



DIGITAL MANUFACTURING PLATFORMS FOR CONNECTED SMART FACTORIES

D9.1 Detailed Dissemination and Communication Plan

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Abstract: In this deliverable the Dissemination and Communication Plan of the project is developed. In the same, there can be found the targets, the main channels, tools and actions, the guidelines, the communication kit for promotion, the internal actions, the external ones and the Key Performance Indicators (KPIs).



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HISTORY

Version	Date	Modification reason	Modified by
0.1	20/02/2019	Creation of the index of the project	Silvia de la Maza and David Velasco
0.2	8/03/2019 – 15/03/2019	Contribution to the event and publication planning (AIC, AIT, ATB, ATLAS, CONTI, DAN, ENG, EPFL, FAGOR, FHG, IDSA, IKERLAN, JSI, MON, NXT, SINTEF, SQS, TID, TTS, TTT, TUBS, UNIM and VTT).	Silvia de la Maza and David Velasco
0.3	23/03/2019	Initial draft	Silvia de la Maza
0.4	27/03/2019	Review of the draft by ATOS	Eva Vega
1.0	29/03/2019	Final version for submitting	David Velasco

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1. Executive summary

This is the first deliverable of the series of Qu4lity dissemination and communication actions of the WP9. It is the first step to achieve the main objective of Qu4lity, creating the basis of an Autonomous Quality - AQ (ZDM) ecosystem for European manufacturers, digital manufacturing solution providers, vendors of smart manufacturing solutions and other stakeholders (including SMEs). The Dissemination and Communication Activities (Period 1, 2 and 3) will follow as a sequence to guarantee the accomplishment of the project ambition.

To ensure the implementation of the dissemination and communication strategy, the project consortium has set up a professional Communication Manager appointed to INNOVALIA, identified several targets audiences' groups, and selected multiple communication actions, channels and tools. Within this structure, the consortium has established concrete dissemination actions.

Overall, the plan develops a centralized approach to coordinate different sources, contacts and partners networks to make sure that both internal and external audience get the appropriate messages of Qu4lity, therefore creating synergies in all communication efforts. This approach includes actions e.g. create project branding identity, communication materials, website, social media accounts etc. At the same time, it also provides flexibility and decentralization, allowing each partner to take their own onus to lead the communication in their networks as they see fit, creating a Qu4lity ecosystem. It also encourages collaboration with other similar EU initiatives and projects to orchestrate the symphony of retaining European manufacturing competitiveness in the era of Industry 4.0.

The effectiveness of different communication actions is monitored and evaluated based on KPIs. Dissemination and Communication Activities Period 1, 2 and 3 will follow up to cover project results, achieve communication ambition, potential business exploitation and to cooperate with the European Digital Business Innovation Market Platform for ZDM, WP8.

Keywords: Communication Actions, Community Building, Dissemination, Industry Demonstrators.

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2. Introduction

To drive, support and connect the Qua4lity community, this project includes the establishment of the project's dissemination and communication strategic plan, which includes the scheduling of the project actions with identified responsibilities and deadlines, as well as establish the processes to follow for external dissemination respecting the project IPR rules.

Deliverable 9.1 is the first report of WP9 "Dissemination, Exploitation and Standardization", due on the third month of the project.

Dissemination and communication activities are essential to keep participants and other stakeholders informed of the progress of the project as well as of any disrupted developments. They are also necessary to visibly position the project in the rapidly evolving and dynamic Industry 4.0 and Digital Manufacturing ecosystem emphasizing the ZDM (Zero Defect Manufacturing) and autonomous quality manufacturing, to gather ZDM and cognitive manufacturing innovators' communities around the project, to address local and regional CPS (Cyber Physical System) manufacturing ecosystems and stakeholders needs, and to reach the future innovators of the digital manufacturing ecosystem.

2.1. Purpose and scope

The main purpose of this deliverable is to establish the rules for effective internal and external result communications in order to contribute to the creation of a stakeholders' community around the project's market platform.

This deliverable reports also on the dissemination and communication achievements for the M1-M3 period of the project.

This deliverable will be distributed to all the partners of the project so that they all know how the project is going to be disseminated. Furthermore, this deliverable will be public, to facilitate that everyone interested in this project can understand how it will be disseminated and how they can follow the project and its results.

2.2. Contributions to other WPs and deliverables

The following documents are the base of this deliverable and are applicable to this document and provide details not explicitly set out here:

- Qu4lity Grant Agreement
- Qua4lity Consortium Agreement
- Qu4lity Kick-off Meeting

H2020 reference documents:

- http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amqa/soc-med-guide_en.pdf

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- http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amga/h2020-amga_en.pdf
- https://ec.europa.eu/research/participants/portal/desktop/en/funding/reference_docs.html#h2020-grants-manual-amga

It will contribute to D9.2 (Dissemination and Communication Activities - Period 1), D9.3 (Dissemination and Communication Activities - Period 2) and D9.4 (Dissemination and Communication Activities - Period 3).

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3. Communication strategy

In this chapter, the different tools, channels and actions, the target audience, the communication organization, the publication and reporting procedure and the guidelines to be followed by all the partners will be described.

The objectives of communication activities will be:


- Raise awareness and provide a clear view of the objectives, ambition and results of the project among the full range of potential adopters, users and usages.
- Promote and create an engage and active community of potential users around the project and collect knowledge to be taken into account by the project's activities.
- Establish the basis for the exploitation of the project's results towards the industry, focusing on the marketplace platform.
- Establish liaisons and connections with other H2020 or other R&D projects and initiatives for knowledge and innovation transfer.
- Support the dissemination and exploitation of results by formulating adapted key messages and prepare adapted communication material.
- Recognition of the results among the research communities, standardisation bodies, users and policy-maker institutions.
- Mobilise partners in creating an engaged and vibrant community around the project's multi-side market platform and virtualised DIH.

All the communication strategy and tactics will be in compliance with the EU communication guidelines. EU flag and disclaimers will be included as deemed obligatory.

3.1. Main dissemination tools, channels and actions

The principal dissemination tools, channels and actions to be used in the project are the following:

- **Project Web Site.** With monthly updates to inform all the public about the project.
- **Marketing materials.** Elaboration of flyers (≥ 4), posters (≥ 3) and banners (≥ 3) during the first quarter of the project to be disseminated by the project partners at all related events.

