&I projects* with recommendations on how to effectively incorporate social media into the H2020 project. The information shared on social media must be designed for audience based on how they consume the message. The following figure (Figure 8) explains the steps what a visually appropriate social media post should contain:
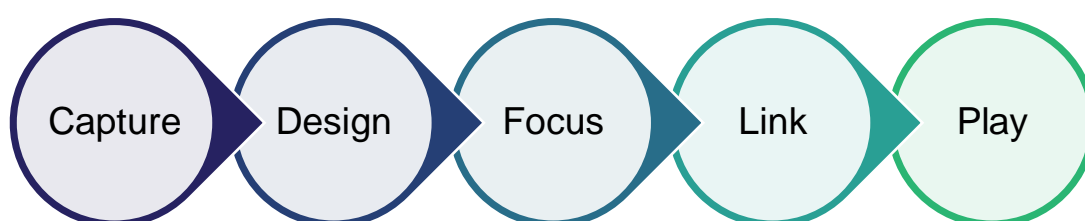
Figure 8. Key Social Media Publication Guidelines

- **Capture** attention quickly and deliver the message within 5s
- **Design** for sound off but attract with sound on
- **Focus** on the message and highlight the key elements
- **Link** with the brand identity
- **Play** with visual content to create a message that resonates

There are several rules to take into consideration when creating social media content:

1. Mobile first strategy

The social media assets must be adaptable to the format and functionality of the mobile devices. The asset must be used in such frame to maximize their placement, especially taking into consideration the placement on mobile devices.

2. Grabbing attention

The visuals on social media stand out by using motion, colour, bold supers. Anything to make the piece unique, surprising, graphic, beautiful will lead to higher conversions.

3. Interactivity

The best way how to reach the audience is to create the content that is engaging and native. The call to action needs to be clear and the overall post should interact with online audience.

4. Hashtags

Hashtags are used to better segregate the project key topics and increase visibility in the social media environment. The project has set an official hashtag, #DigiFed which is used

to monitor the posts related to the project. Tracking of the hashtag helps to analyse quantitative and qualitative data. The recommended hashtags to be used in DigiFed communication are as follows (Figure 9)

#digitalisation	#DigiFed	#CPS
• #DigitalEurope • #DigitalTransformation	• #H2020	#CyberPhysicalSystems

#SMEs	#edgecomputing #AI	#cybersecurity
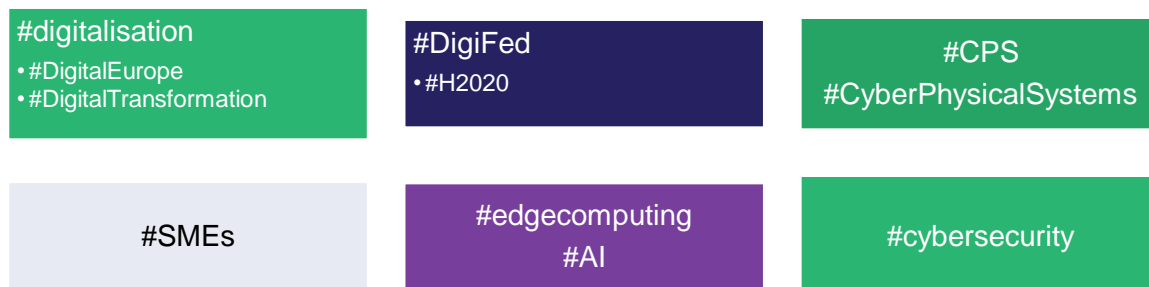
Figure 9. DigiFed Hashtags

4.4.2.1. Linkedin

In the professional domain, LinkedIn is used to host a DigiFed page to feed with project news and developments and targets invited to follow. The platform's 106 million unique monthly visitors generate healthy organic search and reference for DigiFed content, with an additional possibility to use the site's publishing features.

