**Digital Innovation Hubs Federation
For Large Scale adoption of
digital technologies by European SMEs**

D5.6 – Report on DigiFed Communication activities

June 2021

Technical References

Project Details	
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Short Description / Executive Summary
The present document, D5.6 Report on DigiFed Communication activities prepared within the frame of WP5, describes the communication actions undertake by the consortium covering the first 18 months of the project. As Digifed core activities is to support SMEs through Cascade Funding, proposing to European companies three main innovation pathway : Application Experiment, Digital Challenge and Generic Experiment. WP5 communication actions play a crucial role in the success of the Open Call launched by DigiFed in order to attract potential applicants. WP5 Communication tasks are therefore not limited to dissemination of DigiFed result, but are key action to reach DigiFed goals in terms of companies involvement within DigiFed innovation pathway (WP2-WP3), but as well to expand DigiFed network to collaboration with external DIHs. WP5 is therefore closely linked to all the other Workapackages .

Document history

Form	Version	Date	Author	Organization	Modifications made – remarks
Draft	V0.1	01.06.2021	Gustavo Jacomelli, Jure Trilar, Meike Reimann, Bastien Hualpa	Zabala UL; SEZ MNL,	*First full draft*
Revision	V0.2	02.06.2021	Isabelle Dor, Ana Gheorghe, Marta Rencz	CEA Digicat BME	*Review, comments*
Revision	V0.3	14.06.2021	Jure Trillar,	ULJ	Review, comments…
Revision	V0.4	16.08	Chartier Isabelle	CEA	Review, comments on template, minor edits
Revision	V0.5	17/08/2021	Gustavo Jacomelli	ZAB	Complementary inputs, new template
Final version	V.1	17/08/2021	Isabelle Chartier	CEA	Add executive summary, Final validation for submission

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List of abbreviations

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

Context of DigiFed project

Within the SAE initiative lies DigiFed dedicated to supporting EU industries to digitalize their product & services and reaching new markets enabled by **Cyber Physical Systems (CPS) & Embedded Systems**.

DigiFed gathers 12 partners with expertise in Digital technologies and innovation management from different countries with established ecosystems with a view to continue expanding and linking with other networks in order to create an EU-wide Federation of Digital Innovation Hubs. DigiFed partnerships are designed to strengthen a European high-tech ecosystem through the adoption of advanced digital technologies (CPS) and a combination of Regional, National and European funding instruments so that companies, SMEs but also midcaps, can benefit from knowledge sharing regardless of their location.

Three main innovation pathways are proposed by DigiFed:

Application Experiments (AEs): grants up to **€ 55k** as well as technical and business support for the development of smart applications in Europe are offered. Demonstrative projects are EU cross-borders and split into 2 possibilities:

- Single AE: the applying company requests technical expertise from a DigiFed Technology partner to generate a new smart product or service.
- Twin AE: two applying companies generate a new smart application

Around 40 innovative and demonstrative AE projects involving at least 80 companies are targeted through 3 Open Calls to receive funding (over the total budget of **3.88M€**) and support in order to develop innovation solutions:

- Access to technical platforms in the domain of cyber-physical and embedded systems (CPS):
AVL, CEA, Digital Catapult, Ikerlan, Ljubljana University and STMicroelectronics France/Italy.
- Product support aimed at bringing your innovations to target markets.
- Innovation management support focusing on sustainable business development – to help innovation get to the market via DigiFed and the Smart Anything Everywhere ecosystem (DIHs network).

Generic Experiments: DigiFed Generic Experiments Communities (GEC) are designed to test new collaborations between research centers and a group of SMEs & Mid-Caps as well as develop new co-financing mechanisms between European and regional funding to foster European industry digitalization.

The objective of the Generic Experiment is to build communities of SMEs & Mid-Caps around a specific technical topic (GEC Topic) proposed by a DigiFed research centre (the GEC Owner).

GE Communities should aim to involve a group of about 10 European companies together with the experts from the research center. DigiFed target to launch minimum 3 different GE communities between 2020 – 2021.

Digital Challenges: Digifed will experiment new co-funding mechanisms with companies directly involving the demand side. Digital Challenge is a match funding opportunity where advanced digital technology SMEs are selected through an open call to solve industry challenges set by corporate businesses.

The purpose of the Digital Challenge is to highlight attractive market needs to be addressed through CPS and embedded systems and for which new solutions are required.

DigiFed will be working with large European organisations, the Digital Challenge Owners, who will serve as early adopters of the accelerated innovations and provide additional support to the programme in the form of co-funding, access to innovation support and pilot sites. Digifed target to launch 3 Digital Challenges.
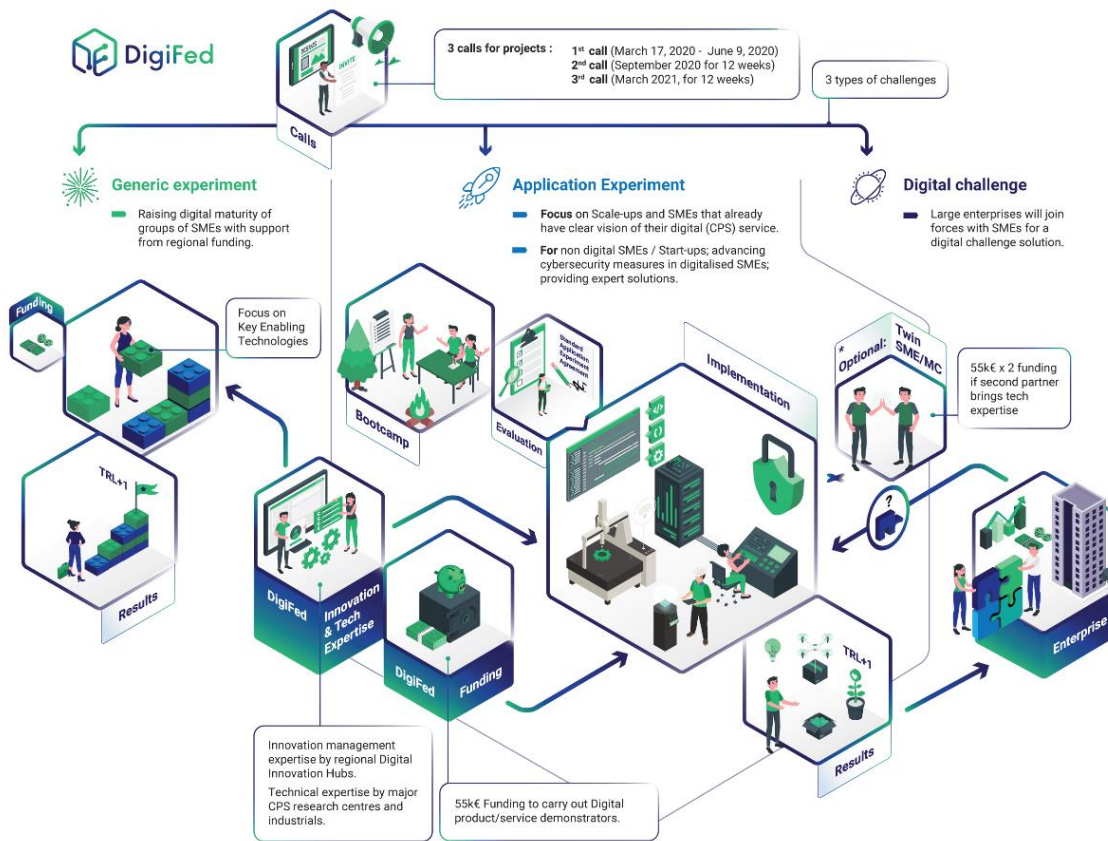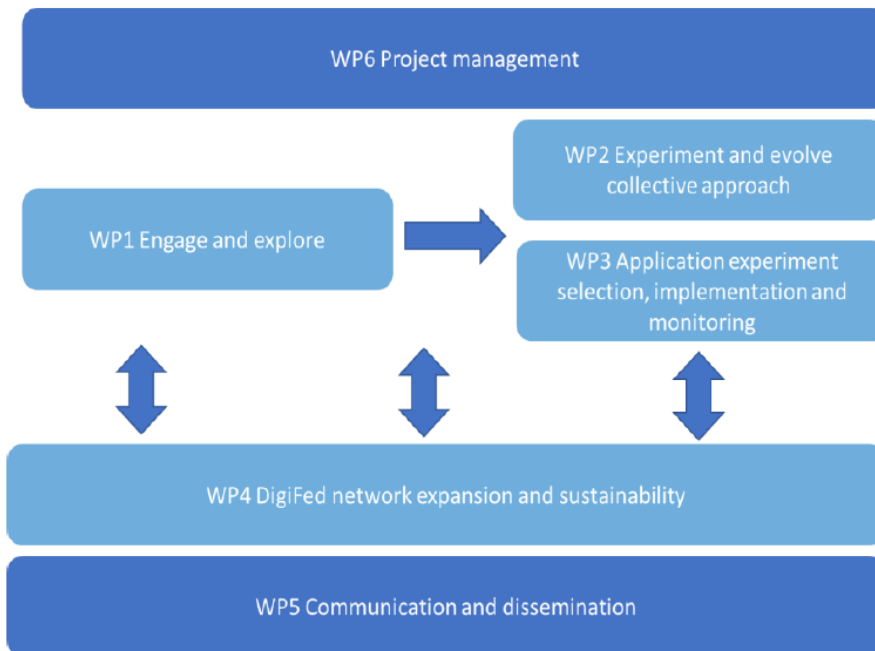
Figure 1. DigiFed project

