

D7.11 – Target-Driven Dissemination Strategy, Plan, and Reporting v2

WP7 – DISSEMINATE: Communication, Dissemination and Standardisation





Document Information

GRANT AGREEMENT NUMBER	958205	ACRONYM		i4Q
FULL TITLE	Industrial Data Services for Quality Control in Smart Manufacturing			nart Manufacturing
START DATE	01-01-2021	DURATION	١	41 months
PROJECT URL	https://www.i4q-	-project.eu/		
DELIVERABLE	D7.11 – Target-I	Driven Disseminati	on Strategy, P	lan, and Reporting v2
WORK PACKAGE	WP7 – DISSEMIN Standardisation	NATE: Communica	tion, Dissemin	ation and
DATE OF DELIVERY	CONTRACTUAL	29-Feb-2024	ACTUAL	29-Feb-2024
NATURE	Report	DISSEMIN	ATION LEVEL	Public
LEAD BENEFICIARY	I-VLAB			
RESPONSIBLE AUTHOR	Christophe Norm	nand (I-VLAB)		
CONTRIBUTIONS FROM	5-KBZ, 16-IVLAB	5-KBZ, 16-IVLAB		
TARGET AUDIENCE	1) i4Q Project partners; 2) industrial community; 3) other H2020 funded projects; 4) scientific community			
DELIVERABLE CONTEXT/ DEPENDENCIES	This document is the update of the preceding document D7.5 - Target-Driven Dissemination Strategy, Plan, and Reporting (v1).			
EXTERNAL ANNEXES/ SUPPORTING DOCUMENTS	None			
READING NOTES	None			
ABSTRACT	This document aims at defining the dissemination strategy of the i4Q Project. It describes the objectives, targets, tools and assessment metrics used to reach the main dissemination goal: to make knowledge available in a suitable format to targeted audience and final consumers in order to increase the adoption of the i4Q Solutions. It gives the reporting on the dedicated KPIs chosen for the project.			ols and assessment on goal: to make geted audience and of the i4Q Solutions.



Document History

VERSION	ISSUE DATE	STAGE	DESCRIPTION	CONTRIBUTOR
0.0	08-Feb-2024	ToC	Table of contents	I-VLAB
0.1	12-Feb-2024	Draft	1 st Draft available for internal reviewers	I-VLAB, KBZ, FBA
0.2	16-Feb-2024	Internal review	Internal review of the document	KBZ, DIN, UPV
0.3	20-Feb-2024	Draft	Addressing the reviewers' comments – sent to CERTH for the final review	I-VLAB
1.0	29-Feb-2024	Final doc	Final quality check of the deliverable and issue of final document	CERTH

Disclaimer

Any dissemination of results reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.

Copyright message

© i4Q Consortium, 2024

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both. Reproduction is authorised provided the source is acknowledged.



TABLE OF CONTENTS

Executive summary	6
Document structure	7
1. Introduction	8
2. Dissemination Strategy	10
2.1 Objectives	10
2.2 Target groups for Dissemination	10
2.3 Dissemination tools	10
2.4 Impacts	12
2.5 Collaborations	12
2.6 Dissemination Plan	13
2.6.1 Players	13
2.6.2 Timeline	14
2.7 Post-project Dissemination Plan	14
2.7.1Target groups	14
2.7.2 Channels	
2.7.3 Implementation	15
3. Assessment of the impact	16
3.1 Definition of the KPIs	16
3.2 KPIs	16
4. Reporting	17
4.1 Current results	17
4.2 Additional actions	23
5. Conclusions	24
LIST OF FIGURES	
Figure 1. Dissemination timeline	14
Figure 2. i4Q technical solutions icons	19
Figure 3. X-Twitter December Analytics	
Figure 4. HRB factsheet	22



LIST OF TABLES

Table 1. Status of dissemination tools	11
Table 2. Status of audiences and channels	12
Table 3. Dissemination activities KPIs	
Table 4. Materials	
Table 5. Online presence	
Table 6. Dissemination	
Table 7. Promoting and networking	