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- **Social media presence and multimedia production.** In order to inform the public and rise engagement in discussions and exchanges with online communities.
- **Online newsletter.** Elaboration of a newsletter every six months to announce project outputs (calls, achievements and results).
- **Press and media articles.** Specific targeted dissemination at national and European levels to announce project events and outputs (≥ 20).
- **Participation to conferences.** Promotion of the project scientific approach and results to the CPS manufacturing community and associations like EFFRA and BDVA.
- **Documentation of project outcomes on portals (e.g., EFFRA innovation portal).** It will be started on the sixth month and will be focus on the availability and reusability of the project outputs by external manufacturers.
- **Tutorials on project outcomes.** It will be started on the twelfth month and will focus on the reusability of the project output.
- **Manufacturers' workshops/webcasts.** Aiming at the education of manufacturers communities on project outputs. The frequency will be quarterly after the first year of the project.
- **Public Demonstrations and Open Days.** Engagement of manufacturers' and ZDM solution providers on the project output. They will be yearly.
- **Local ecosystems workshops/pilot use cases workshops.** Involvement of local pilot stakeholders and reach to local innovators (at national or regional scale). There will be a minimum of two per national initiative.
- **Participation to standardization communities.** Promotion of the scientific approach and results.
- **Participation to CPS community instances (EFFRA, BDVA, ECSEL, FIWARE,...).** Visibility and impact of the project in communities that produce innovations relevant to ZDM.
- **Presentation to customers – Participation in exhibitions (e.g. Hannover, Messe, I4.0 Conference,...).** Boosting the project's exploitation and commercialization targets. This will be done throughout the entire project, but it will be intensified after the twelfth month.
- **Linking with local integrators of digital manufacturing solutions (at national or regional scale).** In order to establish market alliances or

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additional market/sales channels. This will be done throughout the entire project, but it will be intensified after the month eighteen.

- **Management of Success Stories in ZDM.** Dissemination of best practices, insights for further improving ZDM processes.

3.2. Target audience

The project's dissemination and communication activities will attempt to build a community around the project's market platform and virtualized Digital Innovation Hub (DIH), which will cover both demand-side and supply-side.

- Demand-side stakeholders include manufacturers (including SMEs) with an interest in adopting ZDM and providers of industrial engineering solutions that would like to expand or improve their ZDM related services.
- Supply-side stakeholders include innovators in digital/CPPS manufacturing and ZDM services. They will engage with the project by promoting their services to the Qu4lity ecosystem participants.

Both industrial targets will be reached by different channels. First of all, it will be important to work on the visibility of the project, making efforts in the website, its positioning and the activity in the social media (mainly Twitter and LinkedIn). They will be also reached by different press releases, focused either on the manufacturing side or on the supply services side; and different contributions to some innovation portals as EFFRA Innovation Portal or innovation communities (BDVA, ECSEL, EFFRA, FIWARE,...)

Another important way to communicate and to engage the industrial community to take into account is the participation in some events (exhibitions, fair trades, workshops,...). The consortium has a commitment of spreading the word of the project in the events they are participating and are involved. In this sense, different flyers (specific flyers for the demand side and the supply side), roll ups and posters will be made available. It will be important first to present the project ambition and objectives and later to highlight the results achieved in the project as well as highlight the benefits obtain by the use cases. Some important events to attend and to have a stand desk could be Hannover Messe, Control or IoT week among others.

Specifically, in order to engage with the global digital, CPS and cognitive manufacturing ecosystem, the consortium will maintain regular networking relations with the CPS/IoT manufacturing community in different committees, events and meetings including: EFFRA, ARTEMIS-JU, ECSEL, BDVA or FIWARE among others. They will be established closed links with other H2020 projects related to this topic that are creating an active communities and ecosystems to open connections with CPS/IoT, Big Data, Energy, Security and Manufacturing initiatives, with relevance to the ZDM and cognitive manufacturing. Apart from that,

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national initiatives on CPS manufacturing will be addressed in order to create more synergies and to reach a greater number of interested parties.

As to engage the manufacturing sector, the consortium will create specific promotional and supporting materials (flyers, roll-ups and posters for instance) and is going to focus on existing platforms and organizations, such as EFFRA and DIH, and on consolidated events, such as Control or Hannover Messe.

Within the project, there will be also an Open Call, a virtualized DIH and a market platform; initiatives on which specific promotion activities will be developed.

Other potential target groups would be:

- Key stakeholders in non-profit initiatives in engineering, shared big data space, open source platform, e.g. EFFRA, BDVA, AIOTI associations.
- Technology clusters in Europe and research communities such as i4.0, IIC, AIOTI, NetWorks, US IGNITE, IERC or FIWARE among others.
- National initiatives on Industry 4.0, such as Industries 4.0 (in Germany), Industrie du Futur (in France), Industria Conectada 4.0 (in Spain), Fabbrica Intelligence (in Italy), Industry 2025 (in Switzerland), High Value Manufacturing Catapult (in UK) or Produtech (in Portugal) among others.
- Researchers, research centres and academics.
- Policy makers and policy influencers, Policy-makers at any level like EC Directorates and Units, Ministries and Governments, Regulatory Agencies, Standardisation Organisations (CEN, ISO, IEC, W3C, TOG etc.).
- General Public who are interested in Industry 4.0, autonomous quality, cognitive manufacturing, future factories and other Qu4lity topics.

These target audience will be reached through different channels based on their characteristics.

3.3. Communication Office organization and publication and reporting procedure

The Communication Manager (CM) has been appointed to monitor and coordinate communication and dissemination activities, as well as communicate with different stakeholders and communities such as national manufacturing initiatives, innovation clusters in manufacturing and more.

The CM position is represented by INNOVALIA and will work closely with the Innovation and Exploitation Manager (IEM) and the Project Coordinator (PC) to ensure all relevant activities are set to serve the ultimate purpose of project exploitation. All communication activities will take IPR related issues into account.

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In aspect of Qua4lity resources, communication activities will include website, social media networks, newsletters, coordination among partners or the organization of webinars and workshops.

