



# SATISFACTORY

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 Project Full Title: **A collaborative and augmented-enabled ecosystem for increasing satisfaction and working experience in smart factory environments**  
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## DELIVERABLE D6.3 – PLANS FOR THE DISSEMINATION & COMMUNICATION OF PROJECT RESULTS

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The Satisfactory project consortium is composed of:

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SIGMA <sup>2</sup>	Sigma Orionis SA	France
FRAUNHOFER	Fraunhofer-Gesellschaft zur Foerderung der Angewandten Forschung E.V	Germany
COMAU	Comau SPA	Italy
EPFL	Ecole Polytechnique Fédérale de Lausanne	Switzerland
ISMB	Istituto Superiore Mario Boella sulle tecnologie dell'informazione e delle telecomunicazioni	Italy
ABE	Atlantis Engineering AE	Greece
REGOLA	Regola srl	Italy
SUNLIGHT	Systems Sunlight Industrial & Commercial Company of Defensive, Energy, Electronic and Telecommunication Systems S.A.	Greece
GlassUP	GlassUp srl	Italy
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### Disclaimer

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## LIST OF DEFINITIONS & ABBREVIATIONS

Abbreviation	Definition
D	Deliverable
DCP	Dissemination and Communication Plan
DMP	Data Management Plan
DoA	Description of Action
EC	European Commission
EFFRA	European Factories of the Future Research Association
EU	European Union
IMS	Intelligent Manufacturing Systems
KPI	Key Performance Indicator
M	Month
NoI	Network of Interest
PFS	Presentation and Feedback Session
SEO	Search Engine Optimisation
SERP	Search Engine Results Page

## **EXECUTIVE SUMMARY**

The present document is a deliverable of the SatisFactory project, funded under the European Union's Horizon 2020 Research and Innovation programme (H2020), and presents the 3rd and final version of the SatisFactory's Dissemination and Communication Plan - DCP (D6.3).

The DCP incorporates the strategy and implementation measures envisioned to efficiently communicate the project's objectives and to disseminate its outputs, in order to ensure exploitation of the results. The plan directly answers to the questions *WHY, WHO, TO WHOM, WHAT, WHAT FOR, HOW and WHEN to disseminate?* and sets respective Key Performance Indicators (KPIs), used to monitor the relevant progress and stimulate the challenge of efficient dissemination and communication.

This final version of the DCP summarises the relevant strategy followed throughout the project, outlining all the dissemination and communication techniques and tools foreseen since the very beginning (in the 1<sup>st</sup> version of the DCP) and also, the additional measures and channels exploited after the 1<sup>st</sup> half of the project, mainly targeted to ensuring the continuous dissemination of the SatisFactory's results after the end of the project.

In general, the SatisFactory DCP followed a thorough approach during the project's lifespan, identifying the key target groups and setting ambitious objectives since the initial stages of the project, and then implementing a comprehensive list of tools in order to achieve these objectives, to the largest possible extent. To this end, the project's DCP foresees, among others, active online presence, organisation of workshops, participation in relevant events, production of various articles and publications, and wide dissemination of the project's open resources.

After the end of the project, the partners will continue to communicate the project's information and disseminate its results, in order to support their exploitation in the most effective way, through further research but also through business and commercialisation initiatives.

*The key achievements of the project in terms of dissemination and communication, along with an assessment against the KPIs, are described in detail in the final version of the D6.4 "Report On Dissemination Activities, Public Participation And Awareness"*



## 1. INTRODUCTION

This document constitutes a deliverable of the SatisFactory project, funded by the European Commission's Directorate-General for Research and Innovation (DG RTD), under the European Union's Horizon 2020 Research and Innovation programme (H2020).

The deliverable presents the 3rd and final version of the SatisFactory's Dissemination and Communication Plan - DCP (D6.3). The first version of the DCP was created in M6, while an update (2<sup>nd</sup> version) has already been provided in M12.

The DCP consists of the foreseen strategy, measures and tools employed in order to efficiently communicate the project information and to disseminate its outputs, in order to ensure the best possible exploitation of the results.

The deliverable is structured in order to answer to the questions *WHY, WHO, TO WHOM, WHAT, WHAT FOR, HOW and WHEN to disseminate?* It also presents relevant Key Performance Indicators (KPIs), used to monitor progress in this respect.

The current version of the DCP:

- summarises the relevant strategy followed throughout the project, outlining all the dissemination and communication techniques and tools foreseen since the very beginning (in the 1<sup>st</sup> version of the DCP),
- includes the additional measures and channels exploited after the 1<sup>st</sup> half of the project, and
- foresees measures for the continuous dissemination of the project's outcomes, after the end of the project.

