



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

# **D5.2 – Dissemination & engagement plan & implementation activities update**

December 2020

## Technical References

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<b>Authors</b>	Gustavo Jacomelli, Isabelle Chartier, Ana Gheorghe

### Short Description / Summary

**This deliverable is an update to the original document submitted in M3 of the project. It outlines the Communication and Dissemination actions to be taken in the frame of the DigiFed Project covering the period M12-M24.**

### Disclaimer

**Any dissemination of results must indicate that it reflects only the author's view and that the Agency and the European Commission are not responsible for any use that may be made of the information it contains.**

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## List of abbreviations

<b>AE</b>	Application Experiment
<b>B2B</b>	Business to Business
<b>CPS</b>	Cyber Physical System
<b>CFS</b>	Certificate on the financial statement
<b>CO</b>	Confidential
<b>DC</b>	Digital Challenge
<b>DIH – eDIH</b>	Digital Innovation Hub – European DIH
<b>DMP</b>	Data Management Plan
<b>DoA</b>	Description of Action
<b>EC</b>	European Commission
<b>EU</b>	European Union
<b>F2F</b>	Face to Face
<b>GA</b>	Grant Agreement
<b>GDPR</b>	General Data Protection Regulation
<b>GE</b>	Generic Experiment
<b>HW</b>	Hardware
<b>M</b>	Month
<b>PC</b>	Project Coordinator
<b>PM</b>	Person Month
<b>PMB</b>	Project Management Board
<b>PU</b>	Public
<b>RP</b>	Reporting Period
<b>SME</b>	Small and Medium Enterprises
<b>SW</b>	Software
<b>WP</b>	Work Package

## DigiFed in a Nutshell

Operating within 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.



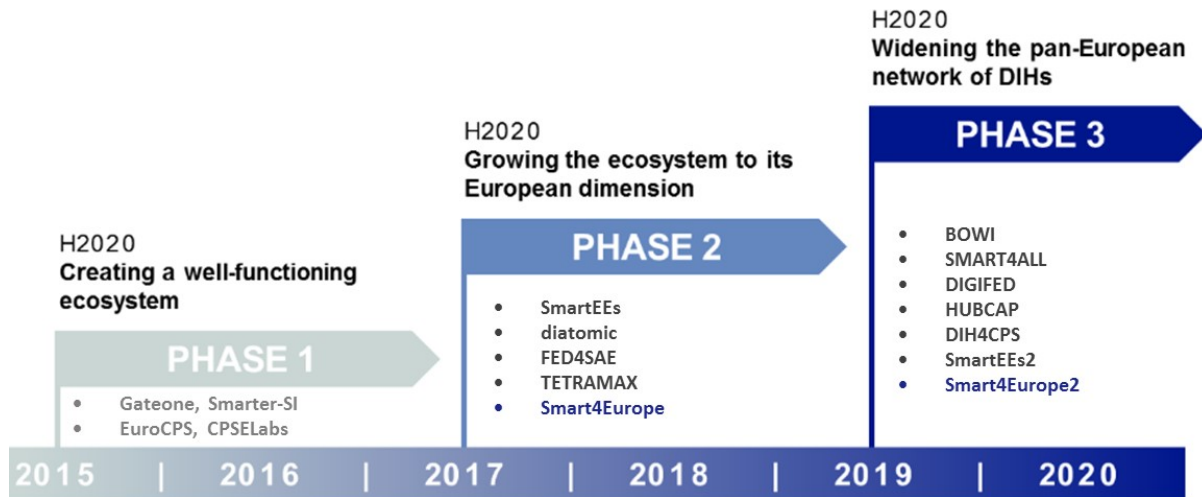


Figure 1. Evolution of the SAE Initiative

## Summary

The present document, D5.2 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.

In this current version update from D5.1 (M12), information regarding the key communication actions undertaken in the past 12 months of the project has been added. In addition, the Partners have also contributed to the update with regards to upcoming actions, particularly in the areas of foreseen events. Furthermore, the plan traces, as best as currently possible, key upcoming communication actions to be undertaken in relation to all tasks related to WP5 until the next update in M24.

## 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	Role	PM in WP5
CEA	(Project Coordinator) Review and approval of communication actions. Dissemination support	7.00
AVL	Dissemination support	2.00
BME	Leader of T.5.2 – Website creation and management. Dissemination support	18.50

BLUMORPHO	Dissemination support	<b>2.00</b>	To ensure timely and
DIGICAT	Dissemination support	<b>3.00</b>	
IK4-IKERLAN	Dissemination support	<b>2.00</b>	
MMNT	Dissemination support	<b>3.00</b>	
STGNB 2 SAS	Dissemination support	<b>2.00</b>	
ST-I	Dissemination support	<b>2.00</b>	
SEZ	Leader of T.5.5 – Organisation of Final Event. Dissemination support	<b>4.00</b>	
UL	Leader of T.5.3 – Communication materials and tools production and maintenance (social media management, press releases etc)	<b>13.00</b>	
ZABALA BRUSSELS	WP 5 Leader, leader of 5.1. and 5.4 – Leads drafting and coordination of communication actions.	<b>9.00</b>	
ZAB	Dissemination support	<b>1.0</b>	
<b>TOTAL</b>		<b>68.50</b>	

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
<b>ZABALA</b>	Gustavo Jacomelli	<a href="mailto:gjacomelli@zabala.eu">gjacomelli@zabala.eu</a>
	Diana Prsancova	<a href="mailto:dprsancova@zabala.eu">dprsancova@zabala.eu</a>
<b>CEA</b>	Isabelle Dor	<a href="mailto:Isabelle.dor@cea.fr">Isabelle.dor@cea.fr</a>
<b>BME</b>	Marta Rencz	<a href="mailto:rencz.marta@vik.bme.hu">rencz.marta@vik.bme.hu</a>
<b>ULJ</b>	Jure Trillar	<a href="mailto:Jure.Trillar@ltfe.org">Jure.Trillar@ltfe.org</a>
<b>MNL</b>	Bastien Hualpa	<a href="mailto:bastien.hualpa@minalogic.com">bastien.hualpa@minalogic.com</a>
<b>SEZ</b>	Sabine Halfner Fredy Ríos Silva	<a href="mailto:Sabine.hafner-zimmermann@steinbeis-europa.de">Sabine.hafner-zimmermann@steinbeis-europa.de</a>

		<a href="mailto:Fredy.rios-silva@steinbeis-europa.de">Fredy.rios-silva@steinbeis-europa.de</a>
<b>AVL</b>	Eric Armengaud	<a href="mailto:Eric.armengaud@avi.com">Eric.armengaud@avi.com</a>
<b>BLM</b>	Alice Perez-Morillas	<a href="mailto:perez@blumorpho.com">perez@blumorpho.com</a>
<b>DGC</b>	Ana Gheorghe	<a href="mailto:ana.gheorghe@digicatapult.org.uk">ana.gheorghe@digicatapult.org.uk</a>
<b>IKL</b>	Xabier Itrube	<a href="mailto:Xitrube@ikerlan.es">Xitrube@ikerlan.es</a>
<b>ST F</b>	Marcello Coppola	<a href="mailto:Marcello.coppola@st.com">Marcello.coppola@st.com</a>
<b>ST I</b>	Antonio Lionetto	<a href="mailto:Antonion.lionetto@st.com">Antonion.lionetto@st.com</a>

### 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 subject to an approval procedure set by the project coordinator. These tools include brochures, videos, articles, interviews, social media posts, press releases etc. Specifically:

- 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.

A different approval procedure is required for scientific articles which may contain detailed IPR relevant issues.

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.

# 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.

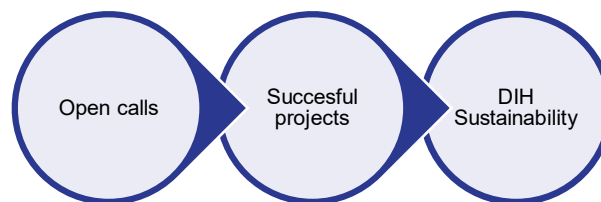
Table 3. DigiFed Target Groups

Target groups	Description/list of entities
SMEs & start-ups	STM32 ecosystem SMEs Spinsplit Kft Quantislab 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
<b>New ICT solutions and edge products to solve industry problems. Assisted adoption of new technologies.</b>	SMEs & start-ups
<b>Connect technologies from their labs to innovators and industry. Bring TRL 5 upwards for GE and 6-7 for AE.</b>	R&D/Academia
<b>Co-invest in the Generic and AEs/ disseminate information to potential beneficiary. Evaluate the results of the project for further digital policies.</b>	Policy makers
<b>Contribute to the dissemination of open calls.</b>	ICT platform and clusters
<b>Get them on board as a Digital Challenge. Owner and co-sponsor GA experiments. Expertise and feedback on results.</b>	Enterprises
<b>Inform start-ups and scale ups in their network as well as Investors and Digital Challenge Owners about DigiFed</b>	Community/Network/DIH
<b>Inform about the DIH services &amp; Experiment results. Act as multipliers for interested beneficiary and co-investors.</b>	General public/DIH

