



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

D5.3 – Dissemination and engagement plan and implementation activities update

July 2022

Technical References

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Short Description / Summary

This deliverable updates the previous version of the document submitted in M14 of the project. It outlines the Communication and Dissemination actions carried out in the framework of the DigiFed project in the period M14-M31 and foresees the future actions to be taken in the timespan M32-M33.

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.

Reason of delay

It has been decided to postpone the submission of this deliverable owing to a combination of reasons. Namely:

- the unforeseen consequences of Covid-19 pandemic which resulted, among other things, in the decision to add the unforeseen action of organising and attending the major event, IOT Solutions World Congress held in Barcelona in May 2022;
- change in WP5 leader from Gustavo Jacomelli to Edoardo Genova.

Moreover, such a delay does not affect the project, given the extension of its length owing to the amendment.

Document history

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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
IOTSWC	IOT Solutions World Congress
LoI	Letter of Intent
M	Month
MoU	Memorandum of Understanding
PC	Project Coordinator
PM	Person Month
PMB	Project Management Board
PU	Public
RP	Reporting Period
RTO	Research Technology Organisation
SAE	Smart Anything Everywhere
SEO	Search Engine Optimisation
SME	Small and Medium Enterprises
SW	Software
WP	Work Package

Context of the DigiFed project

Within the Smart Anything Everywhere (SAE) initiative lies DigiFed, dedicated to supporting EU industries to digitalise their product and 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 adopting 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.

DigiFed proposed three main innovation pathways:

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 two 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.

44 innovative and demonstrative AE projects involving 71 companies have been targeted through 3 Open Calls to receive funding (over a total budget of 3.88M€) and support in order to develop innovative solutions:

- Access to technical platforms in the domain of CPS 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 SAE 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 (**GEC Owner**).

GE Communities should aim to involve a group of about 10 European companies together with the experts from the research center. DigiFed aims 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 small and medium enterprises (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.

The three innovation pathways are depicted in the Figure 1, here below.

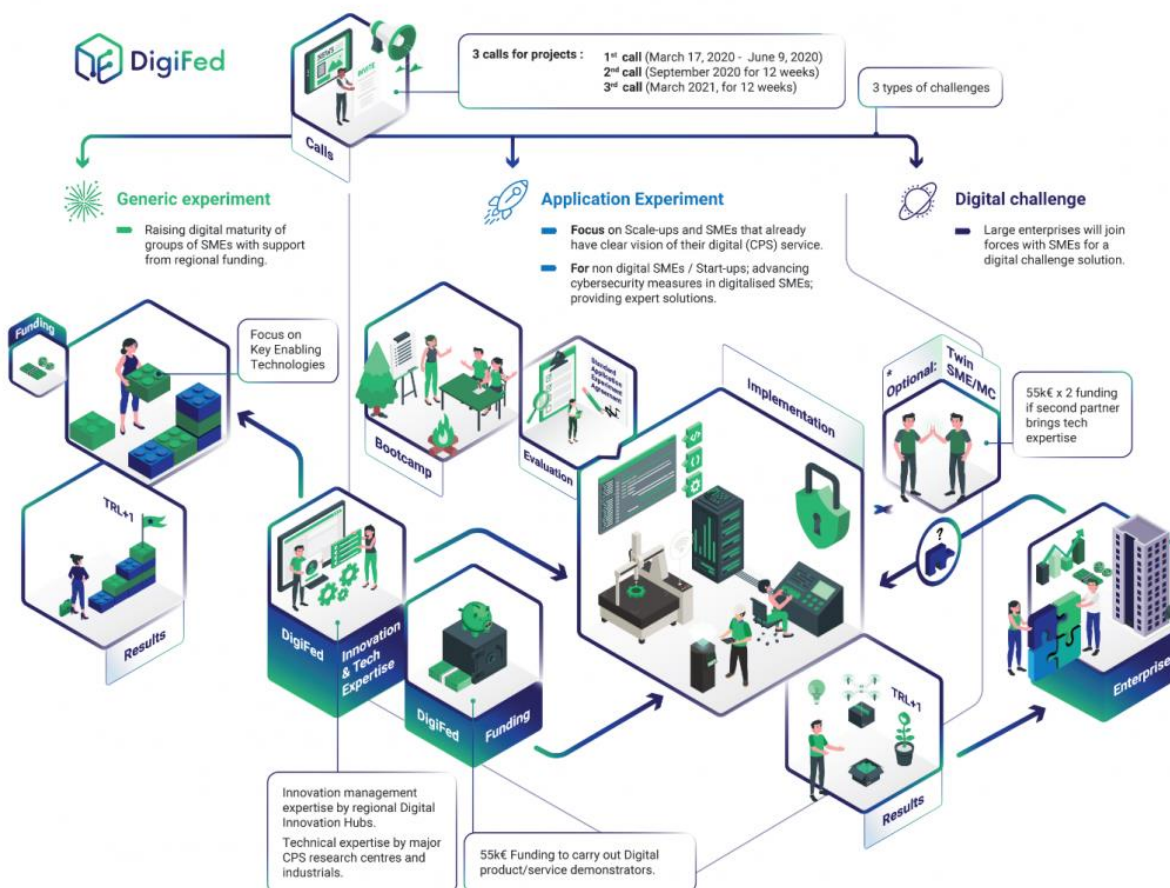


Figure 1. DigiFed's Innovation Pathways

Summary

The present document, D5.3 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 and engagement plan and implementation activities is a deliverable to be submitted to the European Commission by M3. As per Grant Agreement, 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.

This current version updates the previous D5.2 (submitted in M14) with the key communication actions undertaken in the past 17 months of the project. 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 final update in M33.

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	2.00

DIGICAT	Dissemination support	3.00
IKERLAN	Dissemination support	2.00
MNL	Dissemination support	3.00
ST-F	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
ZABALA	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. The following chart represents the projects Communication Team whereby at least one member of each partner is responsible for providing the WP5 leader with:

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

Table 2. DigiFed Consortium Members

Partner	Contact Person	Email
ZABALA	Edoardo Genova	egenova@zabala.eu
CEA	Isabelle Dor	Isabelle.dor@cea.fr
BME	Marta Rencz	rencz.marta@vik.bme.hu
ULJ	Jure Trillar	Jure.Trillar@ltfe.org
MNL	Bastien Hualpa	bastien.hualpa@minalogic.com

SEZ	Sabine Halfner Fredy Ríos Silva	Sabine.hafner-zimmermann@steinbeis-europa.de Fredy.rios-silva@steinbeis-europa.de
AVL	Omar Veledar	Omar.veledar@avl.com
BLM	Alice Perez-Morillas	perez@blumorpho.com
DGC	Ana Gheorghe	ana.gheorghe@digicatapult.org.uk
IKL	Xabier Eguiluz	xeguiluz@ikerlan.es
ST F	Marcello Coppola	Marcello.coppola@st.com
ST I	Antonio Lionetto	Antonion.lionetto@st.com

1.3. Visibility of EU funding

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



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 872088.

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 do not contain detailed IPR relevant issues.

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 872088".

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 872088".

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 872088".

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 872088".

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 6 target groups of the projects: SMEs & start-ups, R&D/academia, policy makers, 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	CEA start-up ecosystems IRT Nanoelec ecosystem BLM's network of SMEs and startups SEZ partner in EEN BME DIH partners via Innomine Minalogic SAE network
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 Research and Innovation Office, 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 Auvergne Rhône-Alpes Entreprise, France IRT Nanolec, France Sunderland SW, UK INFOPOLE, Belgium MecaTech, Belgium EIT Digital & EIT Digital Accelerator
Enterprises	BT Siemens BBC John Deere Festo Trumpf GmbH Gen. Elect. Michelin Renault

	Thales Bureau Veritas Schneider GE EDF 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 Enterprise European Network Silicon Europe Alliance DIHNET Funding box EPOSS etc...

2.3. Key message

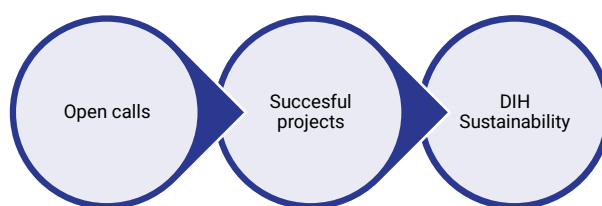


Figure 2. DigiFed's Key Message

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. DigiFed Target Groups. 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 summarises the key messages relevant to DigiFed and its target groups.

Table 4. DigiFed's Key Messages

Key message	Target groups
New ICT solutions and edge products to solve industry problems. Assisted adoption of new technologies.	SMEs & start-ups
Connect technologies from their labs to innovators and industry. Bring TRL 5 upwards for GE and 6-7 for AE.	R&D/Academia
Co-invest in the Generic and AEs/ disseminate information to potential beneficiary. Evaluate the results of the project for further digital policies.	Policy makers
Contribute to the dissemination of open calls.	ICT platform and clusters
Get them on board as a Digital Challenge. Owner and co-sponsor GA experiments. Expertise and feedback on results.	Enterprises
Inform start-ups and scale ups in their network as well as Investors and Digital Challenge Owners about DigiFed.	Community/Network/DIH
Inform about the DIH services & Experiment results. Act as multipliers for interested beneficiary and co-investors.	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 under 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 WP1 (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 on 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	http://www.cpse-labs.eu/	Interact with DigiFed leveraging from contacts, community dissemination, DIHs connections.
EASYPOC Auvergne Rhone Alps project	FR	celine.soubeyrat@cea.fr	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 and fully fund the study of technological feasibility and the development of a proof of concept (POC) supported by CEA's expertise
EIT	HU, (EU)	https://eit.europa.eu/v	Network
EuroCPS	FR	https://www.eurocps.org/	Interact with DigiFed leveraging from contacts, community dissemination, DIHs connections
FED4SAE	FR, ES, HU, SE, CH, DE, UK, AT	https://fed4sae.eu/	Interact with DigiFed to exchange best practices and lessons learnt, leveraging from contacts, community, collaborations, shared activities on already existing ecosystem, leveraging from business activities, innovation management support, matchmaking between companies
GAIA – Basque Industry 4.0 innovation hub	ES	https://www.spri.eus/en/basque-industry-comunicacionen/basque-industry-4-0-digital-innovation-hub	Network
Gateone-project	FR	https://www.gateone-project.eu/	Network
ICT Cluster, Slovenian Chamber of Commerce and Industry Smart factories cluster, Slovenia	SI	https://ikthm.gzs.si/ ; https://eng.gzs.si/ ; http://ctop.ijs.si/en	Promotion events, relations with other DIH entities and government ministries
INNOREG, the regional Innovation Agency of Central Hungary	HU	www.innoreg.hu	DIH entities and other regional (Hungarian) networks having good relations with BME
IRT Nanoelec	FR	https://irtnanoelec.fr/en/	Network IRT Nanoelec institute runs multi-partner programs in R&D, technology dissemination and human capital to make the microelectronics sector more competitive.
Manuf.:Ind. Du Futur, Security, France	FR	http://www.industrie-dufutur.org/	Network
MESAP – DIH Piemonte	IT	https://dih.piemonte.it/	Network
MINALOGIC (not part of SAE)	FR	https://www.minalogic.com/	Network
MINASMART	FR	https://www.minasmart-	DIH network

		auvergnerhonealpes.com/en/	
Nat. Indust. 4.0 Platform, Germany	DE	https://www.plattform-i40.de/PI40/Navigation/DE/Home/home.html	Multiplicator with companies, institutions and IoT-related DIHs in Germany
Pannon Business Network	HU	http://www.pbn.hu	DIH entities and other regional (Hungarian) networks having good relations with BME
SILICON EUROPE alliance	EU	https://www.silicon-europe.eu/home/	Alliance of 11 ICT cluster in Europe
Silicon Saxony – Smart systems hub	DE	https://www.smart-systems-hub.de	
Smart4Europe	EU	https://smart4europe.eu	Smart4Europe supports all projects, including DigiFed, in the promotion of open calls and collaboration with sister CSAs https://smartanythingeverywhere.eu/cluster-projects/smart-4-europe/
Smart Anything Everywhere Initiative	EU	https://smartanythingeverywhere.eu	Interact with the CSA to be in contact with SAE community and its sister projects, DIHs networking, dissemination multiplicator
SMARTEES	EU	https://smartees.eu/	Interact with DigiFed to exchange lessons learnt and best practices, leveraging from contacts, community dissemination, DIHs connections.
Smarter-SI	DE, (EU)	http://www.smarter-si.eu	Interact with DigiFed leveraging from contacts, community dissemination, DIHs connections
SW Innov. Pole Cluster, Hungary	HU	http://en.infopolus.hu/	DIH entities and other regional (Hungarian) networks having good relations with BME
SW-cluster.org	DE	https://software-cluster.org/en/	Network of companies and training & research institutions in the area of software development
SYSTEMATIC			Industry cluster
EASYTECH	FR	Elvir.mujic@minalogic.com	Technology transfer program coordinated by Minalogic with the support of the regional government. It's very similar to AE single.