Moreover, the CM is also responsible for compliance to general EU communication policy by ensuring the EU visibility and reference to the EU, including the use of the EU logo. This will ensure that every website and social visitor, attendee to relevant events and all the online/offline communication activities will be aware of the EU role in qu4lity project. Moreover, the CM also ensures that all the publication produced will be tailored with the EU logo and refer to the official EU resources.

3.4. Dissemination guidelines

The CM stipulates the dissemination policy to guide communication actions across the consortium whilst maintaining communication consistency. All Qu4lity partners share the role of spreading the news, attending events on behalf of the project and disseminating Qu4lity news in their networks. In this context, partners should take into account the following guidelines:

- Only use the project templates, roll-ups, design items, logos and other communication materials issued by the CM office while disseminating and presenting Qu4lity.
- Broadcast Qu4lity website: qu4lity-project.eu (still under construction).
- Interact with Qu4lity social media accounts, e.g. Twitter and LinkedIn.
- Add link to qu4lity-project.eu and @EuQu4lity while posting tweets.
- Include a disclaimer excluding EC responsibility in all the publications: any dissemination of results must indicate that it reflects only the author's view and that the Commission is not responsible for any use that may be made of the information it contains.
- Inform the Project Coordinator and the Dissemination Leader before engaging in a communication activity related to Qu4lity and that is expected to have a major media impact.

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4. Communication actions and early results

Within the Dissemination and Communication Plan, the Communication Manager, together with the rest of the Project Coordination Team (PCT) and the consortium, is working on the different communication actions as the branding logo, the communication kit with different materials, the organization and participation in events or the full online presence (website and social media) among other actions.

This set of communication actions pave the way for further impacts in project achievements, products and business potential.

4.1. Communication materials

The Communication Manager has proposed and defined different communication materials (communication kit) that will be used disseminate the results and the achievements of the project.

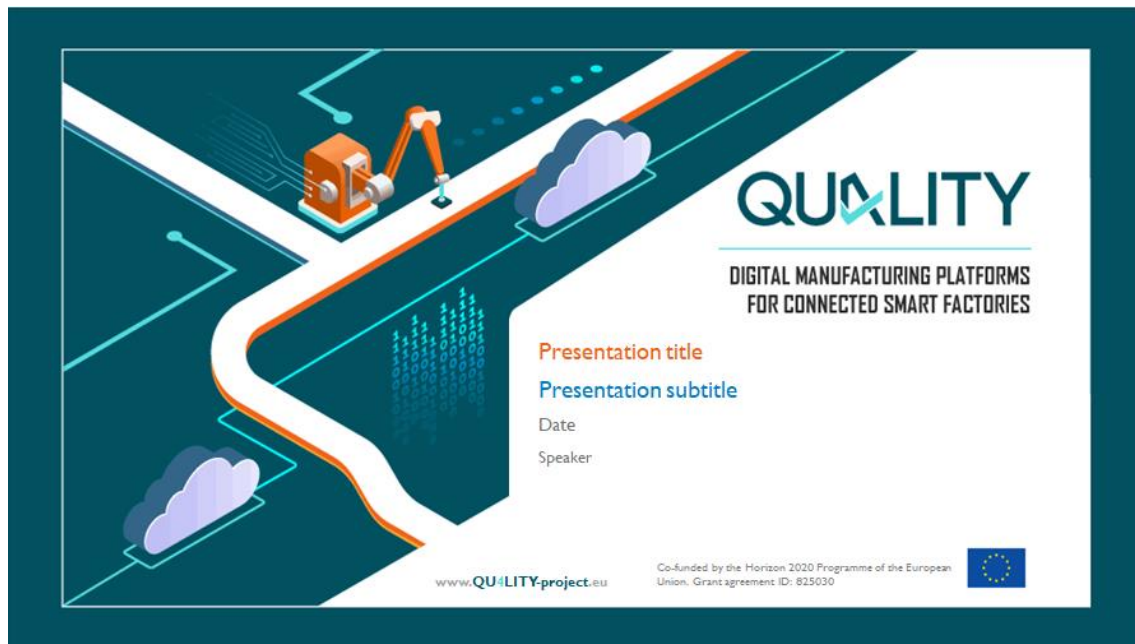
The communication kit will comprise regularly updated content and promotional material. It will consist, mainly, of:

- Pop-up banners, posters, brochures and different conference support materials.
- Branding logo.
- Videos of the developments and use cases.
- Online newsletters.
- Policy briefings.
- Press kits (press releases and press coverage).
- Presentation and Word templates.

The kit will evolve to include marketing campaigns as an essential action towards disseminating results.

By the third month into the project, the consortium has already created the word and presentation templates for the different meeting agendas, minutes, deliverables, presentations and teleconferences agendas and minutes. The following figures show how the templates look like:

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Thank you for your attention !!




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Figure 1 - Qu4lity Presentation Template.

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QU4LITY Meeting Agenda Template

DATE
(City)

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	Meeting	MEETING Agenda template	Date	dd/mm/yyyy
	Document	Agenda	Location	City

1 Agenda

Meeting Objective(s) and Expected Results:

- The purpose of the meeting is...



Day x - DATE		
Time	Topic Description	Responsible(s)
00:00 - 00:00	Welcome and meeting overview	HOST
00:00 - 00:00	—	Scop
00:00 - 00:00	—	Scop
00:00 - 00:00	BREAK	
00:00 - 00:00	—	Scop
00:00 - 00:00	BREAK	
00:00 - 00:00	—	Scop
00:00 - 00:00	—	Scop
00:00 - 00:00	BREAK	
00:00 - 00:00	—	Scop
00:00 - 00:00	—	Scop
18:30	End	
20:00	Social Dinner	

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Figure 2 - Qu4lity Meeting Agenda Template.

The consortium has also worked on the logo of the project. The following logo has been established with four different colours (green, grey, black and white):


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Figure 3 - Qu4lity Logo Kit.

Finally, the consortium has created an account in two different social media channels (Twitter and LinkedIn), as we will mentioned later in the deliverable.

4.2. Internal actions

Internal actions refer to activities used for communication among the consortium. Internal actions will be carried out by Communication Manager, in coordination with the Innovation and Exploitation Manager and the Project Coordinator. To make sure that all partners work collaboratively and achieve synergies in project dissemination, WP9 mailing list has been created to facilitate report, campaign and other communication efforts. Apart from the mailing list, tele-conferences (e.g. Circuit), Qu4lity shared repository and consortium meetings will be organised and tracked to ease internal communication.