Individuals from the consortium are encouraged to post updates and articles about their activities related to DigiFed from their own point of view. Such peer-to-peer insights delivered to business contacts on LinkedIn can be very effective in creating awareness and impact. Additionally, there is a possibility to use the site's publishing features to generate organic search and gain traffic on LinkedIn.
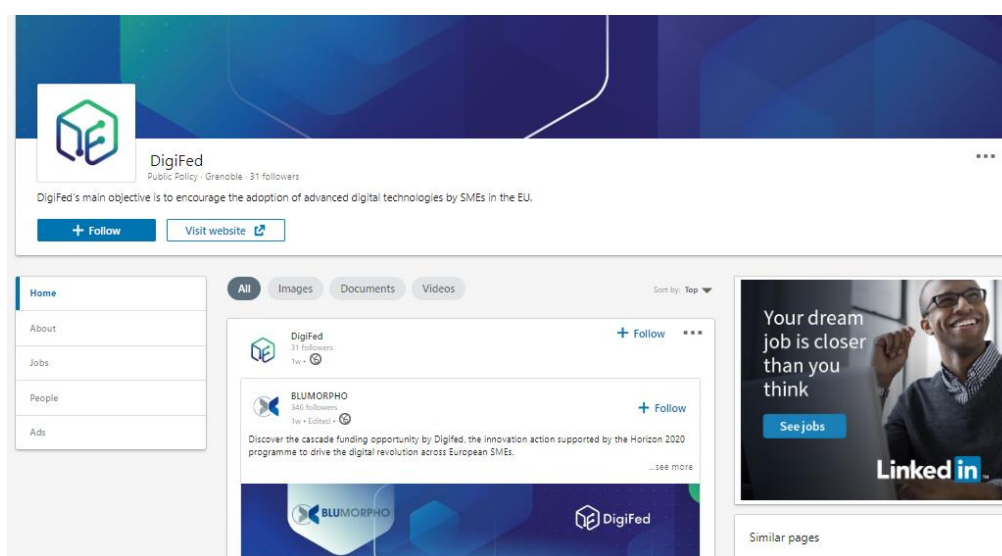
Figure 10. DigiFed's LinkedIn Page

4.4.2.2. Twitter

A suitable platform to listen, observe, search for dialogue and interact with professionals, EU and national policy makers, academia and the scientific community is Twitter. Besides the project account, a scope of active Twitter users

– both company and individual professionals – within the consortium, will support the activities of DigiFed.

Figure 11 DigiFed's Twitter Account

DigiFed's Twitter account links the project, the consortium and opinion makers. The interaction between DigiFed channels and the channels of partners is required to reach out to already established communities within the consortium's network.

The objectives of DigiFed's Twitter channel (Figure 12):
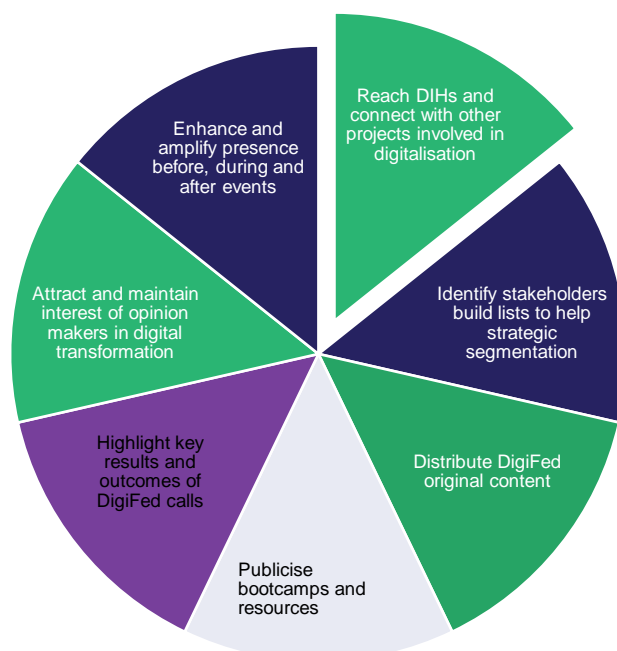
Figure 12. DigiFed's Twitter Account Objectives

4.4.2.3. Facebook

Facebook is a platform which interacts with individual accounts and therefore brings a more personalized communication.

Figure 13. DigiFed's Facebook Account

4.4.2.4. Youtube

To share video content, a YouTube channel is established to host the DigiFed videos. The channel will also include links / playlists to relevant content drawn from the DIH networks.

