WP5. D5.3.2

Dissemination Strategy and FINES Cluster Collaboration Plan

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LIST OF EXTREMEFACTORIES BENEFICIARIES

No.	Participant Organisation Name	Participant Short Name	Country
1	INNOPOLE S.L.	INNO	ES
2	Institut für angewandte Systemtechnik	ATB	DE
3	Centre for Factories of the Future, Ltd.	C4FF	UK
4	Vaibmu Ltd.	VAI	FI
5	Safeview, S.L.	SFV	ES
6	FAMMSA, S.A.	FAM	ES
7	OAS A.G.	OAS	DE
8	Armbruster Engineering	AE	DE
9	MB Air Systems Ltd.	MBAS	UK
10	Charles Robinson (Cutting Tools), Ltd.	CTOOLS	UK
11	Nikari, Oy.	NIK	FI

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Abbreviations

CEN	European Committee for Standardization
COPRAS	Cooperation Platform for Research And Standards
EC, COM	European Commission
EFF	ExtremeFactories
FB	Facebook
FInES	Future Internet Enterprise Systems cluster
G+	Google+
ICT	Information and Communication Technologies
INNO	Innopole
LI	Linkedin
OECD	Organisation for Economic Cooperation and Development
QA	Quality Assurance
R&D	Research and Development
RFID	Radio Frequency Identification
RTD	Research and Technological Development
SBA	Small Business Act
SME	Small and medium-sized enterprises
TBD	To be defined
UIG	User Interest Group
VAI	Vaibmu

1   Summary

The *ExtremeFactories* project aims to contribute to European technological progress by developing a practical innovation framework and tool for SMEs' innovation in processes and products. In order to ensure the expected impact of the results, a dissemination Strategy and Plan have been defined for generating interest for the project objectives from the beginning.

This report presents the above Strategy and Plan to be performed along the whole project. Firstly, it defines the dissemination strategy: its goals, stakeholders and users, contents and media, and quality criteria described in detail.

Secondly, it introduces the main actions to be carried out within the dissemination plan: namely project web site, presentation sheet, workshops and seminars, user interest groups, publications, conferences, communication to policy-makers and Clustering and Concertation, including FInES cluster collaboration plan.

Finally, the Social Media Strategy to be followed from the start of the project is presented, detailing the goals and channels.

2 Introduction

2.1 Document Purpose

The objective of this document is to present the strategy to disseminate and exploit *ExtremeFactories* project results. The dissemination of the project results plays a crucial role within the project activities, it is essential for the fulfilment of the project's objectives, and will be specifically defined and focused on the main stakeholders and users who may benefit from the project outcome. The key objective of the dissemination activities is to create awareness of the project presence and results and to ensure that the dissemination efforts will produce real utilization of the project results.

2.2 Approach Applied

In order to plan the dissemination process the project's objectives, partner's expertise and roles have been taken into account, as well as the effort which *ExtremeFactories* will dedicate to the dissemination activities required to communicate in the best way the possibilities and the benefits the project can bring to potential users and to collect feedback.

According to that, the dissemination strategy, channels, targets and actions to ensure a successful dissemination of the *ExtremeFactories* project results have been established. They are shown in the following sections.

3 Dissemination Strategy

3.1 Goals

The activities of dissemination in *ExtremeFactories* are intended to present what *ExtremeFactories* is working on and which results are expected. The basic dissemination strategy comprises a combination of various channels, in order to distribute the results and create awareness of the topics they cover. Those different channels which are described in the following chapters complement each other, regarding aspects like the addressed audience and context. Especially, the results should be presented on a scientific level (papers, conference contributions, etc.) as well as on an industrial level (fairs, UIG workshops etc.).

The project will implement a combined dissemination strategy:

- Research partners will enter the scientific discussion by presenting results to the larger scientific community, through conferences and scientific journals;

- Industry partners, supported by the RTD institutions, will present the project results (e.g. specification and prototypes) to a wider industrial community.