The respective activities carried out in order to implement the SatisFactory dissemination and communication strategy, along with the performance against the KPIs, are presented in detail in the third version of D6.4 "Report On Dissemination Activities, Public Participation And Awareness", due in M36.

## **2. PURPOSE – WHY?**

Before laying out the activities planned for dissemination and communication, it is useful to clearly identify the objectives of such activities.

### **2.1 DEFINITIONS OF “COMMUNICATION” AND “DISSEMINATION”<sup>3</sup>**

According to the European Commission, project communication is “*a strategically planned process, which starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about the action and its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange*”.

The dissemination of the project outputs is “*the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.*”

### **2.2 OBJECTIVES OF DISSEMINATION AND COMMUNICATION ACTIVITIES**

The SatisFactory communication and dissemination objectives are to:

- promote EU research and innovation in manufacturing and ICT domains, and beyond;
- raise awareness about innovative approaches for enhancing workplace attractiveness and key technologies for improving industrial development in Europe;
- influence the attitudes of decision-makers towards a stronger support to European smart factories;
- support SatisFactory activities making the results developed through the project available to the widest audience and enhancing the exploitation potential.

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<sup>3</sup> The definitions of the key terms “communication” and “dissemination” used in this section are taken from the European Commission participant portal website.

[https://ec.europa.eu/research/participants/portal/desktop/en/support/reference\\_terms.html](https://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html)

### 3. DISSEMINATION PLAYERS – WHO?

WP6, i.e. the project activities for “Public Awareness, Dissemination and End-Users Training”, is led by QPLAN (since June 2016), a company with an extensive expertise in communication and dissemination activities related to research and innovation projects. The Dissemination Leader co-defines the SatisFactory DCP along with the consortium and keeps track of it throughout the project, in order to ensure fine-tuning or corrective measures are applied when needed, based on the project’s performance in this respect.

The Dissemination Leader is also responsible to prepare a consolidated report on the project’s dissemination and communication activities on a yearly basis (D6.4), integrating all the relevant activities carried out jointly by the consortium or individually by partners.

Besides, all partners of the SatisFactory consortium (even those who are not contractually required to contribute to WP6) are committed to support and contribute to the communication and dissemination activities over the project duration and beyond. The consortium is formed by a well-balanced group of industrial companies, SMEs and research institutes, thus it is able to reach a diversified audience. Partners’ contribution indicatively includes the following activities:

- communicating information about SatisFactory’s activities through their own websites, social media and industrial and business networks;
- providing the Dissemination Leader with news on the project’s progress, which will be used to feed SatisFactory’s online and off-line communication;
- promoting SatisFactory during the project’s or external events;
- producing scientific publications;
- etc.

The officially foreseen efforts per partner in WP6 are presented in the table below:

**Table 1 – WP6 efforts in person-month**

<b>PARTNER</b>	<b>TOTAL WP6 EFFORT</b>
<b>CERTH</b>	22
<b>SIGMA</b>	5,15
<b>Fraunhofer</b>	0
<b>COMAU</b>	3
<b>EPFL</b>	10
<b>ISMB</b>	4
<b>ABE</b>	22
<b>REGOLA</b>	0
<b>SUNLIGHT</b>	6



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GLASSUP	4
QPLAN	15,85

### **3.1 FOLLOW-UP TABLES OF DISSEMINATION AND COMMUNICATION ACTIVITIES**

Shared sheets were created by SIGMA and later by QPLAN, so as to facilitate reporting and easily sharing of information among partners on dissemination and communication activities.







Four lists and reporting templates are available:

1. Dissemination activities excel sheet, as a follow-up list of partners' dissemination and communication activities of any kind, e.g. attendance to external events promoting SatisFactory, exhibitions, distribution of flyers, etc.;
2. Dissemination channels list (newspapers, websites, social medias);
3. Network of interest (NoI) list, containing identified stakeholders interested by or relevant to the SatisFactory project;
4. Publications excel sheet, for gathering information on the scientific publications produced within the framework of the project.