Regular teleconference mechanism has been set up in different working group to keep the partners up to date about the project progress. The frequency of the telco is different according to different working groups. Monthly call mechanism has been set up to keep all partners up to date of the project progress. Legal group are set apart to discuss about specific issues. The frequency of the calls can be adjusted to the needs from the exact work required by each different task under different WPs. Within the WP9 "Dissemination, Exploitation and Standardization" a monthly

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teleconference has been established, in which the dissemination and communication activities will be addressed (Task 9.1 – Dissemination and Communication Activities).

The internal actions focus on delivering unified messages to external audience, ensuring that even though news items or content about Qu4lity are generated by different partners in different channels, the messages are unified. The tone of voice, the look and feel of images and the spirit of each message should conform with the communication standard stipulated by the Communication Manager.

In addition, internal communications also serve to cross check communication actions in different parts. Last but not the least, they are used sometimes to brainstorm creative ideas for campaigns and events organisation.

4.3. External actions

External actions refer to communication of Qu4lity and its results to target audiences through different online and offline channels, e.g. participation to events, Qu4lity demonstrations in industrial trade shows, website, traditional media, social media and word of mouth effect.

- **Offline dissemination**

As planned in the Grant Agreement, the project will set up yearly public demonstrations and Open Days in order to engage the manufacturing industry, the major industrial and research associations and ZDM solution providers' on the project output.

It is also an objective of the consortium to participate in different conferences and events. The highlighted events, for example, such as Industry 4.0 Summit, Manufacturing Performance Days, and Factories of the future Conference (EFFRA) or BDVA PPP Summit will serve as an industrial platform for Qu4lity to showcase its results, pilot lines and ambition towards a Zero Defect Manufacturing industry.

A kick-off meeting was organised at the AIC-Automotive Intelligence Centre on January 29th.


Below there can be found information of events planned to be attended by all partners in 2019.

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Nº	Type of event	Partner	Name of the event	Event description	Date	City/ Country	Target audience	Estimated # of persons reached	Action in the event	Planned Attended
1	Conference	NXT	ARC FORUMS	Conferences by the ARC Advisory Group 4x/year on industrial topics	4x year	Global	Industry, researches	800	NXT to participate, exhibit and/or have a speech at 1-2 forums/year	Planned
2	Conference	NXT	OPAF FORUM	Conferences by the Open Group about open process automation 4x/year	4x year	Global	Industry	500	NXT to participate, exhibit and/or have a speech at 1-2 forums/year	Planned
3	Workshop	SINTEF	MANUFUTURE	Manufuture ZDM Subgroup	Yearly	Brussels, Belgium	European Industry	50-100	SINTEF is the organizer	Planned
4	Exhibition/ Trade Show	JSI	IFAM	IFAM is the leading B2B fair for automation, mechatronics, sensor technologies, measuring technologies, computer vision, etc. in Slovenia and the CEE region.	12/02/19 14/02/19	Ljubljana, Slovenia	Industry and general public	1500	Demonstration of a reconfigurable robotic cell.	Attended
5	Other	ATLAS	INDUSTRY4.0	Industry 4.0 event organised by the Municipality of Thessaloniki, with the support of the Greek-German Chamber	19/02/19	Thessaloniki, Greece	Industry, SMEs, Policy makers	70	Atlantis contributed to the organisation of the event and disseminated the QU4LITY vision.	Attended

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Nº	Type of event	Partner	Name of the event	Event description	Date	City/ Country	Target audience	Estimated # of persons reached	Action in the event	Planned Attended
6	Exhibition/Trade Show	SQS	WORLD MOBILE CONGRESS	The world's largest exhibition for the mobile industry, and incorporates a thought-leadership conference featuring prominent executives representing global mobile operators, device manufacturers, technology providers, vendors, and content owners.	25/02/19 - 28/02/19	Barcelona, Spain	All mobile and telecommunication industries.	5000	SQS was at the exhibition.	Attended
7	Conference	JSI	EUROPEAN ROBOTICS FORUM (ERF)	The European Robotics Forum is the most influential meeting of the robotics community in Europe. Over 1000 European robotics top experts from industry and academia are expected to attend.	20/03/19 - 22/03/19	Bucharest, Romania	Industry, academia, governmental representatives.	1000	JSI will give presentation at two workshops organized within the conference.	Attended
8	Conference	SQS	QA TEST	Leading conferences on embedded and complex conference testing.	27/03/19 - 28/03/19	Madrid, Spain	Industry, SMEs, Entrepreneurs, researches and academics.	300	SQS organise the conference.	Attended

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Nº	Type of event	Partner	Name of the event	Event description	Date	City/ Country	Target audience	Estimated # of persons reached	Action in the event	Planned Attended
9	Exhibition/Trade Show	INNOVALIA/UNIMETRIK/CONTINENTAL/IDSA/NXT/TUBS	HANNOVER MESSE	Hannover Messe is the world's leading fair on Manufacturing Technology. The Hannover fair is an important industry fair where the industry shows the world new technologies and use cases for Machine learning and industry 4.0.	01/04/19 - 05/04/19	Hannover, Germany	All industries	2000	INNOVALIA will have demo and shared booth with FIWARE and IDSA. Continental will have a booth on the fair. QU4LITY Member will promote the QU4LITY program. IDSA will have a joint boost together with FIWARE Foundation (Hall 8, booth C25) and several presentations. NXT will participate in the SE booth. TUBS will be a guest and give a presentation of research results.	Planned
10	Conference	UNIMETRIK/INNOVALIA	METROMEET	METROMEET is a unique event and the most important conference in the sector of Industrial Dimensional Metrology	10/04/19 - 12/04/19	Bilbao, Spain	Industry, SMEs, Entrepreneurs, researchers and academics.	100	Innovalia is the organizer and will give presentations throughout all the conference	Planned