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 3) and it was designed to provide striking and memorable visual identity for the project.

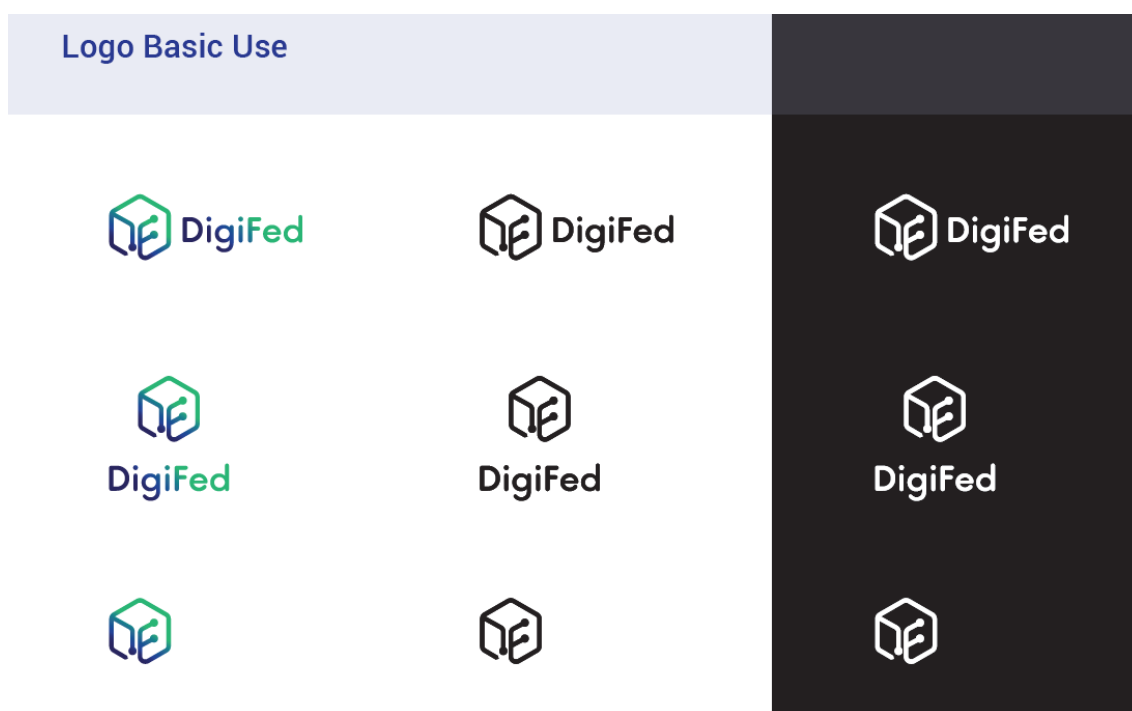


Figure 3. Logo Basic Use

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 4. The colours are chosen to symbolise growth and intelligence.

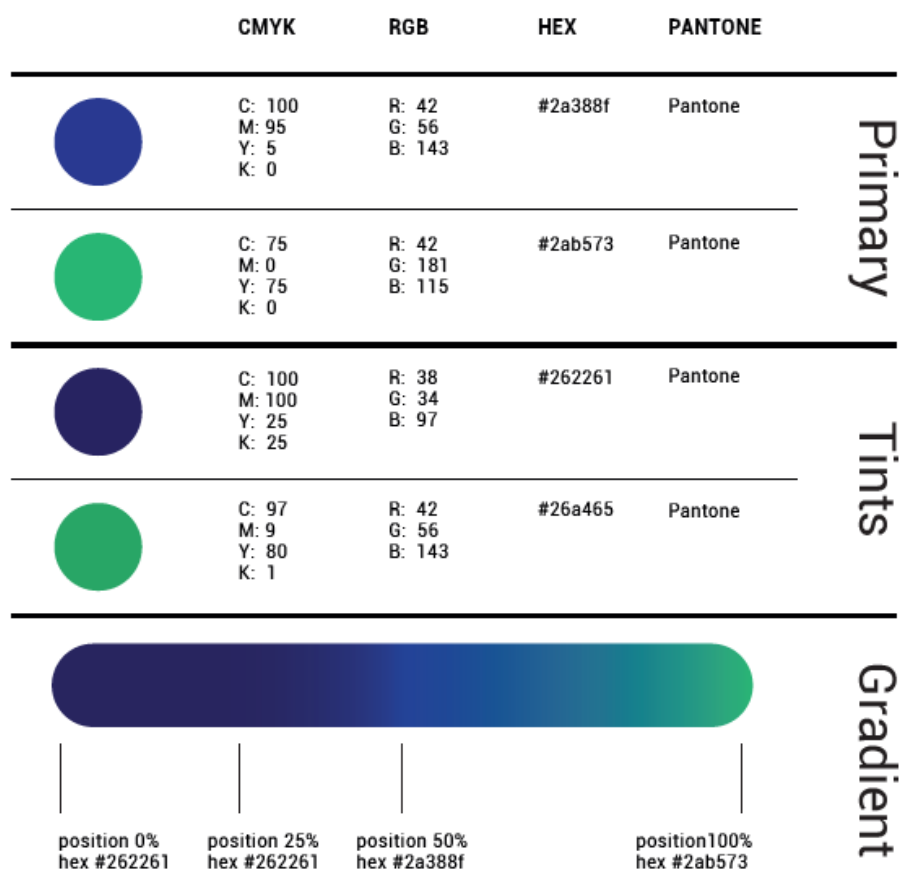


Figure 4. Visual Identity: colour scheme

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 5. Visual Identity: font

3.2. Templates

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

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



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

All relevant files can be found in TEAMS WP5 Task 5.3



Action point

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

Example: <https://www.zabala.eu/en/projects/digifed>

4. Communication & Dissemination materials and channels

4.1. Distribution materials

4.1.1. Project brochure

The DigiFed brochure is designed to provide a generic and comprehensible overview of the project. The goal of the brochure is to provide essential information about the project and its objectives. It is designed for wide reach at fairs, conferences, and 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.

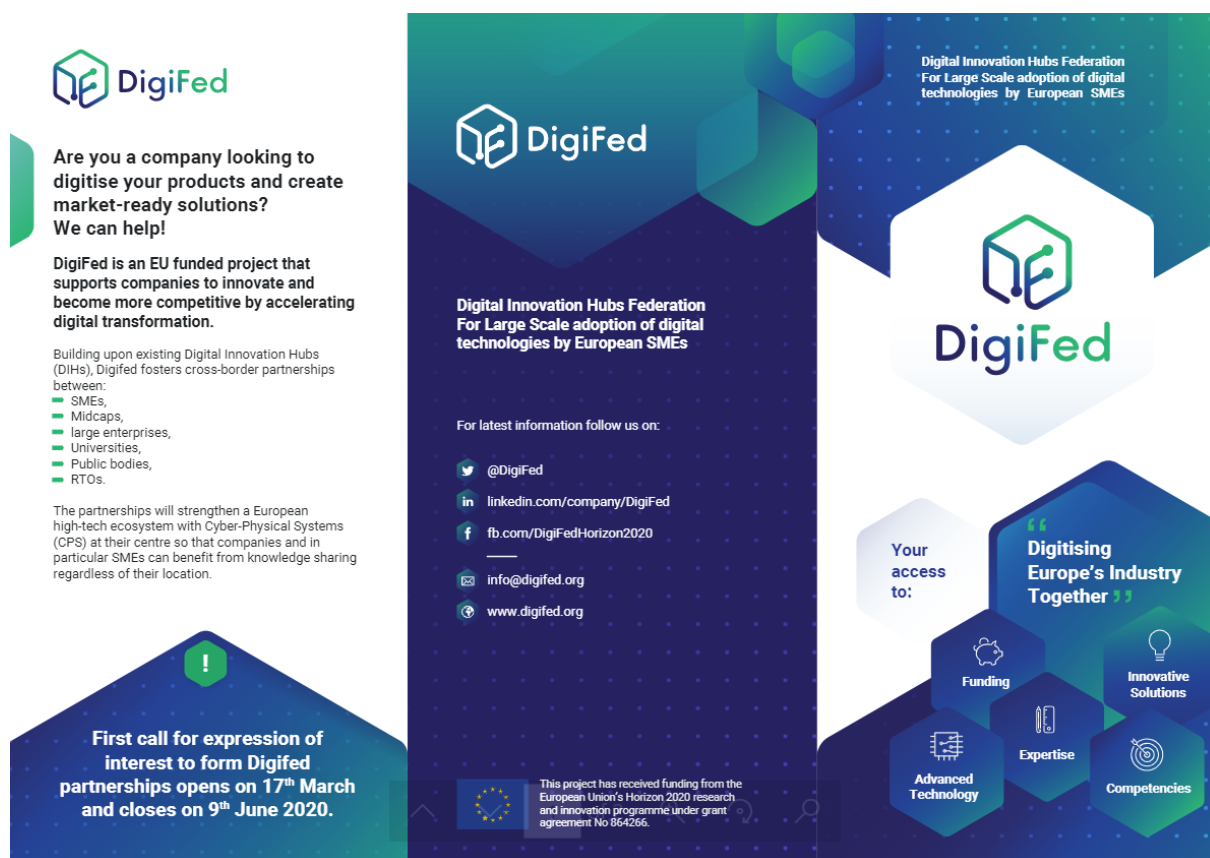


Figure 6. DigiFed Brochure

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 minimising 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 7. DigiFed Poster

Due to COVID19 and the subsequent cancellation of several physical events, these materials have not yet been exploited as much as originally planned. Still, they will be in the physical events that are currently being organised. Moreover, these materials remain at the disposal of 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.



Figure 8. DigiFed Specialised flyers

4.2. Promotional material for the IOT Solutions World Congress 2022

DigiFed took part in the **IOT Solutions World Congress** held in Barcelona from 10th to 12th of May 2022. DigiFed had a dedicated area of 60 square meters with 15 booths assigned to some of the projects it has financed. In support of its participation, a wide array of promotional and informative graphic material was created.