ABBREVIATIONS/ACRONYMS

CEN European Committee for Standardization

CENELEC European Committee for Electrotechnical Standardization

DIH Digital Innovation Hubs

DOA Description of Actions

EFFRA European Factories of the Future Research Association

EU European Union

HRB Horizon Results Booster

IEC International Electrotechnical Commission

IEEE Institute of Electrical and Electronics Engineers

I-ESA Interoperability for Enterprise Systems and Applications

ISO International Standardization Organization

KPI Key Performance Indicators

M Month

MIDIH Manufacturing Industry Digital Innovation Hub

PEDR Plan for Exploitation and Dissemination of Results

RIDS Reliable Industrial Data Services

SEO Search Engine Optimization

TC Technical Committee

WP Work Package

ZDM Zero Defect Manufacturing



Executive summary

This document presents updated i4Q's project communication and dissemination strategy, plan and a second to last reporting of activities carried out during the project. This follows i4Q Dissemination Strategy Milestone (M3) in which the project dissemination strategy was defined, deliverable 7.5 which gives additionally the first reporting and deliverable 8.2 which focus on the synergy with the exploitation plan. The standardisation and management of the advisory board tasks are described in corresponding deliverables D7.4 and D7.3 available at month12, and D7.9 at month 37 and D7.10 at month 41.

A last deliverable, D7.7 will report the impact activities at month 41.

The goal of the dissemination strategy is to identify and properly organize the activities needed to achieve the objectives of the project. Therefore, three main objectives have been defined: 1) the promotion of i4Q project to the different targets and audiences 2) raising awareness of i4Q activities among various stakeholders and 3) establishing collaborations and engagements with other European initiatives. The post-project strategy was discussed in seventh plenary meeting in Pesaro and will be updated with inputs from the final exploitation strategy.

The method to assess the impact of the dissemination is also described. It was be used at the end of each period to make sure the goals are being reached and allow the strategy to be redefined if needed.

A lot of activities were realized during the project lifetime. i4Q website was set up and running, events were organized and the main part of the dissemination materials was made available. This reporting is made giving the KPIs and the trends in their value. Details about the different communication and dissemination "tools" are available in dedicated deliverables.

The analysis of the KPIs shows an important involvement of the whole consortium. Nevertheless, some activities were not in the target and some corrections were proposed to reach the expected value at month 41. Some additional activities were also realized in relation with collaborations, new channels or needs from WP8 regarding the exploitation.



Document structure

Section 1: Introduction – brief introduction of the document and what is going to be discussed.

Section 2: Dissemination strategy and plan – description of the communication and dissemination strategy during the project lifetime and beyond.

Section 3: Assessment of impact – KPIs are presented and explained in relation with the project.

Section 4: Reporting – Dissemination activities results.

Section 5: Conclusions and future leads.



1. Introduction

The "dissemination strategy" and plan were defined in the grant agreement DoA, later at month 3 structured in the milestone "Communication and Dissemination" strategy and at month 12 in the deliverable 7.5. A specific section was also described in deliverable 8.2 "Plan for Exploitation and Dissemination of the Results" which will be updated in deliverable 8.11 at month 41. The activities of WP7 also include standardisation and management of the industrial advisory board to enlarge the vision and to maximize the impact and exploitation of the project.

The dissemination and communication are involving different communication channels as website, social media channels to raise awareness and inform about the i4Q project. These channels are described in D7.12 "Website and Materials Production v2" which is available at month 38. The results will be presented though publications, presentations, participation to events, especially for the scientific ones, and dedicated community building, webinars and workshops for other audiences are proposed. This could be found in more details in D7.1 "Impact activities" available at month 18 and updated in D7.7 at month 41. This will be augmented via different kind of collaborations. A huge work was done in identifying relevant stakeholders through a mapping. Several leads are followed and additionally two options were already considered EU projects and DIHs. This is presented in D7.2 (month 18) and D7.8 (month 41) "Clustering and Regional Interactions".

An important effort is made in the area of Standardization. Innovations alone do not guarantee market success; acceptance and demand on the market are crucial. Alongside patents and licenses, standards are ideal instruments for the transfer of knowledge and technology. Standardisation is a strategic tool. Pursuing standardisation activities within i4Q aims for several goals: Enhancing the quality and interoperability of the developed i4Q results, using a European and international network for their sustainable and long-term dissemination, and improving user acceptance by complying with the latest standards. As task 7.6 leader and responsible partner for the standardisation activities in i4Q, DIN acts as a link between the standardisation community and the project consortium as representative of the research community.

