D7.12 – Website and Materials Production v2

WP7 – DISSEMINATE: Communication, Dissemination and Standardisation

Document Information

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ABSTRACT	This document describes the dissemination and communication materials created and used in the frame of the i4Q project. The main tools presented are the i4Q website, the SharePoint, "printed" materials as posters or flyer, newsletters, videos and podcasts. In link with the post-project communication strategy, some adjustments were made. It also gives an assessment of the impact of these channels.		

Document History

VERSION	ISSUE DATE	STAGE	DESCRIPTION	CONTRIBUTOR
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ABBREVIATIONS/ACRONYMS

CEN	European Committee for Standardisation
CENELEC	European Committee for Electrotechnical Standardisation
DIH	Digital Innovation Hub
DOA	Description of Actions
DT	Digital Twin
EC	European Commission
EFFRA	European Factories of the Future Research Association
EU	European Union
GA	Grant Agreement
HRB	Horizon Results Booster
IA	Innovation Action
IEC	International Electrotechnical Commission
IEEE	Institute of Electrical and Electronics Engineers
ISO	International Standardisation Organisation
KPI	Key Performance Indicator
M	Month
MIDIH	Manufacturing Industry Digital Innovation Hub
RIDS	Reliable Industrial Data Services
SEO	Search Engine Optimization
TC	Technical Committee
WP	Work Package
ZDM	Zero Defect Manufacturing

Executive summary

The i4Q Project aims to provide IoT-based Reliable Industrial Data Services (RIDS), a complete suite consisting of 22 i4Q Solutions, able to manage the huge amount of industrial data coming from cheap cost-effective, smart, and small size interconnected factory devices for supporting manufacturing online monitoring and control.

The communication and dissemination strategy has identified targeted audiences and different appropriate channels to achieve objectives. Regarding the timeline of the project, and the special situation linked with the pandemic, the tools corresponding to these channels are developed following a planning. During the first year of the project, the goals were to raise awareness and inform audiences about the project, its objectives and its community. Then the second year was dedicated to knowledge diffusion with engagement of various stakeholders and the third year was focused on the promotion of the project results in collaboration with the exploitation WP.

This document describes materials created and used during these three years and what is still under development to support the post-project communication and the exploitation strategy. Regarding internal communication, the SharePoint continues to be the main channel for information management in the consortium.

Regarding public visibility, the tools realised are the i4Q website, social media channels, "printed" materials as posters or flyers, newsletters, videos and podcasts.

KPIs were also defined to follow the smooth running of the communication and dissemination activities of the project. This deliverable also gives an assessment of the impact of these channels.

Document structure

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

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

Section 3: Communication and Dissemination materials – The materials developed for the project are presented in this section.

Section 4: Conclusions and future leads.

1 Introduction

1.1 i4Q Project Overview

i4Q (Industrial Data Services for Quality Control in Smart Manufacturing, https://www.i4q-project.eu/) is an Innovation Action (IA) funded under the Horizon 2020 programme.

The i4Q Project aims to provide IoT-based Reliable Industrial Data Services (RIDS), a complete suite consisting of 22 i4Q Solutions, able to manage the huge amount of industrial data coming from cheap cost-effective, smart, and small size interconnected factory devices for supporting manufacturing online monitoring and control.

The i4Q Framework will guarantee data reliability with functions grouped into five basic capabilities around the data cycle: sensing, communication, computing infrastructure, storage, and analysis and optimisation. i4Q RIDS will include simulation and optimisation tools for manufacturing line continuous process qualification, quality diagnosis, and certification for ensuring high manufacturing efficiency, leading to an integrated approach to zero defect manufacturing.

1.2 Deliverable Purpose and scope

Task 7.2 covers the design, implementation and maintenance of the i4Q website, dissemination materials and intranet.

The project Website is the official portal for publishing public deliverables and providing information on i4Q events (such as project meetings and workshops), publications and other exploitable results.

The Intranet will provide i4Q consortium members with a space for sharing documents, knowledge and further collaboration items, such as scientific manuscripts.

Social media networks are used for the dissemination of early, mid and late stages of the project.

The Smart Manufacturing community is also used to disseminate information with podcasts and videos.

1.3 Impact and target audience

The target audience of this deliverable is the project consortium and the European Commission (EC). It will allow the consortium to know the channels, messages and methods of dissemination on online platforms.