Figure 2 - DigiFed WP structure

1. Introduction

The present document, D5.6 Report on DigiFed Communication activities prepared within the frame of WP5, describes the communication actions undertake by the consortium covering the first 18 months of the project. The activities are subdivided into tasks, they are:

- T5.1 − Elaboration of the dissemination and engagement plan
- T5.2 − Creation of website
- T5.3 − Creation of communication materials
- T5.4 − Coordination of Communication and Dissemination Activities
- T5.5 − Final event (Activity not started yet)
- T5.6 − Ethical constrains related to data (not relevant to the scope of this report)

The D5.6 Report on DigiFed Communication activities is a deliverable to be submitted to the European Commission by M18. In M36 the Communication activities report will be updated and submitted to the European Commission. T5.5 has yet to commence and T5.6 is dealt with primarily in WP6, for this reason and for the purposes of this report no further reference shall be made to them.

2. Work Package 5 Objectives

WP5 is dedicated to the communication, dissemination and exploitation of project results with the following objectives:

- Plan all the communication and dissemination activities as well as setting up the main tools that will enable to reach the relevant audience to promote the project's results and contribute to the exploitation.
- Website creation, animation and update
- Create all the materials and communication means for the projects to reach out to the Start-ups/SMEs community, as well as to disseminate DigiFed outputs to all relevant stakeholders.
- Engage a significant number of stakeholders in the planned activities.
- Moderate the Start-ups/SMEs community and its communication with the project stakeholders.

During first period (jan 2020 – june 2021) Digifed beuing a Cascade Funding project : three Open calls for Application Experiments, four open call for Generic Experiments, three open calls for Digital Challenges. The communication actions play a crucial role in the success of these calls. WP5 Communication tasks are therefore not limited to dissemination of DigiFed result, but are part of the key action to reach DigiFed goals in terms of companies involvement within DigiFed innovation pathway (WP2-WP3), but as well to expand DigiFed network to collaboration with external DIHs.

WP5 is therefore closely linked to all the other Workpackages.

2.1 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	2.00
DIGICAT	Dissemination support	3.00
IK4-IKERLAN	Dissemination support	2.00
MMNT	Dissemination support	3.00
STGNB 2 SAS	Dissemination support	2.00
ST-I	Dissemination support	2.00
SEZ	Leader of T.5.5 – Organisation of Final Event. Dissemination support	4.00
UL	Leader of T.5.3 – Communication materials and tools production and maintenance (social media management, press releases etc)	13.00
ZABALA BRUSSELS	WP 5 Leader, leader of 5.1. and 5.4 – Leads drafting and coordination of communication actions.	9.00
ZAB	Dissemination support	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. To provide 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.
- communication needs to perform the task of their WP

3. Work progress and achievements during M1-18

3.1 Elaboration of the dissemination and engagement plan (T5.1)

This task made use of the EC best practices to define the main stakeholders, the dissemination messages and select the appropriate tools and channels for internal and external communication and dissemination of the project outputs.

The 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 such as:

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

The Dissemination & engagement plan and implementation activities was a deliverable to be submitted to the European Commission by M3. The plan was updated in M12 and will follow further updates in M24 and M33. Within future versions of the document, the initial deliverable will be reviewed and adjusted to the new requirements. A range of KPIs have been defined to monitor the implementation of the dissemination and communication strategy.

3.2 Creation of website (T5.2)

Lead by BME, the website was launched in M2 in a basic version, with more elements added progressively. It has public and private content. More specifically, the website has a user- and Search Engine Optimisation friendly layout and different sections to exhibit the activities carried out throughout the project's existence. It is the prime tool for communication about the project. Full details about the website can found in D5.5 submitted M3.
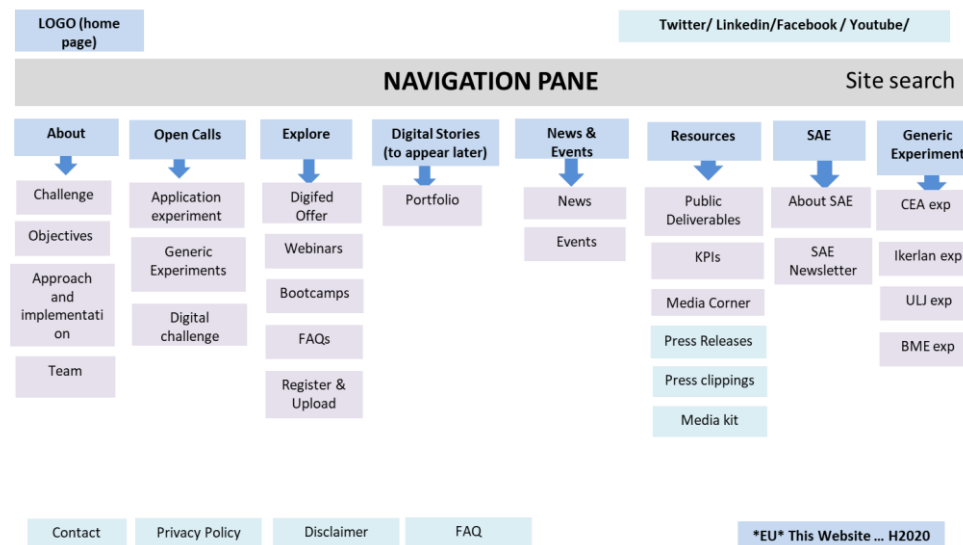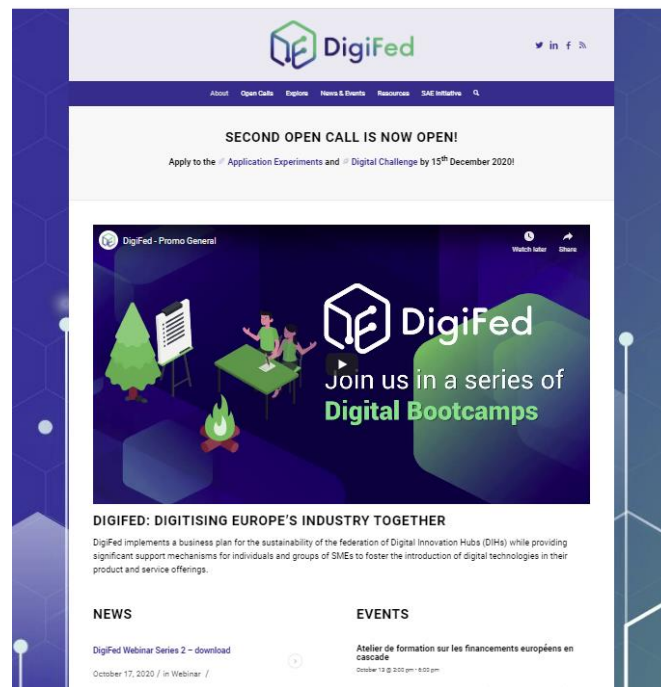

