



DIGITAL MANUFACTURING PLATFORMS FOR CONNECTED SMART FACTORIES

D9.2 Dissemination and Communication Activities

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Author(s):	Silvia de la Maza and Tord Valentinsson
Partner(s) contributing :	AIC, AIT, ATB, ATLAS, ATOS, CONTI, DAN, ENG, EPFL, FAGOR, FHG, IDSA, IKERLAN, JSI, MON, NXT, SINTEF, SQS, TID, TTS, TTT, TUBS, UNIM and VTT

Abstract: In this deliverable the Dissemination and Communication Activities are reported and assessed. In this report activities are reviewed in relation to the established targets and guidelines. The overall impact during Period 1 on relevant stakeholders through different communication channels is assessed in this report.



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HISTORY

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1. Executive summary

This is the second deliverable regarding dissemination and communication for the WP9 in the Qu4lity project. Previously, a Dissemination and Communication Plan was established to reflect the strategy and planning of communication activities. Following the establishment of the communication plan several activities, such as the creation of a website and event participation have been carried out with the aim of developing the Qu4lity ecosystem.

To ensure the correct implementation of the dissemination and communication strategy, the activities have been compared to their corresponding guidelines established in the previous deliverable. Activities have been monitored throughout Period 1 and the initial results of the communication strategy will be described in this report.

Main communication channels and tools are set up for Qu4lity. These channels have already started to be used to create awareness and participation is increasing steadily. In the next months these channels will be fed with relevant content from the results of the project.

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

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2. Introduction

2.1. Purpose and scope

The main purpose of this deliverable is to cover the communication actions and results from the first nine months of the Qu4lity project as well as laying a foundation for the planning of communication activities during Period 2.

This deliverable is public to facilitate the understanding of the community of the outcomes and results to be disseminated as well as of the areas and ecosystems in which the project consortium is active.

Dissemination actions and awareness creation are key for other activities in Qu4lity, such as the open call launch. With an effective dissemination the interested community will be able to react with sufficient time to apply for the upcoming open calls.

2.2. Contributions to other WPs and deliverables

This report is the second deliverable in a series of reports starting with D9.1. This deliverable will act as preannouncement for some of the actions to be included in the upcoming D9.3 report (Dissemination and Communication Activities - Period 2) and D9.4 (Dissemination and Communication Activities - Period 3)

H2020 reference documents:

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

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3. Initial project communication outcomes

3.1. Website performance

The website act as the first contact point and information hub for the consortium, relevant stakeholders, target audience and the general public. Anyone visiting the webpage can find the objectives, resources and updated activities of the Qu4lity project with full transparency. The webpage features a news press release section and the possibility for visitors to subscribe to the newsletter. The website has been functional since April of 2019. The following section shows data from the launch of the website in April, until the 16th of September

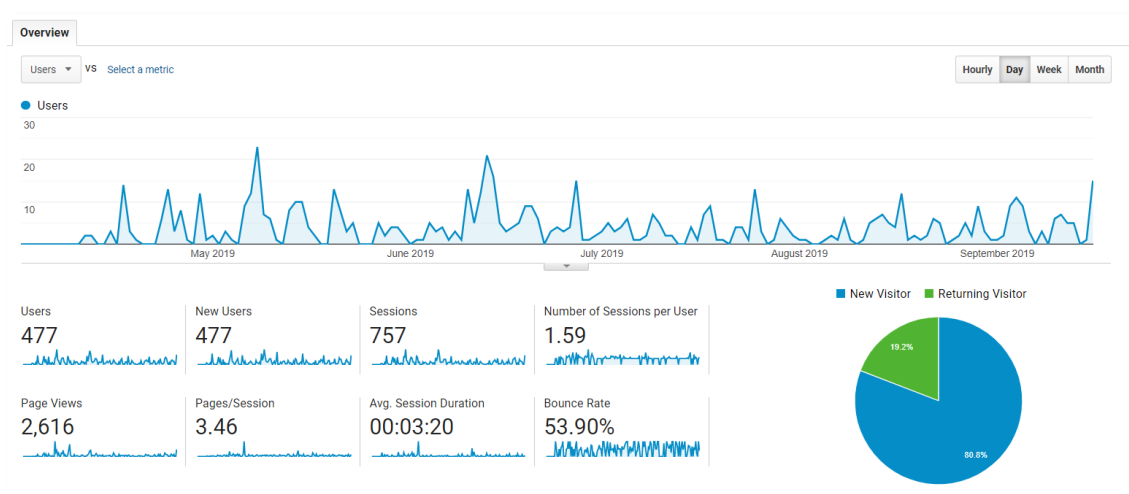



Figure 1 Website performance

It can be observed that 477 unique users have visited the website, registering 2616 page views. A user is defined as someone who has initiated at least one session during the time period. This equals to an average of 523 page views per month over the 5 month period of mid-April to mid-September.

In terms of visitor retention, the Qu4lity website enjoys a bounce rate of 53.9% which is below the industry benchmark. This means that the content of the website attract and retains visitors. The average duration of a session has been 3 min and 20 seconds and average number of sessions per user is 1.59.

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




Country	Users	% Users
1.  Spain	112	 22.67%
2.  United States	80	 16.19%
3.  Germany	66	 13.36%
4.  Italy	36	 7.29%
5.  France	25	 5.06%
6.  Portugal	25	 5.06%
7.  Slovenia	23	 4.66%
8.  Greece	20	 4.05%
9.  Switzerland	15	 3.04%
10.  Belgium	13	 2.63%

Figure 2 Geographical distribution of visitors

The figure shows the geographical distribution of the visitors of the Qu4lity website. As it can be observed, the country with most users is Spain. This is followed by the United States and Germany.