## 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 for DigiFed.

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	Country / Region	Website / Contact	Gain for DigiFed
AIP3PA Smart cluster	HU	NA	DIH entities and other regional (Hungarian) networks having good relations with BME
CPSELabs	DE, SE, FR, UK, ES	<a href="http://www.cpse-labs.eu/">http://www.cpse-labs.eu/</a>	Interact with DigiFed leveraging from contacts, community dissemination, DIHs connections.
EASYPOC Auvergne Rhone Alps project	FR	<a href="mailto:celine.soubeyrat@cea.fr">celine.soubeyrat@cea.fr</a>	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
EIT	HU, (EU)	<a href="https://eit.europa.eu/v">https://eit.europa.eu/v</a>	Network
EuroCPS	FR	<a href="https://www.eurocps.org/">https://www.eurocps.org/</a>	Interact with DigiFed leveraging from contacts, community dissemination, DIHs connections.
FED4SAE	FR, ES, HU, SE, CH, DE, UK, AT	<a href="https://fed4sae.eu/">https://fed4sae.eu/</a>	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
GAIA - Basque Industry 4.0 innovation hub	ES	<a href="https://www.spri.es/en/basque-industry-comunicacionen/basque-industry-4-0-digital-innovation-hub">https://www.spri.es/en/basque-industry-comunicacionen/basque-industry-4-0-digital-innovation-hub</a>	Network
Gateone-project	FR	<a href="https://www.gateone-project.eu/">https://www.gateone-project.eu/</a>	Network
ICT Cluster, Slovenian Chamber of Commerce and Industry Smart factories cluster, Slovenia	SI	<a href="https://ikthm.gzs.si/">https://ikthm.gzs.si/</a> ; <a href="https://eng.gzs.si/">https://eng.gzs.si/</a> ; <a href="http://ctop.ijs.si/en">http://ctop.ijs.si/en</a>	Promotion events, relations with other DIH entities and government ministries
INNOREG, the regional Innovation Agency of Central Hungary	HU	<a href="http://www.innoreg.hu">www.innoreg.hu</a>	DIH entities and other regional (Hungarian) networks having good relations with BME
Manuf.:Ind. du Futur, Security, France	FR	<a href="http://www.industrie-dufutur.org/">http://www.industrie-dufutur.org/</a>	Network
MESAP - DIH Piemonte	IT	<a href="https://dih.piemonte.it/">https://dih.piemonte.it/</a>	Network
MINALOGIC (not part of SAE)	FR	<a href="https://www.minalogic.com/">https://www.minalogic.com/</a>	Network
MINASMART	FR	<a href="https://www.minasmart-auvergnerhonealpes.com/en/">https://www.minasmart-auvergnerhonealpes.com/en/</a>	DIH network

<b>Nat. Indust. 4.0 Platform, Germany</b>	<b>DE</b>	<a href="https://www.plattform-i40.de/PI40/Navigation/DE/Home/home.html">https://www.plattform-i40.de/PI40/Navigation/DE/Home/home.html</a>	Multiplicator with companies, institutions and IoT-related DIHs in Germany
<b>Pannon Business Network</b>	<b>HU</b>	<a href="http://www.pbn.hu">http://www.pbn.hu</a>	DIH entities and other regional (Hungarian) networks having good relations with BME
<b>SILICON EUROPE alliance</b>	<b>EU</b>	<a href="https://www.silicon-europe.eu/home/">https://www.silicon-europe.eu/home/</a>	
<b>Silicon Saxony - Smart systems hub</b>	<b>DE</b>	<a href="https://www.smart-systems-hub.de">https://www.smart-systems-hub.de</a>	
<b>Smart4Europe</b>	<b>EU</b>	<a href="https://smart4europe.eu/">https://smart4europe.eu/</a>	Smart4Europe supports all projects including DigiFed in the promotion of open calls and collaboration with sister CSAs <a href="https://smartanythingeverywhere.eu/cluster-projects/smart-4-europe/">https://smartanythingeverywhere.eu/cluster-projects/smart-4-europe/</a>
<b>SmartAnythingEverywhere Initiative</b>	<b>EU</b>	<a href="https://smartanythingeverywhere.eu">https://smartanythingeverywhere.eu</a>	Interact with the CSA to be in contact with SAE community and its sister projects, DIHs networking, dissemination multiplicator.
<b>SMARTEES</b>	<b>EU</b>	<a href="https://smarte.es/">https://smarte.es/</a>	Interact with DigiFed to exchange lessons learnt and best practices, leveraging from contacts, community dissemination, DIHs connections.
<b>Smarter-SI</b>	<b>DE, (EU)</b>	<a href="http://www.smarter-si.eu">http://www.smarter-si.eu</a>	Interact with DigiFed leveraging from contacts, community dissemination, DIHs connections.
<b>Sunderland SW,</b>	<b>UK</b>		
<b>SW Innov. Pole Cluster, Hungary</b>	<b>HU</b>	<a href="http://en.infopolus.hu/">http://en.infopolus.hu/</a>	DIH entities and other regional (Hungarian) networks having good relations with BME
<b>SW-cluster.org</b>	<b>DE</b>	<a href="https://software-cluster.org/en/">https://software-cluster.org/en/</a>	Network of companies and training & research institutions in the area of software development
<b>SYSTEMATIC</b>			industry cluster

## 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.

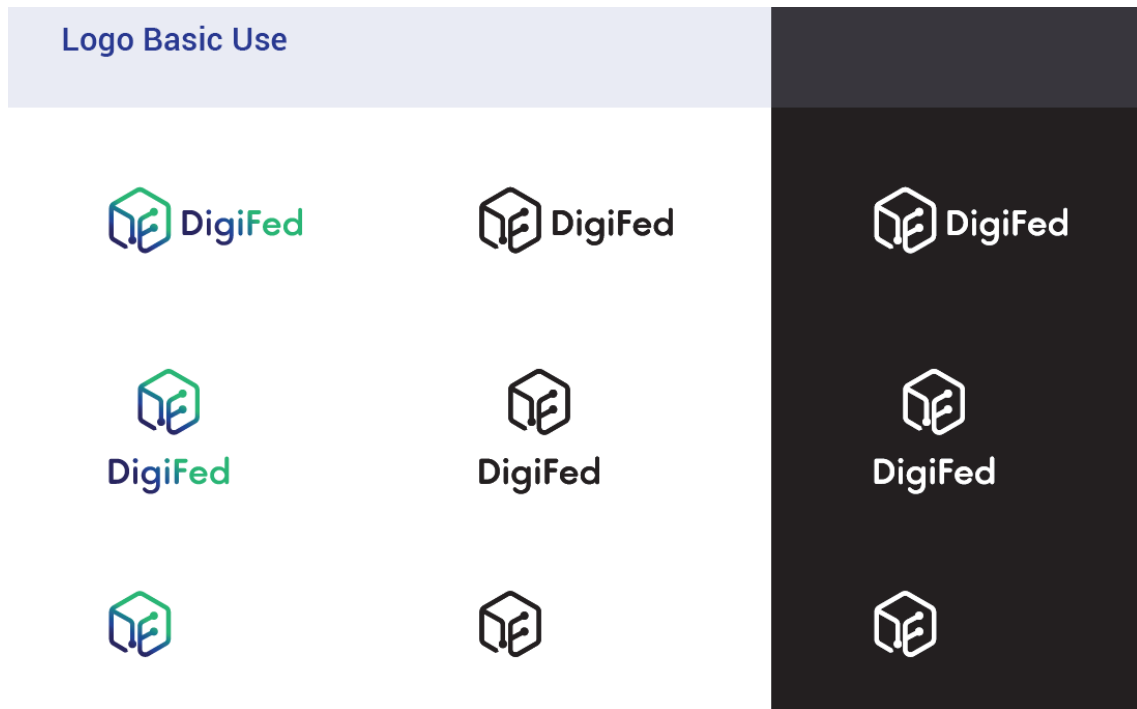


Figure 2. Logo Basic Use

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.

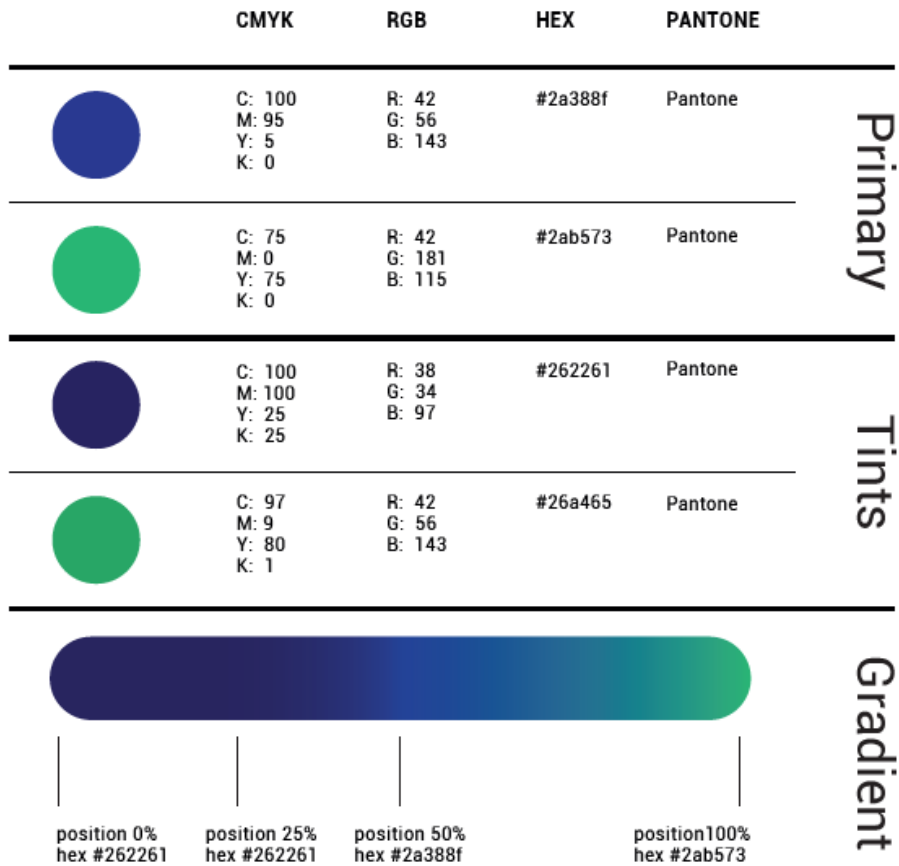


Figure 3. Visual Identity: color scheme

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.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

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](http://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.