Figure 3 Digifed website map

Figure 4 DigiFed Website advertising AE open call 2

Figure 5 DigiFed website update for DC and GE open calls

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 also presents 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** – Includes all necessary information on the open calls as well as links to the necessary documentation and the portal section for Application Experiments , Digital Challenges and Generic

Experiment Open call. It also includes a **private section** for the Application submission for all Open Calls.

- **Explore** – This section provides information about the Digifed offer the information webinars and online bootcamps as well as a section devoted to 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 lists 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 features 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 is 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. It also includes a section on the **project KPIs**

- **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

- **Generic Experiment** – To give more visibility to the Generic Experiments, an extra tab was added to the top-level navigation pane, once the four GE have been launched.

Lead by WP5 leader (Zabala), all partners contribute to the content of the website. BME is responsible to maintain the website under the supervision of the coordinator CEA. Also, BME is currently the host of the SAE website.

Particularly important during M1-18 were the continuous updates to the open call webpages that hosted all the necessary information, documentation and links to the application portal for the various calls. As of M18, all Digifed calls have been launched through the website and are listed as follows (click on the hyperlinks in green to view the pages):

Application experiments
- **Open call 1 (closed)**
- **Open call 2 (closed)**
- **Open call 3 (closed)**

Digital challenges
- **Digital challenge open call 2 (OPEN**)
- **Digital challenge open call 1 (closed)**
- **Digital challenge owners open call (closed)**

Generic experiments
- **Secure Platform for IoT (closed)**
- **IoT Prototyping in Agriculture (closed)**
- **Trust Platform for Digital Assets Management (OPEN)**
- **Energy-efficient smart LED lighting (OPEN)**

All calls where managed through a **private area** where applicants were issued with a registration code for their companies so that they could submit their application form, NDAs and videos. A registration code was also provided for the external and internal evaluators to download the documents to be evaluated.
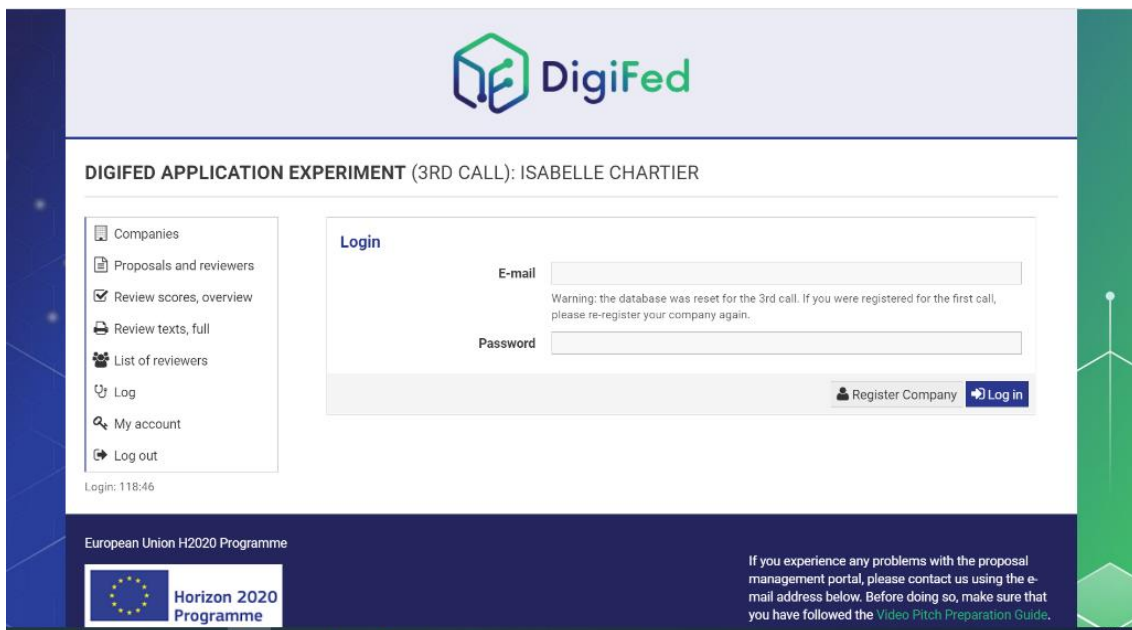
Figure 6 DigiFed login page for companies and evaluators.

3.2.1 Web Analytics

Since the launch of the **www.digifed.org** website on 9th of February 2020, just over 32000 users have visited the site, with visitors from France, Spain and the Unites State being the most frequent. This figure already far surpasses the initial modest target of 10000 users.
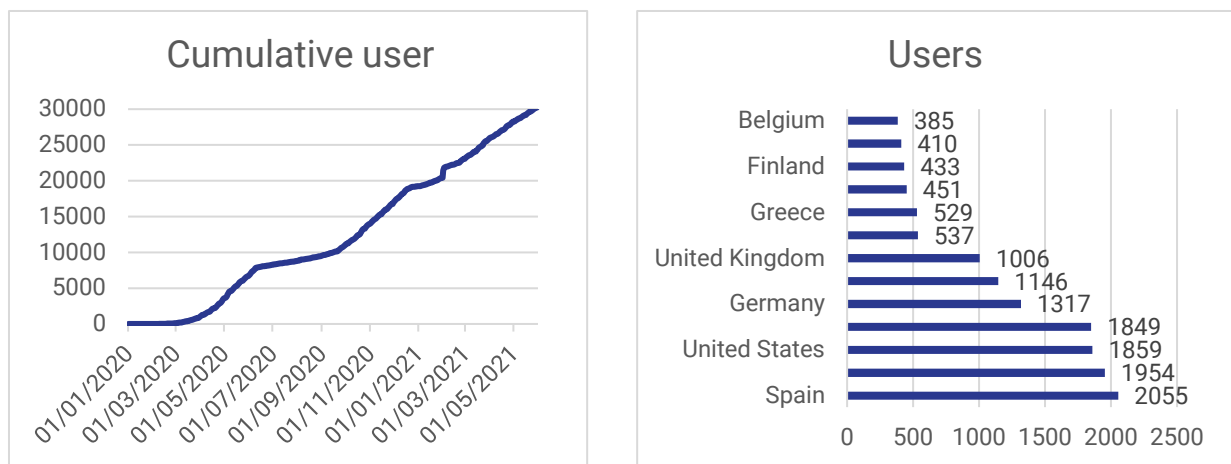