1.4 Deliverable methodology

This deliverable is an update of a first version, which described the channels and analyse the first results. This deliverable summarises the set-up and structure of the website, followed by the social media channels and dissemination materials. The dependent document: D7.11 Dissemination strategy involves the target audiences and messages which will be used on the channels detailed in this document.

1.5 Document Structure

This deliverable in chapter 3.1 describes the overview of the website, contains information about the content of the menus and the planned actions on these.

In chapter 3.2 the setup of social media channels is described, followed by chapters 3.3, 3.4 & 3.5 where the Posters, Newsletters and Flyers are introduced.

1.6 Document status

The current version of the document is the first document that has been sent to European Commission.

1.7 Dependencies and supporting documents

This document is dependent on D7.11 'Communication and Dissemination strategy', which involves the target audiences and messages that will be used on the channels detailed in this document. The promotion materials created in D7.12 will be distributed on the channels created in D7.11.

1.8 Remarks and considerations

The website is under continuous improvement and update during the project and until its end. The social media channels described in this deliverable may change or expand, based on the needs of the exploitation strategy and the post-project dissemination.

2 Inputs from Dissemination strategy

The main goal of the dissemination is to make knowledge available in a suitable format to targeted audiences and final 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

There are three main objectives:

a. The **promotion of the i4Q** project, objectives, and results to the different identified target audiences,
b. **Raising awareness** of i4Q activities among different stakeholders,
c. Establishing potential collaborations and engagement with other European initiatives.

2.2 Targets

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

- **Industrial audience:** every manufacturing company that has practical applicability for i4Q results.
- **Certification/standardisation agents and bodies** e.g., CEN-CENELEC/TCs, ISO-IEC/TCs, IEEE Committees or platforms like the Platform Industry 4.0.
- **Scientific & Research audience:** organisations that are interested in i4Q research approach and scientific outcomes.
- **Other European actions:** EU funded projects, EFFRA, FoF and I4MS initiatives, Digital Innovations Hubs and networks of DIHs (e.g., MIDIH, EI2Network, etc.).
- **General audience:** wide range of stakeholders interested in project activities and results, from individuals to organisations, public and society.

2.3 Tools

The dissemination tools are relevant if they give visibility and awareness to the project. The following tools were realised:

Tools	Targets	Status
Project Logo, Project identity	All	In use
Project presentation templates, posters	All Scientific & Research	In use
Project Website	All	In use
i4Q SharePoint (internal)	Partners	In use
Social Channels	General Audience Industrial Audience Other European Initiatives	In use

Tools	Targets	Status
Community building activities	Industrial audience Scientific & Research Audience Other EU Actions	Community available on FBA website
Infographics	General Audience Industrial Audience	Planned for M38
Podcasts	Industrial Audience	In use
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	In place
Workshops	Scientific & Research Standardisation bodies Other EU Actions	In place
Presentations, conferences, etc.	All	In Place
Publications	Scientific & Research Audience Standardisation bodies Industrial Audience All	In place
Collaborations	Other EU Initiatives	In place
Standards	Standardisation bodies Industrial Audience	In place

Table 1. Dissemination Tools

2.4 Targeted 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. The DOA already defined the following KPIs to be achieved.

During the first year due to the COVID-19 pandemic, adjustments have been made. Events were organised remotely with digital tools and the digital presence was emphasised. Consequently, printed material was developed after the second year with increased opportunities to distribute

it. Collaborations were also favoured with the participation to the 4ZDM cluster and a Horizon Results Booster conducted with two sister projects, OPTIMAI and Penelope.

Here are presented the KPIs for the website and dissemination materials. A complete view of the dissemination and communication KPIs can be found in deliverable 7.11.

How	Action	Target KPIs	Status
Logo and graphics elements	Identity of the projects & its components	1 logo, banners for and for the solutions	Logo 1 icon/solution
Flyers & Brochures (printed material)	To be distributed at project presentations / events	2 flyers 1 brochure with solutions	1 flyer pilots 1 update pilots 1 flyer solutions 1 brochure
Posters & templates	Setting up the community	1 poster + posters/pilots	1 poster 1 infographics / pilot
Newsletters	Regular newsletter	8 newsletters during the project	8 newsletters

Table 2. Materials

The project has a strong online presence with a public website and active social media accounts. Additionally, to LinkedIn, Facebook, and X (ex Twitter), a YouTube channel was created to disseminate the videos. The KPIs are in line with what is expected, even more for some of them.