4.2.1 Booklet

A 28-page booklet has been created and printed in A5 landscape format (i.e., 210x148mm). It can be retrieved on **DigiFed's website**. After an introductory part about the DigiFed project, the composition of the consortium and the presentation of the three Innovation Pathways, the list of the projects participating in the Congress follows. Each project factsheet replicates the structure of the flyers displayed in the **website's portfolio section**, although smaller. The focus of the factsheet is on the outcomes of each project and the impacts of each DigiFed funding and innovation management support mechanism.

Such a booklet will be used as a blueprint to realise the final booklet listing all the projects realised within the lifetime of DigiFed.



Figure 9. DigiFed Booklet for IOT Solutions World Congress 2022

4.2.2 Recto-verso Flyer

A recto-verso flyer (99x210mm) summarising the key highlights of the projects is shown here below. This flyer will also be used for future events.



Figure 10. DigiFed Flyer

4.2.3 Roll-up

The roll-up created for the IOT Solutions World Congress (100x220cm) displays the main information and figures in terms of projects financed per innovation pathway, consortium composition and geographical location, social media, etc. Such a roll-up will be used for the future events.



Figure 11. DigiFed Roll-up

4.2.4 Big panel

A graphic 400x400cm was attached to the rear of the DigiFed's area. It includes information similar to that written on the flyer.



Figure 12. DigiFed Big panel

4.2.5 Podium

In front of the big panel, a podium has been placed, and its front was covered with the graphics below (400x90cm).



Figure 13. DigiFed Podium

4.2.6 Booths' elements – Desk and wall panels

Each of the 15 booths consisted of a desk panel (available in three sizes: 80x42cm, 120x42cm and 160x42) and a wall panel (70x180cm) placed behind the desk. The latter showed the name, slogan, and image of the project together with the logos of the companies involved. The former displayed the logos of the companies.



Figure 14. DigiFed Booths graphic material: Desk (right) and wall (left) panels

Upcoming materials in M32 – M33 and beyond:

No additional new graphic material is foreseen for the period M32 – M33. New content will be instead created starting from M34 in view of the attendance to future events and, especially, the Final Event that will be held in Charbonnières-les-Bains, France, close to Lyon on 30th November and 1st December 2022. New graphic material may include an updated and expanded version of the booklet that will include all the projects that DigiFed has supported and financed.

As DigiFed strives to be environmentally friendly, the number of prints of these materials will be limited to the minimum necessary to minimise the potential waste.

4.3. Project videos

An explanatory video about the project was produced at the beginning of the project in 2020.

During the IOT Solutions World Congress, a video of roughly 5 minutes was produced. In the video, DigiFed is described together with its three Innovation Challenges. It also showcases the attendance at the event and the key highlights of the project. From this video, a short teaser was created and disseminated via the project's social media channels. Moreover, each of its sections will be trimmed into separate videos that will be disseminated as autonomous audio-visual content.

Additional videos may be created as the project advances to represent the activities of the project, boot camps, and best practices.

All 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 (including SAE channels), during boot camps and through the DigiFed website.

4.4. Publications

4.4.1. Scientific publications on ICT journals

DigiFed has the potential to generate articles and peer-reviewed papers, submitted to open-access journals and papers or poster presentations submitted to highly respected conferences in the relevant fields. The main focus of these publications is not to produce purely technical papers, but pieces of work mostly focused on innovation management.

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.

So far, the following publications from the DigiFed's team has been accepted:

- a. One paper titled **“Experimentation of Cross-Border DIH Cooperation and Impact on SME services”** presented by DigiFed coordinator CEA-LETI /IRT Nanoelec at the PRO-VE 2021 conference held in Saint Etienne, France on 22-24th November 2021. The paper highlights DigiFed’s approach and elaborates on prospects to generalise these instruments for adoption by other DIH networks.
- b. One paper titled **“Balancing Exploration and Exploitation through Open Innovation in the Automotive Domain – Focus on SMEs”** submitted to the EuroSPI **conference series**. The topic is ambidexterity (exploration vs exploitation) in the automotive industry with focus on SMEs.
- c. One paper titled **“Cascade funding as an alternative funding source for innovative investment”** submitted to the **17th European Conference on Innovation and Entrepreneurship**. The paper will be published in the related proceedings in Q4 2022.
- d. One paper called **“Supporting Innovation in Energy Sector: the SMEs Role and DIGIFED Success Cases”** submitted to the **17th European Conference on Innovation and Entrepreneurship**. The paper will be published in the related proceedings in Q4 2022.
- e. One paper called **“Cybersecurity in connected medical devices”** submitted to the European Nanoelectronics Applications, Design & Technology Conference (ADTC) held in June 2022 in Dresden. The paper is based on the work carried out with one French SME in the framework of the Generic experiment secure PF for IOT. Authors: Derek Hill, Alizee Devaux (PDH), Romain Jayles, T Franco Rondisson (CEA), Isabelle Chartier IRT Nanoelec.

Upcoming publications in M32 – M33 and beyond:

DigiFed partners continue to seek opportunities to generate scientific papers through a monitoring tool shared between the DigiFed consortium. Partners are invited to indicate any event opportunities in the dedicated excel spreadsheet on TEAMS and provide both pre-event information as well as post-event. Sources of these publications will also come from the results of the funded Application Experiments.

Among the forthcoming expected publications is:

- a. One paper already submitted and titled **“The Digital Challenge, a new DIH innovation service to support project between corporate and SMEs”** presenting the Digital Challenge model, the Digital Challenge stories, and the expected impact for the different stakeholders. It also elaborates on the opportunities and challenges to generalising these instruments for their implementation in other DIHs or by groups of DIHs. It has been submitted at the **European network focusing on Smart Systems. Smart Systems (EPoSS) 2022 Conference**. Abstract accepted, full paper submitted and under review by the organizers.
- b. One paper titled **“Supporting innovation in Smart Cities through cascade funding: the case of water management”**. Submitted to the **IEEE International Smart Cities Conference**. Abstract accepted, full article submitted and currently under revision by organizers.
- c. One paper on the **Digital Challenge Assessment Service** (focusing on the Digital Challenge innovation pathway, its innovation aspects and how it may

foster cooperation with the industry). This paper is likely to draw upon what has been presented at the IOT Solutions World Congress 2022 and expand it to an article to be published in one or more of the following sources:

- <https://www.hipeac.net/news/#/magazine/>
 - <https://ec.europa.eu/research-and-innovation/en/horizon-magazine>
 - <https://smartanythingeverywhere.eu/media/>
- d. One paper about the **Digital Challenge project with a technical focus**. This publication is expected to be written with Acciona and Instrumentation Technologies. However, before proceeding with the draft of the paper some issues need to be sorted out – e.g., confidentiality of the content, results availability before the end of the project, Instrumentation Technologies/Acciona resources availability to contribute to the publication. If realised, the paper will probably be published by the end of DigiFed (ideally, either in October 2022 or January 2023) on the website <https://www.hipeac.net/news/#/magazine/>.
- e. One **Scientific paper** probably co-written together with Acciona. Still, such a publication encounters the same issues listed above.
- f. One paper addressing the topic gender balance. The table of contents is under development.

4.4.2. Project Booklet

The publication of a Project booklet will be prepared in the next months in view of the Final Event. This document will be a complete portfolio of all the projects DigiFed has financed, similar to Booklet already realised for the IOT Solutions World Conference 2022.

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.

4.4.3. 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 cooperation with DigiFed partners. Particular attention is put to assuring that the articles will be distributed to a broad wide spectrum of stakeholders.

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

Table 6. Potential Media outlets to be used by the DigiFed Consortium

Media	URL	Level
Cordis.Wire	https://cordis.europa.eu/about/services	Europe
Zenodo	https://zenodo.org/	Europe
FIWARE Foundation	https://www.fiware.org/foundation/	Global
Smart Anything Anywhere	https://smartanythingeverywhere.eu/	Europe

4.5. Online Presence

4.5.1. Website

Following development of the visual identity by ULJ, the development of the DigiFed project website kick-started. The website aims to increase the visibility of the project and provide information about the project's activities and outcomes. The domain name was registered as www.digifed.org and a homepage (Figure 15) was made available in the beginning of the project.



NEWS

Innovation starts from the bottom with DigiFed at the IOT Solutions World Congress in Barcelona

June 17, 2022 / in News /

EVENTS

• DigiFed General Assembly 2022 in Ljubljana

The DIGIFED General Assembly will be hosted by the University of Ljubljana on the 12th and 13th of J...

July 12 @ 9:00 am - July 13 @ 12:00 pm

Figure 15. 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. In view of the IOT Solutions World Congress, the website has been re-arranged as illustrated in Figure 16 and described in detail below.

DigiFed Website map

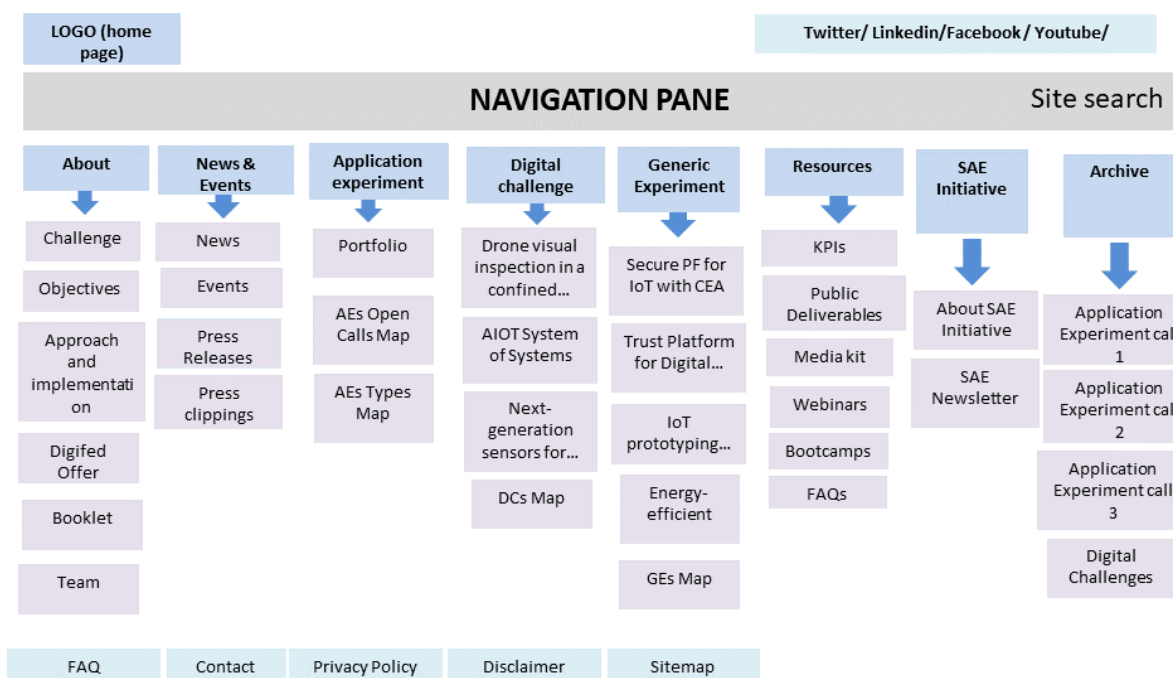


Figure 16. Last version of DigiFed planned website architecture

- **About** – The project tab contains a description of the project, the challenge addressed as well as its main objectives and expected impacts. This section also presents the DigiFed offer and its consortium together with the links to the website of each of the project partners and the contact details for the project coordinator and communications leads. The section also include the first version of the Booklet.
- **News and Events** – This page provides project updates and news of relevance to the project, promoting DigiFed's latest results and the project's participation in external events. The event section lists both events organised by DigiFed partners, events where DigiFed's partners are involved 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, etc. It also includes press releases and clippings related to DigiFed and its funded projects.
- **Application Experiments** – This section provides an overview of the Application Experiments and their results. It also showcases the AE portfolio as well as interactive maps of AEs Open Calls and AEs types.
- **Digital Challenges** – This section provides an overview of the Digital Challenges and showcases the projects funded under this innovation pathway and the map of the Digital Challenges.