Figure 14. DigiFed's YouTube Account

4.4.3. Partners' channels

Table 8. The Consortium's Social Media Statistics

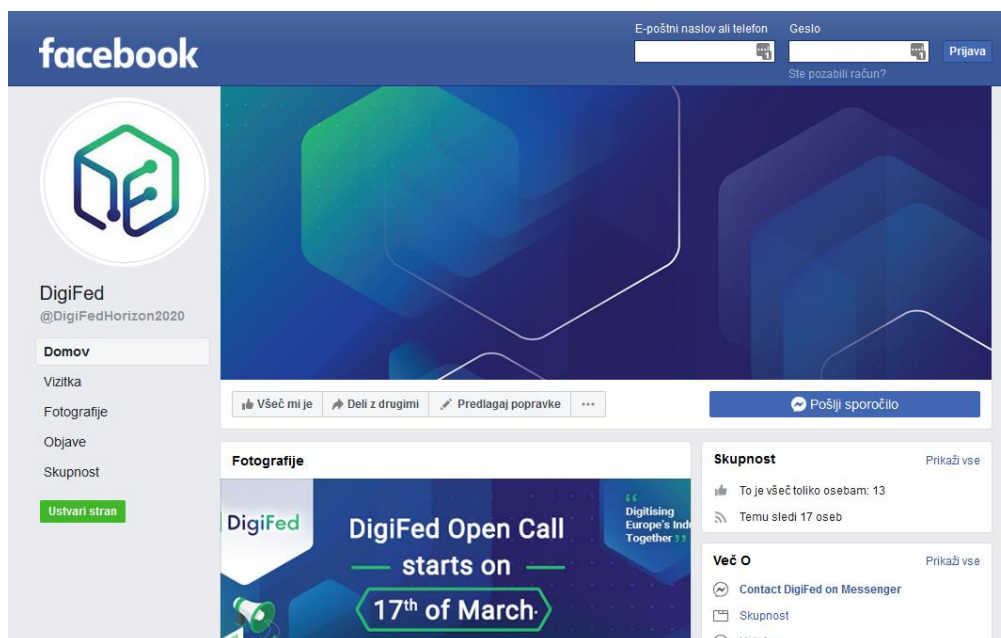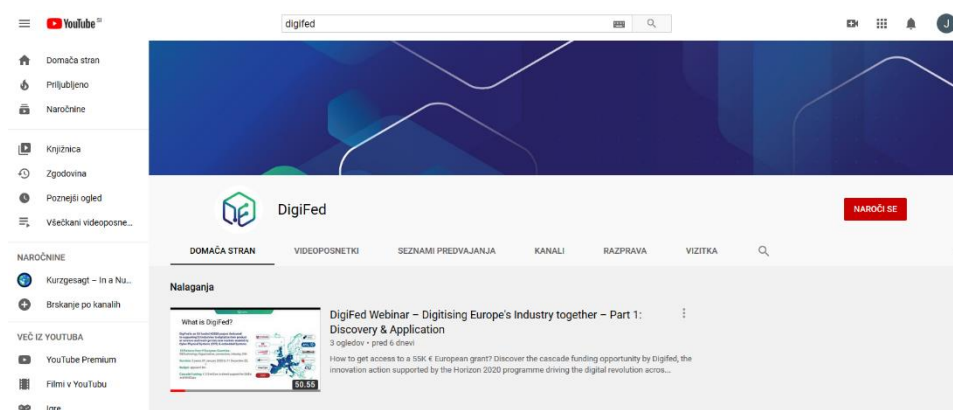| Partner	Website	LinkedIn	Followers	Twitter	Followers	Facebook	Followers	Youtube	Subscribers
ZABALA	Zabala.eu Zabala.es Zabala.fr Zabala.co Zabala.uk	Zabala Innovation Consulting - Europe	1k	@zabala_eu	1.3k	N/A	N/A	Zabala Innovation Consulting	39
CEA	http://www.cea.fr/cea-tech/leti/english	https://www.linkedin.com/showcase/leti/	7405	@cea_leti @cea_tech @cea_officiel @cea_list	3915 +115 +17.2k +875	N/A	N/A	N/A	N/A
IRT Nanolec	http://www.irtnanoelec.fr/fr/	https://www.linkedin.com/company/irt-nanoelec/							
AVL	https://www.avl.com/	https://www.linkedin.com/company/avl/	70713	https://twitter.com/AVL_List	1980	https://www.facebook.com/AVL.List	185.310	https://www.youtube.com/user/AVLList	2.2k
BME	https://www.eet.bme.hu/en/	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Blumorpho	https://www.blumorpho.com/	https://www.linkedin.com/company/blumorpho/	359	https://twitter.com/BlumorphoSAS	387	N/A	N/A	https://www.youtube.com/channel/UCaK_F8JXBOmOHeF6urqgubw	25
Digital Catapult	https://www.digicatapult.org.uk/	https://www.linkedin.com/company/digital-catapult/	13147	@DigiCatapult	33.8k	https://www.facebook.com/DigitalCatapult/	1731	https://www.youtube.com/channel/UCvINR93Gmw2u5PqsmA2ECug/	583
Ikerlan S Coop	https://www.ikerlan.es/	http://www.linkedin.com/company/ikerlan/	10841	@IKERLANofficial	3395	N/A	N/A	https://www.youtube.com/c/IKERLANofficial	468
Minalogic	https://www.minalogic.com/en/home	https://www.linkedin.com/company/minalogic/?originalSubdomain=fr	3047	https://twitter.com/minalogic?lang=fr	5640	https://www.facebook.com/minalogic/	623	https://www.youtube.com/channel/UCSDgp0nk1-HwoICqkNcFA9w	109
SEZ	https://www.steinbeis-europa.de/	https://www.linkedin.com/company/steinbeis-europa-zentrum-sez-/	709	@SEZ_Europa	507	https://www.facebook.com/pg/Steinbeis.Europa.Zentrum/posts/	355	https://www.youtube.com/channel/UCIdBJEUXaEIPXVBqRwojYyQ	48
University of Ljubljana / LTFE	https://www.uni-lj.si/eng// https://ltfe.org/en/	https://www.linkedin.com/company/laboratory-for-telecommunications-on-faculty-of-electrical-engineering---ltfe/	1234	https://twitter.com/ltfe	390	https://www.facebook.com/ltfe.org	835	https://www.youtube.com/user/LTFEorg	54