Figure 7 DigiFed website : Cumulative users (left) , User by county (right)

The pages with most visites outside of the homepage were related, unsurpringly, to the sections on the open calls.
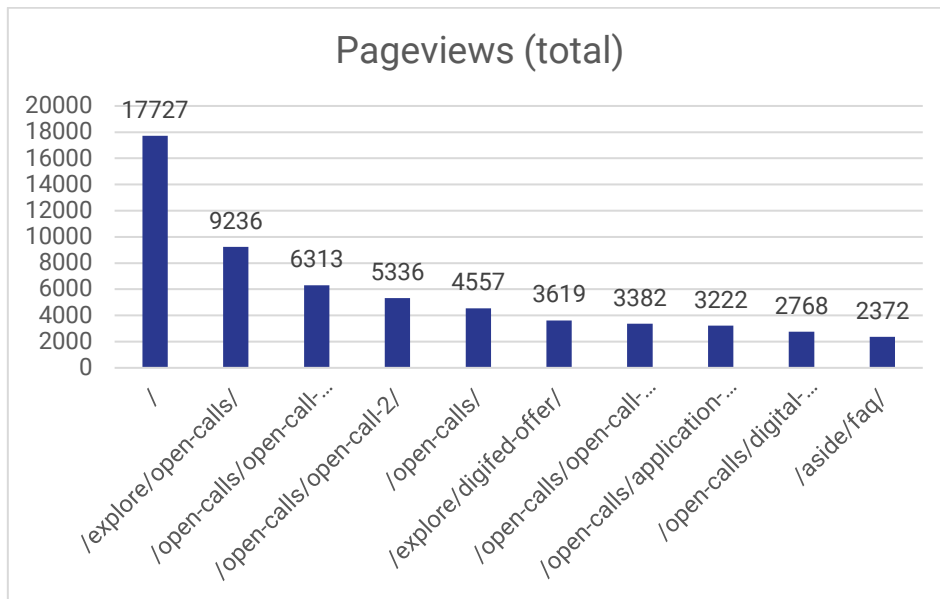
Figure 8 Page views

3.3 Creation of communication materials (T5.3)

Lead by ULJ, all partners contributed to the contents of the communication materials. The main communication materials developed between M1 – M18 were:

3.3.1 Digifed Visual Identity & PPT and Word templates

The visual branding guideline of the DigiFed project was developed in M1. It is 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 and it was designed to provide striking and memorable visual identity for the project. 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, are chosen to symbolize growth and intelligence.

Figure 9 DigiFed and Sample of DigiFed ppt template

3.3.2 Leaflet and Posters (Digital versions)

Conceived and produced pre-Covid, the Digifed poster and leaflet present a general overview of the project. These were to be printed adhoc when attending physical events. They are now used as digital props until face-to-face events take place again. They are available for download on the website in the Resources section.

Figure 10 DigiFed leaflet (left), DigiFed poster (right)

3.3.3 Social Media

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.

ULJ is responsible for most of the social media activities which involves creating relevant content, sharing the news, posting on social media and monitoring outreach. Partners are frequently asked to re-share the posts from the Digifed social media channels to maximize the multiplying effect on the dissemination. Posting and reposting from the partner's channels is needed to foster the communication efforts, in particular during specific key campaigns related to the announcement of the open calls and Digifed online events (bootcamps, webinars etc).

LinkedIn is used to host a DigiFed page which is fed with project news and developments relevant to the target audience of professionals.

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.

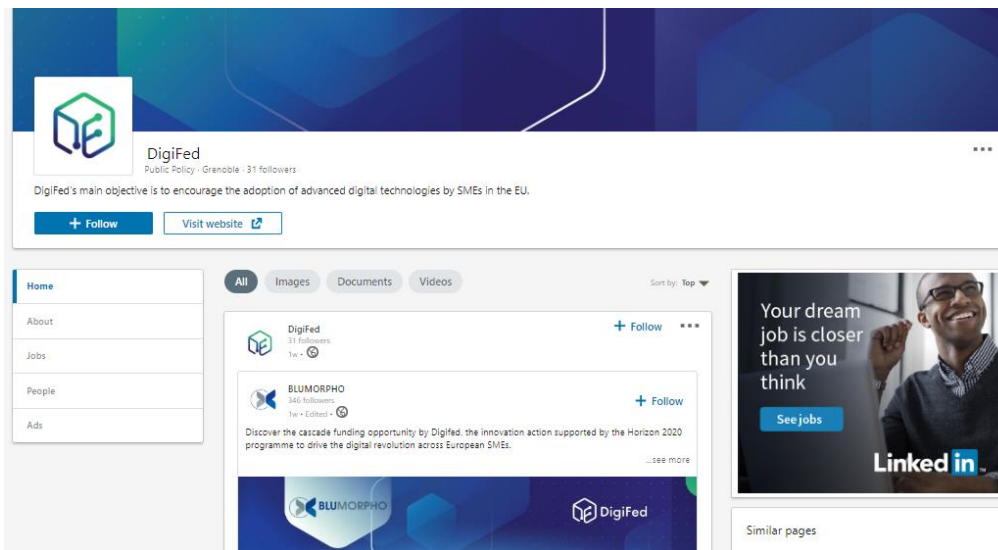To date (M18) The DigiFed Linkedin page has attracted over 290 followers.

Figure 11. DigiFed's LinkedIn Page

Twitter is a good platform to listen, observe, search for dialogue and interact with professionals, EU and national policy makers, academia and the scientific community. 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 M18, the DigiFed Twitter account has 222 followers.

Figure 12 DigiFed's Twitter Account

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

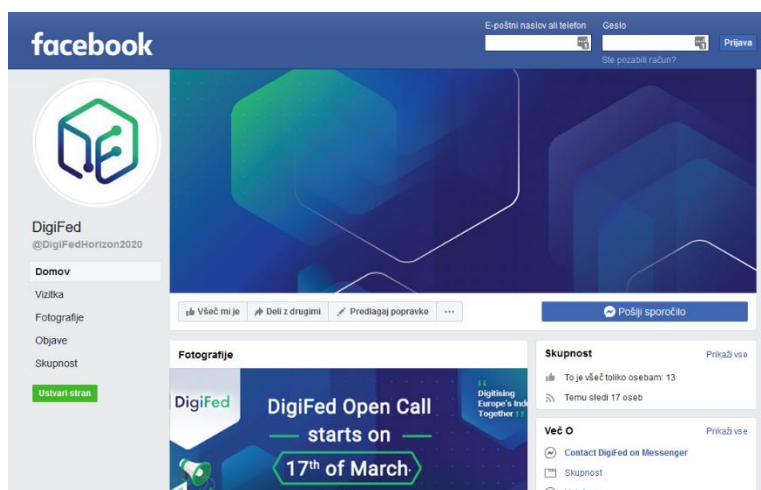As of M18 the DigiFed Facebook account has 70 followers.

Figure 13. DigiFed's Facebook Account

Social Media campaign examples - Notable social media campaigns include the launch of the DigiFed open calls, promotion of the webinars and bootcamps, Start-ups kill the Virus etc…..see **https://twitter.com/digifed** for more.

Figure 14 Social media extracts

Social media analytics Linkedin - An advantage of using Linkedin is the possibility of using the analytics tool which give a deeper understanding of the kind of audiences that engage with DigiFed content and activities. What follows are data taken over the last year of activity: from June 2020 to June 2021.