## 4. TARGET AUDIENCES – TO WHOM?

The target groups of the SatisFactory project have been clearly defined since the beginning of the project. These are listed in the following table:

Table 2 – Target groups

CATEGORIES		EXAMPLES OF MAIN STAKEHOLDERS
	<b>Industry decision-makers</b>	<ul style="list-style-type: none"> <li>- High-level representatives of manufacturing companies in various sectors (e.g. automotive, energy, etc.)</li> <li>- Professional organizations such as Intelligent Manufacturing Systems (IMS), and the European Factories of the Future Research Association (EFFRA)</li> </ul>
	<b>Research communities</b>	<ul style="list-style-type: none"> <li>- Smart manufacturing researchers</li> <li>- Specific ICT research communities (e.g. IoT, Augmented Reality)</li> </ul>
	<b>Policy-makers and facilitators</b>	<ul style="list-style-type: none"> <li>- EU Institutions (European Commission, European Science Foundation, MEPs)</li> <li>- National public authorities (industrial committees, ministry and regional councils)</li> <li>- Standardization Bodies (such as CEN, DIN)</li> </ul>
	<b>Pilot sites</b>	<ul style="list-style-type: none"> <li>- Operators in pilot plants (workers, technicians, managers, etc.)</li> </ul>
	<b>Related initiatives</b>	<ul style="list-style-type: none"> <li>- Related EU-funded projects</li> <li>- ETPs (MANUFUTURE technology platform) and clusters</li> </ul>
	<b>EU citizens</b>	<ul style="list-style-type: none"> <li>- Individuals and civil society</li> </ul>





## 5. MESSAGES – WHAT?

The following project information are communicated to the relevant audience:

- Vision (objectives, strategic relevance) and key facts:  
Key facts follow an evolution from the start of the project to the aftermath and therefore, these messages are updated periodically in the course of the project.
- News (achievements and results):  
Partners for example promote how SatisFactory improves people's lives, by means of demonstration/training activities. Personalised experiences illustrate the impact of the project and give a human dimension that can catalyse end-users' acceptance.
- Events promotion:  
Ready for use solutions, along with potential use cases, lessons-learned and recommendations.

Key messages regarding the industrial future of Europe are also disseminated during the project, such as:

- Research and innovation activities implemented by the project or by external stakeholders;
- Innovative approaches and technologies for increasing factories productivity and efficiency, and enhancing the attractiveness of working environment in factories;
- Expected benefits for the industrial economy and employment in Europe, derived through the upgrade of the manufacturing industry.



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## **6. EXPECTED OUTCOMES – WHAT FOR?**

The DCP is carefully designed to address the identified target groups in the most effective way. The expected outcomes of SatisFactory's communication include:

- a large number of stakeholders being more aware of ideas and technologies for building the industrial future of Europe;
- scientists, researchers and manufacturers convinced that they should pay a special attention to enhancing the quality and attractiveness of working environment in factories, and in making them attractive to young talents;
- if possible, economic and policy decision-makers encouraged in supporting the industrial economy and employment in Europe by promoting novel ICT technologies for industry;
- lastly, and above all, a broad dissemination of new, disruptive ideas, concepts and solutions for the enhancement of work life and manufacturing productivity.

The expected effects of the communication and dissemination activities, in relation to the main target groups of the project, are summarised in the following table.

Table 3 – Expected impact on key target audiences

SATISFACTORY KEY TARGET AUDIENCES						
						
Expected impact:	Industry decision-makers	Research communities	Policy-makers and facilitators	Pilot sites	Related initiatives	EU citizens
• Will be more aware of ideas and technologies for building the industrial future of Europe	✓	✓	✓	✓	✓	✓
• Will help foster EU research and innovation on SatisFactory related technologies	✓	✓	✓		✓	
• Will be convinced to pay a special attention to enhancing the quality and attractiveness of working environment in factories	✓	✓		✓		
• Will support industrial economy and employment in Europe by promoting novel ICT technologies for industry	✓		✓			
• Will be directly affected by the outcomes of the research, and will provide feedback on project activities and results				✓		
• May adopt SatisFactory's technologies and solutions for improving factories efficiency and attractiveness	✓	✓				



## 7. TOOLS AND ACTIVITIES – HOW?

This section explains how SatisFactory strategy delivers key information in an effective way. In order to meet the objectives previously defined, various tools and products related to communication and dissemination activities have been developed during the project lifetime. These tools and activities will provide accessible information to stakeholders and facilitate awareness raising.

### 7.1 PROJECT VISUAL IDENTITY

#### 7.1.1 Project logo

The SatisFactory logo was selected by partners on the occasion of the project kick-off meeting.