ST Microelectronics (World) ??	https://www.st.com/content/st_com/en.html	https://www.linkedin.com/company/stmicroelectronics/		https://twitter.com/st_world		https://www.facebook.com/STMicroelectronics.NV		https://www.youtube.com/user/STonlineMedia	

? How to share further content on the DigiFed Social Networks?

Just tag the DigiFed social profiles on your posts OR send your content to Jure Trilar **Jure.Trilar@ltfe.org** or **gjacomelli@zabala.eu** jure (subject: DigiFed Social Media).

Also, feel free to use the content found in the DigiFed social profiles (reuse the text, share, retweet) or in TEAMS WP5, Task 5.4 in your own social networks.

4.5. Events

4.5.1. External events

The sector events are monitored so that the partners have an opportunity to participate, network and promote the DigiFed initiative. International conferences, congresses, workshops, exhibitions and fairs serve as effective dissemination and communication actions and all the DigiFed partners are encouraged to participate. The partners' participation in such events generates more visibility for the DigiFed brand and boosts the connection with stakeholders and other European projects.

The purpose of participating in the external events is to:

- disseminate the DigiFed activities,
- reinforce the stakeholders network and connect to the additional ones,
- guarantee the impact by promoting DigiFed objectives and opportunities,
- collect knowledge and information relevant to DigiFed for its subsequent dissemination.

Each partner's participation in the external events will be announced on the DigiFed website and social media. For some key events organized by the European Commission and other important agents of the sector, the partners will promote joint presentations of the project.

The dissemination activities will be executed through the participation in relevant cluster/networking and thematic events and conferences organised by partner and related projects, networks such as SAE, EFFRA etc., and the European Commission (DIH working groups, info days etc.).

A list of potential external events is enclosed in Table 9. The list will be updated on a regular basis using a "dissemination tracker" spreadsheet, available on the consortium's sharepoint.