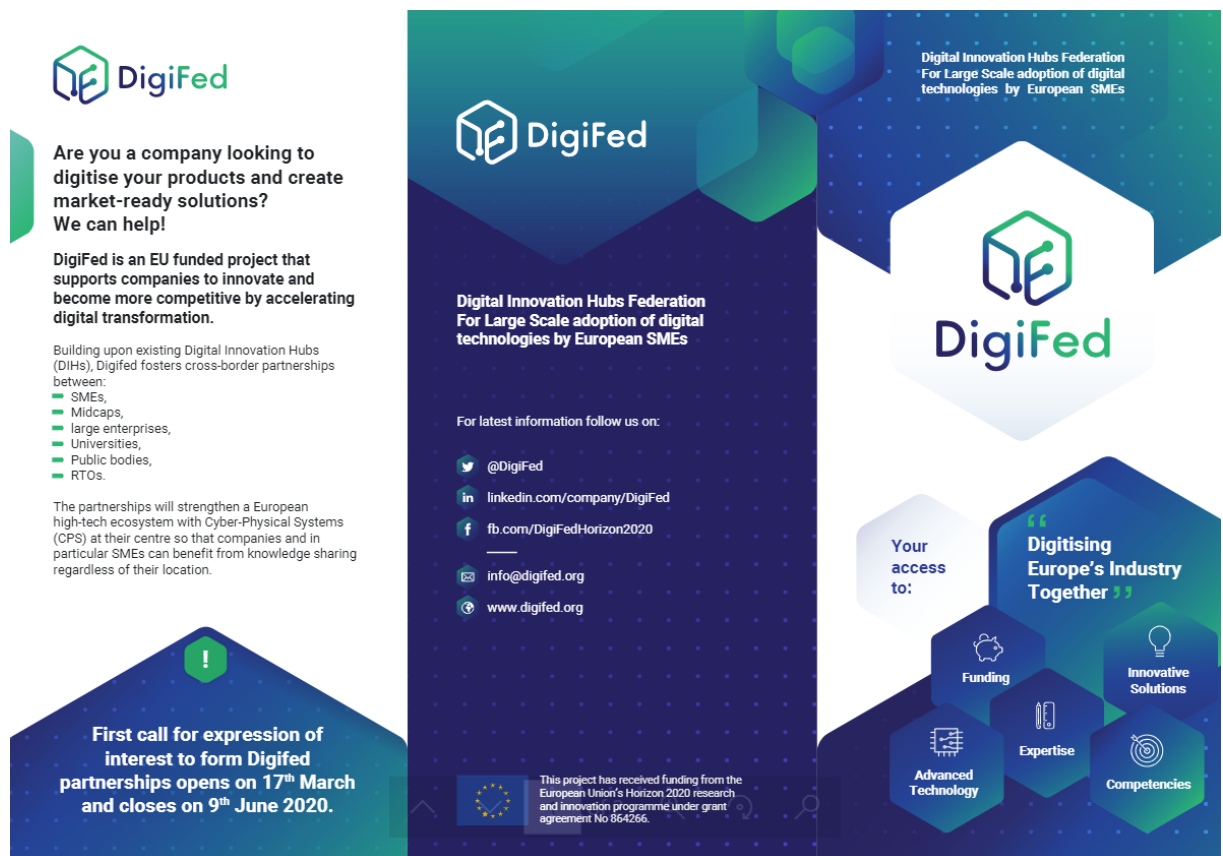


Figure 5. DigiFed Brochure

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

**Due to COVID19 and subsequent cancellation of several physical events,** these materials have not yet been exploited as much as originally planned, nevertheless they remain at the disposal to the general public in digital form under the resources section of the DigiFed website.

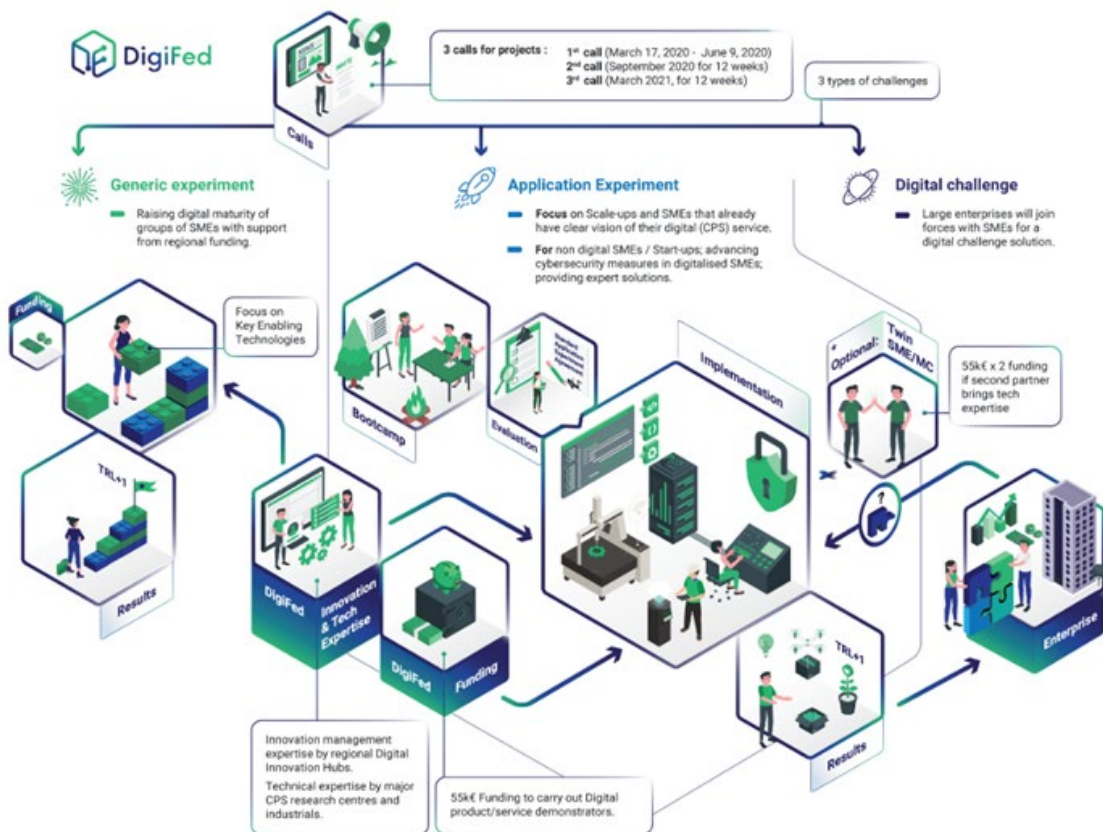
### 4.1.3 Specialised flyers

The specialised flyers on Digital Challenge and Generic Experiment Communities are designed to provide easier understanding of DigiFed activities and opportunities. These materials can be printed or remain displayed on the DigiFed website.



### 4.1.4 Infographic

The infographic is designed to provide easier understanding of DigiFed activities and opportunities. These materials can be printed or remain displayed on the DigiFed website.



### Upcoming materials M12 – M24:

Visuals/flyers in preparation of the promotion of the Digital Challenge Owners open call and visuals for Open Call 3.

## 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	<b>1</b>
Modelling, digital twins	Energies	<b>2</b>
Modelling, Smart Lighting	Microelectronics Reliability	<b>1</b>
Digitalization of processes, business models, manufacturing	Sensors	<b>2</b>
Press releases including information on project and results	Digital Catapult Website, Digital Catapult Newsletter	<b>2 per year</b>
Success stories from ongoing programme and experiments	The Manufacturer Magazine IEEE IoT Newsletter, IET ICT Newsletter	<b>2 per year</b>

Overview of European CPS Research and Innovation	Communications of the ACM, IEEE Communications Magazine	<b>1 per Year</b>
Press releases including information on project and results	idw-online.de, microTEC Südwest, Hahn-Schickard- newsletter, SEZ news, SEZ website, SAE newsletter	<b>4 per year</b>
Information on project progress and results	Technology transfer journals, e.g Steinbeis Transfer Magazin	<b>4</b>

### 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	<a href="https://www.alphagalileo.org">https://www.alphagalileo.org</a>	Global
Cordis.Wire	<a href="https://cordis.europa.eu/about/services">https://cordis.europa.eu/about/services</a>	Europe
Phys.org	<a href="https://phys.org/wire-news/">https://phys.org/wire-news/</a>	Global
ScienceDaily	<a href="https://www.sciencedaily.com/">https://www.sciencedaily.com/</a>	Global
Tech.eu	<a href="http://tech.eu/">http://tech.eu/</a>	Europe
EU-Startups.com	<a href="http://www.eu-startups.com/">http://www.eu-startups.com/</a>	Europe
Techcrunch Europe	<a href="https://techcrunch.com/europe/">https://techcrunch.com/europe/</a>	Europe
Startup Europe	<a href="http://startupeuropeclub.eu/">http://startupeuropeclub.eu/</a>	Europe

Dataconomy	<a href="http://dataconomy.com/">http://dataconomy.com/</a>	Europe
Digital Innovation	<a href="https://www.digitalinnovationeu.com/magazine">https://www.digitalinnovationeu.com/magazine</a>	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](http://www.digifed.org) and a homepage (Figure 7) was made available in the beginning of the project.