As can be noted in Figure 14, peaks in Linkedin engagement coincided with the bulk of the open call launches in September/October 2020 and then again in March 2021.
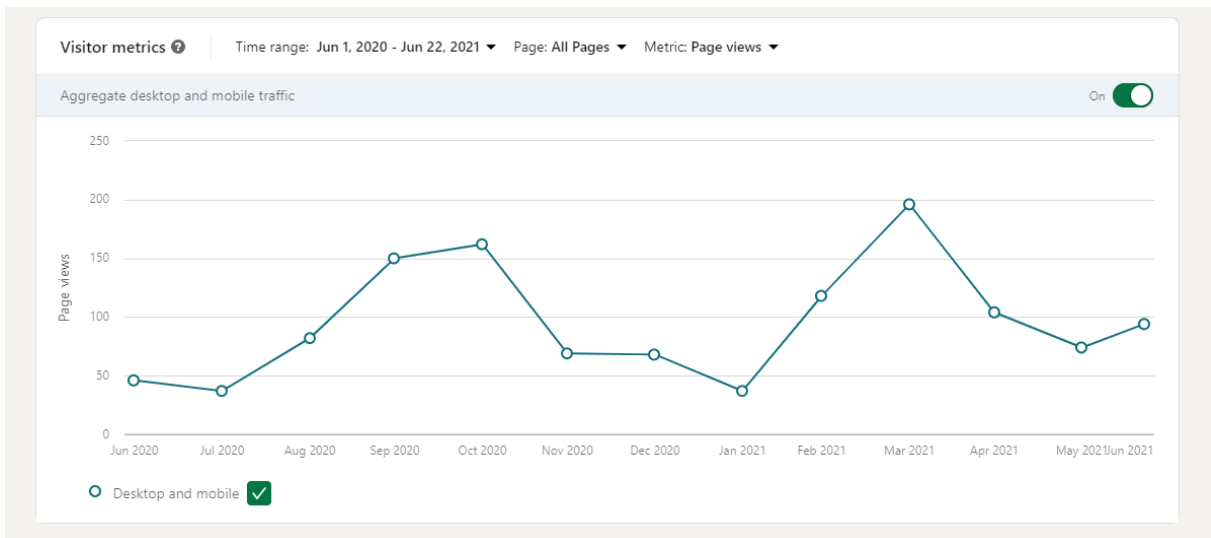
Figure 15 Linkedin views past year

Figure 15 shows the job functions of the Linkedin visitors, the majority of whom are involved in Business Development (27.5%), Project management (12.25%) and Engineering (11.8%).
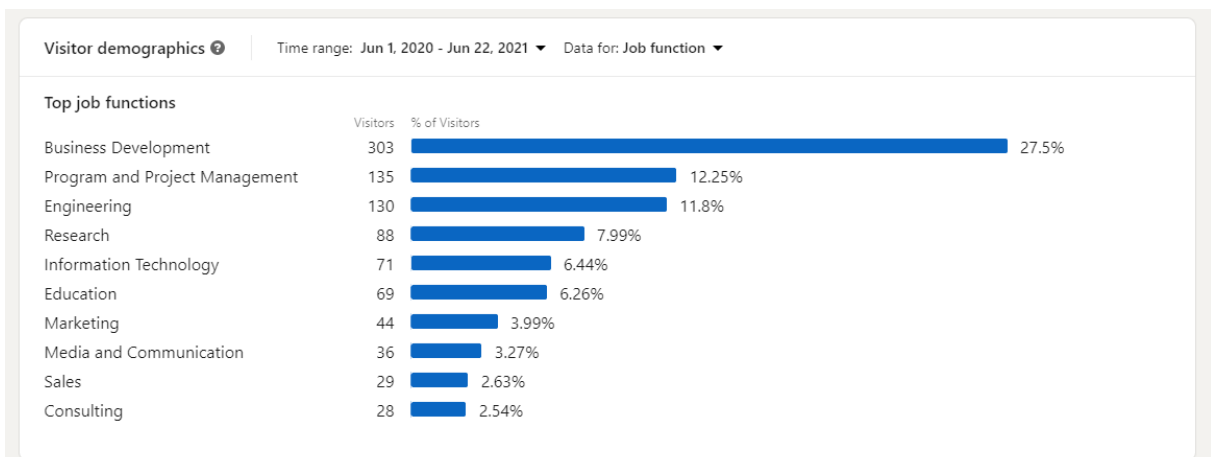

Figure 16 Visitor's Job fuction

As Start-ups and SMEs are the main target audience of most of the Digifed open calls, it is appropriate to see in figure 16 that this is reflected in the visitors of Digifed's Linkedin page, with the majority of visitors (over 30%) coming from small enterprises with between 2 to 10 employees.
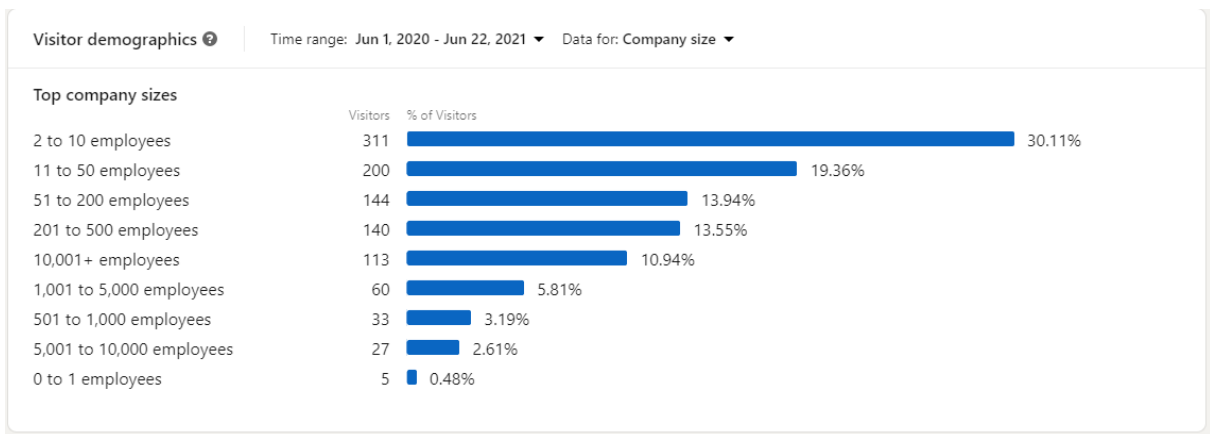
Figure 17 Visitor's company size

A **YouTube** channel has been established to host the DigiFed videos and share video content. The channel will also include links / playlists to relevant content drawn from the DIH networks.