- **Generic Experiments** – This section provides an overview of the Generic Experiments and showcases the projects funded under this innovation pathway and the map of the Generic Experiments.
- **Resources** – This tab serves as an access to Dissemination Material; Public Reports, Deliverables and Scientific Publications. In addition it also includes the bootcamps and FAQs, and subsection showing the Key Performance Indicators.
- **SAE Initiative** – The tab, initially targeting the SAE initiative that finished in December 2021 and to which DigiFed belongs, will be reshaped into DIH, Digitise Europe, as explained below.
- **Archive** - This section of the website acts as a repository for “old” DigiFed web content such the open calls of Application Experiments and Digital Challenges.

As it is evident from the above list, to better accommodate the needs of the second phase of the project, now that all the DigiFed open calls are closed, some changes in the navigation and structure have been implemented. Accordingly, all the three innovation pathways sections no longer advertise open calls but show the main results achieved.

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 (M31), the website has attracted more than 42,000 visitors, far exceeding initial predictions.

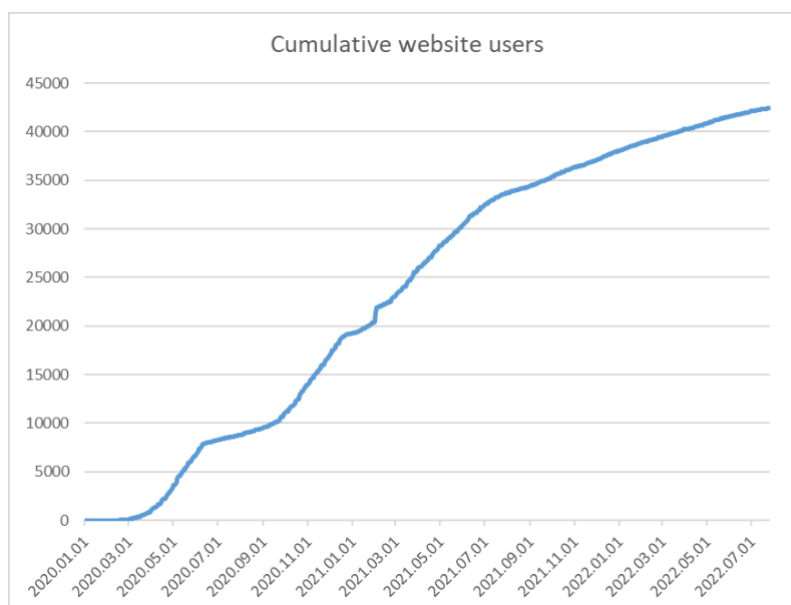


Figure 17. DigiFed website visitors

Upcoming additions to the website in M32 – M33 and beyond:

The changes below will likely start in the period M32 – M33 and proceed until the end of the project (M39).

The section SAE Initiative will be reshaped into **DIH, Digitise Europe** and connect the SAE Innovation Portal (still running) and the respective Cluster Projects and sister innovation

actions. It should also be linked to the overall EC funding possibilities for third parties (competitive call offers and events). Moreover, it is expected to provide further information on the DigiFed ecosystem and its activity to support regional-European DIH cooperation. It should also introduce the EDIH programme and discuss the DIH network and collaborative actions within the DIHs.

A new section of **DigiFed Success Stories** will be created consisting of in-depth narratives of projects' success stories each illustrating specific aspects of DigiFed's impact. Thus, for instance, the success story on the AE project SEGWAY will focus on DigiFed's support to Cybersecurity-related project.

4.5.2. Social media accounts

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

UJ 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 18) explains the steps that a visually appropriate social media post should contain:

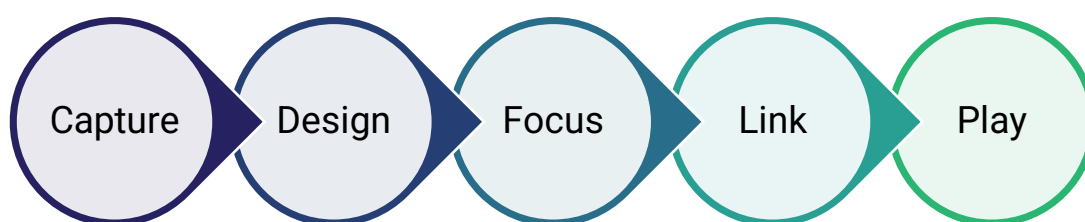


Figure 18. Key Social Media Publication Guidelines

- **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 19).

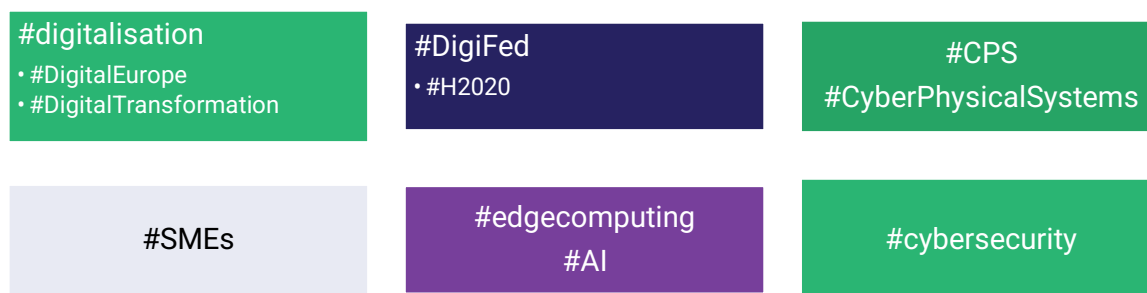


Figure 19. DigiFed Hashtags

4.5.2.1. 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 (M31), LinkedIn attracted 403 followers.

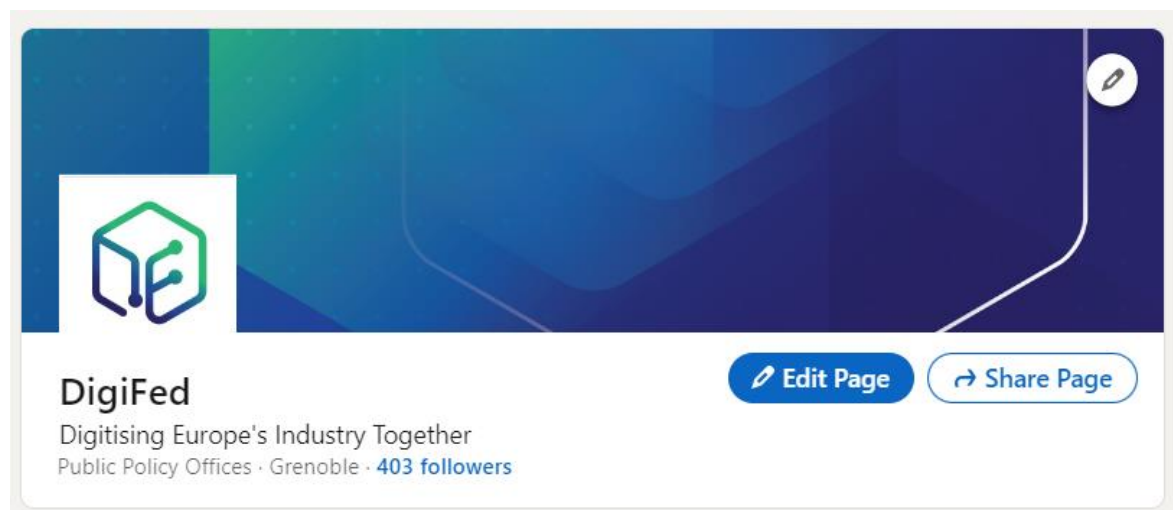


Figure 20. DigiFed's LinkedIn Page

4.5.2.2. 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.

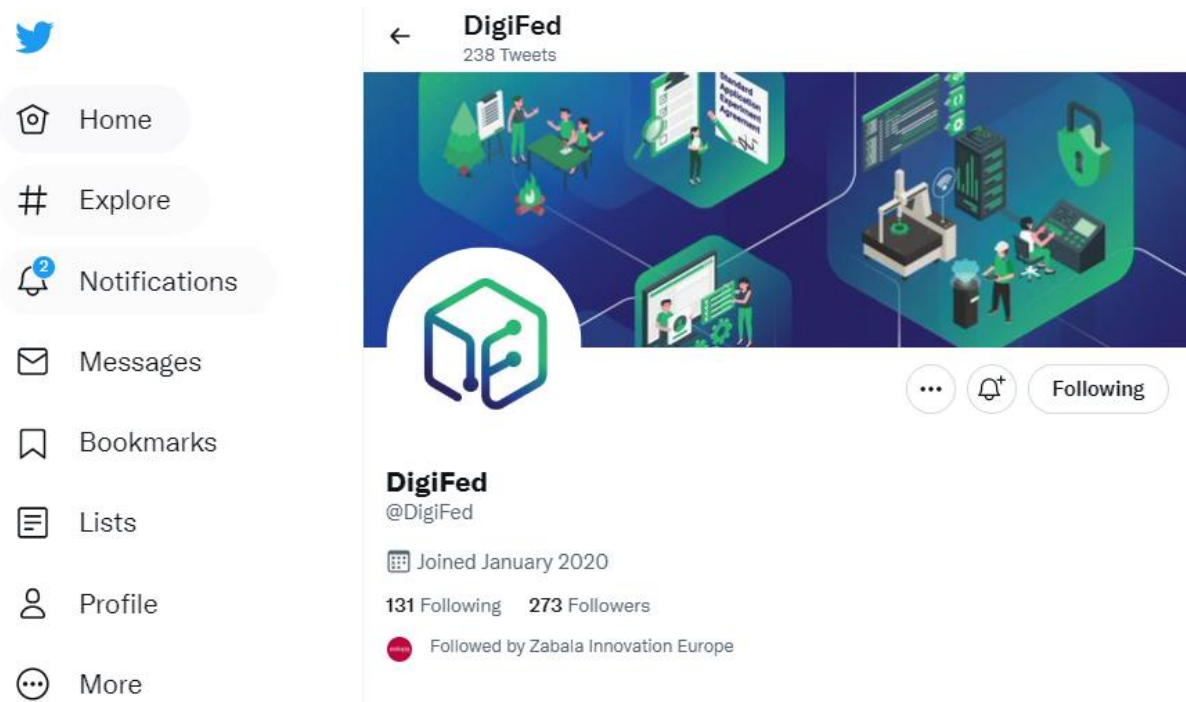


Figure 21. DigiFed's Twitter Account

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 M31, the DigiFed Twitter account has 273 followers.

The objectives of DigiFed's Twitter channel (Figure 22):

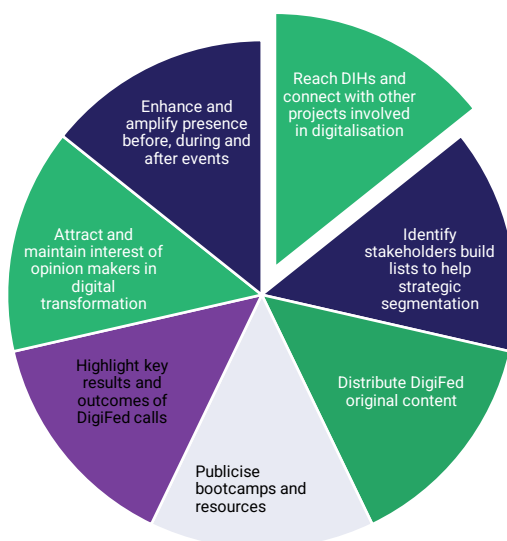


Figure 22. DigiFed's Twitter Account Objectives

4.5.2.3. Facebook

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

As of M31, DigiFed's Facebook account has 77 followers.