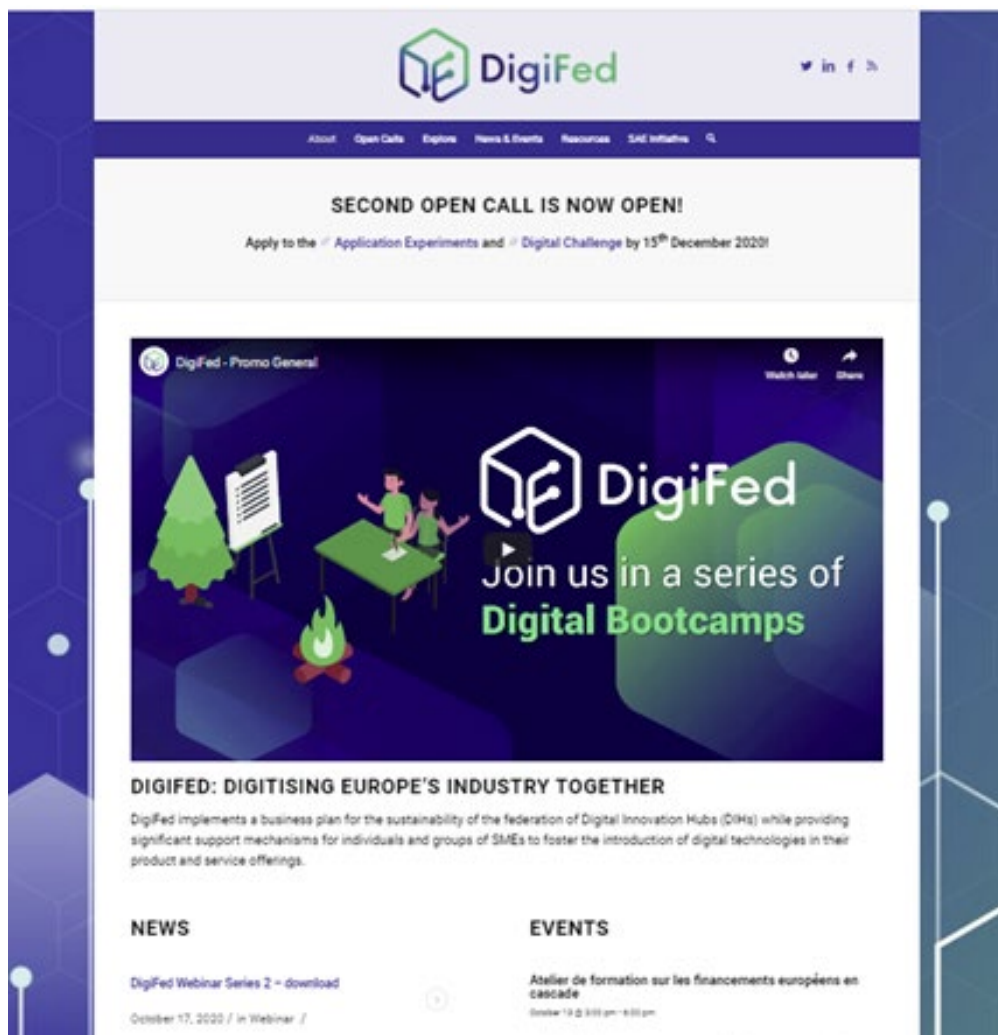
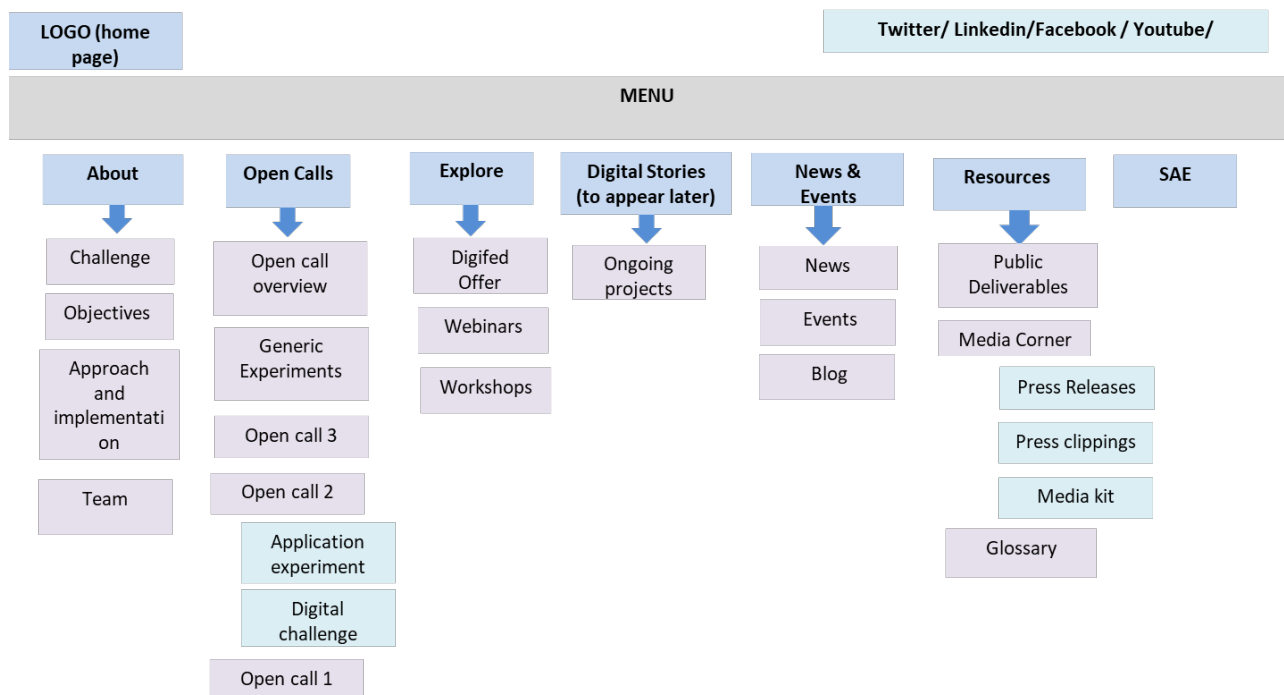


Figure 7. DigiFed Homepage

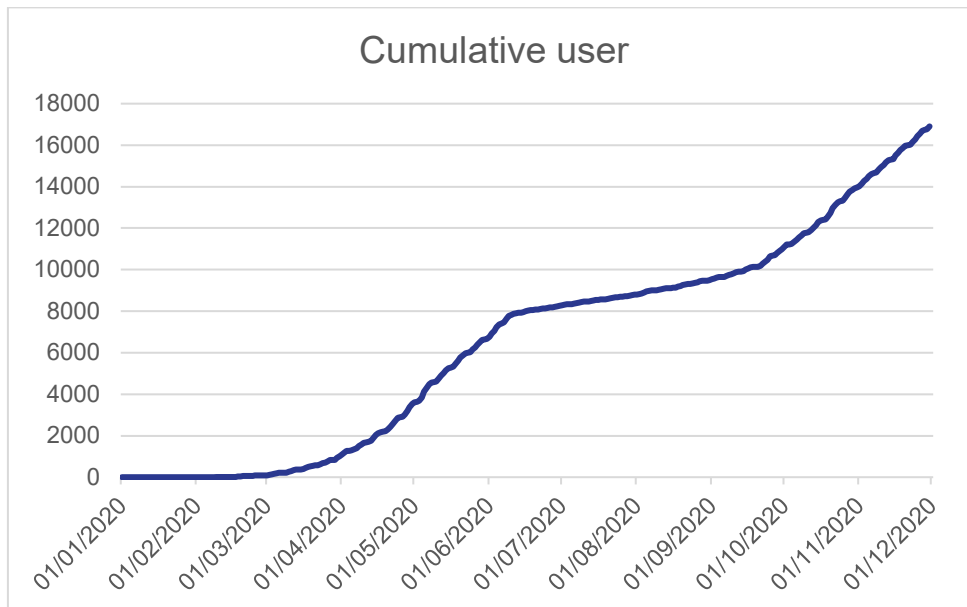
The website has a user- and SEO friendly layout and different sections to exhibit the activities carried out throughout the project's existence. The website is arranged in the following sections:

- **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.
- **Open Calls** – This section provides an overview and details of the current and past DigiFed open calls including Application Experiments, Digital Challenges and Generic Experiments.
- **Explore** – This section will provide information related to open calls, webinars, workshops and FAQs.
- **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.
- **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.

To date (M12) the website has attracted over 16000 visitors, far exceeding initial predictions.



#### **Upcoming additions to the website – M12 – M24:**

Once the first wave of funded projects has established itself, a news section on the DigiFed website – “**Digital Stories**” will appear: The space will be dedicated to DigiFed success stories and include general information, videos, links and other materials related to the funded projects.

There will also be a new section on the website dedicated to the launch of a **Digital Channel Owner Open call**, additional **Generic Experiments (BME, UL, BLM)**, and the **launch of the 3<sup>rd</sup> open call**.

In addition, a section dedicated to the public monitoring of the project’s **KPIs** will also be added.