How	Action	Target KPIs	Status
Social media	Liking and Sharing	150 new followers per year	556 followers
Website Traffic	100 updates and SearchEngineOptimisation (SEO)	50% yearly grow thin website traffic yearly	807 (December +128%/June 2021)
Community building	Setting up the community	300 members	34 members

Table 3. Online presence

3 Communication and Dissemination materials

3.1 Intranet – Cloud i4Q SharePoint

The Intranet has been set up by Knowledge Biz. It provides i4Q consortium members with a space for sharing of documents, knowledge and further collaboration items, such as scientific manuscripts.

The platform is only accessible to consortium members and the available documents are not public.

All the project documents are available on the platform and are distributed in the different work packages. All working documents are shared on the platform (templates, minutes, presentations, working documents, etc.)

The main structure of the SharePoint includes the sections below:

- Bi-weekly telco minutes
- Meetings
- Reporting
- Quality Assurance
- Data Management Plan
- Risk Management
- Deliverables
- Agreements
- Pilots - End users
- Standardisation
- Technical
- Dissemination – Exploitation

3.2 Website

3.2.1 Purpose

The website (https://www.i4q-project.eu/) was developed and will be maintained by INTEROP-VLab and Knowledge Biz during the lifetime of the project. The purpose of the website is to have a platform where the project partners can share public information, news, articles and the progress of the solutions development. It is the main channel to publish i4Q content. A content plan has been prepared and shared with the partners to continuously provide newsletters, articles and posts to the website visitors.

The implementation of the content plan is coordinated with the collaborating task partners. Interop-VLab and Knowledge Biz are responsible for the continuous update and correction of the website, the channels of communication regarding the modification and regularity of site-maintenance are agreed with the partners.

The website modifications are available through https://wix.com/ are managed by Interop-VLab and Knowledge Biz.

3.2.2 Sitemap

The website was built up in a way to have space for the project's vision and mission, a list of partners, descriptions of the pilot projects, detailed experiments and sub-menus for News, events and documents will have a separate menu to share the articles written by the partners, the experiment's progress, success stories and public documents.

The website was created using the colours of the logo and the design is aligned with the scientific-business background of the project. We aspired to create a clear and easy-to-use main page with menus (Home, Project, Pilots, Partners, Results, News, Documents, Sisters project) and sub-menus for the list of Pilots and Results. Figure 1 shows the homepage of the website. The document section will be opened soon as the first document are available for the public The News section is the place for circulating the latest news, events, etc. The website also provides a framework in which documents, milestones and information can be shared with the general public.

The Home page of the website shares the main information of the project.
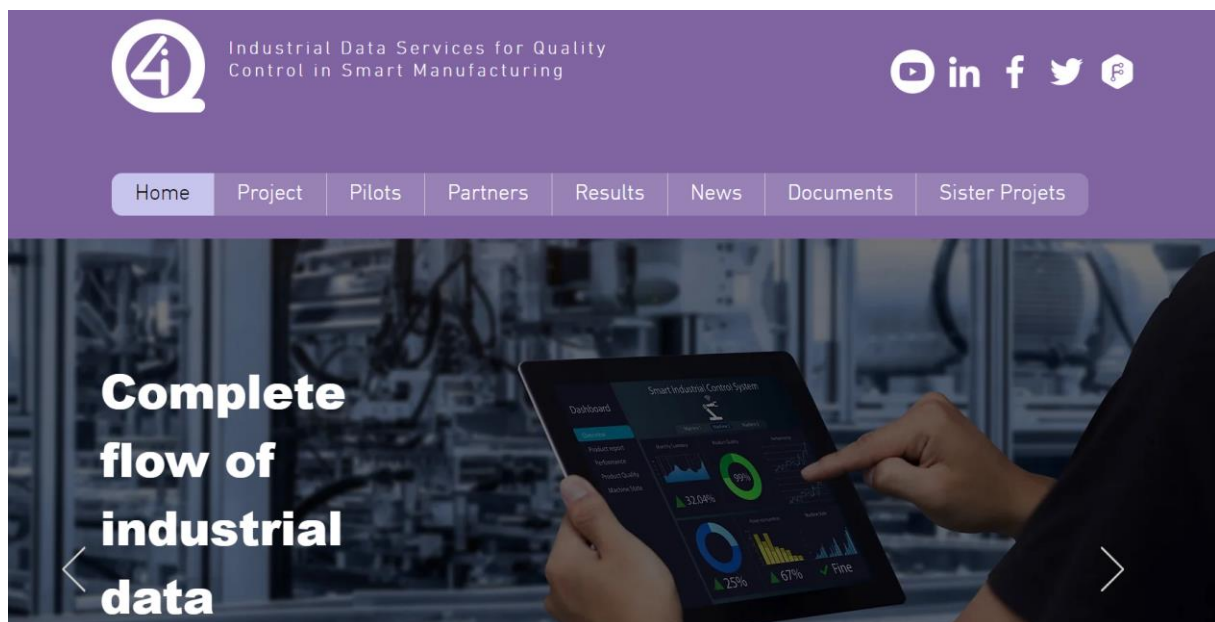