As of M18, the DigiFed Youtube channel as amassed over 2000 views across all 10 videos uploads as can be seen is Figure 18.
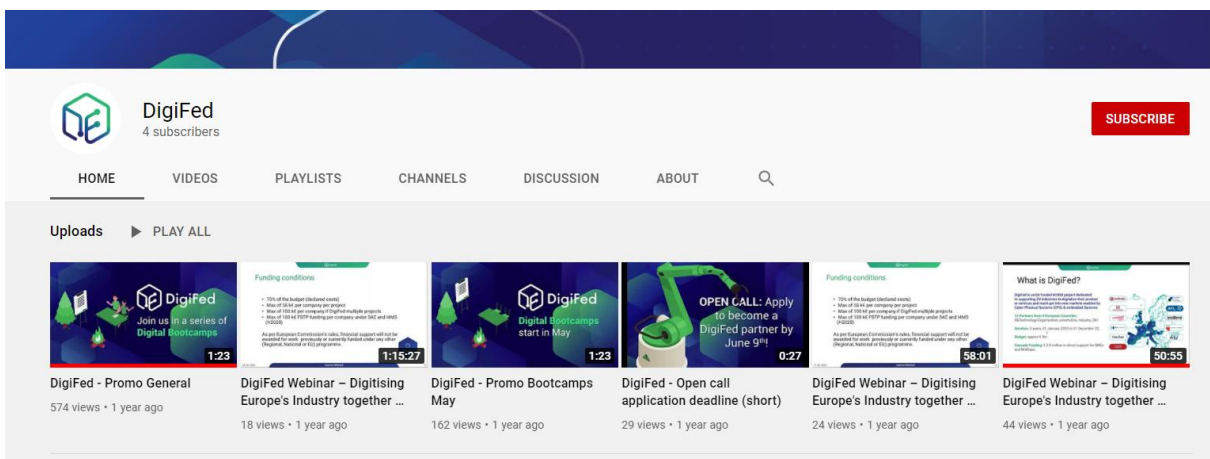
Figure 18. DigiFed's YouTube Account

Figure 19 Youtube analytics

Project Video: An explanatory video about the project was produced in the beginning of the project in 2020. The video materials are circulated on social media, during bootcamps and on the DigiFed website to help promote the project and the calls.
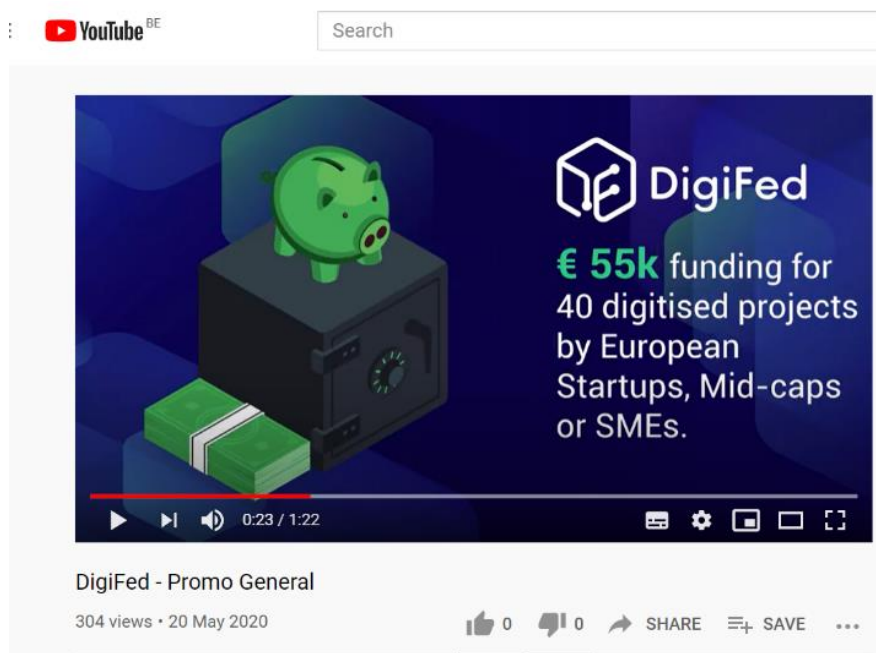
Figure 20 DigiFed Promo video

3.3.4   Infographic and specialised flyers

These materials illustrate in a visual way the Digifed open call process and details on the different innovation pathway. They are used on the website and in power point presentations.

Figure 21 DigiFed infographic

Figure 22 Specialised flyer (left) Digital Challenge, (right) Generic Experiment

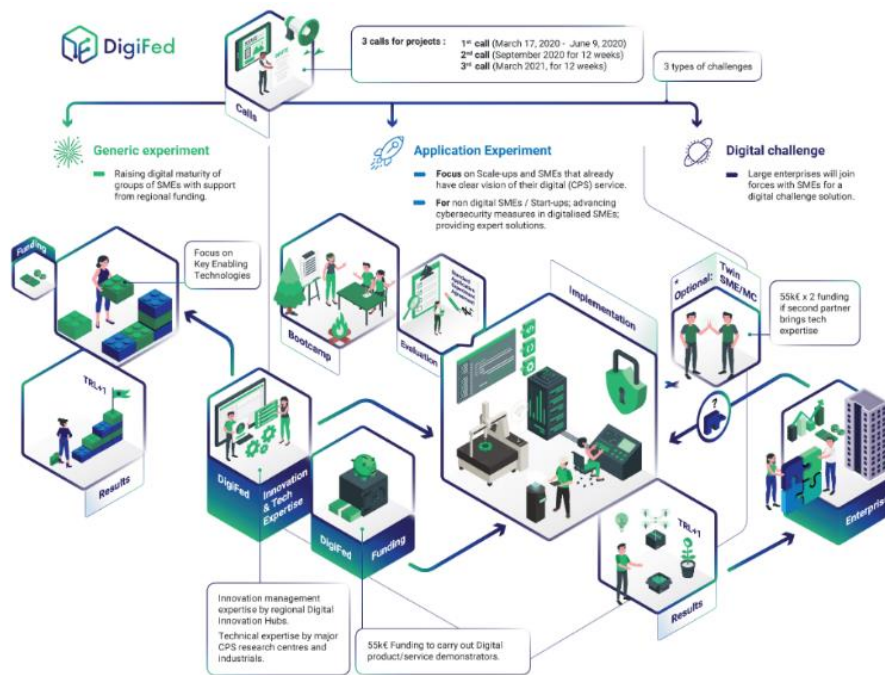**Due to COVID19 and subsequent cancellation of several physical events,** these materials have not yet been exploited as much as originally planned. Nevertheless they remain at the disposal to the general public in digital form under the resources section of the DigiFed website.

3.3.5 Press releases and clippings

Not many official press releases were issued so far, however news of the open calls has appeared is several media outlets thanks to media contacts within the partnership. In addition, several selected projects have also advertised their success in obtaining funding on diverse media outlets.

New European Project to Fast-Track Adoption Of Cyber-Physical Systems (CPS) by SMEs

- **New European Project to Fast-Track Adoption Of Cyber-Physical Systems (CPS) by SMEs**
  January 30, 2020
- **Leti announce European Horizon project for 2020**
  January 31, 2020

- **4PDIH zbira primere dobrih praks na področju digitalizacije slovenskih občin**
  March 3, 2020
- **Občine na poti digitalizacije**
  March 5, 2020
- **Digitalizacija občin in podjetij**
  March 7, 2020
- **Smart energy va avea de suferit în urma pandemiei**
  June 15, 2020
- **DigiFed launches open call for large companies seeking digital solutions from startups and SMEs**
  February 22, 2021
- **Slovenska podjetja uspešna na razpisu DigiFed**
  February 26 2021
- **Slovenska podjetja uspešna na razpisu DigiFed**
  February 26 2021
- **Projekt DigiFed Denar tudi slovenskim podjetjem**
  February 27, 2021
- **Slovenska podjetja uspešna na razpisu DigiFed**
  March 1, 2021
- **Tri slovenska podjetja uspešna na evropskem razpisu za razvoj naprednih digitalnih tehnologij**
  March 8, 2021
- **Tri slovenska podjetja uspešna na evropskem razpisu za razvoj naprednih digitalnih tehnologij**
  March 6, 2021
- **Produkt startupa Microbium sam oceni kvaliteto vode**
  March 9, 2021
- **Safecility: Lighting the way to IoT-enabled building safety**
  March 29, 2021
- **DigiFed, tecnologie digitali avanzate: fino a 55mila euro a startup, Pmi e Midcups**
  May 4, 2021
- **Authentise And Nebumind 3d Printing Software Partnership Awarded EU Grant**
  May 13, 2021
- **Authentise and nebumind awarded EU grant for collaboration**
  May 13, 2021
- **Authentise and nebumind receive prestigious Digifed EU Grant**
  May 13, 2021
- **Touch&Heat Wins European Product Development Funding**
  June 28, 2021

3.4 Coordination of Communication and Dissemination Activities (T5.4)

The aim of the task is to involve and coordinate stakeholders' participation in DigiFed communication and dissemination activities. This activity is closely aligned with the respective tasks in WP1 (engage and evolve – SMEs and additional DIHs) and WP4 (establishment of a sustainable DigiFed DIH-network).