Page	Page Views	% Page Views
1. / 	940	 35.93%
2. /consortium/ 	333	 12.73%
3. /events2/ 	238	 9.10%
4. /the-qu4lity-world/ 	171	 6.54%
5. /objectives/ 	148	 5.66%
6. /newsletters/ 	127	 4.85%
7. /contact/ 	107	 4.09%
8. /news/ 	102	 3.90%

Figure 3 Page popularity

The figure above shows the popularity of the different pages within the website. As can be observed, the main page (here displayed with "/") is the most popular page, accounting for 940 views. This is followed by the consortium and events page.

The popularity of the different pages of the website appears to be logical, since visitors tend to initiate a session via the main page. Moreover, the low amount of page views for the news page could be attributed to the scarce amount of content within that page. As more content will be published in the future in the news section, the number of page views is expected to rise.

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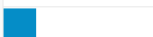


	Acquisition	
	Users ↓	New Users ↓
	477	477
1  Direct	260	
2  Organic Search	124	
3  Referral	56	
4  Social	56	

Figure 4 Website traffic channels

In terms of traffic channels, direct search and organic search stand out as the two most popular traffic channels. Traffic by direct search is made when the visitor has typed in the page's URL or uses bookmarks. This type of traffic is enabled by displaying Qu4lity's full domain name in promotional material such as flyers and presentations. Organic search occurs when the visitor accesses the website by using keywords such as "Industry 4.0". Traffic from organic search is enabled by using an SEO-driven approach for the content.

Social Network ?		Users ? ↓
		56 % of Total: 11.74% (477)
1.	Twitter	43 (76.79%)
2.	Facebook	7 (12.50%)
3.	LinkedIn	6 (10.71%)

Figure 5 Social Network traffic channels

As could be seen in figure 4, referral and Social Media as channels for website traffic are significantly less used, accounting for 20% of all traffic combined. The number of visitors coming from social media is expected to rise as more content will be published

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in the future. When looking into specific social media platforms, Twitter is the dominating platform accounting for 77% of all traffic from social media.

When it comes to referral traffic, partners should be encouraged to publish content referring to Qu4lity on their websites and social media platforms. This would boost the visibility of the Qu4lity project.


Conclusion of the website performance

The Qu4lity project's website has a steady stream of visitors with acceptable bounce rate, it is expected that increases will be visible linked to upcoming actions such as the launch of the open calls. It should be kept into account however that, since the project has started only 9 months ago relevant content related to the project is still not visible to the public, but will shortly be shared, making the website more attractive to visitor. Besides the production of content, the performance of the website is planned to be improved through the following actions:

- SEO-driven approach for publishing content, using relevant keywords such as Industry 4.0, automation, etc. This would increase the number of visits originating from organic search.
- More frequent publishing of content under the news-section. In order to attract more visitors, both quality and quantity of the news publications must increase. Examples include a more extensive description of events and other highlights of the project.
- Encouraging partners to publish content on their websites, referring to the Qu4lity project. As observed earlier, traffic to the website originating from referrals is to be improved. All partners will be encouraged to include a reference to the Qu4lity website when publishing news, events or other type of information related to the Qu4lity eco system.

3.2. Social Media Performance

Qu4lity is presented in various social media platforms, mainly in Twitter and LinkedIn. Statistics from Twitter is in this report analyzed based on Twitter Analytics. The impact generated by Qu4lity will be measured through Numbers of followers on Twitter, impressions generated from each tweet, engagement rate, frequency of post and mentioning by third parties and the tendency of increase in terms of followers and impressions. A detailed analysis can be found below.

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3.2.1. Twitter Analytics

The twitter account has 254 followers and a total of 32K impressions. Impressions are defined as the amount of times that users has seen the tweet on Twitter.

Twitter performance and highlights are in this section shown monthly. Impressions, profile visits, mentions and new followers are the key indicators of the monthly QU4LITY Twitter performance. Moreover, beside the official Twitter account of the project, many participants of Qu4ality are active on Twitter in promoting the project. This occurs both through their personal account and company accounts.

January, 2019: during these 31 days the activity was: 1,737 impressions, 19 new followers

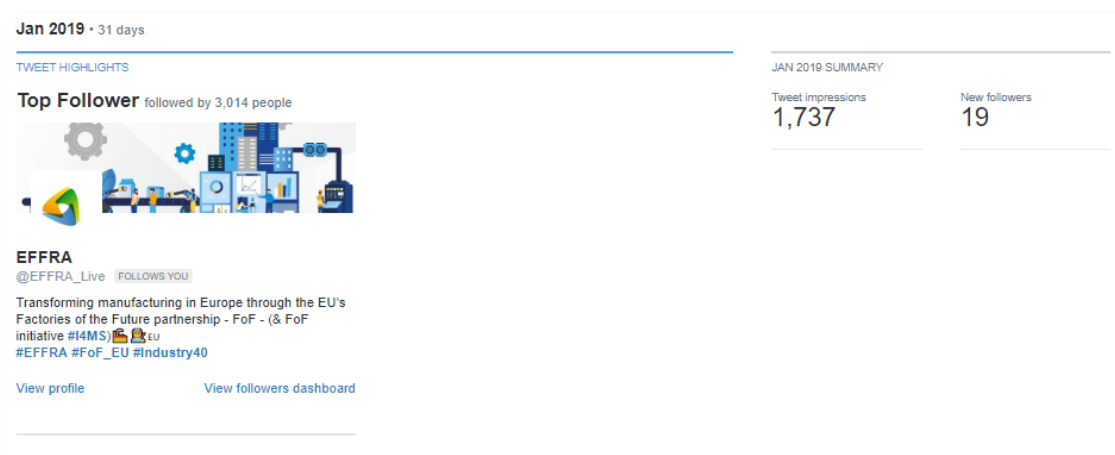



Figure 6 QU4LITY Twitter highlights January 2019.