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Nº	Type of event	Partner	Name of the event	Event description	Date	City/ Country	Target audience	Estimated # of persons reached	Action in the event	Planned Attended
11	Conference	ATLAS	TECHNOLOGY FORUM	ICT oriented event, demonstrating various uses of ICT for different domains, binging together 20 organisations from North Greece	15/04/2019	Thessaloniki, Greece	Industry, SMEs, Entrepreneurs, researches, academics and policy makers.	300	Networking and B2B event	Planned
12	Conference	IDSA	IEEE IOT WORLD FORUM 2019	The 2019 IEEE 5th World Forum on Internet of Things brings the latest from the research and academic community. It includes a broad program of papers and presentations on the latest technology developments and innovations in the many fields and disciplines that drive the utility and vitality of IoT solutions and applications.	15/04/19 - 18/04/19	Limerick, Ireland	IEEE members, researches and academics		Presentation of IDS concepts and level of integration in current research projects.	Planned
13	Conferecenc e/Exhibition	ATOS	AI & Big Data Expo Global 2019	Showcase of the next generation technologies and strategies from the world of Artificial Intelligence & Big Data, an opportunity to explore and discover the practical and successful	25/04/19 – 26/04/19	London, UK	Industry, SMEs, Entrepreneurs, researches and academics.	1200	ATOS will disseminate QU4LITY Project	Planned

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Nº	Type of event	Partner	Name of the event	Event description	Date	City/ Country	Target audience	Estimated # of persons reached	Action in the event	Planned Attended
				implementation of AI & Big Data in driving forward your business in 2019 and beyond.						
14	Conference	ATOS	Predictive Analytics World for Industry 4.0	Predictive Analytics World is the leading vendor independent conference for applied machine learning for industry 4.0.	06/05/19 – 07/05/19	Munich, Germany	Business users, decision makers and experts in predictive analytics		ATOS will disseminate QU4LITY Project	Planned
15	Conference	AIC	4.0 MAINTENANCE CONFERENCE IN THE AUTOMOTIVE SECTOR	A national 4.0 maintenance event, focused on the automotive manufacturers industry.	08/05/2019	Bilbao, Spain	Automotive Industry, SMEs, Entrepreneurs, researches and academics.	100	AIC co-organizes the event along with AEM (Spanish Maintenance Association) and will disseminate the project	Planned
16	Conference	DANOBAT/ IDEKO	BEDIGITAL	Bilbao Exhibition Center (BEC) and Advanced Manufacturing Technologies (AFM) present the first event aimed at the industrial application of digital technologies.	04/06/19 - 06/06/19	Bilbao, Spain	Industry, SMEs, Entrepreneurs, researches and academics.	150	DANOBAT/IDEKO will give a presentation	Planned

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Nº	Type of event	Partner	Name of the event	Event description	Date	City/ Country	Target audience	Estimated # of persons reached	Action in the event	Planned Attended
17	Conference/ Trade show	ATOS	OpenExpo Europe - 6th Edition	The leading annual Open Source & Free Software Trade Show and Conference in Europe with 5 co-located top IT events, all under in 1 roof (European Cybersecurity Forum, AI &IoT Forum, Fintech Forum, Open CIO Summit, and Open Tech Conference).	06/06/2019	Madrid, Spain	Industry, engineers, designers, analysts, digital managers, developers and business managers	3500	TBC	Planned
18	Conference	TUBS	CIRP CMS	Conference on Manufacturing System	12/06/19 - 14/06/19	Ljubjana, Slovenia	Research, Production Companies, Engineering	150	Guest and presentation of research results	Planned
19	Exhibition/ Trade Show	UNIMETRIK	METAL & METALLURGY CHINA	Metallurgical exhibition with over 600 representatives, who will demonstrate new generation of metal processing technologies, durable equipment and a wide range of additional products in Guangzhou.	13/06/19 - 15/06/19	Guangzhou /China	Industry, SMEs, Entrepreneurs, researches and academics.	600	Unimetrik will participate	Planned

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Nº	Type of event	Partner	Name of the event	Event description	Date	City/ Country	Target audience	Estimated # of persons reached	Action in the event	Planned Attended
20	Conference	INNOVALIA/DANOBA T/IDEKO/ AIT	IOT WEEK	IoT Week is an annual event organized by the IoT Forum since 2011. The IoT Week conference gathers industry and academia representatives from around the world.	17/06/19 - 21/06/19	Aarhus, Denmark	Industry, SMEs, Entrepreneurs, researches and academics.	700	INNOVALIA will attend the event. DANOBA T/IDEKO will give a presentation. AIT is co-organizer of IIoT sessions.	Planned
21	Other	IDSA	IDSA SUMMIT	It is the summit of our association, where members and interested companies come together in order to get the latest news of the association and to network.	25/06/19 - 26/06/19	TBD/ Germany	IDSA members, interested parties from all industries and of all sizes	250	IDSA is the organiser and will provide an overview of the current R&D projects of the association	Planned
22	Workshop	ENG	BDV PPP MEETUP 2019	Open day with plenary and parallel sessions, keynotes and speeches with insights about data driven and AI based innovation	26/06/19 - 28/06/19	Riga, Latvia	Large industries, SMEs, research organisations and data users and providers to support the development and deployment of the EU Big Data Value	50	ENG will participate in Workshops. IDSA will give some presentations of IDS concepts and level of integration in current research projects, and maybe embedded in own session at event.	Planned

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Nº	Type of event	Partner	Name of the event	Event description	Date	City/ Country	Target audience	Estimated # of persons reached	Action in the event	Planned Attended
							Public-Private Partnership with the European Commission			
23	Workshop	ATB	RECOCYPS 2019	1st International Workshop on Reconfigurable and Communication-centric Cyber-Physical Systems. Co-located with the 14th International Symposium on Reconfigurable Communication-centric Systems-on-Chip (ReCoSoC)	02/07/2019 - 03/07/2019	York,UK	Industry and Academia	>50	ATB is the co-organizer and will give presentation	Planned
24	Other	ATLAS	NANOTEXNOLOGY	Nanotextchnology is an annual event in the area of nanotechnology, bringing together industries, SMEs, researchers and academics.	03/07/2019	Thessaloniki, Greece	Researchers, academics, industry.	60	Networking and B2B event	Planned