Two levels of dissemination will be taken into consideration: *wide dissemination* and *in-depth dissemination*. *Wide dissemination* addresses the broader research community, European industry and the general public who will profit from the project results. It aims mainly to inform and stimulate interest. *In-depth dissemination* involves accurate and detailed scientific information concerning the project results, the technological innovation and supporting further research and development work. *Wide dissemination* includes participation in conferences and general workshops, commercial exhibitions and fairs, clustering activities of the FP7 programme and issue of press releases. *In-depth dissemination* will be mainly done through specific workshops, conference participation, issue of scientific papers mainly focussed on Special Interest Groups, and supporting the test and reuse of software platform and methodology developed within the project.

In addition, and supporting the combined dissemination strategy, a Social Media Strategy will be followed. This Strategy compiles some key actions to be carried out using new available channels to raise interest among a wider group of public. It also will support partners´ exploitation activities and will be supported by the project Internet site. The Social Media Strategy is detailed in Appendix I - Social Media Strategy.

3.2 Stakeholders and Users

The main groups of stakeholders or users the project dissemination is addressing are:

- The *Research communities*, which will be interested in the project results to support their research activities with the project conceptual innovation, exploiting and further developing the project outcomes, and cooperating with the *ExtremeFactories* partners' research activities;

- *The European industries* (mainly SMEs), which will be interested in the *ExtremeFactories* solution. The solution is specially designed for the requirements of globally acting manufacturing SMEs working in a networked context. The project offers a solution to identify innovative ideas leading to improve business processes (in terms of efficiency, effectiveness and performance). Through that European industries will be able to integrate

innovation process or improve their own, and offer innovative products to their customers.

▪ *The Final user communities*, who may take a relevant advantage from the issue of new and more innovative products and services within networked enterprise. Also, they will be able to participate in the collaborative innovation processes opened by the Industries thanks to the *ExtremeFactories* platform, which will increase their satisfaction and needs coverage.

3.3   Contents and Media

A wide variety of dissemination methods is taken into consideration to achieve dissemination purposes and is selected according to the nature of the target audience and the scope of the dissemination.

We identified several different dissemination channels and classified them according to specific objectives. Table 1 below briefly summarizes the main dissemination channels, which the dissemination strategy is expected to exploit:

Table 1: Media/channels for dissemination activities

Media/Action/Method	Purpose	Notes
Project Website / Blog	Awareness Information Engagement Promotion	One of the most versatile dissemination tools, the correct place for providing information targeted to different audiences.
Project Presentation / Brochure	Awareness Promotion	A public report with all relevant data about the project will be published at the Web Site for initial dissemination. It will also be available in printed version.
Internal dissemination	Engagement	Each consortium partner will organise internal seminars to inform its staff about the project and the business benefits for its organisation.
Local dissemination	Engagement	Workshops are small interactive events held to achieve a specific objective. Workshops will be used to disseminate the results of the project among a big amount of organisations.
User Interest Groups / Community Management	Awareness Engagement Promotion	To generate awareness about the importance of innovation in the actual socio-economic context in SMEs directly related to the organizations

Media/Action/Method	Purpose	Notes
		participating in the project.
Concertation	Awareness Information	Coordination and cooperation with other related European projects allocated in the *Future Internet Enterprise Systems cluster* or other existing networks.
Publications	Awareness Engagement Promotion	To publish articles in specialized magazines (RTDs) and in sectoral magazines (SMEs).
Conferences	Awareness Engagement Promotion	The advances and results of the project will be presented in, at least, 1 conference at each country of the consortium. The desirable forum will be innovation related talks, conferences or workshops.
Presence in Media	Awareness Engagement Promotion	Main milestones and events will be communicated to the on-line media of each participating country.
Communication to Policy-Makers	Awareness Information Promotion	Specific attention shall be paid to the identification of societal stakeholders, groups and policy makers that will be relevant to the adoption of project results.

3.4 Quality Criteria

For all the dissemination media described in the previous section, we have defined some basic quality check parameters that should allow evaluating at least the impact of the different dissemination activities, as shown in Table 2:

Table 2: Dissemination quality check parameters

Media/Action/Method	Quality check parameter
Project Website / Blog	Number of visits / downloads
Project Presentation / Brochure	Number of leaflets distributed
Internal / Local Workshops	Number of attending people (registered / estimated)
User Interest Groups / Community Management	Number of SMEs/Individuals receiving information about the project results by means of direct contact or social media.
Concertation	Number of contacts / collaborations established
Publications	Number of articles, relevance of the publication
Conferences	Number of conference attendances
Presence in Media	Number of appearances in Media