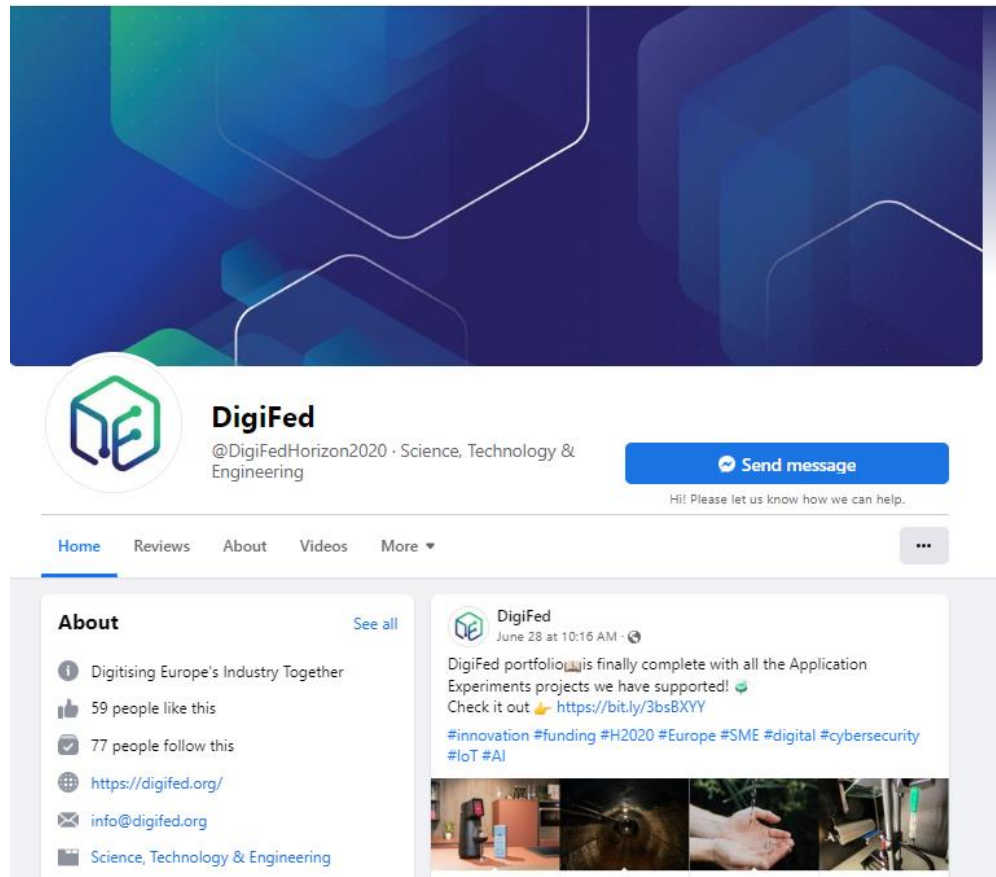


Figure 23. DigiFed's Facebook Account

4.5.2.4. 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 M31, the DigiFed's YouTube channel has amassed over 936 views across all 9 videos upload.

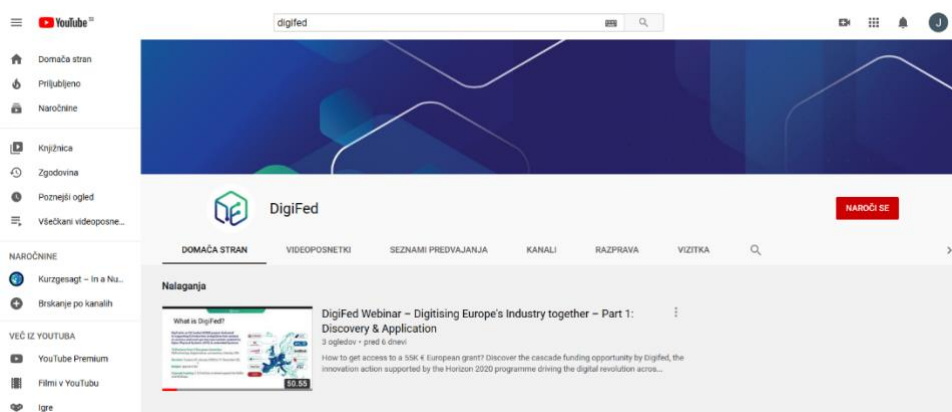


Figure 24. DigiFed's YouTube Account

Upcoming actions on Social Media in M32 – M33 and beyond:

While the funded projects from the three open calls are establishing themselves, the DigiFed social media channels will continue acting as a dissemination booster to the supported projects by DigiFed through a social media campaign to promote all funded application experiments, supporting the information that has become progressively available on the website about the funded projects.



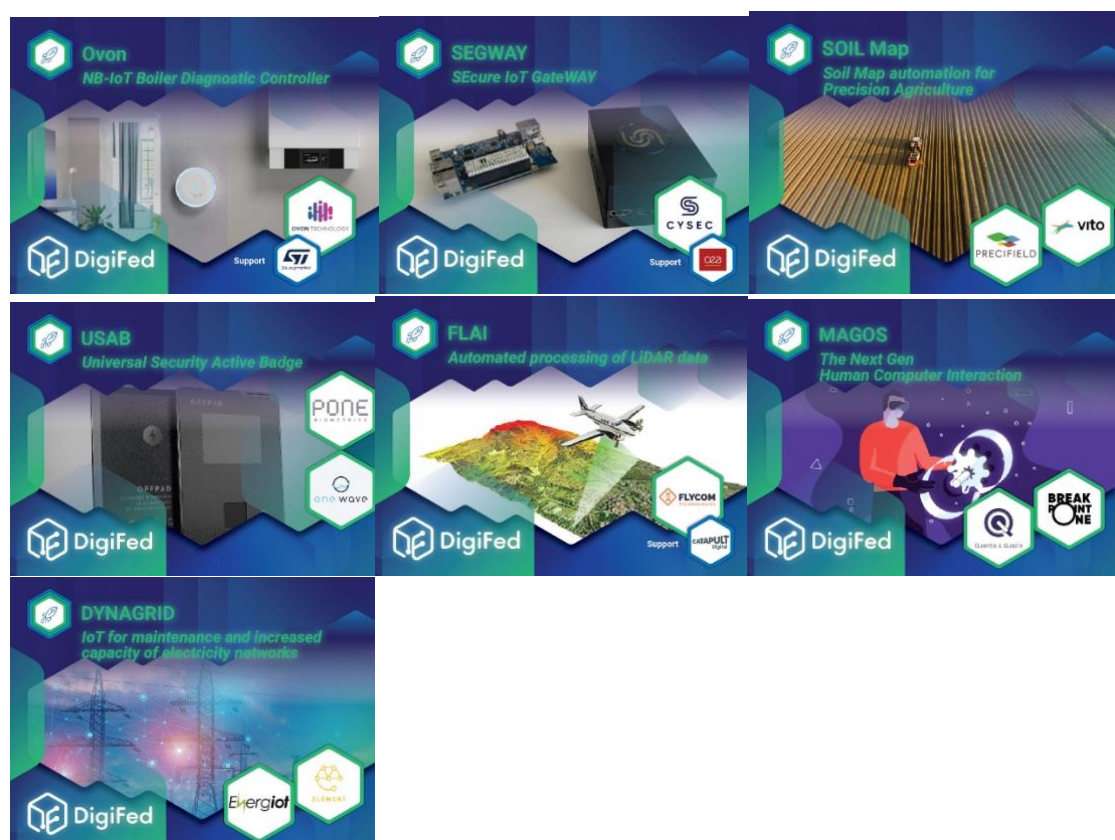


Figure 25. An overview of DigiFed's social media post showcasing the financed projects

Social media will continue to be used to support all upcoming DigiFed's events as well as events and activities carried out by the projects funded. It will also disseminate the results and interaction among projects within the SAE ecosystem and beyond.



How to share further content on the DigiFed Social Networks?

Just tag the DigiFed social profiles on your posts OR send your content to Jure Trilar Jure.Trilar@ltfe.org or Edoardo Genova egenova@zabala.eu (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.

4.6. Events

4.6.1. 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 8. The list is monitored and updated on a regular basis using a "dissemination tracker" spreadsheet, available on the consortium's SharePoint.

Table 7 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 7. List of past Events

Date	Event	Organised by	DigiFed Partner / speaker involved	Country
12.02.2020	Webinar 'Digital transformation services for manufacturing EU SMEs'	SEZ	SEZ	Online
27.02.2020	Techinov	CEA	CEA	Paris, France
27.02.2020	European Breakfast	Minalogic	Minalogic	Lyon, France
06.03.2020	Open Innovation - Artificial Intelligence and the Human Factor	SEZ	SEZ	Stuttgart, Germany
09.-13.03.2020	DATE2020	Smart4Europe 2, SMART4ALL	CEA	Grenoble, France
01.04.2020	DT-ICT-01-2019 Collaboration Meeting / Cluster Kick-off	Smart4Europe 2, ALL IAs	CEA, SEZ, BLU, BME	Brussels, Belgium
08.04.2020	Presentation of SAE and EDIH strategy	Smart4Europe 2	SEZ	Online
27-29.04.2020	HiPEAC Computing Systems Week; specific SAE session	Smart4Europe, 2 DigiFed,	CEA	online event

		SMART4ALL, Tetramax, FED4SAE		
28.04.2020	Start ups Kill the Virus	ZABALA	ZABALA	Online
5.5.2020	PODIM DX	UL	UL	Ljubljana, Online
07.05.2020	Webinar - Cascade funding	Minalogic	Minalogic	Online
11.05.2020	SAE/DIGIFED info event	BME/ Innomine	BME	Online
17-19.5.2020	PODIM DX	UL	UL	Ljubljana, Online
8.06.2020	Webinar - Cascade funding	Minalogic	Minalogic	Online
10.06.2020	Smart4Europe2 Ecosystem Building Event / WMF	Smart4Europe 2		Cernobbio, Italy
22- 26.06.2020	LETI Innovation Days	CEA LETI, DigiFed	CEA LETI, ST, MNL	Online
23- 24.07.2020	Start-up BW	Smart4Europe		Stuttgart, Germany
27.08.2020	Briefing of Wirtschaftsförderung Berlin	EEN, SEZ	SEZ	Berlin, Germany
3.09.2020	SIDO	Minalogic	Minalogic	Lyon, France
14-16.09- 2020	PRO-VE 2020 – 21st IFIP/ SOCOLNET Working Conference on Virtual Enterprises, Special session DEI in DEI	DIH4CPS, SMART4ALL, DIGIPRIME, DIGIFED, Smatr4Europe 2		Valencia, Spain
29- 30.09.2020	EPoSS annual forum	Smart4Europe 2	ST-I	Online
13.10.2020	Atelier de formation sur les financements européens en cascade	Minalogic	Minalogic, CEA	Online
15.10.2020	HIPEAC CSW week, Smart Anything Everywhere Session	SAE	SEZ	Online
21- 22.10.2020	DIHNET event (DIH days), Luxembourg	DIHNET.EU	BLM	Online
22.- 23.10.2020	INPHO VENTURES SUMMIT - Investors event / Brokerage; Bordeaux	Smart4Europe	BLM, CEA	Online
12.11.2020	Europe Ambition Day	MNL	MNL	Online
24- 26.11.2020	EFECS; Joint booth, presentation/ speakers corner (?), Berlin	Smart4Europe 2	CEA	Online
26.10.2020	Smart Anything Everywhere Cluster collaborative workshop	Smart4Europe 2 / SAE IAs	SEZ, CEA	Online
04.11.2020	EEN - Foerderung von Digitalisierungsprojekten	SEZ	SEZ	Online
12.11.2020	Europe Ambition Day	Minalogic	Minalogic	Online