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Nº	Type of event	Partner	Name of the event	Event description	Date	City/ Country	Target audience	Estimated # of persons reached	Action in the event	Planned Attended
25	Conference	EPFL	APMS 2019 - ADVANCES IN PRODUCTION MANAGEMENT SYSTEMS	APMS 2019 in Austin, Texas brings together leading international experts from academia, industry, and government in the area of production systems to discuss globally pressing issues in smart manufacturing, operations management, supply chain management, and Industry 4.0.	01/09/19 - 05/09/19	Austin, Texas, USA	Academics, Researchers, Industry	300	EPFL will organize a special session titled "Product and Asset Life Cycle Management in Smart Factories"& present papers related to the QU4LITY project activities and results	Planned
26	Exhibition	ATOS	Digital Transformation Europe	Europe's number ONE IT event for those looking to find out how the latest IT innovations can drive their business forward. IP EXPO Europe is co-located at Digital Transformation EXPO which incorporates Cyber Security X, Developer X, AI-Analytics X, Internet of Things X and Blockchain X.	09/10/19 - 10/10/19	London, UK	Academic, Research, Industry	+300	TBC	Planned
27	Conference	VTT	ISMAR	IEEE - Augmented reality conference	14/10/19 - 18/10/19	Beijing, China	Industry, SMEs, researches and academics.	250	VTT will present plans of AR in Industry4.0	Planned

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Nº	Type of event	Partner	Name of the event	Event description	Date	City/ Country	Target audience	Estimated # of persons reached	Action in the event	Planned Attended
28	Conference	ENG/IDSA	EBDVF 2019	The main event of the European Big Data and Data-Driven AI Research and Innovation community	14/10/19 - 16/10/19	Helsinki, Finland	Industry professionals, business developers, researchers, and policymakers coming from 40 different countries	600	ENG should participate in the event. IDSA will give a presentation of IDS concepts and level of integration in current research projects, and maybe embedded in own session at event.	Planned
29	Conference	VTT	EUROVR	XR conference. Industrial track will present application on Industry 4.0	23/10/19 - 25/10/19	Tallinn, Estonia	Industry, SMEs, researches and academics.	80	VTT will present plans of AR in Industry4.0	Planned
30	Exhibition/Trade Show	IDSA	IOT SOLUTIONS WORLD CONGRESS	The IOT Solutions World Congress is an event where industry companies show their solutions/ products regarding of IOT.	29/10/19 - 31/10/19	Barcelona, Spain	Industry, SMEs, IT companies, Entrepreneurs, researches and academics.	16250	Boost and presentations	Planned
31	Conference	SINTEF (NTNU)	IWAMA	European - Chinese industrial conference (Bi-yearly Europe-China)	01/11/2019	Plumuth, UK	Manufacturing Industries	50-80	SINTEF is contributor and give presentation	Planned

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Nº	Type of event	Partner	Name of the event	Event description	Date	City/ Country	Target audience	Estimated # of persons reached	Action in the event	Planned Attended
32	Exhibition/Trade Show	FAGOR ARRASATE	FABTECH	Fabtech Expo is a trade fair for metal working in USA in the fields of metalworking, manufacturing of pipes and welding and technology.	11/11/2019-14/11/2019	Chicago, USA	Industry, SMEs, Entrepreneurs, researches and academics.	1704 exhibitors and 44935 visitors	FAGOR ARRASATE will have a stand.	Planned
33	Exhibition/Trade Show	FAGOR ARRASATE	BLECHEXPO	Due to this fact the entire process chain of cold forming sheet metal working and related mechanical and thermal technology for cutting,	05/11/2019-08/11/2019	Stuttgart, Germany	Industry, SMEs, Entrepreneurs, researches and academics.	< 1000 interested persons	FAGOR ARRASATE will have a stand.	Planned
34	Exhibition/Trade Show	NXT/TTT	SPS SMART PRODUCTION SOLUTIONS/ IPC DRIVES 2019	The most important tradeshow for industrial automation in Europe but also important on a global scale	26/11/19 - 28/11/19	Nuremberg Germany	Industry, SMEs, Entrepreneurs, researches and academics.	150	NXT will exhibit on a 80m² booth its solutions and projects. TTTech will have a booth here, where it is presenting its current technologies, including the ones used in Quality	Planned
35	Conference	ATLAS	MAINTENANCE FORUM	Annual event of the Hellenic Maintenance Society bringing together stakeholders of the maintenance domain.	2019 (Q4)	Athens, Greece	Industry, SMEs, researchers.	200	Networking and B2B event. Maybe poster and/or presentation.	Planned

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Nº	Type of event	Partner	Name of the event	Event description	Date	City/ Country	Target audience	Estimated # of persons reached	Action in the event	Planned Attended
36	Conference	DANOBAT/ IDEKO/AI C	BASQUEINDUS TRY 4.0	The Basque Industry 4.0 Conference was launched in 2014 and today is a multidisciplinary event where strategy, opinions, technology, experiences and workshops are combined and networking is promoted, making it suitable for companies in any sector.	2019 (Q4)	Bilbao, Spain	Industry, SMEs, Entrepreneurs, researches and academics.	500	They will attend this event.	Planned
37	Workshop	AIT	STAKEHOLDER S WORKSHOP IN GRECE	Workshop held in Athens related with Smart Manufacturing	2019 (Q4)	Athens, Greece	Smart Manufacturing Experts and Practitioners, IoT Experts	50	To be co-organized by AIT	Planned

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Nº	Type of event	Partner	Name of the event	Event description	Date	City/ Country	Target audience	Estimated # of persons reached	Action in the event	Planned Attended
38	Other	IK4-IKERLAN	BDVA ACTIVITY GROUP MEETING	The mission of the BDVA is to develop the Innovation Ecosystem that will enable the data and AI-driven digital transformation in Europe delivering maximum economic and societal benefit, and, achieving and sustaining Europe's leadership on Big Data Value creation and Artificial Intelligence. There are regular meetings of the activity group to exchange experiences in such topics.	TBD	TBD	Industry, SMEs and researches.	100	IK4-IKERLAN will give a presentation during a timeslot during the meeting	Planned

Table 1 - Events planned to be attended by the consortium.

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- **Science Journal/Seminars**

Scientific community is one of the most important target audience groups in the communication strategy. Research partners are encouraged to provide infrastructures and learning materials for higher education and training in the industrialists. Scientific essays and publications in scientific journals are expected as the project develops and shows results.

Below there can be found information of publications planned by all partners.