Figure 1 – SatisFactory logo

The project logo was designed to picture the ideas of:


- attractive place for workers (sunshine colours);
- re-adaptation of production facilities with human-centred technologies (conventional symbol of factory surrounded by dynamic symbol of human);
- innovation (yellow colour) and ICT technology (digital-like squares coming out of the factory chimney);
- knowledge-sharing (circle).

### 7.1.2 Graphic charter

The graphical identity derived from the project logo has been developed in M1. It details the use of logotype, colours and fonts to be used by the project. All project materials are developed in line with this graphic charter.

#### Main colours

	ORANGE	OCHRE	YELLOW	GREY	BLACK
RGB	246   142   30	255   209   117	255   206   0	88   88   90	0   0   0
HEX	F68E1E	FFD175	FFCE00	58585A	000000



#### Secondary colours

	ORANGE	DARK BLUE	ORANGE2	BROWN	LIGHT BLUE
RGB	246   142   30	0   124   169	255   159   57	169   93   10	30   188   246
HEX	F68E1E	007CA9	FF9F39	A95D0A	1EBCF6




Figure 2 – SatisFactory colours from graphic charter

### 7.1.3 Project templates

Following the definition of the project visual identity, project templates were developed in M3 to ensure that all documents produced by the project share the same design and remain consistent with the project's image during the entire project's duration. SatisFactory's set of templates includes:

- a project deliverable Ms Word template (ready in M3);



- a PowerPoint presentation template (ready in M3); and
- a Newsletter template (ready in M6).

## 7.2 PROJECT PROMOTIONAL MATERIAL

### 7.2.1 Reference project presentation

In M3 the Project Coordinator (CERTH) produced a preliminary PowerPoint presentation to highlight the project's concept, objectives and key facts. Partners can use this reference presentation to introduce the project and its activities when attending events, customising it based on the topic of the event and the project's progress.

### 7.2.2 Project flyer, brochure and poster

A promotional flyer and a poster were initially designed in M3. The flyer describes the project's key facts, objectives and expected results, so that the general public can quickly understand what the project is about. Two hundred copies of the flyer and ten copies of the poster have been printed and shared among partners in order to be handed out at events.

A brochure containing the project results was also produced in M12 and updated in M28, both facilitating SatisFactory participation in major events. In addition, a larger brochure (A3 size) was developed in M30 to present the final outcomes of the project, along with a new poster with a more informative visualisation of the developed components. The A3 brochure was printed in 500 copies in order to be shared in the project's workshops and other relevant events<sup>4</sup>.

Table 4 – Project promotional material

PROJECT PROMOTIONAL MATERIAL		
	Format	When?
Flyer	15x21	M3
Poster	60x80	M3, M30
Brochure	A4 / A3	M12, M28 / M30

<sup>4</sup> All the promotional material can be found on the project's website <http://www.satisfactory-project.eu/satisfactory/project-resources-and-useful-links/>.



### **7.2.3 SatisFactory Videos**

Easily shared on the web, and displayed on wide screens during events, the SatisFactory videos are a very effective way to communicate the project and disseminate its results.

A short video trailer was produced in M6 to promote the project's objectives and activities. The video aims to inform a wide audience about innovative solutions developed by project partners in order to create smart and attractive factories. To this end, the video contains a) interviews of project partners, b) a presentation of the technologies developed by the project and c) shots from the three pilot plants.

A longer project video was developed towards the end of the project, in order to demonstrate the results of the SatisFactory applications' implementation in the pilot industries. Showcasing the tangible outcomes of the project as deployed in real industrial use cases, this video aims to boost exploitation of the project's achievements and support their commercialisation.

Finally, multiple other videos were produced by partners during the pilot and training phases, which were communicated through various channels (social media, newsletters, etc.)<sup>5</sup>.

## **7.3 PROJECT WEBSITE AND SEO**

A project website was launched early enough, in M3 (deliverable in M6). The SatisFactory website is constantly updated with the latest project news and continuously improved all along the project lifetime.

### **7.3.1 Website strategy**

The website constitutes a key communication tool to increase project visibility and impact towards communities of industry decision-makers, researchers and the general public. Launched earlier than initially planned, in M3, and constantly updated, the SatisFactory website (D6.1) contains all relevant information about the project and related topics (SatisFactory overview, objectives, news, event announcements, public reports, links to related initiatives, etc.). The main objective of the website is to spread the project goals and results as widely as possible. The SatisFactory's website is released under the Creative Commons (CC) license, a public copyright license. Its content update is led by QPLAN, while CERTH is responsible for its hosting.

Priority is given to news about the project progress, the presentation of the SatisFactory solutions and technologies, and their implementation in the three pilot sites. The template used (Porcelain) is especially adapted to this use and allows highlighting the core messages in a visually appealing slider.