12.11.2020	WMF side event – “Digitalization of Manufacturing: Building the ecosystem for a smart and sustainable future”	S4E2/ SAE IAs/EC/Italian DIHs	SEZ	Cernobbio, Italy
17.11.2020	SAE-DigiFed First Network Expansion Event	SEZ	SEZ, CEA	Online
21.01.2021	FED4SAE Final Event	BLM	BLM, CEA, SEZ	Online
26-27.01.2021	European Digital Innovation Hubs conference		SEZ / Minalogic	Online
29.03.2021	Dissemination event with EEN	EEN / SEZ	SEZ	Online
13.05.2021	Collaboration between European Digital Innovation Hubs in the network, including trans-national cross-border hubs and corridors	MNL	MNL	Online
23.05.2021	Welcome session networking	MNL	MNL	Online
27.05.2021	Smart System Integration	MNL	MNL	Online
03.06.2021	GE Secure PF for IOT kick off	CEA-LETI	IRT Nanoelec, ST-F, Local authorities, 21 SMEs	Hybrid; Grenoble, France
20.06.2021	GE Secure PF for IOT Final Workshop	CEA-LETI	IRT Nanoelec, ST-F, Local authorities, 21 SMEs	Hybrid; Grenoble, France
30.06.2021	Smart4Europe2 Ecosystem Building Event	Smart4Europe	BME	Budapest, Hungary
28.06 - 02.07.2021	4YFN Connecting StartUps	ZABALA	ZABALA	Barcelona, Spain
30.06.2021	GE Secure PF for IOT Workshop N°2	CEA-LETI	CEA-LETI	Grenoble, France
1-3.09.2021	Workshop: Innovation Challenges till 2030 – Empowerment of the Drivers of Change. 28th EuroSPI Conference	AVL	AVL	Krems, Austria
7.09.2021	French-German Partnering Event for Artificial Intelligence in Industry 4.0	SEZ plus Others	SEZ plus Others	Online
30.09.2021	Annual meeting	MNL	MNL	Lyon, France
07.10.2021	Internal meeting	MNL	MNL	Brussels, Belgium
19.10.2021	Internal meeting	MNL	MNL	Brussels, Belgium
27.10.2021	SA4E community building DIH Ecosystem building event Auvergne Rhône Alpes	CEA, MNL	CEA, IRT Nano-Elec MNL, DIGICAT,	Hybrid, Lyon, France
28.10.2021	Workshop on cascade funding best practices	MNL	MNL,	Online
5.11.2021	GE Secure PF for IOT Workshop N°2	CEA	CEA	Grenoble, France

8.11.2021	Second DIH-Ecosystem Event	SEZ plus Others	SEZ plus Others	Online
16.11.2021	Journée ambition europe	MNL	MNL	Hybrid, Lyon (France)
22-24.11.2021	PRO-VE2021 "Smart and Sustainable Collaborative networks 4.0"	ZABALA	ZABALA, CEA	Hybrid, St-Etienne (France)
29.11 – 3.12.2021	European Big Data Value Forum 2021 (EBDVF2021)	UL	UL	Hybrid, Ljubljana, Slovenia
02.12.2021	S4E2 Final Event	Smart4Europe	CEA,SEZ, MNL	Online
2.12.2021	Transforming SAE results into benefits for the (European) Digital Innovation Hubs Ecosystem	SEZ plus Others (Under SAE Initiative)	SEZ	Hybrid
7.12.2021	Future X. panel participants, presenting DigiFed	SAŠA Incubators	UL	Hybrid, Slovenia
30.03.2022	Cascade funding best practices, pour Infoday	ARAE	MNL, CEA	Grenoble, France
13-14.12.2021	Digital Transformation and DIH Days	DIH4CPS, Smart4Europe	CEA	Hybrid Valencia, Spain
11.04.2022	Open Innovation Congress	SEZ	SEZ	Stuttgart, Germany
19.05.2022	Baden Württemberg DIH-Local Liaison Event (Online)	SEZ	SEZ	Online
10-12.05.2022	IOT Solutions World Congress 2022	IKL, CEA, ZABALA, DGC, MNL, BLM	IKL, CEA, ZABALA, DGC, MNL, BLM	Barcelona, Spain
11.04.2022	Open Innovation Kongress Baden-Württemberg 2022	SEZ	SEZ	Stuttgart, Germany
16-18.05.2022	Podim DX	UL	UL	Hybrid, Slovenia
19.05.2022	Introduction to Regional and European DIH Ecosystem Collaboration – A DigiFed Networking Event for Baden-Württemberg and Beyond	SEZ	SEZ	Online, Germany
14.06.2022	EFFRA General Assembly 2022	EFFRA	SEZ	Hybrid, Brussels, Belgium
21-23.06.2022	LETI Innovation Days	CEA-LETI	CEA, MNL, ST	Grenoble, France
24.06.2022	Final event GE "SEcure PF for IoT"	CEA-LETI	IRT Nanoelec, ST, all GE members	

Table 8 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 8. Upcoming events

Date	Event	(Co-)Organised by	DigiFed Partner / speaker involved	Country
09.2022	DIH-Info Session on DigiFed Innovation Pathways (Online)	SEZ	CEA, SEZ	Online
21.09.2022	Connectivity and digitization of machines	IKL, BDIH	SEZ, IKL	Arrasate-Mondragón, Spain
Q4 2022	Future X. panel participants, presenting DigiFed	SASA Incubators	UL	
Q4 2022	Info-Session on DigiFed-Innovation Pathways for the EU-DIH Landscape	SEZ	SEZ	Online, Germany
26.10.2022	DIHs4P final event	UNINOVA	MNL, SEZ	Madeira, Portugal
30.11 01.12.2022	- Final Event DigiFed	MNL	All partners	Lyon, France

4.6.2. DigiFed events

It was planned that, once reached visibility of the DigiFed project among relevant stakeholders, DigiFed was to organise two networking and expansion events tied to relevant conferences or fairs and to Smart4Europe/SAE Events mentioned above.

The **first DIH-Ecosystem Event** was originally scheduled to take place around **M9** targeting around 40 participants. However, due to Covid-19 the event was **postponed to M11** and hosted online. It attracted 50 participants and fostered knowledge exchange among 21 DIHs from 21 European regions leaving room for networking and identification of future cooperation activities. The 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.

At **M22**, on 27th October 2021, the DigiFed Innovation Action actively participated to **DIH Ecosystem Building Event** under the Smart Anything Everywhere initiative and Smart4Europe2 CSA. The event was organised by CEA (Smart4Europe2) in partnership with Minalogic (Global Innovation Cluster for Digital technologies in Auvergne-Rhône-Alpes), MinaSmart (Auvergne-Rhône-Alpe DIH / eDIH candidate) and le Campus du Numérique Auvergne-Rhône-Alpes, to connect the Smart Anything Everywhere Initiative with relevant stakeholders at the European, national and regional level.

The event had a specific focus on the Auvergne-Rhône-Alpes region ecosystem and DIH, MinaSmar, and aimed at illustrating how the DIH can support the Digitizing European Industry initiative through the 4 pillars: 1) Test before invest, 2) Skills and training, 3) Support to find investment, 4) Ecosystem and Networking.

Panel session were organized to highlight and share feedbacks about services currently proposed by MinaSmart and experimental services that are currently tested through running SAE innovation actions coordinated by the CEA. Each session was set-up gathering key partners, acting with a different role, in order to illustrate through panel participant's testimony the point of view and feedbacks from stakeholders with different profile (DIH, RTOs, SMEs, regional clusters and networks, etc.).

The **Third SAE Ecosystem Building Event** attracted 90 registered participants. The number of participants, stakeholder types and their geographic origin are reported in Table 9 and Table 10. A good reach of different stakeholder categories was achieved. Most of the participants came from the DIH/EDIH candidates, mixing pure DIH/EDIH candidates, Academics/ RTOs/universities and clusters. In terms of geographic origin, there was an equal and high participation from France (18%), Poland and Romania (both 12%). And with a good participation of Germany (10%) and Italy (8%). In addition, stakeholders from the Balkans and Eastern Europe (e.g., Croatia, Czech Republic, Hungary, Latvia, Lithuania, Poland, Romania, Slovenia) were also highly engaged (32%).

Table 9. Ecosystem Building Event Hungary – Participants – Type of Stakeholder

Type of stakeholder	Number	Percentage
DIH / EDIH	49	55%
Start-ups, SMEs	7	8%
Mid-caps	1	1%
Large industry	4	4.5%
National/regional initiatives	4	4.5%
Cluster / Association	10	11%
University / Academia / RTO	11	12%
EC representatives	1	1%
Other	3	3%
Total	90	

Table 10. Ecosystem Building Event France – Participants – Country representation

Geographic origin of participants	Number	Percentage
France	16	18%
Other EU27 (Austria, Belgium, Croatia, Czech Republic, Finland, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Netherlands, Poland, Portugal, Romania, Slovenia, Spain, Sweden)	73	81%
Non-EU (UK)	1	1%

At **M23**, on 8th November 2021, the DigiFed Innovation Action organised its **Second DIH-Ecosystem Event**. The activity gathered 32 participants representing up to 28 DIHs and EDIH applicants and created an instance to comprehensively explore the collaboration opportunities between (E)DIHs.

The event was initiated with a presentation of the main challenges faced by DIHs according to DigiFed's research, as well as the instruments developed within the project that may help DIHs in dealing with these challenges.

Afterwards, participants focused on understanding and discussing the value propositions brought by the individual (E)DIHs to their local ecosystems through the services they provide. Moreover, existing resources as well as required resources to develop new services and bring new value propositions to their ecosystems were tackled. This in turn facilitates DIH-collaboration and will translate into direct benefits for DIH customers.



Figure 26. Second DIH Ecosystem Event – Mural board

At **M29**, DigiFed took part in the **IOT Solutions World Congress (IOTSWC)** held in Barcelona from 10th to 12th May, with the aim of giving visibility to those SMEs that received funding and assistance from DigiFed and accepted to join the IOTSWC. This

event showcases the game-changing solutions and technologies that are disrupting and transforming industry and celebrates the business and technology executives creating a powerful competitive advantage. This represented the biggest and most demanding event of the project in terms of money and resources involved. The decision to attend such an event, despite not being foreseen in the Grant Agreement, arose from the results of the interviews carried out after the conclusion of the first AE open call that clearly revealed the lack of networking opportunities owing to Covid-19.

UL and ZABALA created the coherent set of graphics material outlined above for the **DigiFed dedicated area** (see Figure 27 below) where 14 SMEs had a booth to showcase their projects and inventions.