Figure 1. Homepage

The **Project** menu is created to share an insight about the i4Q vision and mission, to have a general overview about the actions planned for the lifetime of the project.

The **Pilots** menu (Figure 2) is created to showcase all the six pilots involved in the i4Q project. All the projects are listed according to the proposal with a short description. A link for each pilot's project that redirects to a webpage is provided.
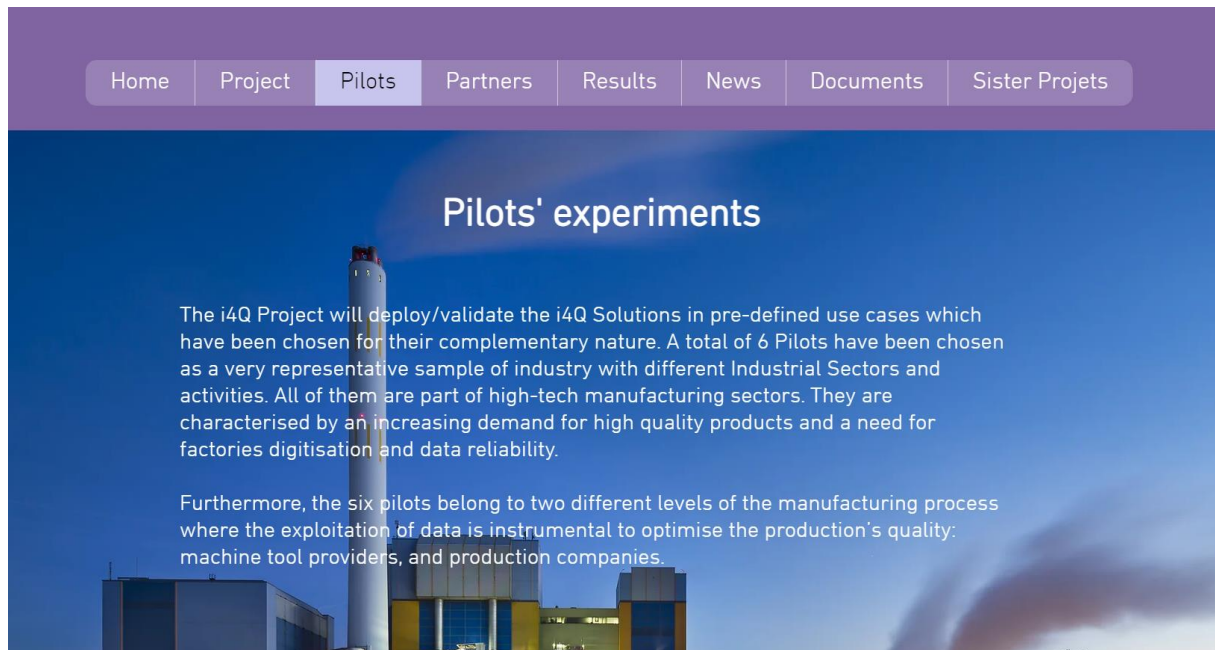
Figure 2. Pilots page

Each page starts with a short description of the pilot and its domain of activity. Then the different partners co-involved in the solution building are indicated. Finally, the information about the description of the problem, the i4Q solution and the expected results are presented.