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<sup>5</sup> All project videos can be found at: [https://www.youtube.com/channel/UCZfT0lsy1J8\\_7JYjqzIFsTw/videos](https://www.youtube.com/channel/UCZfT0lsy1J8_7JYjqzIFsTw/videos) .

Table 5 – Satisfactory website key facts

SATISFACTORY WEBSITE – KEY FACTS	
Website URL:	<a href="http://www.satisfactory-project.eu/">http://www.satisfactory-project.eu/</a>
Main objective	The project website will spread the project objectives and results as widely as possible
License	Creative Commons license
Target audience	At least 5000 visitors will have accessed the website by the end of the project, as per the target agreed in the DoA. An internal KPI is set at 8000 visitors

### 7.3.2 Website analytics

Close monitoring based on analytical tools – such as Google Analytics – and Search Engine Optimisation (SEO) are used to improve the overall website’s efficiency.

The website is expected to rank among the Top 10/Top 3 Search Engine Results Page (SERP) using the following 3 predefined key expressions:

- Satisfactory project;
- Horizon 2020 satisfaction industry;
- Satisfaction augmented reality industry.

Table 6 – Website KPIs

EXPECTED QUANTITATIVE RESULTS				
KPI	At M6	At M12	At M24	M36
Number of unique visitors/month	100	200	250	300
Minimum average visit duration	3'	3'	3'	3'
Position in SERPs on 3 predefined key expressions	Top 10	Top 5	Top 5	Top 3



## 7.4 PROJECT SOCIAL MEDIA CHANNELS

Social media activities contribute to increasing the project impact and fostering networking & clustering between targeted stakeholders. The project uses social media to share relevant news as widely as possible and engage with identified target groups in Europe and beyond. The project online community development will leverage on interactions with already existing communities, thus legitimating SatisFactory in the field.

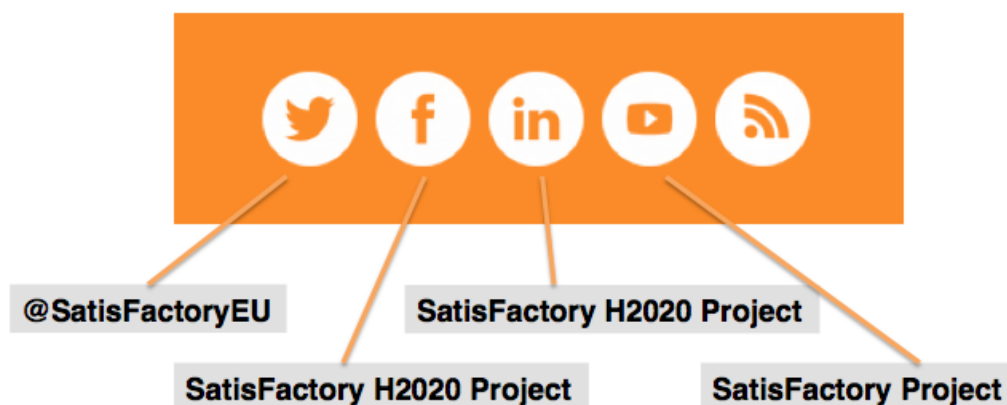


Figure 3 – Social media accounts

### 7.4.1 Twitter

A project Twitter account (@SatisFactoryEU) was created in M2 and is fully operational since M4. Although the initial Twitter KPI set in the DoA was 1 update per week, the team has set more challenging targets by M36, which are presented below:

- 300 Twitter followers by the end of the project
- More than 5 tweets per week towards the end of the project

### 7.4.2 LinkedIn

A project LinkedIn account (SatisFactory H2020 Project) was created in M2 on the basis of a “company page” template, enabling high visibility. LinkedIn is convenient for professional purposes, enabling project partners to add the project LinkedIn webpage to their online LinkedIn CV. The expected impact is the following:

- 100 LinkedIn subscribers by the end of the project
- At least 1 LinkedIn post published every month



### **7.4.3 Facebook**

A project Facebook account (SatisFactory H2020 Project) was created in M2. Its expected impact is the following:

- *100 Facebook likes by the end of the project*
- *At least 1 post every week*

### **7.4.4 YouTube**

A project YouTube channel (SatisFactory Project) was created in M2 to promote multiple short videos introducing the project, its activities and results. The YouTube KPIs set are presented below:

- *At least 600 video views by the end of the project*
- *At least 10 videos published during the project*

## **7.5 NETWORK OF INTEREST**

### **7.5.1 Contact email**

The contact email [info@satisfactory-project.eu](mailto:info@satisfactory-project.eu) was created in M2 and is added to all project communication materials and online tools, so as to allow interested stakeholders to directly communicate with the project team. This contact email is managed by the Coordinator and the Dissemination Leader.