Table 9. External Events

Fairs, events and conferences	Date	Location	Partner involved	Role in the event
Transport and Research Arena	Every 2 years	TBD	CEA, AVL	**Booth, participant**
AMAA (https://www.amaa.de/)**, International Forum on Advanced Microsystems for Automotive Applications (Germany, Berlin)**	Yearly	TBD	CEA, AVL	**Participant**
European Commission ICT Days	Yearly	TBD	AVL, SEZ	**Participant**
THERMINIC	2020	Germany	BME	**Organizer, speaker**
DTIP	2020	TBD	BME	**Program committee, speaker**
CIE conferences (Smart Lighting)	2020	TBD	BME	**Speaker**
European Commission ICT Days	Yearly	TBD	CEA	**Booth, participant**
SIDO	Yearly	France	CEA	**Participant**
Manufuture	2021	TBD	CEA	**Participant**
EFECS European Forum for Electronic Components and Systems	Yearly	TBD	CEA, AVL, SEZ	**Participant**
ITS Europe	2021	TBD	CEA	**Participant**
RDV Carnot	Yearly	France	CEA	**Participant**
Club des DIS	Yearly	France	CEA	**Participant**
SITL	Yearly	France	CEA	**Participant**
Global Industry	Yearly	France	CEA	**Participant**
Connect Security World	Yearly	France	CEA	**Participant**
Paris Retail Week	Yearly	France	CEA	**Participant**
ISPO	Yearly	Germany	CEA	**Participant**
Circular Change	Yearly	Slovenia	UL	**Co-organizer**
Bled e-Conference	Yearly	Slovenia	UL	**Co-organizer**
National Digital innovation hub Slovenia Conference	yearly	Slovenia	DIH	**Organizer**
IRT 3000 Forum	Yearly	Slovenia	UL, DIH	**Co-organizer**
IoT-week	Yearly	TBD	DGC, SEZ	**Exhibitor**
Farnborough Airshow	Even Years	UK	DGC	**Exhibitor**
PITCH@PALACE	Yearly	UK	DGC	**Organiser**
North East Digital Festival	Yearly	UK	DGC	**Creator and Organiser**
Great Exhibition of the North	Yearly	UK	DGC	**Partner**
World Manufacturing Forum	Yearly	Italy	SEZ	**Presenter, organiser of session**
Hannover Fair	Yearly	Germany	SEZ	**Participant**
CEBIT	Yearly	Germany	SEZ	**Participant**
ARTEMIS events	1-2 per year	Belgium	CEA, SEZ	**Participant**
HiPEAC annual conference	Yearly	TBD	CEA, SEZ, ST-F	**Participant**
Embedded systems Week	Yearly	TBD	SEZ	**Participant**
ICE-IEEE	Yearly	TBD	SEZ	**Participant**
microTEC Südwest Annual Conference	Yearly	Germany	SEZ	**Participant**
Digitalgipfel Baden-Württemberg	Yearly	Germany	SEZ	**Participant**

DigiHubs Baden-Württemberg Cluster Events	2-3 per year	Germany	SEZ	**Participant**
Annual Enterprise Europe Event	Yearly	TBD	SEZ	**Participant**
EPoSS Annual Forum	Yearly	TBD	CEA, SEZ, ST-I	**Participant and Speaker**
EFFRA General Assembly	Yearly	Belgium	CEA, SEZ	**Participant**
HIPEAC	2020	Italy	CEA, ST-I, SEZ	**Participant**
European Commission ICT Days	Yearly	TBD	CEA, ST-I, SEZ	**Participant**
SILICION EUROPE ALLIANCE	Periodically	TBD		**Participant**
LETI days	**Yearly**	France	CEA	Organiser

In addition, DigiFed will also closely monitor and support the events proposed within the Smart Anything Everywhere Initiative / Smart4Europe's Collaboration plan. Below is a preliminary list of events:

Table 10. Preliminary List of Events

Date	Event	SAE activity (Co-) Organised by
09.-13.03.2020	DATE2020, Grenoble; **https://www.date-conference.com/**	**Smart4Europe, SMART4ALL**
25-26.03.2020	LOPEC-fair confirmed participation of SAE @SmartEES booth	**Smart4Europe / SmartEEs**
01.04.2020	DT-ICT-01-2019 Collaboration Meeting / Custer Kick-off; Brussels	**Smart4Europe, ALL IAs**
27-29.04.2020	HiPEAC Computing Systems Week; specific SAE session, Tampere	**Smart4Europe, DigiFed, SMART4ALL, Tetramax, FED4SAE**
10.06.2020	Smart4Europe2 Ecosystem Building Event / WMF; Cernobbio, Italy	**Smart4Europe**
22-26/06/2020	LETI Innovation Days http://www.leti-innovation-days.com/	**CEA LETI , DigiFed**
23-24.07.2020	Start-up BW / Europe, Stuttgart	**Smart4Europe**
14-16.09-2020	PRO-VE 2020 – 21st IFIP/ SOCOLNET Working Conference on Virtual Enterprises, Special session DEI in DEI, Valencia	**DIH4CPS, SMART4ALL, DIGIPRIME, DIGIFED, Smaer4Europe**
29-30.09.2020	EPoSS annual forum, Freiburg	**Smart4Europe**
21-22.10.2020	DIHNET event (DIH days), Luxembourg	**DIHNET.EU**
22.-23.10.2020	INPHO VENTURES SUMMIT - Investors event / Brokerage;	**Smart4Europe**