Media/Action/Method	Quality check parameter
Communication to Policy-Makers	Number of societal stakeholders, groups and policy makers contacted

Additionally, for some of the dissemination media we have established some values for the indicators shown above, that is, the minimum number of incidences we should achieve, and when, for those project dissemination activities:

Table 3: Impact of Dissemination Actions

Dissemination activity	When	How many
Internal workshops	M15, M30	14 workshops at the participating SMEs (2 workshops per SME per period). Audience: 25% of the staff in the participating SMEs.
Project Presentation / Brochure	M3	1 Brochure available at the web site and in printed version.
Project Website / Blog	M3	5.000 hits during the execution of the project.
Seminars/Conferences	M15 – M30	Participation in at least 4 (one per country).
Publications	M30	**RTDs:** 4 articles in specialized publications (Innovation Magazine, Research* EU Magazine, etc.). **SMEs:** 2 articles in sectoral magazines, publications of chambers of commerce, etc.
User Interest Groups / Community Management	M3, M30	At least 300 SMEs/individuals receiving information about the project results by means of direct contact or social media.

4   Dissemination Plan and Action

The following sections describe the dissemination material to be prepared and the dissemination actions to be performed according to the dissemination strategy previously described.

4.1   Project Web Site

Up to now the project Web Site has been deployed. The domain **www.extremefactories.eu** has been registered for the next 5 years. The first version of the project Web site was deployed at the end of the 1st month of the project. The webpage includes the logos of the 7th Framework Programme and FInES Cluster. The address has been made available to all major search engines. The website contains:

a. **Blog:** this page informs about the advances of the project including information about events, presentations, workshops, seminars or conferences. It is also used to upload articles or news about any subject in relation to the project.

b. **Project overview:** This page contains a general explanation of the purpose of the project including an outline real world scenario showing the expected benefits of the research to perform.

c. **Partners:** this page contains information about all the partners including links to their webpages.

d. **Downloads:** All public deliverables will be available on the Internet site once they have been approved by the EC. The Web site will be the main source for the deliverables, including feedback form, discussion area etc. The project brochure will be also available here.

e. **Join Us! Area:** Section for users to show their interest in the project through email or contacting through social media tools to be able to become part of the *ExtremeFactories* community.

f. **Social Media:** Links to LinkedIn group, Twitter, Facebook page.

g. **Latest Blog Posts:** section where the last posts of the *ExtremeFactories* blog user are shown.

h. **Latest Tweets:** section where the last tweets of the *ExtremeFactories* user (@xtremefactories) is shown. Project Presentation Sheet

The Project Presentation / Brochure as a public report will be used for dissemination in Project Web Site and also during dissemination activities (e.g. seminars). It will contain all relevant data about the project. It will also be available in printed version.

4.2   Workshops and Seminars

Each consortium partner will organise **local workshops and presentations** targeting diverse organisations such as local SME associations, industrial associations (wood & furniture, electronics, metal-mechanics, etc.) or Chambers of Commerce ensuring the gathering of information from companies external to the consortium and disseminating the results of the project among a big number of organisations.

There are 5 workshops planned about innovative problem solving which will be hosted by the RTD partners. Each RTD partner will invite the Industrial partners and other interested companies to the workshop. That way, it will contribute to the "user interest group" creation. These workshops will be held according to the following schedule (dates can be slightly changed):

Table 4: Workshops (innovative problem solving) Schedule

Date	Hosted by	Place
January 2012	INNOPOLE	Spain
June 2012	VAIBMU	Finland
July 2012	C4FF	United Kingdom
January 2013	ATB	Germany
March 2013	TBD	TBD

In addition, each consortium partner will organise **internal seminars** to inform its staff about the project and the business benefits for its organisation. This experience should generate feedback useful for the assessment work. The aim of the internal dissemination will be to foster wider re-use of the results within partner companies. Company staff will be encouraged to monitor developments in the project by regularly accessing the project Web site.

4.3 User Interest Groups

Due to the widespread interest in the knowledge generated within the scope of *ExtremeFactories*, project consortium has set-up as dissemination objective to generate awareness about the importance of innovation in the actual socioeconomic context in SMEs directly related to the organizations participating in the project.