### **7.5.2 Stakeholder mailing list**

SatisFactory targets various stakeholders (mainly from manufacturing and research sectors) through a communication mailing list called “network of interest” (NoI). The NoI list is used for distributing the newsletter and communicating about events. All project partners are regularly requested to suggest potential contacts from external organizations in order to enlarge the list. The expected performance is 300 NoI contacts by the end of the project.

## **7.6 PROJECT PRESS RELEASES AND PUBLICATIONS**

### **7.6.1 Press releases**

The project produces press releases on ad-hoc basis, in order to further support the wide spread of important information about SatisFactory and its achievements. These releases are



communicated through national media networks, translated to national language if needed. They are also promoted through the project's and the partners' online means.

### 7.6.2 Newsletter and email blasts

A newsletter is issued regularly (approximately every six months, aligned with the project's progress and main achievements) to ensure that all stakeholders are informed about the project's evolution and outcomes. The newsletter is drafted by QPLAN, while all partners are requested to contribute with suggestions on its content.

Technically, the newsletter is developed and sent out via a professional emailing solution (Mailchimp), so as to ensure the best delivery performance. Its recipients come from the Nol.

### 7.6.3 Research papers and articles

Project partners commit to publish technical articles, papers and reports presenting project activities and results in highly reputed journals and magazines, to spread knowledge among the identified manufacturing and research target groups and ensure sustainable exploitation of project's outcomes. On average, a minimum of three scientific publications per year is expected.

### 7.6.4 Public deliverables

A major asset for external dissemination is the SatisFactory deliverables. Over the entire project duration, the SatisFactory consortium will produce 33 official deliverables. 21 of them will be made publicly available in the project website, in order to spread the project's excellence and disseminate public knowledge as widely as possible.

Table 7 - SatisFactory Public Deliverables

PUBLIC DELIVERABLES	
D1.1	User group definitions, end-user needs, requirement analysis and deployment guidelines
D1.2	Use case analysis and application scenarios description
D1.3	SatisFactory Common Information Data Exchange Model
D2.1	SatisFactory System Architecture
D2.2	Knowledge model for human resource optimization
D2.3	Social Experience and Gamification techniques for increasing attractiveness
D2.4	HR Workload Management toolkit
D2.5	On job training/ educational environment
D3.1	Semantically-enriched framework for analysis and design of shop floor operations

D3.2	Situated and attractive information exchange techniques for workers
D3.4	Collaborative platform for work process support
D4.4	Data aggregation toolkit and control middleware that integrates social collaboration and sensing environments
D5.2	Evaluation Plan
D5.3	Industrial lab use case Set-up and Demonstration
D5.4	Industrial Pilots Set-up and Demonstration
D5.5	Final System Evaluation Report
D6.1	Project website
D6.2	Data Management Plan
D6.3	Plans for the dissemination and communication of project results
D6.4	Report on Dissemination Activities, Public Participation and Awareness
D6.5	End-users VR-enabled training material and scenarios

## **7.7 EVENTS AND NETWORKING**

### **7.7.1 Presentation and Feedback Sessions (PFS)**

The project organizes Presentation and feedback Session (PFS) in the context of major forums or trade shows in the field of smart manufacturing, in order to maximise the impact on potential clients. These sessions facilitate dissemination of the project's results to manufacturing and research groups and provide an opportunity to receive valuable feedback from these stakeholders.

### **7.7.2 Contributions to other external events**

SatisFactory contribution to related external events - dealing for example with manufacturing, ICT, augmented reality, and other research and innovation areas - favour intense exchange of information and know-how with relevant target groups. The expected performance includes participation or contribution to more than 30 external events.

### **7.7.3 End-users training sessions**

A series of Virtual Reality enabled workers training to SatisFactory solutions was held towards the end of the project in cooperation with key stakeholder groups. These sessions are expected to support scaling up of the developed solutions and enable new users to experiment



the applications and provide their feedback, supporting the fine-tuning of the solutions towards their commercialisation.