	Bordeaux; **http://www.inpho-ventures.com/**	
24-26.11.2020	EFECS; Joint booth, presentation/ speakers corner (?), Berlin	**Smart4Europe**
xx.12.2020	Smart4Europe2 Ecosystem Building Event / Grenoble	**Smart4Europe**
xx.xx.2020.	DEI Stakeholder Forum	**Smart4Europe**
01-03.12.2020	ICT2020 Joint booth, networking session (?), Cologne	**Smart4Europe**
xx.01.2021	HiPEAC Bucharest (?)	**Smart4Europe TETRAMAX**
xx.06.2021	Smart4Europe2 Ecosystem Building Event / Budapest	**Smart4Europe**
xx.xx.2021	DEI Stakeholder Forum	**Smart4Europe**
xx.xx.2021	Digital Transformation and DIH Days	**DIH4CPS, Smart4Europe**
xx.xx.2021	**S4E2 Final Event (Stuttgart or Brussels)**	**Smart4Europe**

4.5.2. DigiFed events

After having reached visibility of the DigiFed project among relevant stakeholders, DigiFed will organise two networking and expansion events, if possible, tied to relevant conferences or fairs (linked also to Smart4Europe /SAE Events mentioned above). The first event will take place around month 9 and will target around 40 participants. It will aim for knowledge exchange among DIHs and will give room for networking and identification of future cooperation activities.

The second event will take place around month 24 and will be designed as a knowledge transfer event of about the same size to transfer the good practices identified within DigiFed task 4.1 to other European DIHs. This event will also connect to task 4.4 and will discuss the issue of DIH sustainability including successful business models implemented by DIHs across Europe already (such as MNL/MinaSmart and its participation in the Silicon Europe Alliance). Following this second event, DigiFed will approach the DIHs to engage in formalising the DigiFed DIH-network to achieve sustainability and long-term cooperation.

Moreover, a final conference will be organized in towards the end of the project to share success stories, continue the discussion and enhance exploitation.

? **Where can I share news about the events?**

Send a 2 paragraphs description and 2-3 photos to **Jure.Trilar@ltfe.org** or **gjacomelli@zabala.eu**

Tweet right away.

! **Call to action**

All partners to monitor and update the **DigiFed Dissemination Tracker** in TEAMS in Task 5.4

Tips for taking good photos during project activities/events (if you don't have a professional photographer)

- Prefer horizontal orientation
- Catch the mentors and startups interacting as well as the dynamics of the room
- Get the DigiFed branding materials in the background (e.g.: posters, ppt presentations etc)
- Always get a good group picture in the end which shows energy!

5. Communication and Dissemination strategy

5.1. Communication strategy

Communication covers all actions that help to disseminate the results achieved beyond the DigiFed consortium and the stakeholders involved. This maximizes the contribution of the project by attracting a wide number of stakeholders invited to embrace and benefit from the project results. DigiFed consortium members actively use all available communication channels to promote the project and make the DigiFed brand visible.

The communication approach is grounded in the following approach:

- Implement attractive identity and communication tools
- Develop a communication and dissemination strategy
- Establish impactful and visible communication and marketing activities to support the general goals of the project
- Disseminate the cascade funding calls and successful stories
- Foster the cooperation and interaction with relevant initiatives at EU, national and regional level to become an energy transition locomotive

Communicating through strong and diverse networks (RTO, clusters, DIH, industrials, EU industrial networks, EEN, etc.) will give the DigiFed project a well-recognized "branding" for Digitalization support. We will leverage on different channels developed in previous projects to communicate on DigiFed services and offers dedicated to European SMEs and mid-caps. DigiFed will use partners' own network as well as social media networks using also attractive communication tools like webinars.

This communication on DigiFed activities is also done in strong collaboration with regional and national DIHs in the organization of training bootcamps dedicated to preparing SMEs to enter into DigiFed support process by getting informed on CPS and embedded technologies' added value. Companies will be invited to fill in a pre-application form to benefit from DigiFed support and they are invited to take part at DigiFed training boot camps. The boot camps are dedicated to support companies in assessing why and how to adopt CPS and embedded technologies to support their growth and leadership in new product development. The boot camp will be the opportunity for networking with other SMEs active at different level of the value chain or looking for specific competencies. During the boot camp, companies will be invited to introduce their innovation project and prepare their application for DigiFed open calls. To further disseminate such opportunities, incentives are foreseen for external DIHs in the form of a lump sum (5k€) for implementing such DigiFed bootcamp in their regions. The WP1 description provides further details on how the partnering DIHs are selected.