DIN has entered into an exchange with various standardisation committees in order to inform and discuss the project and its results. This networking with relevant players in the industry and the research focus promotes the transfer of knowledge and technologies from research to the markets and into practice. Participation in standardisation activities generates a knowledge and time advantage in the research and development process. By occupying relevant standardisation fields at an early stage, it is possible to assume a pioneering role in future technologies.

This is explained in detail in D7.4 "Standardisation Plan and Status Report" at month 12 and will be updated in D7.10 "Standardisation Plan and Status Report v2" at month 41"The industrial advisory board met four times during the project, gave advices and made their follow-up. Some of them were related to the dissemination and were considered in the evolution of our strategy. The method and the management of recommendations are presented in D7.9 at month 36 "Industrial Advisory Board and Workshops Feedback Report".

The aim of this deliverable is to give an overview of the organisation of activities and how they are followed up with KPIs designed to ensure the smooth running of this WP. Since all the above-



mentioned topics will be fully covered in the respective deliverables that have already been identified.

As a part of a living project, the implementation of the strategy in operational plans is evolving in relation with feedback, new needs and adaptation to its environment. We have various sources that can influence it, here the main ones are mentioned.

Comments from advisory board were considered and some points were improved in the use of social medias or in the stakeholders mapping.

New icons were developed for the technical solutions to include them in the graphic identity and to give them an independent visibility.

The reporting is presented in Section 4 gives a consistent picture after three years of i4Q. It is done taken into account the monthly monitoring of the KPIs, the adaptation to changes and the remarkable achievements.



2. Dissemination Strategy

The dissemination strategy explains the approach from a strategic and planning point of view, including the objectives and the audience.

The main goal of the dissemination strategy is to make knowledge available in a suitable format to targeted audiences, with a special attention to enterprises and potential consumers in order to increase the adoption of the i4Q Solutions. To reach this goal, the project has defined the objectives, the targets and the communication tools.

2.1 Objectives

The project gets different categories of outcomes as scientific dissemination, technical solutions and best practices and feedback. For all these categories we have three main objectives:

- 1. The promotion of i4Q project, objectives and results to the different identified target audiences.
- 2. Raising awareness of i4Q activities among different stakeholders.
- 3. Establishing potential collaborations and engagement with other European initiatives.

2.2 Target groups for Dissemination

In accordance with the objectives, the target groups have been defined as follows:

- **Industrial audience:** every manufacturing company that has practical applicability for i4O results.
- **Certification/standardisation agents and bodies** e.g. CEN-CENELEC/TCs, ISO-IEC/TCs, IEEE Committees or platforms like the Platform Industrie 4.0.
- **Scientific & Research audience:** organisations that are interested in i4Q research approach and scientific outcomes.
- **Other European actions:** EU funded projects, FoF and I4MS initiatives, Digital Innovations Hubs and networks of DIHs (e.g. MIDIH, DIH4CPS, etc.).
- **General audience:** wide range of stakeholders interested in project activities and results, from individuals to organisations, public and society.

2.3 Dissemination tools

The dissemination tools are relevant to give visibility and awareness to the project. The following tools have been set up in order to reach the objectives:

Tools	Targets	Status
Project Logo, Project identity	All	ln use
Project presentation	All	ln use
templates, posters	Scientific & Research	III use
Project Website	All	In use



Tools	Targets	Status
i4Q Sharepoint (internal)	Partners	In use
Social Channels	General Audience Other European Actions	In use
Community building activities	Industrial audience Scientific & Research Audience Other EU Actions	Community available on FBA platform
Infographics	General Audience	Planned for M38
Videos	General Audience	In use
Newsletters	General Audience	In use
Traditional Communication Material	General Audience	In use
Webinars	Industrial Audience General Audience Other EU Actions	4 organized
Workshops	Scientific & Research Other EU Actions	3 organized
Presentations, conferences, etc.	All	In place
Publications	Scientific & Research Audience Standardisation bodies Industrial Audience	> 21 published
Collaborations	Other EU Actions	In place
Standardisation activities	Standardisation bodies Industrial Audience	In place