FACTOR is specialised in metal machining and precision turning, offering a comprehensive solution for the outsourcing of metal mechanical components to customers of the most demanding and leading industrial sectors (Aeronautics, Agriculture, Automotive, Electronics, Elevation and Handling, Energy, Hydraulics, Medical, Naval).

Figure 3. Factor Pilot page

The Partners menu (Figure 4) is created to showcase all partners participating in the project. To do this, partners were listed according to the project proposal's list and were asked to provide their official logos and websites, enabling the creation of a button for each that makes easier the navigation to partner's content. For the maintenance of the site the set up makes it easy to add new partners to the list.
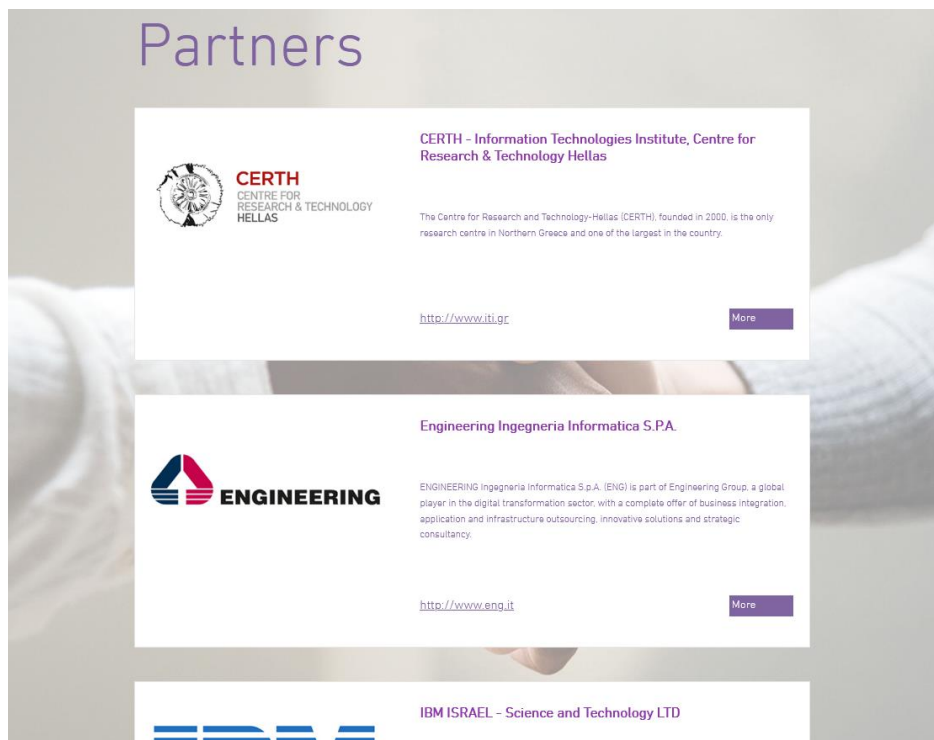
Figure 4. Partners page

The next page is the **Results** page. It presents the 3 different packages (Manufacturing data quality, Manufacturing data analytics for manufacturing quality assurance & Rapid manufacturing line qualification and reconfiguration) of solutions with a short description and a link to display the list of solutions available in each package.

Social media links are also placed on the website, at the end of the menu bar, and a small form is available at the bottom of each page to subscribe to the i4Q newsletter.