For this purpose, the stakeholders' community participates and organises different meetings, events, sessions, etc. which are used as an opportunity to present DigiFed start-ups/SMEs solutions to a wider audience.

In this task several documents have been created to help coordinate and monitor the consortiums dissemination actions such as a "dissemination tracker" where partners are invited to propose events in which the can present

DigFed and also update any significant outcomes. A "open call mailing tracker" has also been created to monitor the reach of DigFed's dissemination campaigns while respecting GDPR.

So far, DigiFed has been presented at the following external events:

Table 2 Attended events by DigiFed partners

Date	Event	Speaker / Partner involved	Place
12/02/2020	Webinar 'Digital transformation services for manufacturing EU SMEs'	SEZ	Online
27/02/2020	Techinov	CEA	
27/02/2020	European Breakfast	Minalogic	
06/03/2020	Open Innovation - Artificial Intelligence and the Human Factor	SEZ	
9/03/2020-13/03/2020	DATE 2020	CEA	
02/04/2020	Smart Anything Everywhere 1st Cluster collaborative workshop	CEA	
27/04/2020	HiPEAC Event - organizes four networking events per year: the HiPEAC Conference, two Computing Systems Weeks and a Summer School.	CEA	Cancelled because of Covid19 pandemic
28/04/2020	Start ups Kill the Virus	Zabala	
05/05/2020	PODIM DX	UL	Online / hybrid
07/05/2020	Webinar - Cascade funding	Minalogic	
8/06/2020	Webinar - Cascade funding	Minalogic	
02/07/2020	SAE 2nd Cluster collaborative workshop	CEA	
3/09/2020	SIDO	Minalogic	
13/10/2020	Atelier de formation sur les financements européens en cascade	Minalogic, CEA	
15/10/2020	HIPEAC CSW week, Smart Anything Everywhere Session	SAE / CEA	Online
26/10/2020	SAE 3rd Cluster collaborative workshop	CEA	
12/11/2020	Europe Ambition Day	Minalogic	
12/11/2020	WMF side event – "Digitalization of Manufacturing: Building the ecosystem for a smart and sustainable future"		
17/11/2020	SAE-DigiFed First Network Expansion Event	CEA	
25/11/2020	EFECS 2020 – SAE booth and workshop	SAE / CEA	
21/01/2021	FED4SAE Innovation day	CEA	
16/03/2021	Webinar for Digital Innovation Hubs and Regional Cluster representatives		
13/04/2021	Collaboration between European Digital Innovation Hubs in the network, including trans-national cross-border hubs and corridors		
19/04/2021	Webinar organized with Boreal Innovation & South-East enterprises (France)	CEA	
29/04/2021	Berlin partner meeting	CEA	
17/05/2021	SAE 4th Cluster collaborative workshop and workshop on sustainability	CEA	

18/05/2021	French-German Partnering Event for Artificial Intelligence in Industry 4.0		
09/06/2021	SMART4ALL special session @ MECO 2021: Smart4ALL 1ST joint workshop with other DIH AND SAE initiatives	CEA	
29/06/2021	4 Years From Now (4YFN)	Minalogic / Zabala	Barcelona
30/06/2021	DIH Ecosystem Building event	BME, Digifed partners: BME, Steinbeis, Univ. Ljubljana	online

Due to Covid there may have been less "high quality" exposure due to lack of face-to-face event participation, meaning that taking full advantage of networking opportunities has been more challenging. Regarding events, we monitor those that we planned to participate in and try to understand if there are online possibilities.

An example of previously scheduled face to face activity that was moved online were the "DigiFed bootcamps" – a series of information and capacity building activities organised for applicants of the DigiFed open calls. Most recently however, DigiFed has participated with a stand at the 4YFN conference in Barcelona.

Some snapshots of event highlights can be found below:

Figure 23 Afterwork event at CEA after project kick-off

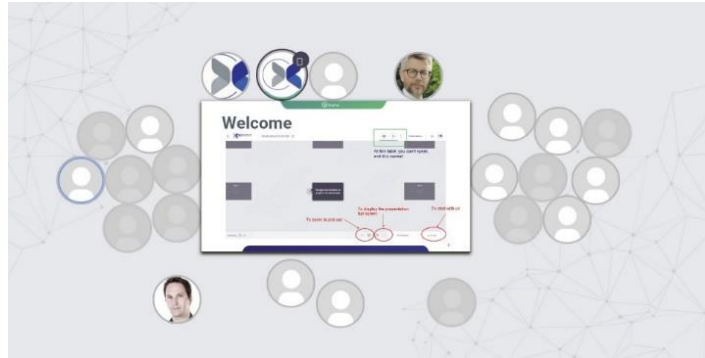*Figure 24 Start-up kill the virus 2020*

Figure 25 Online Bootcamps

Figure 26 DigiFed at 4YFN 2021

3.4.1 DigiFed events

After having reached visibility of the DigiFed project among relevant stakeholders, DigiFed organised two networking and expansion events, tied to relevant conferences or fairs.

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.
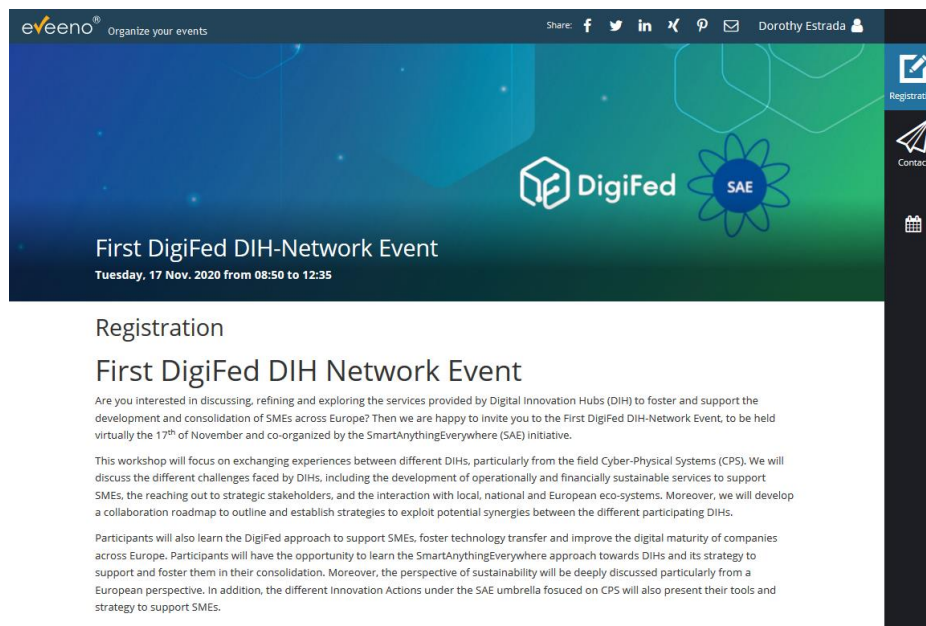
Figure 27 Promo 1st DigiFed DIH Network Event

An additional network expansion event will be organized as a follow-up in October/November 2021, 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.