February 2019: during these 28 days the activity was: 1,520 impressions, 17 new followers



Figure 7 QU4LITY Twitter highlights February 2019.

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March 2019: during these 31 days the activity was: 360 impressions, 5 new followers, 28 profile visits

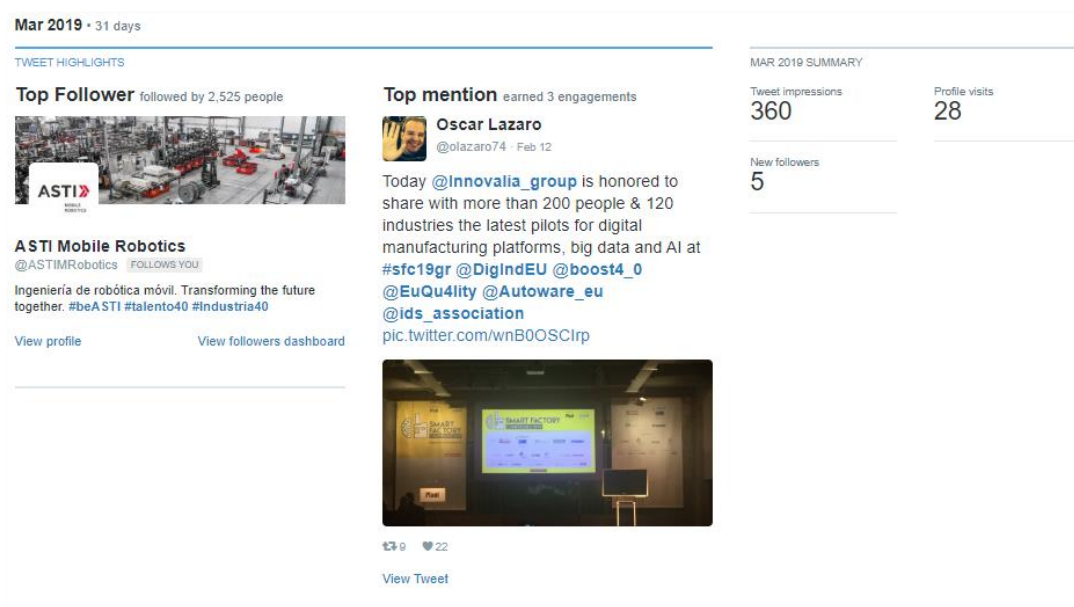


Figure 8 QU4LITY Twitter highlights March 2019.

April, 2019: during these 30 days the activity was: 1,025 impressions, 14 new followers, 158 profile visits, 23 mentions.

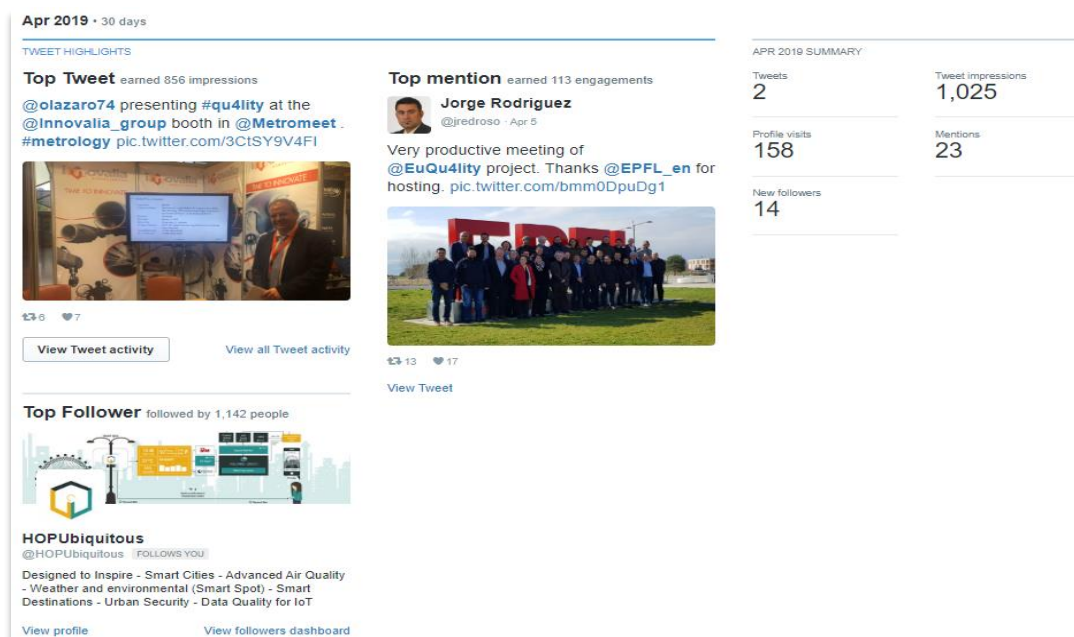



Figure 9 QU4LITY Twitter highlights April 2019.

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May 2019: during these 31 days the activity was: 23.2K impressions, 110 new followers, 388 profile visits, 22 mentions.




Figure 10 QU4LITY Twitter highlights May 2019.

June 2019: during these 30 days the activity was: 1,786 impressions, 30 new followers, 256 profile visits, 38 mentions.



Figure 11 QU4LITY Twitter highlights June 2019.

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July, 2019: during these 31 days the activity was: 836 impressions, 15 new followers, 47 profile visits, 7 mentions.