The RTD and SMEs partners will identify and select the most representative companies. The first step will be to start by the ones that have any business relations with the *ExtremeFactories* partners. This group of organisations, constituted by SMEs, big companies or other type of organizations (Business Associations, Entrepreneurial Initiatives) will be contacted as relevant mediators to attract additional users. Thanks to the dissemination potential of those, the consortium expects to reach a wider audience while approaching the third and final year of the project.

Companies participating in UIGs will be invited to populate the knowledge repository of *ExtremeFactories* with their own business cases. In order to compensate these organizations they will be able to freely participate in the *ExtremeFactories* workshops and have access to most of the innovation services of the platform from early stages.

User Interest groups will be launched from the beginning of the project. It will be promoted through several activities:

1. During the whole project, the consortium will make a special effort in **Community Management** (see Appendix I - Social Media Strategy) to maximize the effects of this Dissemination Activity.

2. Visitors of the web site may fill up expressions of interest through a form that is available on-line (see form in Appendix II - ExtremeFactories User Interest Group Form).

3. Each of the partners, RTD and industrial, will promote the creation of UIGs by, first of all, locally informing the companies related to them (providers, partners, customers, etc.)

and secondly contacting local administration or intermediate organisations such as Chambers of Commerce.

4.4 Clustering and Concertation

The project will make use of the dissemination activities undertaken by the European Commission and by projects funded by the Commission. The task addresses the collaboration liaison and co-operation activities with other ICT projects under the responsibility of the "**Networked Enterprise and RFID**" unit and/or "**Converged Networks & Services**" Directorate. The cooperation exploits synergies between the projects and increases the impact of the ICT initiative. This project is allocated to the Future Internet Enterprise Systems (FInES) cluster[1].

The consortium members commit to provide contributions, in general, to the following activities of the selected clusters:

- Exploitation of synergies / technical 'concertation': participation in workshops, contribution to one or more working groups activities, input to scientific and strategic activities, active contribution to Tasks Forces;
- Joint activities for exchange, dissemination and training;
- Production of dissemination material that can be used for communication towards the general public;
- Contribution to repositories of reference implementations and dissemination portals [to be determined according to the project results and exploitation strategy];
- Contributions to two specific Task Forces "SMEs" and "Manufacturing".

4.4.1 FInES Cluster Collaboration Plan

FInES cluster is composed of FP6 and FP7 funded projects, as well as experts and stakeholders from all over Europe, working in the areas of Enterprise Software, Enterprise Interoperability and Collaboration applicable to enterprises.

The EFF consortium has identified the Tasks Forces where the project can contribute to. They are the following:

- Business Values, Business Scenarios and Business Models (re-visited);
- The Internet as a Universal Business System and ISU Re-visited;
- FInES Research Exploitation and Impact Creation;
- Collaborative Networks;
- Communication;
- Contribution of FInES Research to the Digital Agenda;
- Inter-relation between FInES Research and Standards and Standardisation;
- FInES Architectural Design Principles;
- FInES Research Roadmap;
- Going Global: The International Dimension of FInES Research and International Cooperation;
- Manufacture and Industry;
- "Scientific Publication";

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[1] FInES cluster (Future Internet Enterprise Systems) - http://www.fines-cluster.eu

- SMEs in the Future Internet;
- Technology watch and FET.

Additionally, *ExtremeFactories* plans to attend events organised in the FInES cluster framework.

4.5 Publications

RTDs will publish articles in specialized magazines (such as Innovation Magazine or Research* EU) and participating SMEs will publish their business cases in local publications (e.g. Chambers of Commerce magazines, sectoral magazines, etc.). Some of the journals that will be targeted by *ExtremeFactories* are:

- Journal of Manufacturing Systems
- Journal of Technology Management and Innovation
- Baltic Journal of Management
- International Journal of Software Engineering and Knowledge Engineering
- The Open Software Engineering Journal

4.6 Conferences

The advances and results of the project will be presented in, at least, 4 international conferences. The desirable forum will be innovation related talks, conferences or workshops. The types of conferences where *ExtremeFactories* can be presented are:

- European SME Expos.
- OECD conference on SMEs, Entrepreneurship and Innovation.
- SBA Conference.
- Future Internet Week celebrated every year at different locations in the EU.