#### **4.4.2. Social media accounts**

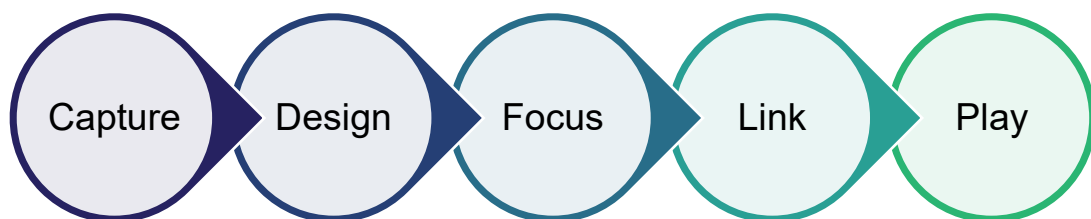
Social networks are used to inform and stay connected with the professionals, policy makers, scientific community, general public, and other stakeholders.

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 to inform and forge 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)

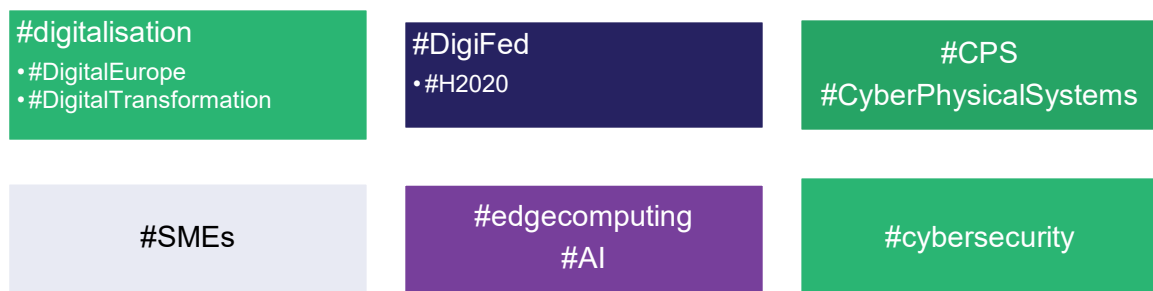


Figure 9. DigiFed Hashtags

##### 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.

To date (M12) LinkedIn attracted over 200 followers.

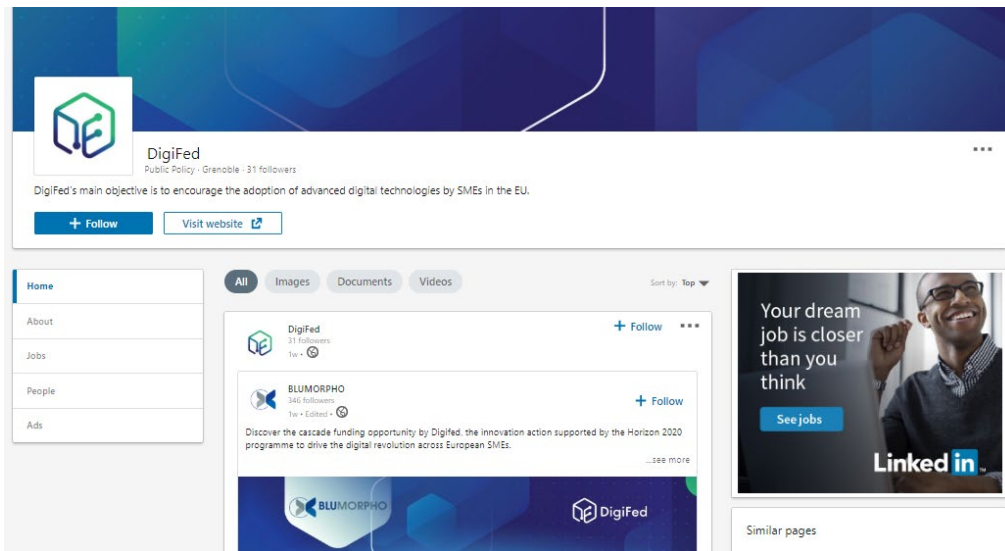


Figure 10. DigiFed's LinkedIn Page

#### 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. As of M12 the DigiFed Twitter account has 172 followers.

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

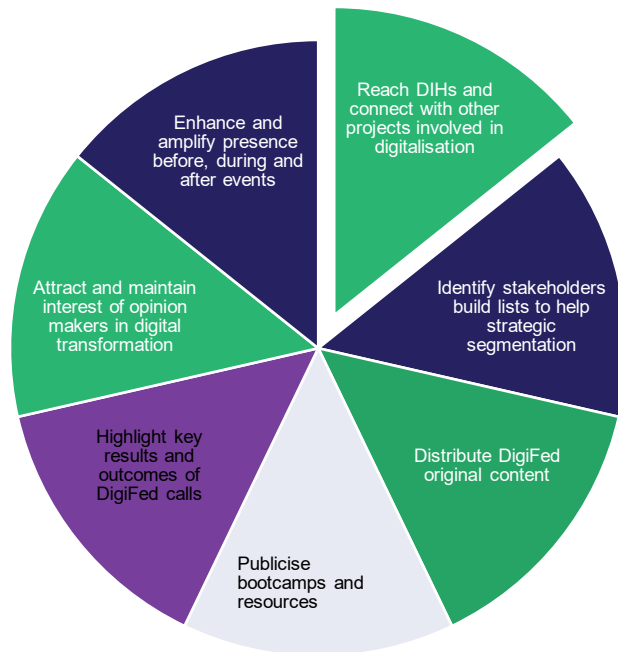


Figure 12. DigiFed's Twitter Account Objectives

#### 4.4.2.3. Facebook

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

As of M12 the DigiFed Facebook account has 52 followers

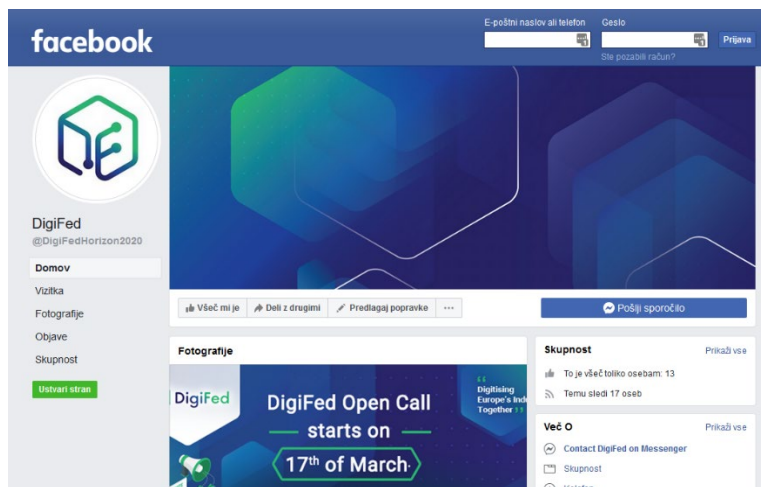


Figure 13. DigiFed's Facebook Account

#### 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.

As of M12, the DigiFed youtube channel has amassed over 600 views across all 8 videos upload.

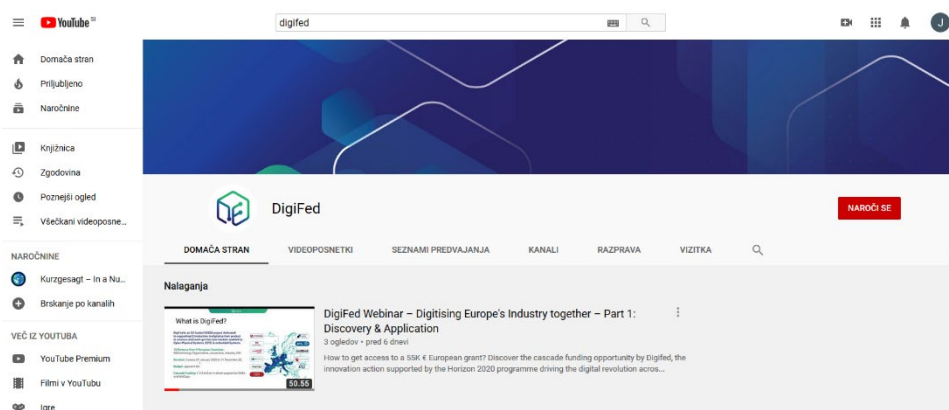


Figure 14. DigiFed's YouTube Account

### Upcoming actions on Social Media – M12 – M24:

Once the first wave of funded projects has established itself, the DigiFed social media channels will act as a dissemination booster to the supported projects by DigiFed through a “Digital Stories” campaign, supporting the information that will become available on the website about the funded projects

Social media will continue to be used to support all upcoming and ongoing open calls, as well as dissemination of the results and interaction with of projects within the Smart Anything Everywhere ecosystem and beyond.

It will also continue being used to promote all events relevant to the DigiFed community.