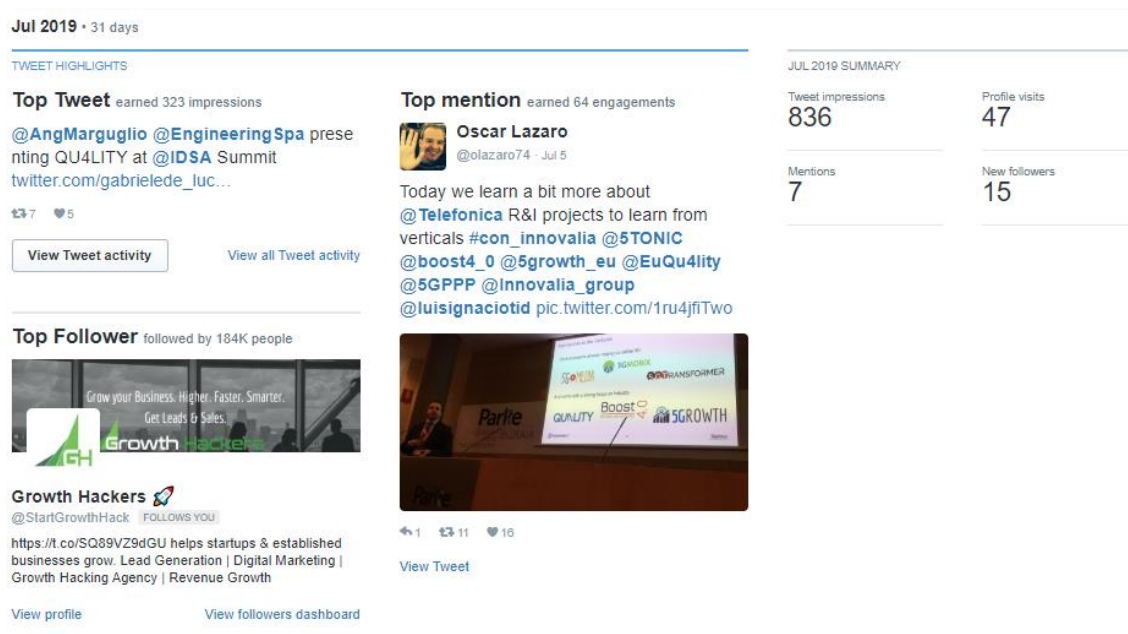


Figure 12 QU4LITY Twitter highlights July 2019.

August, 2019: during these 31 days period the activity was: 395 impressions, 1 new follower, 8 profile visits, 2 mentions.

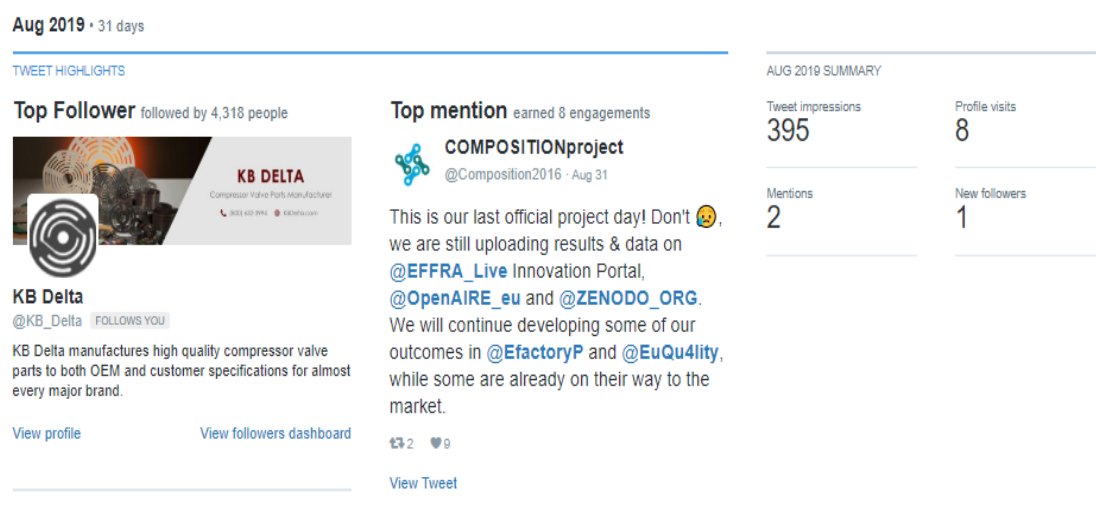


Figure 13 QU4LITY Twitter highlights August 2019.

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September, 2019: during these 16 days the activity was: 145 impressions, 34 profile visits, 3 mentions.