4.7 Communication to Policy-Makers

During the project, consortium members will assess the dimension of expected policy and societal impact, and the viability of the project in view of expected acceptance of such impact. The project will identify the policy priorities or pillars that it will support by its activities, notably under the umbrella of the Commission's ICT Programme Challenge 1 priorities or external assemblies such as the Future Internet Assembly. **The Commission "Innovation Union" and the "Digital Agenda for Europe"** Communications are reference documents to be carefully considered by the project. Specific attention shall be paid to the identification of societal stakeholders, groups and policy makers that will be relevant to the adoption of project results, in order to support the development of special actions to acquire their motivation and to sustain the deployment of the project results. This task addresses as well any standardization initiatives. This will lead to list of recommendations for European policy makers included in the present deliverable. In fact the existence of the *ExtremeFactories* project has already been communicated to **CEN Technical Committee TC389 on Innovation Management, coordinated by Ms. Maitane Olabarria**, following the COPRAS guidelines for standardisation activities (available at http://www.w3.org/2004/copras/docu/D27.pdf)

5   Appendix I - Social Media Strategy

The Social Media Strategy is part of the Project Dissemination Strategy. It has been designed to be used during the development of the project and after its finalization for increasing the impact of the dissemination activities. It is defined in the sections below:

5.1   Stakeholders

ExtremeFactories is an industrial research and development project. Though the project results are open to anyone, the key stakeholders considered in the Social Media Strategy are mainly industry and research professionals. This Strategy aims to raise interest and engagement among the following target groups:

A.   Industrial SME community

- o   Employees of the industrial consortium partners
- o   Customers of the industrial consortium partners
- o   Other professionals within the industrial SME segment

B.   Academic research community

- o   Employees of the R&D partners
- o   The academic community of the R&D partners
- o   Other academic research communities

C.   Others

- o   Other SME communities.
- o   In general, anyone present in an innovation process within a virtual or networked organization (customers, suppliers, providers, etc.).

5.2   Goals of Using Social Media

Extreme Factories' social media strategy is bound around two main purposes: Share knowledge! and Engage! In general, sharing knowledge is all about increasing the understanding and importance of the innovation process within the industrial SMEs. Moreover, selected social media channels are used to share the results and findings of the project.

By using social media channels, the project team also aims to engage stakeholders to participate in the project. Social media tools are perfect to initiate spontaneous participation. This 3rd party engagement will occur in the form of participation in the discussions taking place in the Extreme Factories blog, LinkedIn and Facebook pages or just through direct emailing to the Extreme Factories consortium members.

5.3   Channels

Extreme Factories will use a broad range of social media channels for knowledge sharing and engaging. The two tables below describe the channels and their role in the communication. There are slightly different behaviors depending on whether we are looking from the Extreme Factories as a group or entity or from the individual project team member point of view:

5.3.1 ExtremeFactories' Point of View

Table 5: *ExtremeFactories'* Point of View

Channel	Why?	What?	How?	Who?
SlideShare	Share knowledge!	• All non-confidential presentations and documents	• Eye on presentation quality • Opportunity to download • Always unified EFF page • Automatic connection FB, Twitter, LI, G+	• INNO • VAI
Twitter	Share knowledge!	• Twitter message when new blog post, presentation in slideshare, or good discussion in the Linkedin page. • Information, when stakeholders can download and test the software • Used to improve Google indexing	• Automatic posting of Blog, FB and LI entries. • Spontaneous posting.	• INNO • VAI • (ALL)
Facebook Page	Engage! Share knowledge!	• Links to blog posts • Public events invitations • Links to related articles (non-EFF also) • Photos of the events and screenshots of the new service	• Automatic posting of tweets, EFF blog and LI entries. • Spontaneous posting.	• INNO • VAI • (ALL)
LinkedIn Page	Engage!	• Links to blog posts • Public events invitations • Links to related articles (non-EFF also) • Invitation to public testing	• Automatic connection from Blog to the Project's LinkedIn page	• INNO

Channel	Why?	What?	How?	Who?
EFF internet page / Blog	Share knowledge! Engage!	• Articles about Innovation, SME's, EFF publications and short reports on EFF meetings • Photos of the events and screenshots of the new service • Mentioning when a new document uploaded to slideshare • Information about the public events	• Weekly posting rhythm or even more often (each RTD partner once a month at least)	• ALL