### 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	2100	@zabala_eu	1.700k	N/A	N/A	Zabala Innovation Consulting	39
CEA	<a href="http://www.cea.fr/cea-tech/leti/english">http://www.cea.fr/cea-tech/leti/english</a>	<a href="https://www.linkedin.com/showcase/leti/">https://www.linkedin.com/showcase/leti/</a>	7405	@cea_leti @cea_tech @cea_officiel @cea_list	3915 +115 +17.2k +875	N/A	N/A	N/A	N/A
IRT Nanolec	<a href="http://www.irtnanoelec.fr/fr/">http://www.irtnanoelec.fr/fr/</a>	<a href="https://www.linkedin.com/company/irt-nanoelec/">https://www.linkedin.com/company/irt-nanoelec/</a>							
AVL	<a href="https://www.avl.com/">https://www.avl.com/</a>	<a href="https://www.linkedin.com/company/avl/">https://www.linkedin.com/company/avl/</a>	70713	<a href="https://twitter.com/AVL_List">https://twitter.com/AVL_List</a>	1980	<a href="https://www.facebook.com/AVL.List">https://www.facebook.com/AVL.List</a>	185.310	<a href="https://www.youtube.com/user/AVLList">https://www.youtube.com/user/AVLList</a>	2.2k

BME	<a href="https://www.eet.bme.hu/en/">https://www.eet.bme.hu/en/</a>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Blumorpho	<a href="https://www.blumorpho.com/">https://www.blumorpho.com/</a>	<a href="https://www.linkedin.com/company/blumorpho/">https://www.linkedin.com/company/blumorpho/</a>	359	<a href="https://twitter.com/BlumorphoSA">https://twitter.com/BlumorphoSA</a>	387	N/A	N/A	<a href="https://www.youtube.com/channel/UCaK_F8JXBOmOHeF6urqgubw">https://www.youtube.com/channel/UCaK_F8JXBOmOHeF6urqgubw</a>	25
Digital Catapult	<a href="https://www.digicatatapult.org.uk/">https://www.digicatatapult.org.uk/</a>	<a href="https://www.linkedin.com/company/digital-catapult/">https://www.linkedin.com/company/digital-catapult/</a>	16390	@DigiCatapult	35.2k	<a href="https://www.facebook.com/DigitalCatapult/">https://www.facebook.com/DigitalCatapult/</a>	2222	<a href="https://www.youtube.com/channel/UCvINR93Gmw2u5PqsmA2ECug/">https://www.youtube.com/channel/UCvINR93Gmw2u5PqsmA2ECug/</a>	770
Ikerlan S Coop	<a href="https://www.ikerlan.es/">https://www.ikerlan.es/</a>	<a href="http://www.linkedin.com/company/ikerlan/">http://www.linkedin.com/company/ikerlan/</a>	10841	@IKERLANOfficial	3395	N/A	N/A	<a href="https://www.youtube.com/c/IKERLANofficial">https://www.youtube.com/c/IKERLANofficial</a>	468
Minalogic	<a href="https://www.minalogic.com/en/home">https://www.minalogic.com/en/home</a>	<a href="https://www.linkedin.com/company/minalogic/?originalSubdomain=fr">https://www.linkedin.com/company/minalogic/?originalSubdomain=fr</a>	3047	<a href="https://twitter.com/minalogic?lang=fr">https://twitter.com/minalogic?lang=fr</a>	5640	<a href="https://www.facebook.com/minalogic/">https://www.facebook.com/minalogic/</a>	623	<a href="https://www.youtube.com/channel/UCSDgp0nk1-HwoICqkNcFA9w">https://www.youtube.com/channel/UCSDgp0nk1-HwoICqkNcFA9w</a>	109
SEZ	<a href="https://www.steinbeis-europa.de/">https://www.steinbeis-europa.de/</a>	<a href="https://www.linkedin.com/company/steinbeis-europa-zentrum-sez/">https://www.linkedin.com/company/steinbeis-europa-zentrum-sez/</a>	709	@SEZ_Europa	507	<a href="https://www.facebook.com/pg/Steinbeis.Europa.Zentrum/posts/">https://www.facebook.com/pg/Steinbeis.Europa.Zentrum/posts/</a>	355	<a href="https://www.youtube.com/channel/UCIdBJEUxaElPXVBqRwojYyQ">https://www.youtube.com/channel/UCIdBJEUxaElPXVBqRwojYyQ</a>	48
University of Ljubljana / LTFE	<a href="https://www.uni-lj.si/eng/">https://www.uni-lj.si/eng/</a> <a href="https://ltfe.org/en/">https://ltfe.org/en/</a>	<a href="https://www.linkedin.com/company/laboratory-for-telecommunications-on-faculty-of-electrical-engineering---ltfe/">https://www.linkedin.com/company/laboratory-for-telecommunications-on-faculty-of-electrical-engineering---ltfe/</a>	1,384	<a href="https://twitter.com/ltfe">https://twitter.com/ltfe</a>	419	<a href="https://www.facebook.com/ltfe.org">https://www.facebook.com/ltfe.org</a>	927	<a href="https://www.youtube.com/user/LTFEorg">https://www.youtube.com/user/LTFEorg</a>	89
ST Microelectronics (World) ??	<a href="https://www.st.com/content/st_com/en.html">https://www.st.com/content/st_com/en.html</a>	<a href="https://www.linkedin.com/company/stmicroelectronics/">https://www.linkedin.com/company/stmicroelectronics/</a>		<a href="https://twitter.com/st_world">https://twitter.com/st_world</a>		<a href="https://www.facebook.com/STMicroelectronics.NV">https://www.facebook.com/STMicroelectronics.NV</a>		<a href="https://www.youtube.com/user/STonlineMedia">https://www.youtube.com/user/STonlineMedia</a>	



### 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](mailto:Jure.Trilar@ltfe.org) or [gjacomelli@zabala.eu](mailto: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 is monitored and 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
<b>Transport and Research Arena</b>	Every 2 years	TBD	CEA, AVL	<b>Booth, participant</b>
<b>AMAA</b> ( <a href="https://www.amaa.de/">https://www.amaa.de/</a> ), <b>International Forum on Advanced Microsystems for Automotive Applications (Germany, Berlin)</b>	Yearly	TBD	CEA, AVL	<b>Participant</b>
<b>European Commission ICT Days</b>	Yearly	TBD	AVL, SEZ	<b>Participant</b>
<b>THERMINIC</b>	2020	Germany	BME	<b>Organizer, speaker</b>
<b>DTIP</b>	2020	TBD	BME	<b>Program committee, speaker</b>
<b>CIE conferences (Smart Lighting)</b>	2020	TBD	BME	<b>Speaker</b>
<b>European Commission ICT Days</b>	Yearly	TBD	CEA	<b>Booth, participant</b>

<b>SIDO</b>	Yearly	France	CEA	<b>Participant</b>
<b>Manufature</b>	2021	TBD	CEA	<b>Participant</b>
<b>EF ECS European Forum for Electronic Components and Systems</b>	Yearly	TBD	CEA, AVL, SEZ	<b>Participant</b>
<b>ITS Europe</b>	2021	TBD	CEA	<b>Participant</b>
<b>RDV Carnot</b>	Yearly	France	CEA	<b>Participant</b>
<b>Club des DIS</b>	Yearly	France	CEA	<b>Participant</b>
<b>SITL</b>	Yearly	France	CEA	<b>Participant</b>
<b>Global Industry</b>	Yearly	France	CEA	<b>Participant</b>
<b>Connect Security World</b>	Yearly	France	CEA	<b>Participant</b>
<b>Paris Retail Week</b>	Yearly	France	CEA	<b>Participant</b>
<b>ISPO</b>	Yearly	Germany	CEA	<b>Participant</b>
<b>Circular Change</b>	Yearly	Slovenia	UL	<b>Co-organizer</b>
<b>Bled e-Conference</b>	Yearly	Slovenia	UL	<b>Co-organizer</b>
<b>National Digital innovation hub Slovenia Conference</b>	yearly	Slovenia	DIH	<b>Organizer</b>
<b>IRT 3000 Forum</b>	Yearly	Slovenia	UL, DIH	<b>Co-organizer</b>
<b>IoT-week</b>	Yearly	TBD	DGC, SEZ	<b>Exhibitor</b>
<b>Farnborough Airshow</b>	Even Years	UK	DGC	<b>Exhibitor</b>
<b>PITCH@PALACE</b>	Yearly	UK	DGC	<b>Organiser</b>
<b>North East Digital Festival</b>	Yearly	UK	DGC	<b>Creator and Organiser</b>
<b>Great Exhibition of the North</b>	Yearly	UK	DGC	<b>Partner</b>
<b>World Manufacturing Forum</b>	Yearly	Italy	SEZ	<b>Presenter, organiser of session</b>
<b>Hannover Fair</b>	Yearly	Germany	SEZ	<b>Participant</b>
<b>CEBIT</b>	Yearly	Germany	SEZ	<b>Participant</b>
<b>ARTEMIS events</b>	1-2 per year	Belgium	CEA, SEZ	<b>Participant</b>
<b>HiPEAC annual conference</b>	Yearly	TBD	CEA, SEZ, ST-F	<b>Participant</b>
<b>Embedded systems Week</b>	Yearly	TBD	SEZ	<b>Participant</b>
<b>ICE-IEEE</b>	Yearly	TBD	SEZ	<b>Participant</b>
<b>microTEC Südwest Annual Conference</b>	Yearly	Germany	SEZ	<b>Participant</b>
<b>Digitalgipfel Baden-Württemberg</b>	Yearly	Germany	SEZ	<b>Participant</b>
<b>DigiHubs Baden-Württemberg Cluster Events</b>	2-3 per year	Germany	SEZ	<b>Participant</b>
<b>Annual Enterprise Europe Event</b>	Yearly	TBD	SEZ	<b>Participant</b>
<b>EPoSS Annual Forum</b>	Yearly	TBD	CEA, SEZ, ST-I	<b>Participant and Speaker</b>
<b>EFFRA General Assembly</b>	Yearly	Belgium	CEA, SEZ	<b>Participant</b>
<b>HIPEAC</b>	2020	Italy	CEA, ST-I, SEZ	<b>Participant</b>
<b>European Commission ICT Days</b>	Yearly	TBD	CEA, ST-I, SEZ	<b>Participant</b>
<b>SILICION EUROPE ALLIANCE</b>	Periodically	TBD		<b>Participant</b>
<b>LETI days</b>	<b>Yearly</b>	France	CEA	<b>Organiser</b>

Table 10 illustrates all the events to which DigiFed has participated in or organised. Many of the listed events were supported or organised by Smart Anything Everywhere Initiative / Smart4Europe's Collaboration plan.