News menu (Figure 5) is planned to be used as a list of achievements of the project, event reports and blog posts about the progress of the experiments. It displays a title, an image and the beginning of the publication. It is possible to access the entire publication.
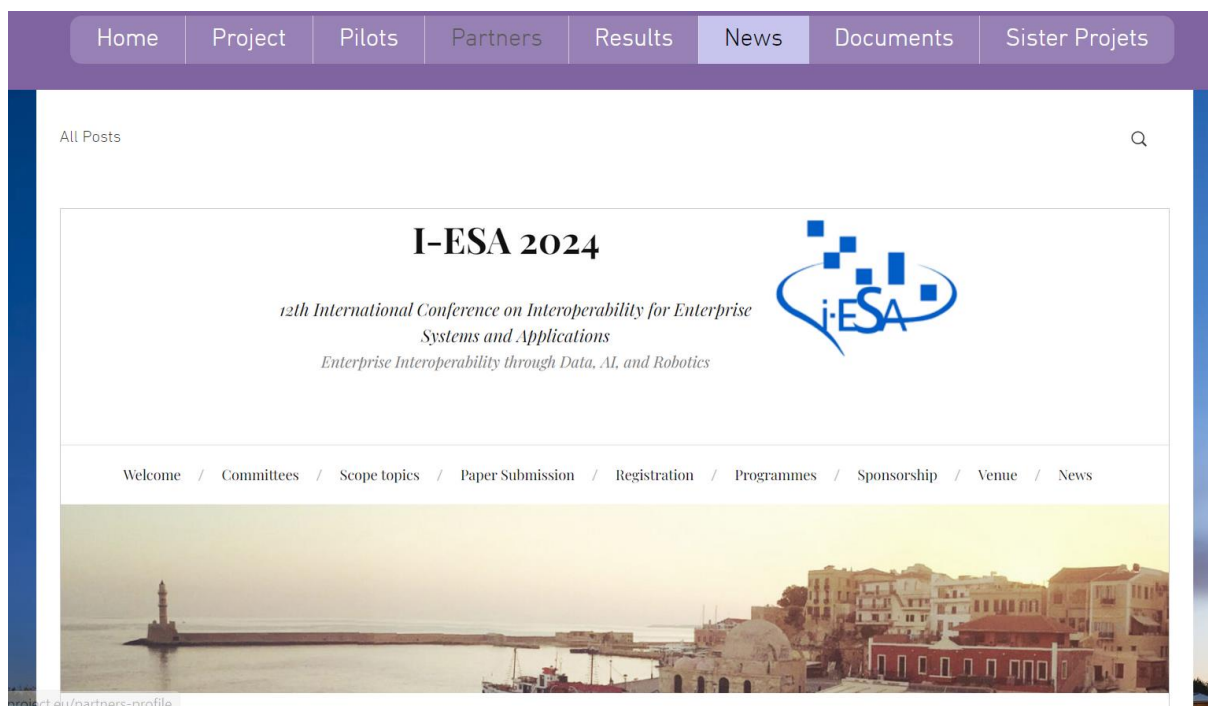
Figure 5. News page

Documents page is used for publication of documentation agreed in the GA and it includes a sub-section to publish the public deliverables. It includes three subsections: Publications, Glossary and Deliverables.

Figure 6. Documents/Deliverables webpage
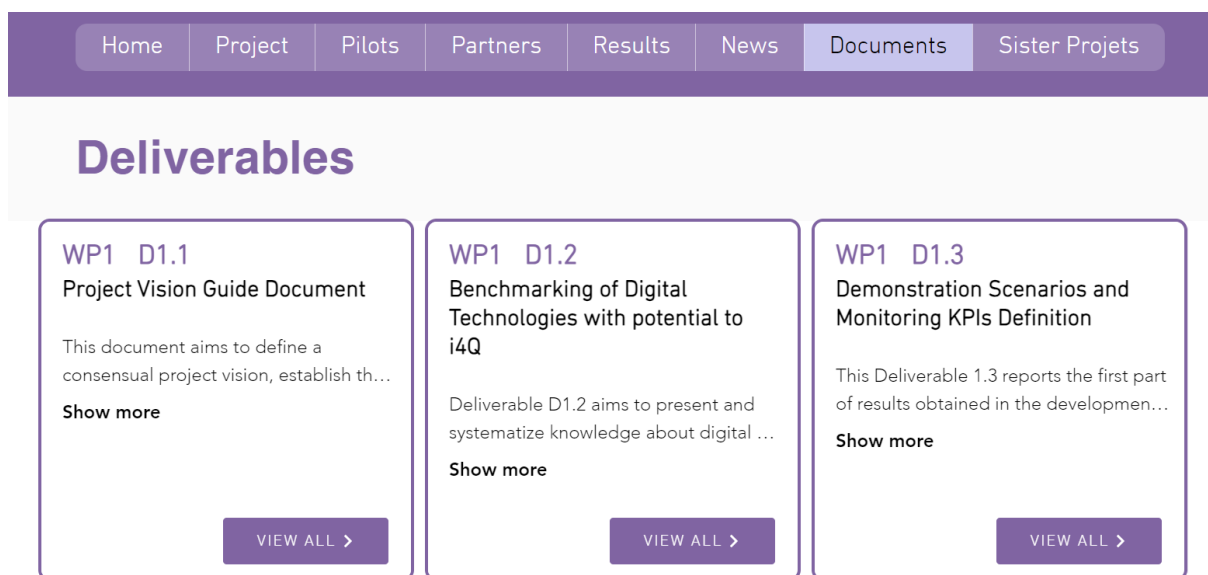
The **Sisters project** page presents the different projects funded under DT-FoF-11-2020/DT-FoF-10-2020 of the ZDM Cluster, the European initiative around the Factories of the Future Zero Defect Manufacturing priority which aims to promote the adoption of zero-defect production and quality control systems by industry. At the moment, 10 EU projects are cooperated and crosslinked