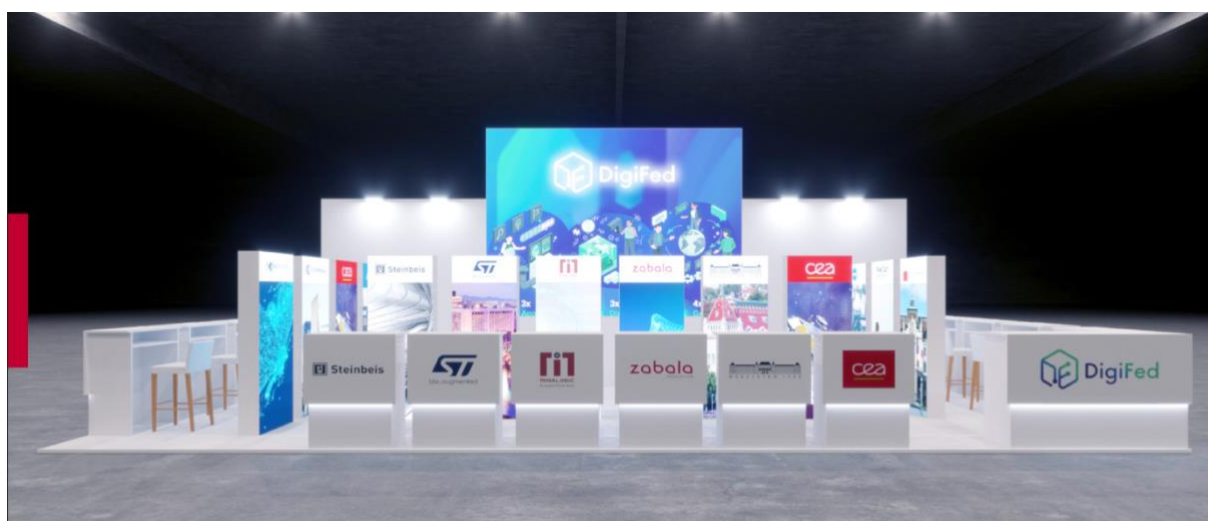


Figure 27. Mock-up of DigiFed's dedicated area at the IOT Solutions World Congress 2022

Moreover, BLM organised a pitching event and training. The training started with online webinars and course hosted in March 2022 and a physical training held on the day 2 of the Congress (11th May), while the pitch session in front of investors took place take place on the day 3 (12th May). Furthermore, a video has been recorded and will later exploited for dissemination purposes.

After the event, a survey was submitted to all participating SMEs to collect their feedback. Responses were highly positive, with companies enthusiastic about the event, DigiFed's organisation and assistance and the number of contacts traced with various leads and stakeholders (99). The survey will be repeated 6 months after the event to measure the real impact.

In addition to the above, in occasion of the IOTSWC, the first physical Project Management Board (PMB) meeting has been held on 9th May 2022. Overall, the event has been a good networking opportunity also for all consortium partners involved.

Still in **M29** (16-18 May 2022), DigiFed participated in **Podim DX** with attendance managed by UL. The conference is one of the most influential start-up and technology conferences in Europe, bringing together successful start-ups, active investors, speakers, and business executives. The last two editions were in hybrid format. DigiFed SMEs were be invited to

join and make use of the matchmaking sessions, pitch session and present their results within dedicated panels. DigiFed attendance consisted of:

- Speaker sessions, panel organisation with UL speakers and guests, SMEs participating in DigiFed innovation funding mechanism.
- Pitch sessions and matching event working as a springboard helping startups to stand out and give them recognition to easily gain trust and attention from investors or other potential business partners. Additionally, participating startups and SMEs also had the possibility to apply for the Podim Pitching Competition to advertise their offers to a wider audience.

Furthermore, in **M29**, on 19th May, the **Introduction to Regional and European DIH Ecosystem Collaboration event** was hosted and featured Baden-Württemberg's regional DIH-landscape, good practices and success stories, in addition to other European regional DIH networks and their experiences. This online event gathered roughly 50 participants, which engaged in lively discussions about DIH-challenges, success factors, and means to overcome these challenges. Participants also mapped and compared regional approaches to DIH-support in interactive sessions.

In addition, a comprehensive panel with representatives from DIHs in Finland, Hungary, and Greece, to present their challenges and views regarding the needs for solving DIH-challenges through collaboration, especially the sharing of success cases of service provision to SMEs as a mean to rationalize the value provided by DIHs to their ecosystem. Furthermore, experiences and advice at European level (**DIHNET.EU project**) on how to foster EU-national regional DIH-collaboration was shared and discussed.

In **M31**, on 12th and 13th July, the **DigiFed General Assembly** was held in hybrid mode in Ljubljana, Slovenia to give the consortium the opportunity to meet, exchange, and move towards the final steps of the project. Moreover, four Working Sessions have been organised on the topics of:

- Assessing the impact of DigiFed on SMEs;
- Sustainability of the DigiFed's model;
- Gender integration (return on experiment about gender inclusion, lesson learnt, how to do better);
- Final Event brainstorming & discussions.

In 19 attended the GA on site.

Upcoming events in M32-M33 and beyond

Future X (last quarter of 2022) attendance managed by UL. Building on previous years and user experience, the Future X Platform connects start-ups with corporations in Industry 4.0. Over 200 start-ups seeking the opportunities on collaborating with enterprises from

all over Europe are regularly involved. There will be also speaker sessions and the organisation of panels with UL speakers and guests, SMEs participating in DigiFed innovation funding mechanism.

Moreover, a **Final Event** will be organised in Charbonnières-les-Bains, France, close to Lyon, France on 30th November and 1st December 2022. The contents of the event are still under discussion. However, the objectives should include disseminating DigiFed project outcomes and good practices from both DIHs and AEs perspectives, presenting and discussing potential synergies between regional, national and European DIH support, and tightening the DigiFed DIH-network and enhancing cooperation between the network members.

The event will thus feature sessions on project results, presentations of good practices by regional policymakers, DIHs, SMEs and challenge owners and concrete steps to engage participating DIHs in a sustainable DigiFed DIH-network beyond the lifetime of the project. A Sustainability Workshop will be held and, probably, a pitching and matchmaking event will be arranged.

The objective is to create an instance for the consolidation the collaboration between (E)DIHs that have engaged with the DigiFed-DIHs. This means further refining the possibilities of implementing the Pathways in a collaborative setting with other DIHs, as well as exploring other concrete opportunities of collaboration between DIHs. Ideally, this session should be closed with the signature of several Memorandum of Understanding (MoU) / Letter of Intents (Lols) between participants.



Where can I share news about the events?

Send a 2 paragraphs description and 2-3 photos to Jure.Trilar@ltfe.org or egenova@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 start-ups 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.

Ad 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 (SEO) 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 28) is used for a SEO friendly search.

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



Figure 28. 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 and/or Czirkos Zoltan - czirkos.zoltan@gmail.com

5.2. Dissemination strategy

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

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

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

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

Once the press release is approved by the DigiFed Communications Team (consisting of one nominated agent from every partner), the partners will translate the piece of news into

the local language and will send it to their contacts through their relevant Communication Department. Such communication prospects must be included on the partner's own websites and shared on their social media channels. Impacts will be monitored and included in the **D.5.7 report on communication activities**

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

The table below (Table 11) lists all press clippings published by project partners so far (M31):

Table 11. List of press clippings

Date	Partner	Country	Media name	Medium	Title and link
14/10/2019	ZABALA	Europe	ZABALA website	web	Cascade Funding & new opportunities for entrepreneurship and startups across Europe
19/10/2019	ZABALA	Spain	ZABALA website	web	Financiación en Cascada y nuevas oportunidades para el emprendimiento en Europa
30/01/2020	MNL	France	MNL website	web	Europe : une dimension affirmée, une ambition renforcée
06/02/2020	ZABALA	Europe	ZABALA website	web	DigiFed: New European Project to Fast-Track Adoption Of Cyber-Physical Systems (CPS) by SMEs
14/02/2020	ZABALA	Europe	ZABALA website	web	DigiFed presented at the Brokerage event for Innovation Agencies 5th edition
27/02/2020	MNL	France	MNL website	web	DigiFed : pour financer l'adoption des technologies numériques
02/03/2020	MNL	France	MNL website	web	DigiFed : European project to finance your innovative smart solutions
02/03/2020	MNL	Europe	MNL website	web	DigiFed : European project to finance your innovative smart solutions
03/03/2020	MNL	France	French Ministry	web	Ouverture de l'appel à projets européen D.I.G.I.F.E.D. pour la digitalisation des produits et services des entreprises
03/03/2020	MNL	France	Safe cluster website	web	OUVERTURE DE L'APPEL À PROJETS EUROPÉEN D.I.G.I.F.E.D. POUR LA DIGITALISATION DES PRODUITS ET SERVICES DES ENTREPRISES
17/03/2020	ZABALA	Europe	ZABALA website	web	DigiFed opens the 1st call up to € 55k for EU companies to digitalise their products and services
16/04/2020	ZABALA	Europe	ZABALA website	web	#StartupsKillTheVirus: Online event to support tech innovators with European funding and support services during the COVID-19 crisis
16/04/2020	ZABALA	Spain	ZABALA website	web	#StartupsKillTheVirus: gran evento online para apoyar a startups con

					financiación europea, servicios y formación en tiempos de COVID19
05/05/2020	ZABALA	France	ZABALA website	web	DigiFed présenté lors de la 5e édition de l'événement Brokerage for Innovation Agencies
06/05/2020	ZABALA	Europe	ZABALA website	web	#StartupskilltheVirus: materials available to download
06/05/2020	ZABALA	Spain	ZABALA website	web	#StartupsKilltheVirus: descarga los materiales disponibles
11/05/2020	ZABALA	France	ZABALA website	web	#StartupskilltheVirus: vous pouvez dès à présent télécharger les documents mis à votre disposition
22/05/2020	ZABALA	Spain	ZABALA website	web	https://www.zabala.es/noticias/webinar-opportunidades-europeas-financiacion-cascada-pymes-startups/
28/05/2020	MNL	France	MNL website	web	L'aubaine du mécanisme de cascade funding
28/05/2020	MNL	France	MNL website	web	DigiFed Webinar Series: learn about the open call #2
17/07/2020	MNL	France	MNL website	web	DigiFed : succès du premier appel à projets
29/08/2020	MNL	France	MNL website	web	Webinar : meet DigiFed technical partners to prepare your submission
02/09/2020	ZABALA	Europe	ZABALA website	web	DigiFed's first open call results announced: 14 projects and 22 European companies receive a total of over 1.1 million euros for their digital innovation ambitions
10/09/2020	ZABALA	France	ZABALA website	web	Les résultats du premier appel ouvert DigiFed : 14 projets et 22 entreprises européennes reçoivent un total de 1,1 million d'euros
21/09/2020	MNL	France	MNL website	web	DigiFed : Ouverture de l'open call #2
22/09/2020	MNL	France	MNL website	web	Projet européen DigiFed : formule gagnante pour les adhérents Minalogic
23/09/2020	MNL	France	MNL website	web	L'open innovation by Minalogic : on vous dit tout !
23/09/2020	ZABALA	Europe	ZABALA website	web	DigiFed launches second Open Call to help digitalise products and services
23/09/2020	ZABALA	Spain	ZABALA website	web	DigiFed lanza su segunda convocatoria abierta para ayudar a digitalizar productos y servicios
28/09/2020	MNL	France	MNL website	web	Webinar : découvrez le Digital Challenge, dispositif d'open innovation à l'échelle européenne
30/09/2020	ZABALA	France	ZABALA website	web	DigiFed lance un deuxième appel à candidature dans le but de soutenir la numérisation des produits et services
01/10/2020	MNL	France	MNL website	web	Webinar : découvrez le Digital Challenge, dispositif d'open innovation à l'échelle européenne