#### **7.7.4 SatisFactory Workshops**

Workshops organised by the project aim to provide the opportunity to other researchers, academics and industry stakeholders to watch live demonstrations of the SatisFactory solutions, deployed in real industrial environments, facilitating actual business scenarios. This way, the SatisFactory benefits for the factories of the future are easily conveyed to the target groups and the dissemination impact is maximised.

Once the first deployment in CPERI's industrial plant was completed, the team organised an End-Users Advisory Group Workshop, in order to demonstrate the results from the first pilot implementation to selected experts in the field and to collect their valuable feedback.

Close to the end of the project, the SatisFactory Final Workshop was organised in another pilot industry, namely COMAU, in order to showcase the SatisFactory final achievements to other experts and representatives of similar initiatives, as well as to gather suggestions for further improvements of the developed components, so as to better prepare their commercialisation. This workshop also aimed to facilitate networking among research and industry stakeholders, with a view to promoting further exploitation of the SatisFactory's developments.

#### **7.7.5 International Collaboration - Synergies with related on-going initiatives**

Synergies and cross promotion with related projects is sought to help spreading the word about the project latest activities, achievements and upcoming events. International networking activities target organizations from other Factories of the Future projects, through the European Factories of the Future Research Association (EFFRA). The SatisFactory consortium also considers liaising with the Intelligent Manufacturing Systems (IMS), with the support of EPFL and Fraunhofer FIT.

### **7.8 OPEN KNOWLEDGE DISSEMINATION PLATFORMS**

The consortium believes firmly in the concepts of open science and the large potential benefits the European innovation and economy can draw from allowing reusing research results at a larger scale. By ensuring that the knowledge produced by the project is used by other research stakeholders, we will stimulate the continuity and transfer of SatisFactory outputs to further research and other initiatives, allowing others to build upon, benefit from and be influenced by them.

To this end, the project team ensures visibility of the SatisFactory public knowledge lying in public deliverables, open data and scientific publications by sharing them on other widely used platforms and repositories, besides the project's website and social media. These other platforms are listed below:



### **Zenodo**

Zenodo (<https://zenodo.org/>) is a widely used research data repository developed by the EC, allowing research stakeholders to search and retrieve open data uploaded by other researchers. The project team ensures that open project resources, such as public deliverables, scientific papers and datasets, are regularly uploaded on Zenodo,

### **EFFRA Innovation Portal**

The EFFRA Innovation Portal (<https://portal.effra.eu/projects>) is a unique resource managed by EFFRA, combining a project database with community building and 'mapping' functions, allowing users to map projects on the 'Factories of the Future 2020' priorities.

The project team makes sure the EFFRA database is updated with information about the latest project outputs, including reports and demo material.

### **The OpenAIRE platform**

Dissemination and exploitation of the project's open knowledge is supported through the EC's OpenAIRE platform (<https://www.openaire.eu/>), where visitors can access all types of SatisFactory resources, searching by various keywords and metadata.

### **The SatisFactory Data Management Portal**

In order to promote exploitation of the SatisFactory open data, the project has developed a dedicated Data Management Portal (<http://satisfactory-project.eu/satisfactory-data-mng/#/login>), which, among others, allows visitors to access certain open datasets uploaded by the project team.

## 8. OVERALL DISSEMINATION AND COMMUNICATION MANAGEMENT – WHEN?

Communication about the project, its concepts and objectives starts since the very beginning of the project, while dissemination is kicked off once the first project outcomes are produced (e.g. public reports, demos, scientific publications etc.).

The following timescale presents the planned timing of the main communication and dissemination activities of the project.