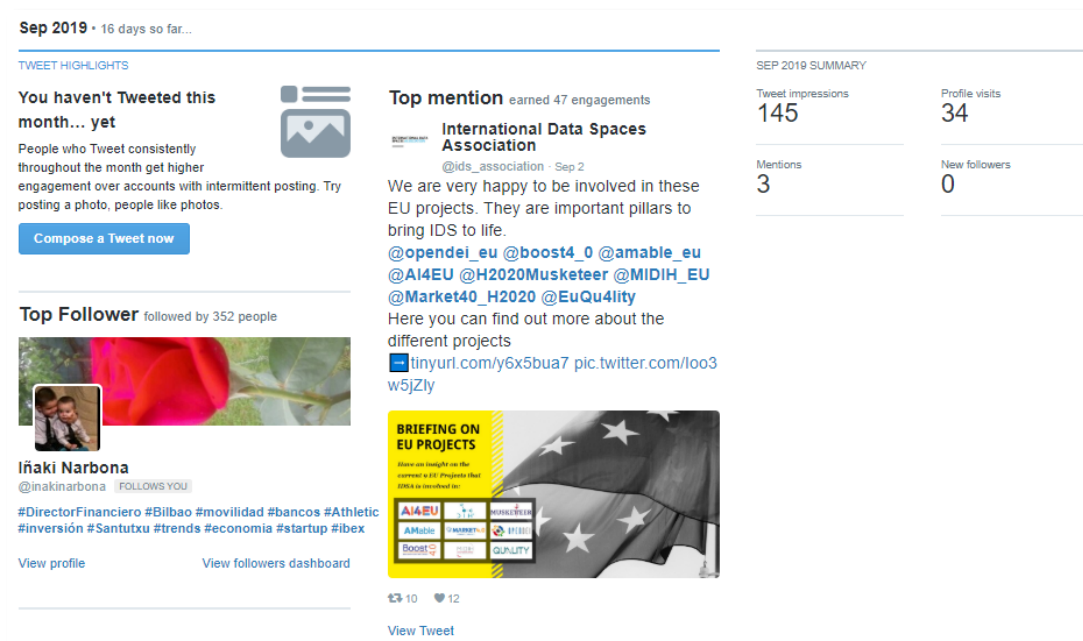


Figure 14 QU4LITY Twitter highlights September 2019.

As seen in the monthly summary, the Qu4lity Twitter account has enjoyed a steady stream of new followers for most months. However, the number of followers is expected to increase as the Qu4ality project proceeds, highlighting interesting events and results.

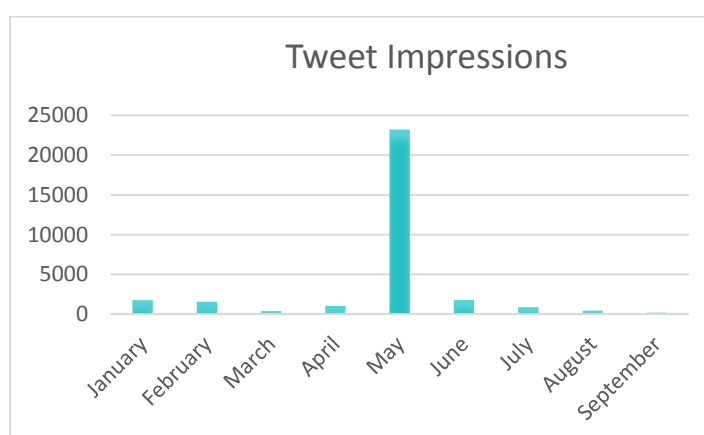


Figure 15 QU4LITY Tweet Impressions.

The peak of impressions in different months are correlated with different intensity of participation to events, presentations, exhibitions and other type of dissemination

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activities. The high amount of impressions in May is likely due to the use of hashtag #Industry40 and events' participation. This successful approach should be considered when publishing tweets in the future.

Below, some tweets highlights that have enjoyed most impressions and third party mentions are shown in the figure.

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
QUALITY	Qu4lity @EuQu4lity · May 2 You cannot miss this interesting webinar on #Industry40 twitter.com/lfigeniaMetaxa... View Tweet activity			22,346	17	0.1%
QUALITY	Qu4lity @EuQu4lity · Jun 25 Get to know our project #qu4lity today at 4.30pm at the #idsa_summit #eng @ids_association @AtosES @Innovalia_group @BDVA_PPP @EFFRA_Live View Tweet activity			1,568	29	1.8%

Figure 16 QU4LITY Top Tweets.


One can conclude that the following type of tweets usually enjoy most impressions and interactions:

- Events participated.
- Working Group Meetings.
- QU4LITY kick-off meeting.
- QU4LITY publications.

The overall performance of Twitter as of today is not impressive. Several actions over the next few months are needed in order to increase the Twitter performance, both in terms of followers and impression. Given the current Twitter status, the following actions would be advisable:

- More frequent publications on Twitter
- More intense communication in pictures, images and videos
- A more extensive use of hashtags when publishing from the Qu4lity account
- Encourage partners to mention the Qu4lity Twitter account

Moreover, current twitter activity has been focused towards event participation. In the future it is suggested to widen the content of the twitter account to include publications related to other activities or information. As website activity and traffic is expected to increase over the next few months, website content will be used to refer to the Twitter account and vice-versa. The expected result from this is increased number of followers on Twitter.

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3.2.2. LinkedIn Analytics

LinkedIn functions as an online networking platform for professionals. In contrast to the Twitter activities, the LinkedIn activities does not aim to generate dynamic conversations nor fast-pace updating. The main objective of the LinkedIn group is to create a network for members, mainly within the target audience, where they will be able to interact with each other and share information about project outcomes. The LinkedIn group currently has 58 members. Moreover, participants in the Qu4lity project have been promoting Qu4lity through personal LinkedIn accounts

3.3. Newsletter

Newsletters are an effective form of marketing the Qu4lity project, both internally and externally. The newsletters aim to update relevant stakeholders and other subscribers about the status of the ongoing project. The subscription function helps maintaining the relationship between the consortium and the target audience. The publishing of newsletters is proposed to start within the next two months, and then continue to regularly be published at least every six months.

3.4. Promotional Material

The promotional material serves as an integral part of the dissemination process in brining awareness of the Qu4lity project and the involved partners. Roll-ups and leaflets have been elaborated with the aim of being displayed by project partners when participating in events. The design of the leaflets and roll-ups can be observed here below.



Figure 17 QU4LITY leaflet

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Figure 18 QU4LITY roll up

3.5. Event Participation

QU4LITY consortium has participated in many conferences, exhibitions, workshops and trade fairs, it is very important to continue presenting the project in communication activities.