Table 1. Status of dissemination tools



2.4 Impacts

Impact Activity	General Audience	Scientific and Research Audience	Industrial Audience	Standardisation Bodies	Other European Actions
Project Website	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓
i4Q Community	✓	✓	✓	✓	✓
Project Identity	✓	✓	✓	✓	✓
Printed Materials	✓	✓	✓		✓
Online Materials	✓	✓	✓	✓	✓
Webinars and Q&A sessions		✓	✓	✓	✓
Presentation at Industrial Conferences			√	✓	√
Workshops		✓	✓		✓
Collaboration			✓	✓	✓
Industrial Advisory Board			√		√
Industrial Specialised Press			√		
Technical and scientific papers and journals		✓			
Traditional Media	√	√	√	√	√

Table 2. Status of audiences and channels

2.5 Collaborations

Collaborations are specified in tasks 7.3 through the Community and 7.4 with various targets as European projects, DIHs, industry clusters or regional initiatives. The results will be presented in deliverable 7.2 (Clustering and Regional Interactions) at Month 18 and in deliverable 7.8 At Month 41.



A mapping of the stakeholders was made and identified relevant dissemination partners among the different targeted audiences. A network of ambassadors and supportive partners is managed by FundingBox.

After this first phase, different actions will be held in the following months to create future engagement of the stakeholders.

Regarding DIHs, several actions were realized to connect DIHs to the Project. The goal was to have 10 to 20 DIH partners involved in different ways to the project with a core of 10 of them participating to the dissemination of the results of the project at the regional level. i40 participated to five DIH roadshows and two more are planned for the two next months.

Some special collaboration was established with the sister projects funded under DT-FoF-11-2020/DT-FoF-10-2020: Penelope, DAT4ZERO, OPTIMAI and InterQ. The five projects are also part of the 4ZDM cluster a Zero-Defect Manufacturing initiative. Several activities were co-organized and i4Q with PeneloPe and OPTIMAI participated in a Horizon Results Booster.

An important point was also the participation to the European Factories of the Future Research Association (EFFRA) as it offered opportunities of networking with other stakeholders. This was done through the participation to the Manufacturing Partnership Day in Brussels or networking activities of the partners.

2.6 Dissemination Plan

2.6.1 Players

Roles in WP7 define the core dissemination team with I-VLAB, KBZ, FBA, IKER and DIN.

I-VLAB is the WP leader and leader of T7.1 and 7.2. It drives the strategy and the associated reporting in collaboration with all the partners and particularly KBZ and FBA.

KBZ is the task leader for T7.3 impact activities and FBA is involved especially as Community builders.

FBA drives the collaborations through T7.4 and is seconded by I-VLAB and all partners.

The support of the management team and the of the technical coordinator is very important especially regarding technical and scientific dissemination.

All Partners are required to contribute to the dissemination, each of them has their preferred targets:

- User Enterprises: among their final consumers if retailers and among their supply chain partners if manufacturers.
- Implementers: among the software community and their customers (industrial companies).
- Technology Providers: among the software community and their customers (industrial companies).
- Research Institutions: through scientific publications and presentations in workshops and conferences.
- Specialist Companies: through standardisation bodies and innovation activities.



As a whole the consortium needs to follow the global strategy and to better monitor and encourage the partners in their dissemination activities, a shared document has been made available in the i4Q SharePoint. Each partner can add their upcoming activities or suggest new one allowing for a good visibility of the overall actions. This will contribute to increase the involvement of partners in the dissemination as well as being update for the last actions.

2.6.2 Timeline



Figure 1. Dissemination timeline

Following Figure 1, we have a rough description of the dissemination phases for the project.

Year 1 was focused on communicating about the project in general and arousing interest of the target's groups. We set up the different communication tools as website, social networks accounts, or materials. In this year still influenced by the COVID-19 pandemic, the choice was made to have the strongest online presence to achieve these goals.

Year 2 was the one of engagements of the different stakeholders. With the requirements and challenges identified, first partial results to share, several illustrative actions were planned (webinars, cross dissemination, DIH events). A partnership with EU actions began and provided new opportunities to share and to benchmark our dissemination activities.

In Year 3, promotion of the different results was conducted in collaboration with the exploitation WP. Depending on the results of the technical solutions and their integration in the pilots' production chain, dedicated dissemination plans were created with partners.

2.7 Post-project Dissemination Plan

Even with the end of the project, several actions will continue the promotion of i4Q scientific results, partnerships, industrial use-case outcomes, and exploitation of technical results. For the part directly related to exploitation, it will be detailed in deliverable 8.15 "Plan for Exploitation and Dissemination of Results - PEDR v3" at month 41.