*Table 10. List of past Events*

Date	Event	Organised by	DigiFed Partner / speaker involved
12.02.2020	Webinar 'Digital transformation services for manufacturing EU SMEs'	SEZ	SEZ
27.02.2020	<u>Techinov</u>	CEA	CEA
27.02.2020	<u>European Breakfast</u>	Minalogic	Minalogic
06.03.2020	<u>Open Innovation - Artificial Intelligence and the Human Factor</u>	SEZ	SEZ
09.-13.03.2020	DATE2020, Grenoble; <a href="https://www.date-conference.com/">https://www.date-conference.com/</a>	Smart4Europe, SMART4ALL	CEA
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	
08.04.2020	Presentation of SAE and EDIH strategy	Smart4Europe	SEZ
27-29.04.2020	HiPEAC Computing Systems Week; specific SAE session, Tampere	Smart4Europe, DigiFed, SMART4ALL, Tetramax, FED4SAE	CEA
28.04.2020	Start ups Kill the Virus	Zabala	Zabala
5.5.2020	PODIM DX <a href="https://podim.org/podim-dx-exceeded-all-expectations-of-the-organisers-and-participants/">https://podim.org/podim-dx-exceeded-all-expectations-of-the-organisers-and-participants/</a>	UL	UL
07.05.2020	<u>Webinar - Cascade funding</u>	Minalogic	Minalogic
11.05.2020	SAE/DIGIFED info event	BME/ Innomine	BME
8.06.2020	<u>Webinar - Cascade funding</u>	Minalogic	Minalogic
10.06.2020	Smart4Europe2 Ecosystem Building Event / WMF; Cernobbio, Italy	Smart4Europe	
22-26.06.2020	LETI Innovation Days <a href="http://www.leti-innovation-days.com/">http://www.leti-innovation-days.com/</a>	CEA LETI , DigiFed	
23-24.07.2020	Start-up BW / Europe, Stuttgart	Smart4Europe	
27.08.2020	Briefing of Wirtschaftsförderung Berlin	EEN, SEZ	SEZ
3.09.2020	<u>SIDO</u>	Minalogic	Minalogic
14-16.09-2020	PRO-VE 2020 – 21st IFIP/SOCOLNET Working Conference on Virtual	DIH4CPS, SMART4ALL, DIGIPRIME,	



	Enterprises, Special session DEI in DEI, Valencia	DIGIFED, Smaer4Europe	
<b>29-30.09.2020</b>	EPoSS annual forum, Freiburg	Smart4Europe	
<b>13.10.2020</b>	Atelier de formation sur les financements européens encascade	Minalogic	Minalogic
<b>15.10.2020</b>	HIPEAC CSW week, Smart Anything Everywhere Session	SAE	SEZ
<b>21-22.10.2020</b>	DIHNET event (DIH days), Luxembourg	DIHNET.EU	
<b>22.-23.10.2020</b>	INPHO VENTURES SUMMIT - Investors event / Brokerage; Bordeaux; <a href="http://www.inpho-ventures.com/">http://www.inpho-ventures.com/</a>	Smart4Europe	
<b>24-26.11.2020</b>	EF ECS; Joint booth, presentation/ speakers corner (?), Berlin	Smart4Europe	
<b>26.10.2020</b>	Smart Anything Everywhere Cluster collaborative workshop	Smart4Europe2 / SAE IAs	SEZ
<b>04.11.2020</b>	EEN - Foerderung von Digitalisierungsprojekten	SEZ	SEZ
<b>12.11.2020</b>	Europe Ambition Day	Minalogic	Minalogic
<b>12.11.2020</b>	WMF side event – “Digitalization of Manufacturing: Building the ecosystem for a smart and sustainable future”	S4E2/ SAE IAs/EC/Italian DIHs	SEZ
<b>17.11.2020</b>	SAE-DigiFed First Network Expansion Event	SEZ	SEZ, CEA
<b>25.11.2020</b>	EF ECS 2020 – SAE booth and workshop		SEZ
<b>01-03.12.2020</b>	ICT2020 Joint booth, networking session (?), Cologne	Smart4Europe	

Table 11 illustrates a number of events DigFed is monitoring and/or intends to participate in. The list will be progressively enlarged as more events are identified.

*Table 11 Upcoming events*

Date	Event	SAE activity (Co-) Organised by	DigiFed Partner / speaker involved
<b>21/01/2021</b>	FED4SAE Final Event	BLUMORPHO	Freddy RiosSilva SEZ , I DOR CEA
<b>26-27/01/21</b>	European Digital Innovation Hubs conférence		SEZ / Minalogic
<b>xx.01.2021</b>	HiPEAC Bucharest (?)	Smart4Europe TETRAMAX	
<b>xx.03.2021</b>	Dissemination event with EEN. The objective is to target	EEN / (SEZ)	SEZ

	German and Baden-Württemberg SMEs to the disseminate the funding opportunities provided in DigiFed.		
<b>16.03.2021</b>	BRNO INDUSTRY 4.0 online matchmaking conference	European Enterprise Network	
<b>xx.09.2021</b>	DIH-Eco-system expansion event. The objective will be to further consolidate the development of our ecosystem and actively include external DIH and SMEs.	SEZ	SEZ
<b>5-6.05.2021</b>	Cybersecurity for Industry 4.0	EIT	
<b>xx.06.2021</b>	Smart4Europe2 Ecosystem Building Event / Budapest	Smart4Europe	
<b>23-24.06.2021</b>	European Research and Innovation days	European Commission	
<b>28/06-02/07/2021</b>	4YFN – Connecting Start-Ups Barcelona	Connecting Start-Ups	ZABALA
<b>xx.xx.2021</b>	DEI Stakeholder Forum	Smart4Europe	
<b>xx.xx.2021</b>	Digital Transformation and DIH Days	DIH4CPS, Smart4Europe	
<b>xx.xx.2021</b>	S4E2 Final Event (Stuttgart or Brussels)	Smart4Europe	

#### 4.5.2. DigiFed events

After having reached visibility of the DigiFed project among relevant stakeholders, DigiFed is set to 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 was originally scheduled to take place around **month 9** targeting around 40 participants. However, due to Covid19 the event was **postponed to month 11** and taken online. It attracted 50 participants and fostered knowledge exchange among 21 DIHs from 21 European regions and will gave room for networking and identification of future cooperation activities. Results focused on the following topics:

- **Collaboration:** There is a need for enhanced collaboration, exchange of knowledge and skills, and for a management style that supports a distributed and diverse SMEs landscape
- **Sustainability:** Most DIHs emerged as a European initiative and are very reliant on EU funding. The development of suitable revenue models is essential
- **Services/Tools:** Needs of SMEs change drastically depending on the digital maturity of the local industry. Services for which SMEs are willing to pay for include: Technical support, matchmaking and networking.

### Upcoming events organised by DigiFed M12-M24

An additional network expansion event will be organized as a follow-up either **during April (M16)** or July-August, to capitalize on the results and impact obtained during the first network expansion event. It is foreseen that this activity will be focused on DIH-Tools and their sustainability. In correspondence to the DoA, a **final network expansion event is also planned for M24**, which will be designed as a knowledge transfer event transfer results obtained from activities organized in task 4.1, and WP4 in general, to 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.

As part of task 4.1, a DIH-Best Practices workshop will be organized in month 15 (delayed due to corona-agenda related issues). This activity is meant to be internal. Nevertheless, as mentioned, its outputs will be transferred in other activities to the extended community.

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](mailto:Jure.Trilar@ltfe.org) or [gjacomelli@zabala.eu](mailto: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 strategy 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.



Figure 15. SEO Keywords



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

Please send your content to BME's contacts: Jani Lázár [jani.lazar@vik.bme.hu](mailto:jani.lazar@vik.bme.hu) and/or Czirkos Zoltan - [czirkos.zoltan@gmail.com](mailto: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.

As of M12, press releases so far include:

- New European Project to Fast-Track Adoption Of Cyber-Physical Systems (CPS) by SMEs – January 29, 2020
- DigiFed first open call results: 14 projects and 22 European companies receive a total of over 1.1 million euro for their digital innovation ambitions – August 19, 2020
- Digitalno stičišče 4PDIH z dvema aktualnima evropskima razpisoma za podjetja – December 14, 2020 thru **Slovenian Press Agency**, followed in publishing to **Podjetniški portal**, **Eko Dežela**, **Si21** and **Na Dlan** web journals.
- Evropski razpisi, na katerih lahko podjetja dobijo spodbude za digitalizacijo – December 21, 2020 in **Finance** newspaper (40.200 daily readers / 86.200 reach)

**Upcoming press releases will include M12 – M36:**

- Results of second open call
- Launch of Digital Challenge Owners open call
- Launch of 3<sup>rd</sup> open call
- DigiFed final event
- Ad hoc

## 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 must 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 assessed quantitatively and qualitatively.