on their webpages. We have PeneloPe, OPTIMAI, InterQ, DAT4.ZERO, ZDMP, openZDM, ENGINE, flash-comp, TURBO and ZDZW.
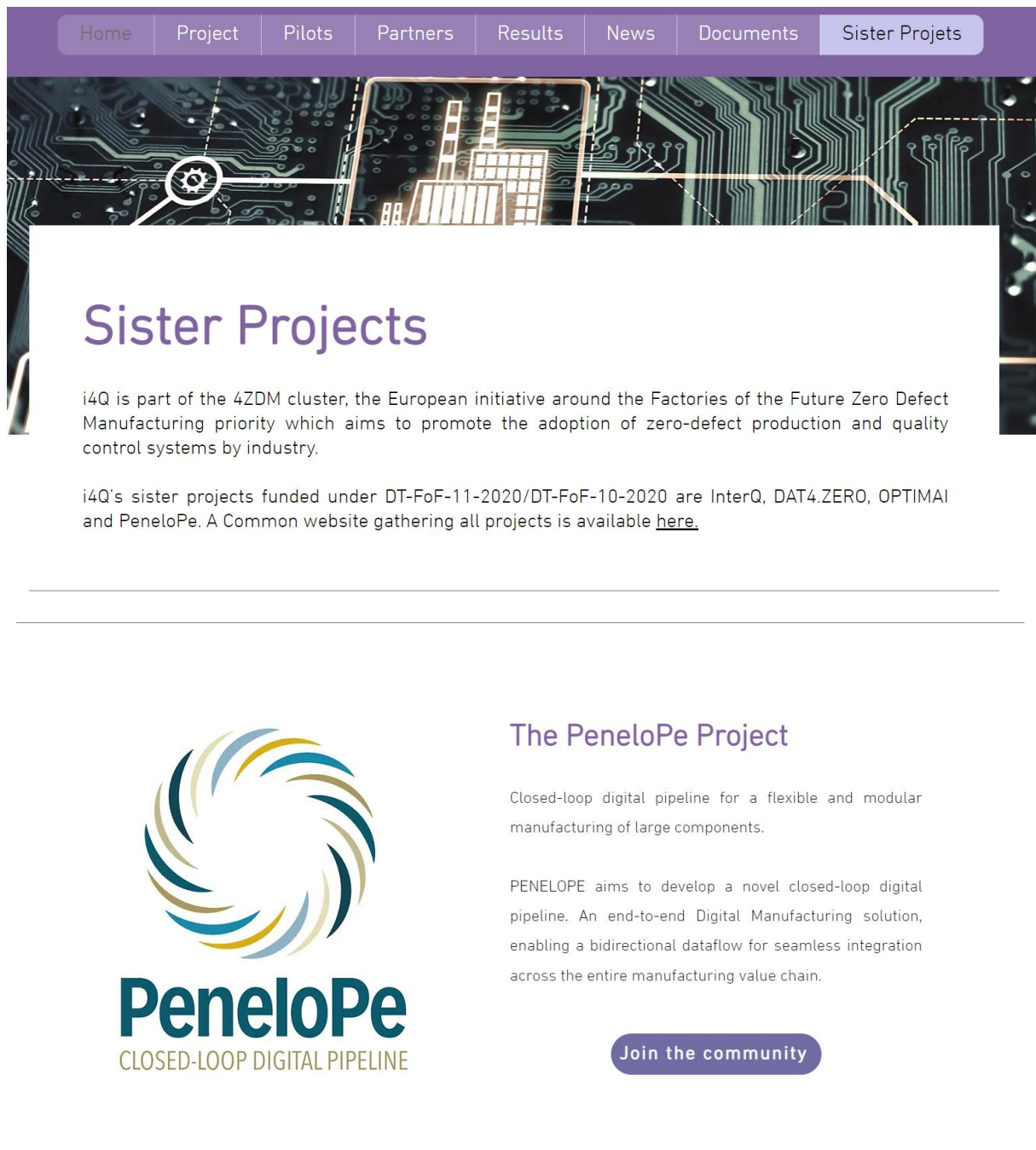