Below follows a short description and images from selected events:

EFFRA Live "Factories of the Future Community Days", where **Jorge Rodríguez** from Atos Spain talked about ZDM. In **Metromeet**, the most important conference in the Industrial Dimensional Metrology sector, QU4LITY was presented by Oscar Lázaro from Innovalia.

IDSa Summit, where Angelo Marguglio from Engineering Ingegneria Informatica SpA talked about "Digital Reality in Zero Defect Manufacturing". The **General Assembly** of QU4LITY in Ljubljana, where the partners met to discuss project development. **Hannover Messe**, the world's leading fair on Manufacturing Technology, INNOVALIA had a demo and shared booth with FIWARE and IDSa.


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Figure 19 Jorge Rodríguez in EFFRA Live Community Days



Figure 20 Angelo Marguglio in IDSA Summit.

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Figure 21 Carmen Polcaro from Innovalia presenting the Pilots on the GA



Figure 22 Oscar Lázaro in Metromeet

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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	Workshop	ATOS	Advanced & Interoperable Digital B2B Platforms for Smart Factories and Energy	Statements, presentations and various panel discussions aspire to lay the groundwork to overcome current challenges faced by users.	15/10/18-16/10/18	Brussels, Belgium	Industry and policy makers	80	ATOS was invited to make a first presentation of the Qu4lity project	Attended
2	Workshop	SINTEF	MANUFUTURE	Manufuture ZDM Subgroup	Yearly	Brussels, Belgium	European Industry	50-100	Organized by SINTEF	Attended
3	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.	12/02/19-4/02/19	Ljubljana, Slovenia	Industry and general public	1500	Demonstration of a reconfigurable robotic cell.	Attended
4	Other	ATLAS	INDUSTRY4.0	Industry 4.0 event organized 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 organization 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
5	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
6	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 gave a presentation at two workshops organized within the conference.	Attended
7	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 organized 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
8	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 had a demo and shared booth with FIWARE and IDSA. Continental had a booth on the fair. QU4LITY Member promoted the QU4LITY program. IDSA had a joint boost together with FIWARE Foundation (Hall 8, boost C25) and several presentations. NXT participated in the SE booth. TUBS was a guest and gave a presentation of research results.	Attended
9	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, researches and academics.	100	Innovalia was the organizer and gave presentations throughout all 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
10	Conference	ATLAS	TECHNOLOGY FORUM	ICT oriented event, demonstrating various uses of ICT for different domains, bringing together 20 organizations from North Greece	15/04/19	Thessaloniki, Greece	Industry, SMEs, Entrepreneurs, researches, academics and policy makers.	300	Networking and B2B event	Attended
11	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.	Attended
12	Conference	FAGOR	Auto Intelligent Manufacturing Forum 2019	Conference focused on industry 4.0 hosted by SKC	30/05/19	Guangzhou, China	Manufacturing industry	500	FAGOR gave a presentation focusing on lightweight, quality and new energy technology.	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
13	Conference	DANOBA T/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, Entrepreneur s, researches and academics.	150	DANOBAT/IDEKO gave a presentation	Attended
14	Conference	TUBS	CIRP CMS	Conference on Manufacturing System	12/06/19 - 14/06/19	Ljubljana, Slovenia	Research, Production Companies, Engineering	150	Guest and presentation of research results	Attended
15	Workshop	ATB	ATB's interest Group	Presentation of the Qu4lity Concept and Vision to one of ATB's interest group	14/06/19	Bremen, Germany	Industry and Academia	~15	ATB's interest Group	Attended
16	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, Entrepreneur s, researches and academics.	700	INNOVALIA attended the event. DANOBAT/IDEKO gave a presentation. AIT was co-organizing of IIoT sessions.	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
17	Conference	FHG-IGD	SMI 2019	The conference 'Shape Modeling International' provides an international forum for developments in modeling, simulating and processing digital shape representations.	19/06/19 – 21/06/19	Vancouver, Canada	Academic, Research, Industry	250	FHG-IGD gave a presentation	Attended
18	Other	IDSA/ENG	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	Bohn, Germany	IDSA members, interested parties from all industries and of all sizes	250	IDSA is the organiser and has provided an overview of the current R&D projects of the association. In such a context, ENG has presented the approach and the early results from QU4LITY.	Attended
19	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 organizations and data users and providers to support the development and deployment	50	ENG participated in Workshops. IDSA gave some presentations of IDS concepts and level of integration in current research projects, and maybe embedded in own session at event.	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
							of the EU Big Data Value Public-Private Partnership with the European Commission			
20	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)	02/07/19 - 03/07/19	York,UK	Industry and Academia	>50	ATB was the co-organizer and gave a presentation	Attended
21	Other	ATLAS	NANOTEXNOLOGY	Nanotextology is an annual event in the area of nanotechnology, bringing together industries, SMEs, researchers and academics.	03/07/19	Thessaloniki, Greece	Researchers, academics, industry.	60	Networking and B2B event	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
22	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 organized a special session titled "Product and Asset Life Cycle Management in Smart Factories"& present papers related to the QU4LITY project activities and results	Attended
23	Conference	FHG-IGD	IGA 2019	The objective of IGA 2019 is to be a meeting place for researchers developing computational methods and scientists and engineers focusing on using Isogeometric methods for addressing challenging applications in science and engineering.	18/09/19 - 20/09/19	Munich, Germany	Academic, Research, Industry	170	FHG-IGD attended this event	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
24	Conference	TUBS	ASIM Conference 2019	Conference with strong focus on simulation in production and logistic	19/09/19-20/09/19	Chemnitz, Germany	Science Industry	150	Guest	Attended
25	Conference	POLIMI, ENG, EITD, INNOVALLIA	WORLD MANUFACTURING FORUM	Conference with strong focus on industry and digitalization. A side meeting was also organized among H2020 projects of same nature (ZDM)	25/09/19 – 26/09/19	Cernobbio, Italy	Academics, Researchers, Industry	400	Attended/participated	Attended
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	09/10/19 – 10/10/19	London, UK	Academic, Research, Industry	+300	TBC	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
				which incorporates Cyber Security X, Developer X, AI-Analytics X, Internet of Things X and Blockchain X.						
27	Exhibition	RiaStone	TECHDAYS	Technological tradeshow, in which 10000 visitors are expected, it has application cases in the fields of 5G, IoT, Big Data, Smart Grids, Energy efficiency, and environment: http://www.techdays.pt/	10/10/19 – 12/10/19	Aveiro, Portugal	Academic, Research, Industry	+10000	RiaStone will present its I4.0 digital transformation path through H2020, namely Qu4lity and BOOST4.0	Planned
28	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
29	Conference	ENG/IDS A	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