2.7.1Target groups

The target groups defined in 2.2 are still relevant and we will focus more on:



- Industry Stakeholders,
- Scientific & Research Community,
- General audience,
- Policy Makers.

2.7.2 Channels

The different channels used during the project will be used to sustain information after the end of the project. The i4Q website will be maintained for two years giving access to all the public documents created during the project. This includes pdf of printed material, public deliverables and other related publications. It will also remain a central entry point for other information related to the project.

The Zenodo page is the repository for the publications resulting from work done during the project lifetime. Partners will be invited to continue posting their work after month 41.

The i4Q Community page will be maintained by FundingBox and offer access to material created for the project as podcasts and general articles.

The social networks will be kept alive and will allow to communicate after the end of the project about important news as publications or final deliverables availability, but also product information. The YouTube channel provides the access to the videos produced during the project.

2.7.3 Implementation

For Industry Stakeholders, it is important to maintain communication until the delivery of market products issued from the technical solutions. The different channels may be used by the partners in charge of the exploitation to provide information about the utilisation of project outcomes, case studies and testimonials showcasing the success stories, training programs or standards for the sector.

For the Scientific and Research Community, one important point is to get access to the publications in scientific journals, proceedings of workshops, seminars, and conferences to present post-project developments, foster discussion, and facilitate knowledge exchange among researchers. The exchange of best practices with projects clusters, allows to get tools and guidelines to facilitate research management and risks mitigation.

For Policy Makers, it is important that the lessons learnt from the projects and other EU initiatives may be shared for the development of new programmes and guidelines. This is particularly important when dealing with social aspects in link with industry 5.0.

For the general audience, the interest may still be active with project updates, success stories, and relevant news raising awareness and promoting understanding of project outcomes and their significance. This might be particularly true for topics dealing with social and societal impact.

The follow-up will last for two years with regular updates at the end of project. We will have publications that will be accepted and available in the end of 2024 as <u>I-ESA</u> workshop contributions for example.

By implementing this extended dissemination plan, we aim to maximize the long-term impact and legacy of the outcomes of the project for the various audiences.



3. Assessment of the impact

3.1 Definition of the KPIs

It is crucial to be able to evaluate the dissemination activities. It enables the project to set goals and to be able to redirect our efforts in case of issues. WP7 closely monitors the activities.

The DOA already defined the following KPIs to be achieved by the end of the project, the results up to month 38 are reported in the next section.

How	Action	Target KPI
Publications in industrial Specialised press	Publication in industrial journals & magazines	>6 publications accepted
Presentations in industrial conferences	Attendance and speaking slots	5 speaker slots 10 conferences 4 project exhibitions
Scientific publications	Publication in scientific conferences & prestigious journals	10 scientific papers 2-3 Journals
Website	100 updates and Search Engine Optimisation (SEO)	50% yearly growth in website traffic
Social Media	Sharing and Linking	150 new followers per year 1 post per week 3000–5000 impressions per year
eNewsletters	Regular eNewsletters	8 newsletters during the project
Materials	To be distributed at project presentations/events	1 brochure 1 banner provided to all partners Posters per pilot 2 flyers (one at the end of the 1st year, 2nd at the end of the project)

Table 3. Dissemination activities KPIs

3.2 KPIs

The KPIs can be divided in two categories; the one related to the means of communication that also supports the dissemination, and another category linked with the results of the project and its impacts. These KPIs were monitored during the project and presented to plenary meetings. In one hand corrective actions were initiated when deviations occurred, in the other hand opportunities of developing non-planned activities were taken to enrich communication channels and increase our impact.



4. Reporting

Regarding Communication and dissemination activities, the consortium has done a great work, and most of the tools were ready early enough in the project to get familiar smoothly with them. It is very important that the SharePoint of the project was available shortly after the beginning of the project enabling a good communication between partners.

4.1 Current results

The status of the tools is indicated in Section 0 and KPIs are reported in the following tables. Regarding communication and dissemination materials, un update is made in deliverable 7.12.

In accordance with the graphics chart of the project, dedicated icons were designed by KBZ to illustrate all the technical solutions (see Figure 2). It participates to the visual identity of i4Q integrating them to a common IoT-based Reliable Industrial Data Services (RIDS) suite.