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

3.4.2 News and Newsletters

DigiFed periodically shared News items on **www.digifed.org** related to the most important activities of the project – normally related to events, and open call opportunities. Here below is a list of News items published so far:

- **Register for the Q&A session on Digital Challenge Open Call -** June 24, 2021
- **Register for the first DigiFed webinar on Digital Challenges** - June 15, 2021
- **DigiFed launches Digital Challenge Open Call for Start-Ups and SMEs** June 9, 2021
- **Last chance to apply for DigiFed Generic Experiment communities!** June 9, 2021
- **Enhance your Application Experiment with the ReachOut project** May 28, 2021
- **Register to the "How to tackle security challenges of IoT" DigiFed webinar** May 18, 2021
- **DigiFed Webinar Series on Open Call 3 – download** April 12, 2021
- **New Generic Experiment communities now open!** March 31, 2021
- **DigiFed launches third Open Call for companies across Europe to digitalise their products and services** March 16, 2021
- **DigiFed second open call results: 16 projects and 25 European companies receive a total of over 1.3 million euro for their digital innovation ambitions** March 11, 2021
- **Smart Anything Everywhere features in the latest edition of the Hipeac magazine!** March 1, 2021
- **DigiFed launches Open Call for large companies seeking digital solutions from Start-Ups and SMEs** February 22, 2021
- **DigiFed launches open calls for Generic Experiment communities** December 17, 2020

- **DigiFed Bootcamp Series 2 – download** November 21, 2020
- **Digital Innovation Hub representatives discuss strategies to foster and expend the European digital ecosystem** November 21, 2020
- **DigiFed launches second Open Call for companies across Europe to digitalise their products and services** September 22, 2020
- **DigiFed Webinar Series on Open Call 2 – download** September 18, 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
- **DigiFed Bootcamp Series 1 – download** April 20, 2020
- **COVID-19 voluntary action** April 15, 2020
- **New Open Call for companies across Europe to digitalise their products and services** March 17, 2020
- **New European Project to Fast-Track Adoption Of Cyber-Physical Systems (CPS) by SMEs** March 12, 2020
- **Webinar: Digitising Europe's industry together** March 10, 2020

In addition, news of the latest DigiFed activites is promoted through the Smart Anything Everywhere Newsletter which currently includes around 400 subscribers. DigiFed has featured in 4 issues of the SAE newsletter so far.
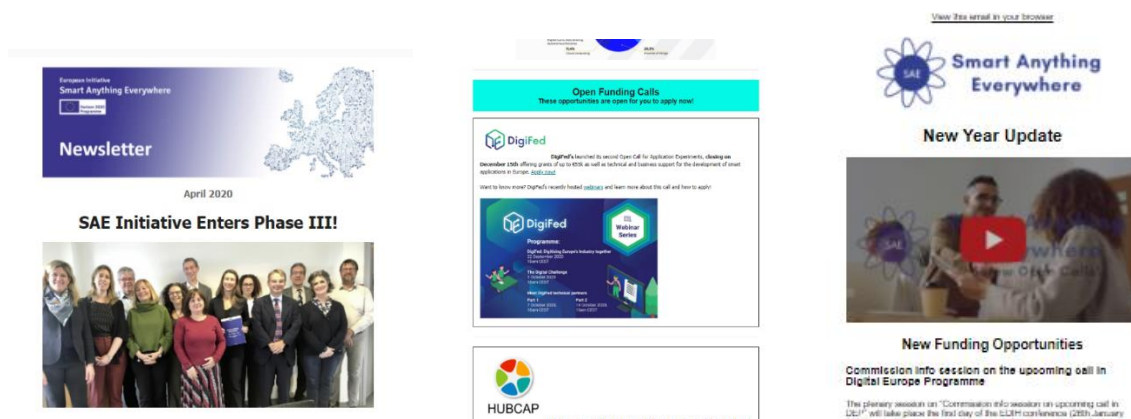

Figure 28 SAE Newsletter

The consortium has also made efforts to liaise with other relevant networks operating in Digital innovation such as **https://dihnet.eu/** which aims to provide an easy accessible overview of open calls from all EU projects on Digital Innovation Hubs. The overview is based on the information received from the CSAs that are coordinating the Innovation Actions......

DigiFed is also registered with the **European Factories of the Future Research Association** (EFFRA) which provides a dedicated portal to relay project updates & tweets to the EFFRA community
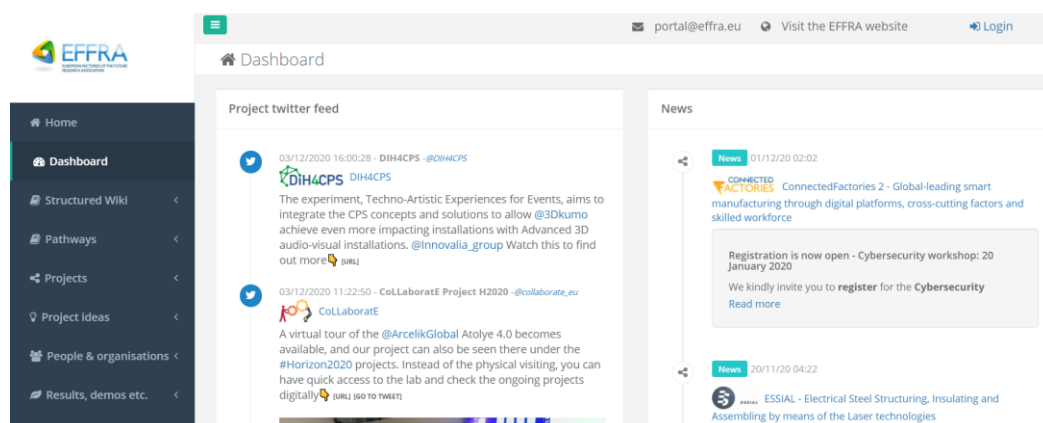

Figure 29 EFFRA online community

3.4.3 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.

Where possible consortium partners have taken the initiative to identify opportunities for scientific paper presentation and producing them based on their expertise and connections and ensure that the publication will reach the right journals.

So far, the team has submitted a publication for the **"PRO-VE 2021 Smart and Sustainable Collaborative Networks 4.0"**. It has already been approved, with promotional actions foreseen for it in the second half of the project.

4. Monitoring & KPIs

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.

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

Many of the analytics have already been highlighted in the frame of the previous task activities describes in this report. Below is a summary table which keeps track of the progression of the KPIs during key reporting periods.

Table 3.Communication KPIs monitoring

Indicator	KPIs Objective	**M12**	**M18**
Website visitors	10,000	17.000	32000
Followers on social media	500	435	582
Newsletter published (with SAE)	2 per year	3	4
Number of publications	10	0	1
Number of participants in events organised by DigiFed	500	340	1409
# of events organized	4	2	2
# of events attended by min 1 DIGIFED partner	40	28	30
# website geographical coverage	-	106 countries	140 countries
average duration of visiting session	-	3:19	2.51
most visited page and #of visitors	-	open-calls 9234 visitors	open-calls 9234 visitors
highest daily visit date (and correlations with project events)	-	May 05, 2020 259 visitors	2021.02.01 1037 visitors
most visited digifed webinar	-	"Promo General" (403 visitors)	"how to prepare your pitch" (733 visitors)
most frequent source of origin of visitors	-	"direct" 48.5%	ec.europa.eu / referral 576 sessions