5.3.2 Individual Participants' Contribution

Table 6: Individual Participants' Contribution

Channel	Why?	What?	How?	Who?
SlideShare	Share knowledge!	• All non-secret personal presentations and documents	• Eye on presentation quality • Opportunity to download • Always unified EFF page • Automatic connection FB, Twitter, LI, G+	• ALL
Twitter (corporate and individual account)	Share knowledge!	• Re-Tweet official EFF messages	• Automatic connection FB, LI, G+	• ALL
Facebook (corporate and individual account)	Share knowledge!	• Share + like official EFF messages • Photos of the meetings		• ALL
LinkedIn / XING	Share knowledge!	• Share official EFF messages		• ALL
Personal blog	Share knowledge!	• If it fits to the purpose of the blog, articles about the EFF subject are welcome.		• ALL

Channel	Why?	What?	How?	Who?
Participant's corporate intranet	Share knowledge! Engage!	• Information about EFF to their colleagues and peers • Invitation to test the system • Invitation to follow project in social media channels		• ALL
Participant's company site	Share knowledge! Engage!	• Information about EFF • Invitation to test the system • Invitation to follow project in social media channels		• ALL

5.4 Practices

TO COMUNICATE:

- All partners should use the channels explained above for the dissemination of the project (those they have available), as indicated in the tables.

- At least once a week, each individual participant will share on his social media network the new entries found in the *ExtremeFactories* Blog, Facebook page, Twitter.

- At least once a month each RTD partner will upload an entry to the *ExtremeFactories* Blog to share articles, conclusions, videos, whatever related to the project or the project field

TO BE IN TOUCH:

- Answer comments left by people on the Blog/Facebook/Twitter.

- Open new conversations.

- Participate in conversations opened by stakeholders.

FOLLOW-UP:

To be able to measure the results of the communication activities is as important as to communicate. The results must be measured under unified and quantifiable criteria. This will help us make decisions about the social media strategy and to update it when necessary, in order to achieve the goals we have established.

There are several tools which can be used for monitoring the results, in other words if our strategy is working. Some of them are shown below:

- Tools for measuring the reputation:

  o **Goolge Alerts** (http://www.google.com/alerts): to create alerts to receive published news related to the key word indicated in the alert.

  o **Blog Search** (http://blogsearch.google.es): a search engine specialised in blogs contents.

- o **Twitter Search** (http://search.twitter.com): search engine to search everything commented on real time through twitter.

- Tools for measuring the popularity:

    - o **Google Analytics** (http://www.google.com/analytics/es-ES/): to compile, see and analyse traffic data about the web site.

    - o **Twittercounter** (www.twittercounter.com): offers graphics about the follower's evolution. To measure the profile popularity

    - o **FacebookGrader** (www.facebookgrader.com): analyses the volume of followers. To measure the popularity of the page.

    - o **Sometrics** (http://www.sometrics.com): specialized system for web analytic. To measure the activity of the application.

- Tools for measuring the influence:

    - o **Twitalyzer** (http://twitalyzer.com/twitalyzer/index.asp): between others, evaluate number of times other users have mentioned or recommended your messages/you.

    - o **Post Rank** (http://www.postrank.com/postrank#how): index measuring the quality of the content which has been published in one post.

    - o **Klout** (http://klout.com/home): measures the presence in social media of users or brands.

6   Appendix II - ExtremeFactories User Interest Group Form

ExtremeFactories User Interest Group Form

ExtremeFactories project objectives are to create an effective framework for supporting SMEs in innovation processes. The project assets, methodology and supporting ICT system, are intended to enable innovation management along its whole life cycle from inception over innovative ideas prioritisation and implementation to follow-up of implemented innovations.

If you are interested in innovation processes within your company or you participate in innovation related R&TD projects, please fill the following form. The *ExtremeFactories* consortium will invite you to attend workshops and seminars and receive relevant information on the progress of the project.

Company	
URL	http://
Contact Person	
Telephone	**email**
Sector	
Activity	
Are you involved in R&TD Innovation related projects?	
Name & Objective of the project	
EU funded?	
Comments (please, tell us your specific interests or other projects of you may be involved in)	

Thank you!