Most of the KPIs for communication material are reached, only the brochure is still developed in collaboration with the exploitation partners.

We added other materials in link with the dissemination of the outcomes of the project. For example, we developed a roll-up banner that was not foreseen but is really mandatory for events participation. We also created additional videos, podcasts and joint material with other projects.

To improve the communication and the dissemination, a movie presenting the project was produced. To optimize its visibility a YouTube channel was created and will give access to other videos.

Up to now, two other videos are available on the channel, the first one describing the Horizon Results Booster projects, i4Q, PeneloPe and OPTIMAI and another one which is the replay of a webinar co-organized by these three projects which title is: Transforming Manufacturing Together.

Another way to disseminate information nowadays is to propose podcasts. In the frame of the project two series of podcasts were foreseen. These podcasts are available on the FundingBox community website at the following address: https://spaces.fundingbox.com/spaces/smart-manufacturing-i4q.

In the frame of the Horizon Results Booster already mentioned, joint material was produced to present the three projects, their challenges and their results, different channels were chosen. A factsheet was realized presenting briefly the key innovations to face quality challenges. Then a video with the same message was also produced. This common communication was a way to reach wider and new communities.



How	Action	Target KPIs (for the whole project)	Status
Logo and graphics	ldentity of the	1 logo, banners for	Logo
elements	projects & its components	and icons for the solutions	1 icon/technical solution
Flyers & Brochures	To be distributed at	2 flyers	1 flyer / pilots
(printed material)	project presentations / events	1 brochure with solutions	1 updated flyer / pilots
	CVCIICS		1 flyer / solutions
			1 brochure / solutions M39
Posters & templates	Setting up the	1 poster +	1 poster
	community	posters/pilots	1 Roll-up
			1 infographic / pilot
Videos	Presenting the project objectives		1 video
	Presenting the project results		3 pilots' videos
Podcasts	Presenting the i4Q suites		6 podcasts
	Presenting the integration in the pilots		2 podcasts
Joint Material with EU	Presenting the		1 factsheet
projects	technical answers to industrial challenges		1 video

Table 4. Materials





Figure 2. i4Q technical solutions icons

The project has a strong online presence with a public website and active social media accounts. The KPIs are in line with what is expected, even if website traffic and community engagement are less than expected. Some actions were initiated to improve them, final numbers will be available in deliverable 7.7.



How	Action	Target KPIs (for the whole project)	Status
Social medias	Liking and Sharing	150 new followers per year 1 post / week 3000-5000 impressions per year	556 followers 279 posts 51043 impressions
Website Traffic	100 updates and Search Engine Optimisation (SEO)	50% yearly grow thin website traffic yearly	586 sessions (+22%/ 2022)
Community building	Setting up the community	300 members	184 members

Table 5. Online presence

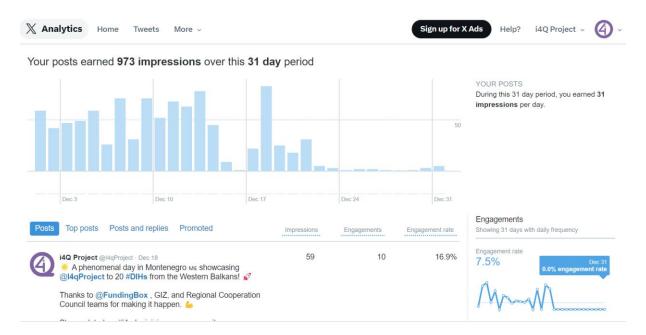


Figure 3. X-Twitter December Analytics

Regarding the dissemination, the results for the research teams are very good with more than 21 papers published during the project. The high quality of the scientific work developed gives a strong impact in the community and was also illustrated by the participation to conferences and workshops.

Regarding the industrial audience, some partners wrote press releases leading to more general articles and had a strong participation to industrial events in their regions. This gave the opportunity to present the i4Q suites to potential end-users and see their potential interest.



Additionally, a joint policy brief was co-written by OPTIMAI, PeneloPe and i4Q to discuss novel approaches to smart manufacturing and their role in the transition to Industry 5.0. It presents key aspects for a human-centric, open and ethical European industry. It provides recommendations for policy measures to take into consideration when deciding on priorities for future Made in Europe work programmes and for other EFFRA initiatives.