5.1.1. Digital marketing strategy

The digital marketing strategy is based on an Inbound marketing technique that uses a number of ways to attract visitors to the web such as: Search Engine Optimisation, Regular content updates, Social Media and Mailings.

5.1.1.1. Content marketing

Relevant and up to date information linked to digital transformation and funding opportunities act as the main pull for drawing visitors to the website. To achieve this purpose, the News section of the DigiFed website is updated on a weekly basis with articles.

The generation of visual content for the web: photographs, videos, infographics is used to capture the user's attention and encourage users to stay on the DigiFed website. All these materials are also shared on social media profiles to attract new users. Examples of regular content to be produced includes:

- News and press releases in the field of digitalisation,
- News related to European policies in the context of SMEs drawn from associated organisations,
- Best practices and case studies of the organizations involved in the DigiFed project,
- Bootcamps.

5.1.1.2. Newsletter & mailing marketing

To simplify the issue of GDPR, DigiFed will not have its own newsletter, the key news items will be delivered quarterly through the Smart Anything Everywhere newsletter which will include the latest news about Open Calls and digitalisation. News items will also be distributed via DigiFed partnership networks as well as relevant associations and platforms such as AI DIH Network, EFFRA, ARTEMIS, ERNACT, DIHELP, etc.

Add hoc Mailings with invitations to webinars, bootcamps, consultations and other information which cannot wait for the newsletter publication or that cannot appear only in the newsletter, will be sent out regularly via the same networks used for the newsletter or a portion of it, depending on the profile of recipients.

Due to the General Data Protection Regulation, the database of potentially interested contacts is initially dispersed amongst the various consortium partners. As the project progresses, the efforts are made to better monitor marketing campaign performance.

5.1.1.3. Search Engine Optimisation

Search Engine Optimisation, is a process of improving the visibility of a website in the organic results (non-paid) of different search engines. Regular and relevant website content and an active social media presence are the cornerstones for better search results when corresponding keywords are applied. The DigiFed website uses techniques to obtain a good positioning on Google. The down mentioned list of the key words (Figure 15) is used for a SEO friendly search.

Keywords related to DigiFed will be analyzed, improved and updated as the project progresses.

DigiFed

Digitalisation

DIHs

SMEs

Startups

EUregistry

Horizon2020

Open Call

Figure 15. SEO Keywords

? **How can I publish a news article on the project website?**

Please send your content to BME's Czirkos Zoltan - **czirkos.zoltan@gmail.com**

5.2. Dissemination strategy

In order to reach all target groups of the project, DigiFed will effectively co-design and deploy, among others, the tools and communication channels.

Journalists are key agents to transmit information about the DigiFed to diverse stakeholders with a special focus on the general public. Media is an influential source which can increase results, raise awareness and offer information to the rest of the society about the project. Relationships with the media will be established with a coordinator and the close collaboration with the rest of the partners.

Establishing relations with media will be accomplished at a European, national and community level. To disseminate to the local media, the information must be translated into the local languages so that the consortium partners need to disseminate the information to their local media. CEA and ZABALA will prepare the press releases including the milestones of DigiFed and other pieces of news to communicate in English and Spanish.

The press conferences and press releases will be launched at the key moments. The content of the press releases will be mainly focusing on the project updates and milestones. Participation in the events will be documented and the created articles will be shared to the journalists and media.

Once the press release is approved by the DigiFed Communications Team (consisting of one nominated agent from every partner), the partners will translate the piece of news into the local language and will send it to their contacts through their relevant Communication Department. Such communication prospects must be included on the partner's own websites and shared on their social media channels. Impacts will be monitored and included in the **D.5.3 report on communication activities**

To optimize the efforts, finding a correct distribution of the DigiFed news is crucial. Content promotion through distribution platforms allows to gain audience.

6. Monitoring

The Communication and Dissemination Plan of DigiFed and the activities which arise from it are coordinated by ZABALA with the cooperation of every member of the consortium. Each partner must use their own communication tools, channels, websites, and networks to reach the stakeholders of the project and build the DigiFed community. The partners must provide all the relevant information regarding the project updates to foster project communication efforts. A feedback loop is needed in order to update the strategy on a regular basis from the very beginning of the project. Partners much keep track of their dissemination activities to facilitate **D.5.4 Report on stakeholders' activities**

To keep track of the progress of the communication and dissemination activities, a combination of metrics is used to monitor, adapt and provide feedback to maximise impact for published content (interviews, articles, videos and infographics) and the entire strategy. The analytics are incorporated on the website, social media, and other tools as a source of essential information for monitoring key indicators (KPIs). The gathered data is assed quantitatively and qualitatively.