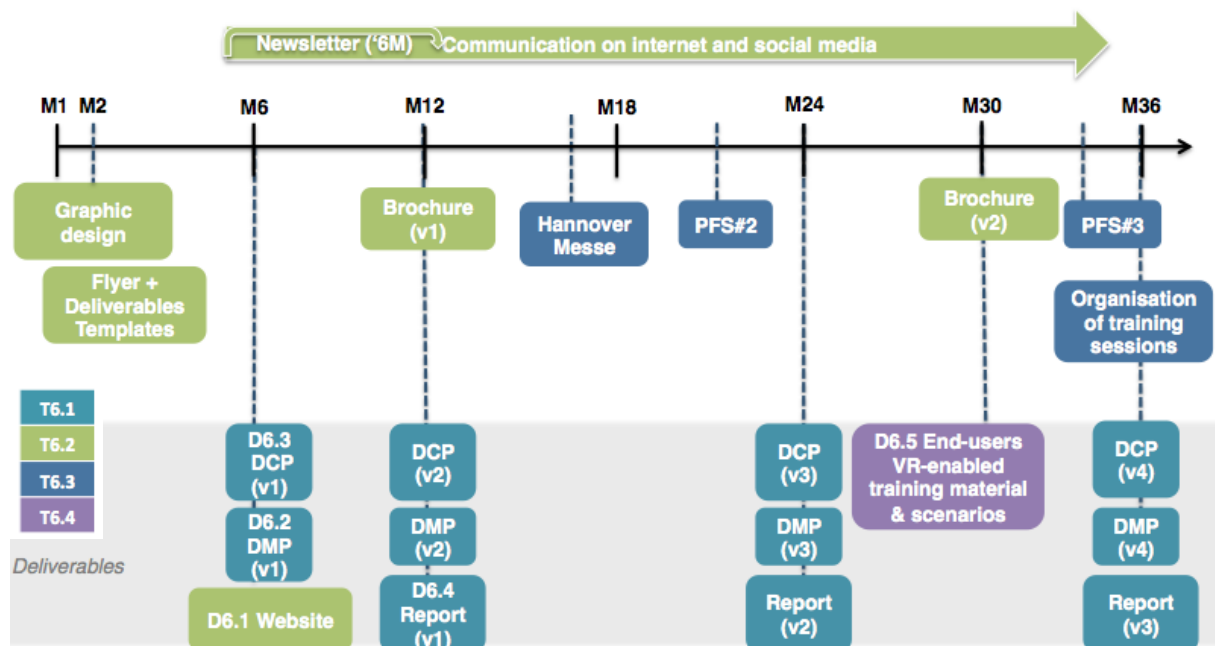


Figure 4 – Timescale

### 8.1 DISSEMINATION AND COMMUNICATION BEYOND THE PROJECT'S LIFECYCLE

Even after the end of the project, the partners are committed to continue promoting the project's outcomes through their everyday activities, networks, portals, and other means, so as to reach related stakeholders. Their individual exploitation plans described in detail in D7.1 "Market analysis and exploitation strategy" and D7.3 "Final plan for the use and exploitation of foreground" set their strategy for the exploitation of the project outcomes after the project's completion. Significant highlight of this strategy is the establishment of a spin-off company, namely "FAREXTRA", between two project partners, i.e. CERTH and Regola, in order to commercially launch specific SatisFactory outputs. As such, the uptake and further dissemination of the SatisFactory concept, approach and main outcomes will expand through partners' business activities and networks and the partners together with the European Commission are expected to act as multipliers for the main assets of the project.



In addition, the Final SatisFactory Workshop organised close to the end of the project will promote transferability and replicability of the project's results across Europe, reaching out to a number of prestigious and high level organisations, businesses and stakeholders and showcasing the SatisFactory tangible achievements. Important contacts will be made towards the post project sustainability of the project's outcomes. Besides, the synergies built throughout the project's duration will leverage multiplier and network effects.

Finally, the open assets produced by the project (deliverables, promotional material, videos, open datasets, scientific papers, etc.) will remain accessible, both through the project's website, as well as through other platforms (Zenodo, EFFRA Innovation Portal, OpenAIRE, publishers' websites, etc.)



## **9. CONCLUSIONS**

This document presents the final version of the Dissemination and Communication Plan of the SatisFactory project, as initially defined in M6 and updated throughout the project's duration, enriched with additional tools and activities for reaching out to the corresponding target groups, communicating targeted messages and disseminating the project's achievements.

As an Innovation Action (IA), SatisFactory needs concrete market outlets for its products – a set of cutting-edge technologies integrated in factory production lines. With this in mind, the dissemination and communication strategy has to allow all relevant stakeholders to be informed about the project activities and outputs, to ensure the highest exploitation potential of SatisFactory products by maximizing information received by potential customers and to support European research and innovation in manufacturing and ICT, thus contributing to the enhancement of industry competitiveness in Europe.

To this end, the SatisFactory DCP guided the creation of a substantial corporate identity, through production of promotional material (such as flyers, videos, press releases, etc.), active online presence (project website, social networks, newsletters, etc.), as well as organisation and participation in key events. Synergies investigated and built with related on-going initiatives and networks (EFFRA, IMS, etc.), as well as the utilisation of widely used platforms to diffuse open assets are also expected to highly favour further dissemination and exploitation of the SatisFactory solutions.

The impact of the dissemination and communication activities foreseen and implemented during the project's lifecycle will continue to spread after the end of the project, multiplied through the partners' individual actions and exploitation plans. This way, further utilisation of the project's outputs will be ensured.