The publications are open access when it is possible, the list is available on the documents section of the website (https://www.i4q-project.eu/publications) and on the i4Q zenodo community page (https://zenodo.org/communities/i4q).

How	Action	Target KPIs (for the whole project)	Status
Newsletters	Regular Newsletter	8 newsletters during the project	8 newsletters
Publications in Industrial Specialised Press	Publications to industrial journals and magazines	> 6 publications accepted	7 accepted
Publications of technical and scientific papers and journals	Publications in scientific conferences and prestigious journals	10 scientific papers 2-3 journals	21 papers accepted
Participation to workshops and conferences	Visibility in scientific and industrial communities	5 speakers' slots 10 conferences	12 conferences slots 12 workshops slots
Policy Brief	Joint action with EU projects		1 policy brief

Table 6. Dissemination

Regarding networking activities i4Q joined the 4ZDM cluster (https://zdmanufuture.org/projects/) with all its sister projects. It provided a frame for collaborations with 7 EU projects (now 10) with for example creation of communication material, organisation of joint webinars and cross or common dissemination on the social networks. A stronger collaboration with OPTIMAI and PeneloPe projects took place in the frame of a Horizon Results Booster (see figure 4). Once again communication materials were produced, a joint policy brief was written and a common webinar in partnership with Digital factory Alliance was organized. i4Q had also joint events with other EU initiatives with for example joint webcafés on transversal topics or in the frame of EFFRA activities.

i4Q has strong relation with DIH networks and involved them in its dissemination and exploitation strategy with potential use of dedicated platforms. Moreover, i4Q participated to five DIH roadshows where the project was presented, and the solutions promoted. Two other ones are planned in February and March 2024.



How	Action	Target KPIs	Status
Webinars and Q&A sessions	Will be organised on i4Q community platform every 6 months	6 webinars/Q&A sessions within the Project duration	2 webinars, others were replaced by podcasts
Workshops	i4Q hosted dissemination workshops	2 workshops / 20- 50 participants each	1 March 2022 (I-ESA) 1 April 2023 (DMIS) 1 April 2024 (I-ESA)
EU networks	Dissemination through other relevant industry and EU clusters	10 EU Networks or projects invited to the community for cross-dissemination purpose	Active collaboration with the 4ZDM cluster (10 projects) Horizon results Booster with OPTIMAI and PeneloPe 5 other projects connected
DIHs Participation to the project	Dissemination through DIHs	10 DIHs invited to the community for dissemination purpose	5 DIH roadshows

Table 7. Promoting and networking



Figure 4. HRB factsheet



4.2 Additional actions

As seen in the previous KPIs, most of them are already reached and other actions were taken to increase the impact of the project. Some materials will be soon available in link with exploitation strategy and will be presented at month 41 in deliverable 7.7.

Efforts will be strengthened on the website traffic and community to reach the KPIs at the end of the project.

A dissemination workshop is organized in the frame of the I-ESA 2024 conference and will improve the already very good results in the scientific and technical field.

Further collaborations are still ongoing and the network of supportive partners was set by our partner FundingBox.



5. Conclusions

i4Q project has managed to make available most of its communication and dissemination channels. If due to the COVID-19 pandemic, some were lowered and physical materials or participation to events were less developed during the first year, the project developed at this time a strong online presence. Since then, dissemination materials were produced, events organized and partnerships efficiently managed. The high productivity of our research teams leads to an important scientific impact with a KPI on publications which will be at least twice its expected value. The industrial audience was also reached in a very good way giving visibility to i4Q through different means including regional events, joint dissemination, and standardisation activities.

Efforts still need to be made to develop our community and increase the visibility of our website and of our results. A final report will be available at month 41 with deliverable 7.7. and deliverable 8.15.

The dissemination plan will be updated in the two mentioned deliverables with the last inputs and feedback from supportive partners and pilot companies, giving a stronger support to the exploitation strategy and to the promotion of project outcomes.

Our dissemination activities did not only allow to share our scientific outcomes and technical achievements, paving the way for further exploitation of our products, but they have also illustrated our excellence through our research and innovation outcomes into tangible benefits for industry, economy and society.

A post-project dissemination plan was presented to ensure availability of i4Q results and outcomes beyond the end of the project.