Google analytics® is a powerful tool for tracking from where and when traffic reaches the DigiFed website while the metrics provided by 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

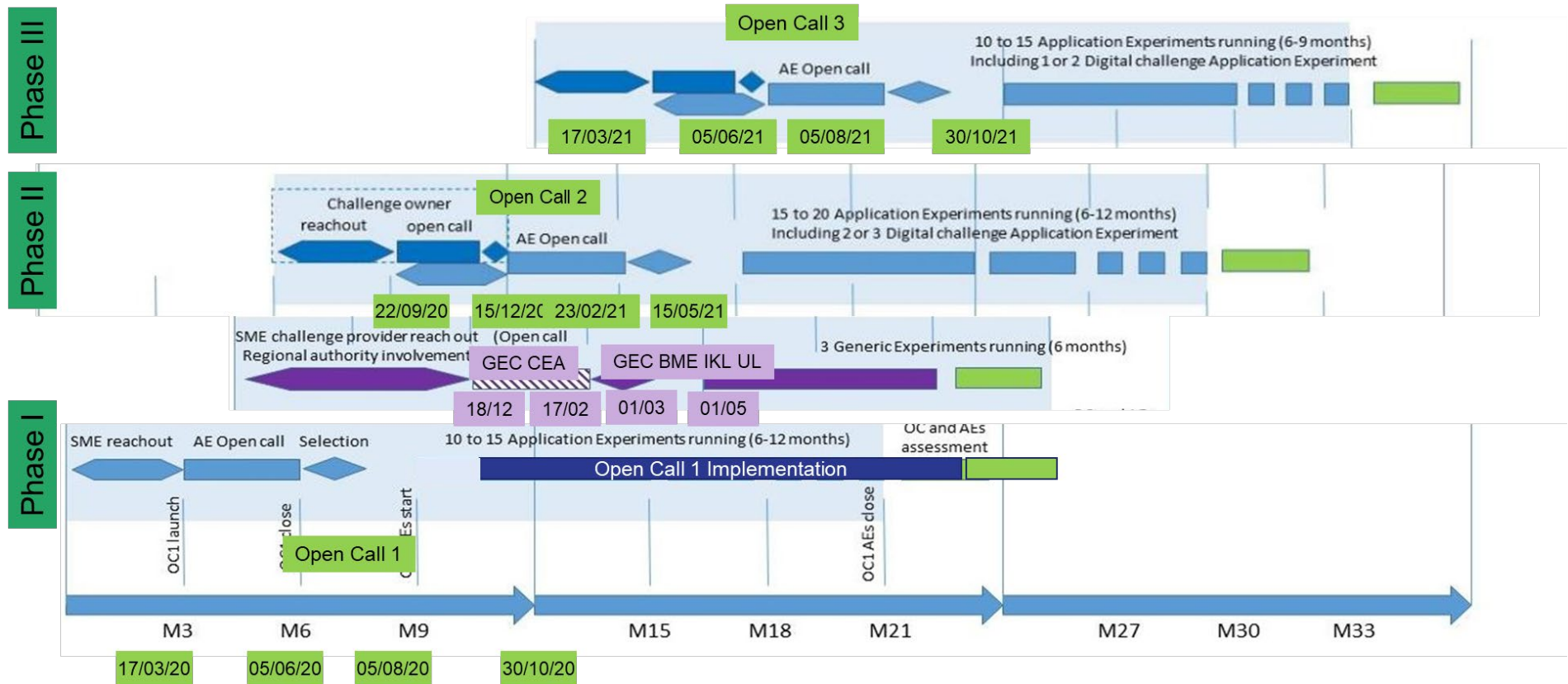
Table 12. KPIs

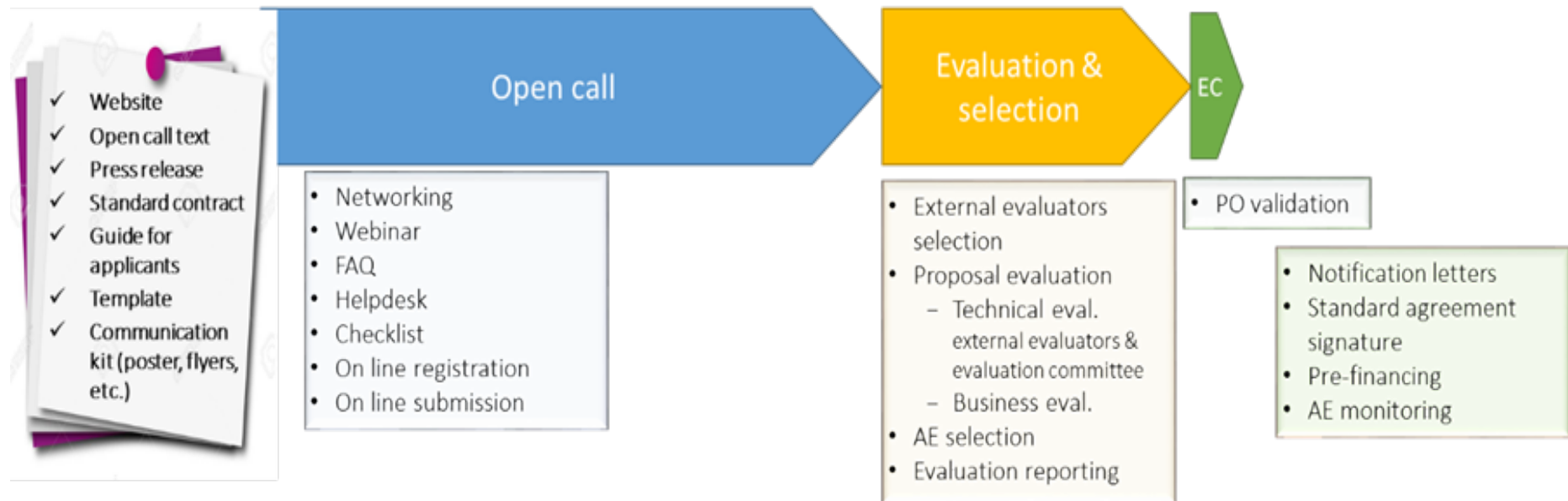
Indicator	KPIs	M12
<b>Website visitors</b>	10,000	17.000
<b>Followers on social media</b>	500	435
<b>Newsletter published (with SAE)</b>	2 per year	3
<b>Number of publications</b>	10	0
<b>Number of participants in events organised by DigiFed</b>	500	340
<b># of publications (in peer-review journals)</b>	10	0
<b># of events organized</b>	4	2
<b># of events attended by min 1 DIGIFED partner</b>	40	28
<b># website geographical coverage</b>	-	106 countries
<b>average duration of visiting session</b>	-	3:19
<b>most visited page and #of visitors</b>	-	open-calls 9234 visitors



<b>highest daily visit date (and correlations with project events)</b>	-	May 05, 2020 259 visitors
<b>most visited digifed webinar</b>	-	"Promo General" (403 visitors)
<b>most frequent source of origin of visitors</b>	-	"direct" 48.5%

## Timelines open calls





## Public Deliverables

To be promoted if and when appropriate

<b>Deliverable Number</b>	<b>Deliverable Title</b>	<b>WP Number</b>	<b>Lead beneficiary</b>	<b>Type</b>	<b>Dissemination level</b>	<b>Due Date (months)</b>
<b>D1.5</b>	Report on assessment criteria to guide the selection of partner DIHs and list of selected partner DIHs	WP1	10 - SEZ	Report	Public	<b>3</b>
<b>D4.5</b>	Specific plan for collaboration with other projects	WP4	10 - SEZ	Report	Public	<b>3</b>
<b>D5.1</b>	Dissemination & engagement plan and implementation activities (#1)	WP5	12 - ZABALA BRUSSELS	Report	Public	<b>3</b>
<b>D5.5</b>	Website	WP5	3 - BME	Other	Public	<b>3</b>
<b>D5.2</b>	Dissemination & engagement plan and implementation activities (#2)	WP5	12 - ZABALA BRUSSELS	Report	Public	<b>12</b>
<b>D4.1</b>	Report on good DigiFed DIH practices, SME needs and future DIH services	WP4	7 - MMNT	Report	Public	<b>18</b>
<b>D5.6</b>	Report on DigiFed communication activities (#1)	WP5	12 - ZABALA BRUSSELS	Report	Public	<b>18</b>
<b>D5.8</b>	Report on stakeholders' activities (#1)	WP5	12 - ZABALA BRUSSELS	Report	Public	<b>18</b>
<b>D5.3</b>	Dissemination & engagement plan and implementation activities (#3)	WP5	12 - ZABALA BRUSSELS	Report	Public	<b>24</b>
<b>D4.3</b>	Report on the state of the art on regional DIH support and strategy to enhance regional- European synergies	WP4	10 - SEZ	Report	Public	<b>30</b>
<b>D5.4</b>	Dissemination & engagement plan and implementation activities (#4)	WP5	12 - ZABALA BRUSSELS	Report	Public	<b>33</b>
<b>D4.2</b>	Final report on liaison with relevant activities, networks and European DIHs	WP4	10 - SEZ	Report	Public	<b>36</b>

<b>D5.7</b>	Report on DigiFed communication activities (#2)	WP5	12 - ZABALA BRUSSELS	Report	Public	<b>36</b>
<b>D5.9</b>	Report on stakeholders' activities (#2)	WP5	12 - ZABALA BRUSSELS	Report	Public	<b>36</b>
<b>D6.9</b>	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	<b>36</b>

## Milestones

To be promoted if and when appropriate

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