05/10/2020	MNL	France	MNL website	web	EU DigiFed a winner for Minalogic members
26/10/2020	ZABALA	Europe	ZABALA website	web	Cascade Funding & new opportunities for businesses across Europe to innovate
30/10/2020	MNL	France	MNL website	web	Le Digital Challenge : l'open innovation à l'échelle européenne
26/11/2020	ZABALA	Spain	ZABALA website	web	Financiación en cascada y nuevas oportunidades de innovación para las empresas de toda Europa
11/12/2020	ZABALA	France	ZABALA website	web	Financement en cascade et nouvelles opportunités pour les entreprises à travers l'Europe pour innover
14/12/2020	4P DIH, UL	Slovenia	Eko Dežela	web, journal	Digitalno stičišče 4PDIH z dvema aktualnima evropskima razpisoma za podjetja
14/12/2020	4P DIH, UL	Slovenia	Si21	web, journal	Projekta EUHubs4Data in DigiFed
14/12/2020	4P DIH, UL	Slovenia	Na Dlane	web	Digitalno stičišče 4PDIH z dvema aktualnima evropskima razpisoma za podjetja
14/12/2020	4P DIH, UL	Slovenia	STA	slovenian press agency	Digitalno stičišče 4PDIH z dvema aktualnima evropskima razpisoma za podjetja
14/12/2020	MNL	France	MNL website	web	DigiFed Generic Experiment on Cybersecurity : Secure platform for IoT
03/01/2021	4P DIH, UL	Slovenia	STA	slovenian press agency	Slovenian companies are successful in the DigiFed tender
03/01/2021	4P DIH, UL	Slovenia	Na Dlane	web	Slovenska podjetja uspešna na razpisu DigiFed
03/01/2021	4P DIH, UL	Slovenia	Press clipping	clipping	Projekt DigiFed Denar tudi slovenskim podjetjem
03/01/2021	4P DIH, UL	Slovenia	Delo	newspaper	Projekt DigiFed Denar tudi slovenskim podjetjem
03/01/2021	4P DIH, UL	Slovenia	Si21	web	Slovenska podjetja uspešna na razpisu DigiFed
27/01/2021	MNL	France	MNL website	web	MinaSmart prépare l'AAP EDIH
22/02/2021	Digital Catapult	UK	DGC website	web	DigiFed launches open calls
22/02/2021	ZABALA	Europe	ZABALA website	web	DigiFed launches open call for big companies searching for digital solutions from start-ups and SMEs
22/02/2021	ZABALA	Spain	ZABALA website	web	DigiFed lanza una convocatoria abierta para que las grandes empresas busquen soluciones digitales de start-ups y pymes
26/02/2021	ZABALA	France	ZABALA website	web	DigiFed lance un appel ouvert aux grandes entreprises à la recherche des solutions numériques des start-ups et PME
08/03/2021	MNL	France	MNL website	web	Relever un défi numérique avec DigiFed - Digital Challenge

15/03/2021	MNL	Europe	Reach out website	web	DigiFed - ReachOut Workshop
20/03/2021	SEZ	Europe	SAE website	web	Webinar: Learn more about the DigiFed and EEN offers
05/04/2021	SAE website	Europe	SAE website	web	DigiFed Webinar for Small Medium Enterprises (SMEs) II
05/04/2021	SAE website	Europe	SAE website	web	First DIGIFED Digitising Europe's Industry together III webinar
07/04/2021	IRT NanoElec	France	IRT NanoElec website	web	Seize Entreprises Se Rassemblent Pour Renforcer La Sécurité De L'internet Des Objets
11/04/2021	SAE website	Europe	SAE website	web	Second DIGIFED Webinar: Digitising Europe's Industry together III
13/04/2021	SAE website	Europe	SAE website	web	Third DIGIFED Webinar: Digitising Europe's Industry together III
14/04/2021	MNL	France	MNL website	web	DigiFed : ouverture de l'open call #3
17/04/2021	SAE website	Europe	SAE website	web	Fourth DIGIFED Webinar: Digitising Europe's Industry together III
19/04/2021	ZABALA	Europe	ZABALA website	web	DigiFed launches its third Open Call for companies across Europe to digitalise their products and services
20/05/2021	MNL	France	MNL website	web	[DIGIFED] IKERLAN Comment relever les défis sécuritaires de l'IoT
25/05/2021	MNL	Europe	European Cluster Collaboration platform	web	[DIGIFED] How to tackle security challenges of IoT
05/2021	CEA	Europe	CEA-LETI website	web	2020-2021 European Activities Report, page 52-53
14/06/2021	MNL	France	MNL website	web	Présentation de DigiFed Digital Challenges
17/06/2021	MNL	France	MNL website	web	DigiFed Digital Challenge
15/06/2021	SAE website	Europe	SAE website	web	Weekly live Helpdesk for DigiFed offers!
19/06/2021	MNL	Europe	European Cluster Collaboration platform	web	[DIGIFED] open innovation with large companies
21/06/2021	ZABALA	Europe	ZABALA website	web	Zabala Innovation will present four projects at the 4YFN conference
23/06/2021	ZABALA	Spain	ZABALA website	web	Zabala Innovation presentará cuatro proyectos en la 4YFN
23/07/2021	MNL	France	MNL website	web	L'Europe plus que jamais au cœur des actions et de l'offre de services de Minalogic
03/08/2021	4P DIH, UL	Slovenia	Finance	press	Tri Slovenska podjetja uspesna
03/08/2021	4P DIH, UL	Slovenia	Finance	web	T ri slovenska podjetja uspešna na evropskem
03/09/2021	4P DIH, UL (for microbiu	Slovenia	Mladi podjetnik - young entrepreneurs	web	Produkt startupa Microbium sam oceni kvaliteto vode

	m project)				
28/09/2021	MNL	France	MNL website	web	DigiFed, belle moisson pour les adhérents Minalogic
30/09/2021	SAE website	Europe	SAE website	web	DigiFed DIH-Ecosystem Event
30/09/2021	SAE website	Europe	SAE website	web	DigiFed DIH Ecosystem Building Event
30/09/2021	UL	Slovenia	Si21	web	Več kot 1 milijon evrov za razvoj digitalnih rešitev
30/09/2021	UL	Slovenia	Na Dlan	web	13 projektov in 22 evropskih podjetij bo prejelo več kot 1 milijon evrov za razvoj digitalnih rešitev
01/10/2021	UL	Slovenia	Si24 News	web	13 projektov in 22 evropskih podjetij
05/10/2021	UL	Slovenia	Si24 News	web	13 projektov in 22 evropskih podjetij
				daily newspaper on business and industry	
07/10/2021	UL	Slovenia	Finance		Termodron z italijanskim partnerjem
29/10/2021	ZABALA	Europe	ZABALA website	web	Expanding Europe's Digital Innovation Hub Ecosystem
22/11/2021	MNL	France	MNL website	web	Minasmart, l'EDIH d'Auvergne-Rhône-Alpes reconnu par ses pairs européens
20/12/2021	SEZ	Germany	SEZ website	web	Finanzierungsmöglichkeiten durch Cascading Funding
21/12/2021	SEZ	Germany	SEZ website	web	Finanzierungsmöglichkeiten durch Cascading Funding
31/12/2021	SEZ	Germany	SEZ website	web	Ausschreibungen aus EU-geförderten IKT-Projekten
24/03/2022	MNL	France	MNL website	web	Dernière ligne droite pour Minasmart
24/03/2022	MNL	France	MNL website	web	MinaSmart intègre le réseau DIH4CPS
25/04/2022	MNL	France	MNL website	web	Minalogic en force sur IoT Solutions World Congress
01/05/2022	SAE website	Europe	SAE website	web	DigiFed Networking event for Baden-Württemberg & beyond (May 19th 2022)
10/05/2022	ZABALA ALA	Europe	ZABALA website	web	Zabala Innovation participates at the IOT Solutions World Congress
10/05/2022	ZABALA	Spain	ZABALA website	web	Zabala Innovation participa en el IOT Solutions World Congress
10/05/2022	ZABALA	France	ZABALA website	web	Zabala Innovation participe au Congrès Mondial des Solutions IoT
30/05/2022	ZABALA	Europe	ZBL Website	web	Big innovation on a small scale
30/05/2022	ZABALA	France	ZABALA website	web	La grande innovation à petite échelle
01/06/2022	ZABALA	Spain	ZABALA website	web	Gran innovación a pequeña escala
21/06/2022	CEA	France	CEA website	CEA-Leti 2020-2021 European	DIGIFED, DIH federation for Large Scale adoption of digital technologies by European SMEs

				activities report, available online	
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Upcoming press clippings will include in M32 – M33 and beyond:

- DigiFed's results of the Open Call 3
- Completion of flyers' collection
- Two DigiFed's scientific papers published
- Success Stories – launch of the task and publication of success stories
- Final Event

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	M31
Website visitors	10,000	17,000	42,400
Followers on social media	500	435	753
Newsletter published (with SAE)	2 per year	3	6
Number of publications	10	0	5
Number of participants in events organised by DigiFed	500	340	880
# of events organized	4	2	7
# of events attended by min 1 DIGIFED partner	40	28	72
# website geographical coverage	-	106 countries	166 countries
average duration of visiting session	-	3:19	2:59
most visited page and #of visitors	-	open-calls 9,234 visitors	open-calls 9,236 visitors
highest daily visit date (and correlations with project events)	-	5 th May 2020, 259 visitors	1 st February 202, 1,845 visitors
Most visited DigiFed webinar	-	"Promo General" (403 visitors)	"DigiFed: How to prepare your pitch - guidelines" (844 YouTube viewer)
Most frequent source of origin of visitors	-	"direct" 48.5%	"direct" 46.8%

Public Deliverables

To be promoted if and when appropriate

Deliverable Number	Deliverable Title	WP Number	Lead beneficiary	Type	Due Date (Month)
D1.5	Report on assessment criteria to guide the selection of partner DIHs and list of selected partner DIHs	WP1	10 - SEZ	Report	3
D4.5	Specific plan for collaboration with other projects	WP4	10 - SEZ	Report	3
D5.1	Dissemination & engagement plan and implementation activities (#1)	WP5	12 - ZABALA BRUSSELS	Report	3
D5.5	Website	WP5	3 - BME	Other	3
D5.2	Dissemination & engagement plan and implementation activities (#2)	WP5	12 - ZABALA BRUSSELS	Report	12

D4.1	Report on good DigiFed DIH practices, SME needs and future DIH services	WP4	7 - MNT	Report	18
D5.6	Report on DigiFed communication activities (#1)	WP5	12 - ZABALA BRUSSELS	Report	18
D5.8	Report on stakeholders' activities (#1)	WP5	12 - ZABALA BRUSSELS	Report	18
D5.3	Dissemination & engagement plan and implementation activities (#3)	WP5	12 - ZABALA BRUSSELS	Report	24
D4.3	Report on the state of the art on regional DIH support and strategy to enhance regional- European synergies	WP4	10 - SEZ	Report	30
D5.4	Dissemination & engagement plan and implementation activities (#4)	WP5	12 - ZABALA BRUSSELS	Report	33
D4.2	Final report on liaison with relevant activities, networks and European DIHs	WP4	10 - SEZ	Report	36
D5.7	Report on DigiFed communication activities (#2)	WP5	12 - ZABALA BRUSSELS	Report	38
D5.9	Report on stakeholders' activities (#2)	WP5	12 - ZABALA BRUSSELS	Report	38
D6.9	Final report with a publishable summary, a plan for the use and dissemination of the foreground and report covering the societal implications of the project	WP6	12 - ZABALA BRUSSELS	Report	39