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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
30	Conference	UNP, AIT	IECON 2019	IECON 2019 is the 45th Annual Conference of the IEEE Industrial Electronics Society (IES), focusing on contemporary industry topics ranging from electronics, controls, manufacturing, to communications and computational intelligence.	14/10/19 – 17/10/19	Lisbon, Portugal	Industry expert, researchers and academics	500	UNP is organizing a session on IECON, called FAR-EDGE – 2nd ecosystem conference, where as part of the session we'll have John Soldatos (AIT) presenting QU4LITY	Planned
31	Conference/ Exhibition	PACE	PACE Days	Annual Conference and user group meeting	15/10/19	Berlin, Germany	Industry	100	Booth showing R&D Projects including "QU4LITY"	Planned
32	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

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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
33	Exhibition/Trade Show	IDSA, INNOVIA, ENG	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
34	Conference	SINTEF (NTNU)	IWAMA	European - Chinese industrial conference (Bi-yearly Europe-China)	01/11/19	Plymouth, UK	Manufacturing Industries	50-80	SINTEF is contributor and give presentation	Planned
35	Workshop	JSI	IEEE IROS Workshop "The current limits and potentials of autonomous assembly"	Workshop organized at IEEE/RSJ International Conference on Intelligent Robots and Systems	04/11/ 19	Macau, China	Academia, industry	100	JSI will have a presentation at the workshop	Planned
36	Conference	WHR	EMS Summit	Conference on future-proof manufacturing strategies from industry leaders	04/11/ 19- 06/11/ 19	Berlin, Germany	Manufacturing industry	150	WHR will give a presentation	Planned
37	Exhibition/Trade Show	FAGOR ARRASATE	BLECHEXPO	International trade fair for sheet metal working	05/11/19- 08/11/19	Stuttgart, Germany	Industry, SMEs, Entrepreneurs, researches and academics.	< 1000 interested persons	FAGOR ARRASATE will have a stand.	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	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.	11/11/19-14/11/19	Chicago, USA	Industry, SMEs, Entrepreneurs, researches and academics.	1704 exhibitors and 44935 visitors	FAGOR ARRASATE will have a stand.	Planned
39	Conference	MONDRAGON	DEI Stakeholder Forum 2019	Event aiming at wide consultation and outreach on the implementation of the "Digitising European Industry" action lines by involving stakeholders from the entire digital value chain.	13/11/19-15/11/19	Madrid, Spain	Stakeholders from the entire European digital value chain.	300-500	Networking and B2B.	Planned
40	Industrial Conference	SIEMENS	Siemens Simulation and Digital Twin Conference	Siemens internal conference with focus on various simulation and digital twin topics attended also by partners of Siemens AG	18/11/19 - 20/22/19	Munich, Germany	Manufacturing industry	~400	Presentation of Factory Digitalization / Digital Twin approaches	Planned
41	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 an 80m² booth its solutions and projects. TTTech will have a booth here, where it is presenting its current	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
									technologies, including the ones used in Quality	
42	Conference	IDSA	IDSA Winterdays	The IDSA Winterdays are an opportunity to present the project and its results to the IDSA community and other participants that will join the event.	03/12/19-05/12/19	Paris, France	IDSA members, cross domain	150	Representation of project with roll-up and flyers. Eventually a designated booth. A specific slot that is designated to the research projects of IDSA as follow up to the session of IDSA Summit earlier in 2019	Planned
43	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
44	Conference	DANOBA T/ IDEKO/A IC	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
45	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
46	Other	MONDRAGON	Plenario de Innovación	Biannual meeting with all cooperatives of MONDRAGON Corporation to discuss different issues regarding innovation.	16/01/20	Mondragon , Spain	CEOs, Innovation Managers and Technicians of MONDRAGON cooperatives	50-100	QU4LITY project will be presented as an example of successful innovative action	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
47	Other	IK4-IKERLAN , ENG	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 - Event Participation

QU4LITY	Project	QU4LITY - Digital Reality in Zero Defect Manufacturing			
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3.6. Scientific Publications

The strategy for dissemination also includes reaching out to the scientific community. Partners have been encouraged to publish scientific essays regarding the activities and results related to the Qu4lity project. In the table below, information about the publication can be found.