Nº	Authors	Partner	Name of the publication	Publication site	Date	Other information if relevant (pages, city, audience,,,...)
1	Knaak et al.	FHG-ILT	TBD	Control 2019	2019	Stuttgart
2	IK4-IKERLAN	IK4-IKERLAN	TBD	Applied Science (Journal)	2019	Related with BigData and Data Model Scalability
3	Kiritsis et al.	EPFL	TBD	APMS 2019	2019 (Q3)	
4	Aleš Ude, Simon Reberšek, Bojan Nemec, Jure Škrabar, Rok Krhlikar, Jure Skvarč, Aleš Ude	JSI/ KOLEKTOR	Robotic Learning for Increased Productivity: Autonomously Improving Speed of Robotic Visual Quality Inspection	IEEE International Conference on Automation Science and Engineering (CASE)	2019 (Q3)	Paper has been submitted but not yet accepted.
5	Bediaga, I., Mugarza, J., Gerrikagoitia, J.K.	DANOBAT/ IDEKO	Condition Based Monitoring for Zero Defects Manufacturing	Journal of Manufacturing Science and Engineering	2019 (Q4)	Already Submitted
6	Kiritsis et al.	EPFL	TBD (will be relevant to Task T2.5 led by EPFL & WP7 pilots EPFL is involved in)	International Journal of Production Research	2020	
7	Lentes et al.	FHG-IAO	TBD	Werkstattstechnik Online	2020	
8	Knaak et al.	FHG-ILT	TBD	LANE 2020	2020	
9	Escartin, J., Montaner, S., Narbaiza, I., Arregui, A.	DANOBAT/ IDEKO	Anomaly detection methods and models	CIRP	2020 (Q2)	Already Submitted
10	Zheng et al.	EPFL	TBD	APMS 2020	2020 (Q3)	
11	Lentes et al.	FHG-IAO	TBD	Zeitschrift für Wirtschaftlichen Fabrikbetrieb	2021	

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Nº	Authors	Partner	Name of the publication	Publication site	Date	Other information if relevant (pages, city, audience,,...)
12	Knaak et al.	FHG-ILT	TBD	Journal of Intelligent Manufacturing	2021	
13	Lentes et al.	FHG-IAO	TBD	IJPR - International Journal for Production Research	2022	
14	UNPARALLEL	UNPARALLEL	TBD	www.market4industry.com	During the life of WP2	Publications of the results of the work done in WP2.

Table 2 - Publications planned by the consortium.

• Website

The consortium is currently working on the construction of the Qu4lity web page. The website will be adapted to responsive design and will serve as the information hub and ultimate reference for all the project activities updates, playing a key role in online campaign and for communication online performance evaluation.

The website is going to have mainly the following structure and content:


- Principal section, with an overview of the project (main objective of the project, ambition, EU contribution, number of partners, number of countries represented in the project,...), a link to the Twitter channel and a link to subscribe to the newsletter.
- A section that describes deeper the objectives of the project and the main roles and contributions of the consortium.
- A section where all the partners of the consortium are shown.
- A section with all the events that are relevant to the project and that some partners are going to participate in (Hannover Messe, Metromeet, Technology Forum,...).
- A section with news related to the project or the sector.

The website will indicate the role and support received by the European Union in this project.

The website is expected to be launched and operative in April (M4) and the link of the website is: <http://www.qu4lity-project.eu/>

• Social media

The communication Manager office designs and implements an integrated social media strategy to maximise the performance and engagement from the target audience, where Twitter and LinkedIn Group actively contribute to Qu4lity visibility

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throughout and beyond the project lifecycle. All actions in social media seek to generate synergies to bridge the gaps of communication. It aims to connect the values of the project and related stakeholders on-line with the values of target audience specified in the former chapters.

Social media actions aim to lay the groundwork for a future “Qu4lity online community” that will be engaging enough to move the project forward, dynamic enough to keep the conversations going among key stakeholders and effective enough to have its members stay in the upfront of the trend of autonomous quality, smart engineering, zero-defect manufacturing and other hot topics in Industry 4.0.

In addition, the social media network also serves as an extension of the reach of the website. Each piece of news published in the website will be re-referenced to social media accounts, attracting more traffic back to the website, thus generating more project visibility.

▪ **QU4LITY Twitter Account**

The objective of twitter is to generate as much engagement as possible through likes, retweets, replies, profile links, etc. It aims to create a dynamic and fast-moving environment for target audience to always stay up to the trend of Qu4lity activities and industry 4.0.



Figure 4 - Qu4lity Twitter Account.

The twitter activities will be monitored and measured using Twitter analytics. Tweet impressions, number of followers, likes, engagement rate, follower demographic, region and profession. General data analytics in twitter account performance will be reported in the upcoming versions of communication plan and actions.

Qu4lity is going to use existing hashtags to gain followers in the initial stage, such as #FoF_EU, #Industry40 or #DigitiseEU and get into the existing twitter community. The second step will leverage occasions for instance project events/meetings to promote its own hashtag. Within 3 months into the project, the twitter account has already gained about 72 followers.

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The dynamic of Twitter and the potential number of followers it can attract make it the principal online channel to disseminate Qu4lity messages. Many of target audience and key stakeholders are active users in Twitter, e.g. Watify, EFFRA, BDAV...

Twitter Account	Number of followers	Description
EFFRA	2.812	Transforming manufacturing in Europe through the Factories of the Future partnership.
AIOTI	1.127	The European Alliance for Internet Of Things Innovation.
BDVA	2.030	Big Data Value is the Public Private ecosystem around Big Data in Europe.
IoT-EPI	1.239	The IoT European Platforms Initiative - IoT-EPI - aims to build a vibrant & sustainable IoT – Ecosystem in Europe.
FIWARE	11.543	FIWARE is an open cloud-based platform for cost-effective creation and delivery of innovative applications and services.

Table 3 – Key Stakeholders Twitter Account.

Above all, Qu4lity twitter account is designed to comply all the requirements from H2020 Programme Guidance Social media guide for EU funded R&I projects and will continue to be updated for such compliance.

▪ **QU4LITY LinkedIn Group**

LinkedIn Group functions as a professional online networking platform where Qu4lity can address very specific and professional target groups. Different from Twitter account, the group does not aim to generate dynamic conversations, nor fast-pace post updates. Its main objective is to create a shared network for members, mainly our target audiences, to find each other and to get access to professional networking and share project outcomes.