Google analytics® is a powerful tool for tracking from where and when traffic reaches the DigiFed website while the metrics provided buy each social media platform used will help provide more nuanced tracking of the success of the individual posts and specific communication campaigns.

The following social media indicators are systematically analysed and shared in all dissemination updates and project meetings:

- Google Analytics: monitoring of website visits, session behaviour, segmented statistics
- LinkedIn: impressions, clicks, followers
- Twitter: community, interactions, analysis of key publications
- Facebook: followers and interaction with posts
- YouTube: video views

Table 11. KPIs

Indicator	KPIs
Website visitors	10,000
Followers on social media	500
Newsletter published	2 per year
Number of publications	10
Number of participants in events	500

Timelines open calls

DigiFed open calls and experiments timeline

Ext. Expert selection

Techn. & business eval.

Eval. report

Notifications

Call is open

Call is closed

00 01 02 03 ... ... 12 13 14 15 16 17 18 19

Open call

- Networking
- Webinar
- FAQ
- Helpdesk
- Checklist
- On line registration
- On line submission

Evaluation & selection

- External evaluators selection
- Proposal evaluation
  - Technical eval. external evaluators & evaluation committee
  - Business eval.
- AE selection
- Evaluation reporting

EC

- PO validation

- Notification letters
- Standard agreement signature
- Pre-financing
- AE monitoring

- ✓ Website
- ✓ Open call text
- ✓ Press release
- ✓ Standard contract
- ✓ Guide for applicants
- ✓ Template
- ✓ Communication kit (poster, flyers, etc.)

Public Deliverables

To be promoted if and when appropriate

Deliverable Number	Deliverable Title	WP Number	Lead beneficiary	Type	Dissemination level	Due Date (months)
D1.5	Report on assessment criteria to guide the selection of partner DIHs and list of selected partner DIHs	WP1	10 - SEZ	Report	Public	3
D4.5	Specific plan for collaboration with other projects	WP4	10 - SEZ	Report	Public	3
D5.1	Dissemination & engagement plan and implementation activities (#1)	WP5	12 - ZABALA BRUSSELS	Report	Public	3
D5.5	Website	WP5	3 - BME	Other	Public	3
D5.2	Dissemination & engagement plan and implementation activities (#2)	WP5	12 - ZABALA BRUSSELS	Report	Public	12
D4.1	Report on good DigiFed DIH practices, SME needs and future DIH services	WP4	7 - MMNT	Report	Public	18
D5.6	Report on DigiFed communication activities (#1)	WP5	12 - ZABALA BRUSSELS	Report	Public	18
D5.8	Report on stakeholders' activities (#1)	WP5	12 - ZABALA BRUSSELS	Report	Public	18
D5.3	Dissemination & engagement plan and implementation activities (#3)	WP5	12 - ZABALA BRUSSELS	Report	Public	24
D4.3	Report on the state of the art on regional DIH support and strategy to enhance regional- European synergies	WP4	10 - SEZ	Report	Public	30
D5.4	Dissemination & engagement plan and implementation activities (#4)	WP5	12 - ZABALA BRUSSELS	Report	Public	33

D4.2	Final report on liaison with relevant activities, networks and European DIHs	WP4	10 - SEZ	Report	Public	36
D5.7	Report on DigiFed communication activities (#2)	WP5	12 - ZABALA BRUSSELS	Report	Public	36
D5.9	Report on stakeholders' activities (#2)	WP5	12 - ZABALA BRUSSELS	Report	Public	36
D6.9	Final report with a publishable summary, a plan for the use and dissemination of the foreground and report covering the societal implications of the project	WP6	12 - ZABALA BRUSSELS	Report	Public	36

Milestones

To be promoted if and when appropriate

Milestone number	Milestone title	WP number[9]	Lead beneficiary	Due Date (in months)	Means of verification
MS1	DigiFed DIH knowledge base completed	WP1	3 - BME	3	Means of verification: D1.1
MS2	First AE open call analysis completed	WP3	9 - ST-I	9	Means of verification: D3.1
MS3	Selection of 3 Generic experiments	WP2	11 - UL	18	Means of verification: D2.2
MS4	DigiFed DIH practices, SME needs and future DIH services completed	WP4	7 - MMNT	18	Means of verification: D4.1
MS5	Final event	WP5	7 - MMNT	36	Means of verification: N/A