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	Andrej Gams, 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)	22.-26.8. 2019	Vancouver, Canada, pp. 1275-1281
5	Luu et al.	FHG-IGD	Efficient slicing of Catmull-Clark solids for 3D printed objects with functionally graded material	Computers & Graphics, Volume 82	August 2019	Special Section on SMI 2019, pages 295-303
6	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
7	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	
8	Lentes et al.	FHG-IAO	TBD	Werkstattstechnik Online	2020	
9	Knaak et al.	FHG-ILT	TBD	LANE 2020	2020	
10	Escartin, J., Montaner, S., Narbaiza, I., Arregui, A.	DANOBAT/ IDEKO	Anomaly detection methods and models	CIRP	2020 (Q2)	Already Submitted
11	Zheng et al.	EPFL	TBD	APMS 2020	2020 (Q3)	

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Nº	Authors	Partner	Name of the publication	Publication site	Date	Other information if relevant (pages, city, audience,,,...)
12	Lentes et al.	FHG-IAO	TBD	Zeitschrift für Wirtschaftlichen Fabrikbetrieb	2021	
13	Knaak et al.	FHG-ILT	TBD	Journal of Intelligent Manufacturing	2021	
14	Lentes et al.	FHG-IAO	TBD	IJPR - International Journal for Production Research	2022	
15	Filz et al.	TUBS	TBD	TBD/ Strong relation to manufacturing	2020	
16	UNPARALLEL	UNPARALLEL	QU4LITY ZDM technologies and Use cases	www.iot-catalogue.com	During the life of WP2	Collaboration tool used to support the results of task 2.3 and 2.4.
17	Tbd. (Siemens Demonstrator Team)	Siemens	Tbd.	Tbd., e.g. Cirp, Zeitschrift für Wirtschaftlichen Fabrikbetrieb or similar	2020-2022	Publication(s) on Siemens Pilot Results

Table 2 – Scientific publications

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4. Key Performance Indicators

Several of the Key Performance Indicators have been set with a period of M1-M39, and the remaining KPIs have a period of M1-M12. Therefore, is still too early to review the majority of these. The KPIs related to online dissemination are expected to improve over the next few months as activities related to the Qu4lity project will be published on websites and social media.

Type of Dissemination	Action	M12 target	M9 Status
Website content	Identify and publish new content with SEO-driven approach using keywords relevant to the project.	≥ 2 publications per month	1 in total
Online newsletters	Elaboration of a newsletter every six months to announce project outputs (calls, achievements and results).	≥ 2 newsletters	0
Promotional material	Design and produce focused materials for specific audiences	≥ 3 materials	3
Press releases	Produce press releases targeting different audiences	≥ 2 for IT audiences	0
Social media content – Twitter	Publish tweets, including SMART-based campaigns	≥ 8 tweets per month	12,4

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Type of Dissemination	Action	M12 target	M9 Status
Social media content - LinkedIn	Publish post including campaigns	≥ 1 post per month	No LinkedIn account. However, a group has been created.
Stakeholder database	Develop a database of contact for community development and stakeholder engagement	1.500 profiled and engaged stakeholders	Tis KPI has not yet been measured. First actions to create a community of stakeholder have being taken in collaboration with the CS OPEN DEI
Exhibitions and workshops	Develop different exhibitions and workshops in order to show Qu4lity use cases to visitors and non-specialised audiences	≥ 1 exhibition/workshop ≥ 50 non-specialised attendees During M1-M39	Not yet measurable
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 During M1-M39	Not yet measurable
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 During M1-M39	On going

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Type of Dissemination	Action	M12 target	M9 Status
Free trials for general public	Organise free trials after having reached a predefined maturity level	≥ 5 "testers" M39	Not yet measurable
Participation in fair trades, exhibitions,...	Host a stand decked with different material	-	Not yet measurable
Visibility of Qu4lity	Liaise and engage with initiatives with journalists and LinkedIn groups	≥ 20 back-links across major stakeholders ≥ 50 responders identified Qu4lity (questionnaire) During M1-M39	Not yet measurable

Table 3 - KPIs

QUALITY	Project	QU4LITY - Digital Reality in Zero Defect Manufacturing		
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5. Conclusion

The communication activities carried out up until M9 have followed the plan established in M3. The set of activities have facilitated the awareness raise of the project and to bring information to relevant Qu4lity stakeholders. Designing of promotional material such as leaflets and roll-ups and participating in events are examples of offline dissemination activities that have contributed to the visibility for the Qu4lity project. The dissemination activities have reached out to various target audiences such as industry representatives, entrepreneurs, SMEs and academic researchers.

The communication channels, at this point in the project, have been set up and a general awareness about the project has been built. The base of the dissemination activities has been built, setting up the channels and awareness about the project has been spread. As soon as outcomes of the projects are available to be realized these will be published and disseminated among the created community.

Additionally, these channels will be fed in the next few months with new content resulting from the work done to define the reference architecture and to implement Zero Defect Manufacturing technologies in the industrial pilots.

Progress has been made with the online dissemination activities, including the website, Twitter activities and the LinkedIn group. The website enjoys a steady stream of traffic, from various countries, and functions as a platform for information about the Qu4lity project and its ongoing events. As the Qu4lity project proceeds, the website will feature more frequent posting of news and newsletters, contributing further to increased website traffic. Moreover, partners will be encouraged to promote and refer to the official Qu4lity website when posting news and other information on their respective websites and social media platforms.

Twitter activities have mainly been based around retweets and mentions by participants in the Qu4lity project. The Twitter account has increased its number of followers to 254 from previously 72 during the period of M3-M9, As the Qu4lity project proceeds, the Twitter account will be used more frequently for spreading information about the project. This is expected to further increase the number of followers.

Dissemination activities will continue after M9 with an increased focus of facilitating the open calls process. This will include webinars, participation in workshops and other activities. As described earlier, online dissemination activities will continue to intensify as the Qu4lity project proceeds.

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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.

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Partners