The Qu4lity Group (<https://www.linkedin.com/groups/12075988/profile>) in LinkedIn has just been established, 28 members have been gathered currently. The Group will be filled with more details and content over the coming months, building more connections to people within the consortium and then beyond.

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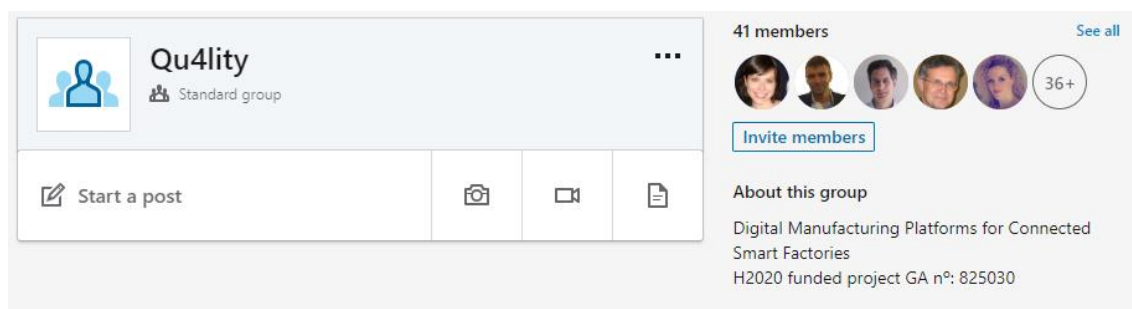


Figure 5 - Qu4lity LinkedIn Group.

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5. Key Performance Indicators (KPIs)

The Dissemination and Communication Plan includes relevant Key Performance Indicators (KPIs) geared to measure its progress as detailed in the table below. KPIs are used as success criteria.

Type of Dissemination	Action	KPIs M1-M12	KPIs M13-M24	KPIs M25-M39
Website content	Identify and publish new content with SEO-driven approach	≥ 2 per month	≥ 3 per month	≥ 4 per month
Online newsletter	Elaboration of a newsletter to announce project outputs (calls, achievements and results)	≥ 2 newsletters		
Promotional material	Design and produce focused materials for specific audiences	≥ 3 materials	≥ 6 materials	≥ 12 materials
Press releases	Produce press releases targeting different audiences	≥ 2 for IT audiences	≥ 1 per major stakeholder category	≥ 2 per major categories
Social media content – Twitter	Publish tweets, including SMART-based campaigns	≥ 8 tweets per month	≥ 24 tweets per month	≥ 48 tweets per month
Social media content - LinkedIn	Publish post including campaigns	≥ 1 post per month	≥ 4 posts per month	≥ 8 posts per month
Stakeholder database	Develop a database of contact for community development and stakeholder engagement	1.500 profiled and engaged stakeholders	2.500 profiled and engaged stakeholders	4.000 profiled and engaged stakeholders
Participation in fair trades, exhibitions and other	Show and disseminate the objectives, ambition, use	≥ 20 events	≥ 35 events ≥ 1 stand decked	≥ 50 events ≥ 2 stand decked

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Type of Dissemination	Action	KPIs M1-M12	KPIs M13-M24	KPIs M25-M39
Events	cases and results of the project. Host a stand decked with different material		(Possibly Hannover Messe)	(Possibly Control, Hannover Messe or IoT Week)
Online and/or F2F training sessions	Provide a service for non-IT savvy to show what the new service means for them	≥ 1 online session ≥ 50 non-specialised attendees		
F2F interactions with local people	Work with use case partners to co-host and open day including media presence	≥ 1 local event ≥ 3 appearance in local media		
Free trials for general public	Organise free trials after having reached a predefined maturity level	≥ 5 "testers"		
Visibility of Qu4lity	Liaise and engage with initiatives with journalists and LinkedIn groups	≥ 20 back-links across major stakeholders ≥ 50 responders identified Qu4lity (questionnaire)		

Table 4 – General Dissemination and Communication KPIs.

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6. Conclusion

Work Package 9 is strategically set to raise awareness and maximise visibility of Qu4lity and its vision of creating an autonomous quality ecosystem for European stakeholders and tackling the industry 4.0 challenges among European industry, SMEs, science community, policy makers and the civil society in general.

In order to accomplish the objective, the consortium has appointed a Communication Manager and defined a Detailed Dissemination and Communication Plan to serve the project within and beyond its lifetime. In accordance, the different tools and channels, the target audience and the internal and external communication activities have been planned to be carried out.

The project already has a logo, different templates, a twitter account and a group in LinkedIn after the kick-off meeting. Apart from that, the Communication Manager is leading the construction of the project website, marketing materials (brochures, posters,...), newsletters and press releases that will be ready gradually as planned in the communication strategy. The initial communication strategy has set different phases for dissemination, the first of which focuses on building up the project identity through disseminating the information of the project to industry, SMEs, scientific community and related European initiatives as defined in the target group. This is the beginning of creating keen interest in Qu4lity topics in the target groups and paves the ground for a dynamic and engaging Qu4lity ecosystem for the future.

In the foreseen months within the first phase of communication strategy, effective communication actions are expected to support the evolvement of the project. Communication materials will also be rolled out according to the need of the project. Continuous monitoring will be carried out to ensure the accomplishment of all KPI targets. Provision of feedback to the initial plans that might be updated, if needed, taking into account possible deviations, changes in the working environment or any unexpected factor that might appear during the whole duration of the all communication activities.

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List of Abbreviations

CM – Communication Manager.
IEM – Innovation and Exploitation Manager.
PC – Project Coordinator.
PCT – Project Coordination Team.
AQ – Autonomous Quality.
ZDM – Zero-Defect Manufacturing.
CPS – Cyber Physical System.
CPPS – Cyber Physical Production System.
KPI – Key Performance Indicator.
SME – Small and Medium Enterprise.
IPR – Intellectual Property Rights.
DIH – Digital Innovation Hub.
FoF – Factories of the Future.
IoT – Internet of Things.
R&I – Research and Innovation.
IT – Information Technologies.

EU – European Union.
EC – European Commission.
WP – Work Package.
PU – Public.

QUALITY	Project	QU4LITY - Digital Reality in Zero Defect Manufacturing		
	Title	Detailed Dissemination and Communication Plan	Date	30/03/2019
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Partners