Figure 7. Sister Projects Page

The footer (Figure 8) of the website contains the newsletter signup section, the logo of the European commission and logo & links for the social media.

Figure 8. Website footer

3.2.3 Updates and future actions

The website will be updated with the latest information and documents after the end of the project.

The Results page will present the different solutions in accordance with the exploitation strategy and the potential bundles and suites of solutions.

The page with EU ZDM projects will also be modified to emphasise the work done in collaboration with the cluster and within the Horizon Result Booster with PeneloPe and OPTIMAI. We have specific material as factsheet, policy brief, video or replay that may be of interest for different audiences.

The Document page will be updated with the last documents and public deliverables after month 41. Publications are also available on the ZENODO page of the project (https://zenodo.org/communities/i4q/).

3.3 Social Media

The goal of the social media channels is to reach a wider audience and to make the promotion of new materials easier. Via social media we are able to reach those companies, organisations and people who are not involved directly in the H2020 network, and that would be interested in close challenges, technical solutions or scientific results.

3.3.1 Channels

INTEROP-VLab created social media accounts on four platforms: X (ex Twitter), LinkedIn, Facebook and YouTube. The reason for the project to use four different channels is that in this way we are able to reach different audiences, based on their preferences and interest. The four channels are also different regarding the content. Events and short communications are easy to advertise on X but LinkedIn allows a more structured and detailed sharing of the information.

Common dissemination with the 4ZDM cluster was regularly done and gave an increased impact to the publications reaching other industrial and scientific communities.

Some "ambassadors" were also recruited by Fundingbox to extend our network and reach other audiences. They share regularly news and information about the project and its outcomes to their online communities.

The links to the four channels are:

- Twitter: https://twitter.com/i4qproject
- LinkedIn: https://www.linkedin.com/company/i4q-project
- Facebook: https://www.facebook.com/i4QProject
- YouTube: https://www.youtube.com/@I4Q-project

The i4Q community was also set up on the Fundingbox website (https://spaces.fundingbox.com/c/i4Q). It allows sharing of technical information inside the community but also with other close ones as the *zero-defect manufacturing* community. Additionally, to webinars, several podcasts were developed and are available on this platform.

3.3.2 Maintenance of the channels

The social media channels are maintained by INTEROP-VLab, Funding Box and Knowledge Biz.

3.3.3 Updates and future actions

The social media will work until the end of the project and their use for further dissemination and promotion is discussed and will be explained in the exploitation deliverable 8.15. The profiles on all channels will be continuously monitored and updated based on the progress of the project and will be used for publication of early results and success stories as well. Partners are encouraged to support the activities in the social networks (e.g. by liking and sharing posts).

3.4 Icons

At the beginning of the project, we used icons with different styles, so it was proposed to adapt all the i4Q icons to have the same look & feel. We believe that the same style makes the project's image more consistent, as a brand. Now we have 18 icons with the same style and where it was used i4Q´s colours.

At the beginning of the project, all icons are selected. On the M7, the challenge was to redesign them with the same look & feel and maintain the descriptions.

Figure 9. i4Q technical solutions icons

3.5 Posters

Initially created to be displayed as a communication support for events, it is currently used as a visual support on the website, the social media channels, or as general dissemination material.

Additionally, a roll-up banner was developed to be used in the different events. With a lot of workshops and meetings where i4Q got a booth, it was necessary to have one giving the practical information about the project.

Figure 10. i4Q Poster

3.6 Flyers

The first flyer presenting the project was made available at M11.

It was developed an i4Q's flyer, in a trifold format, as a material of project dissemination intended for wide distribution.

The i4Q's flyer communicates the main message of the project, the six key objectives, a small presentation of the six pilots, the consortium partners, and contact details. On the first page, it will find a QR-code which directs the user to the project website.
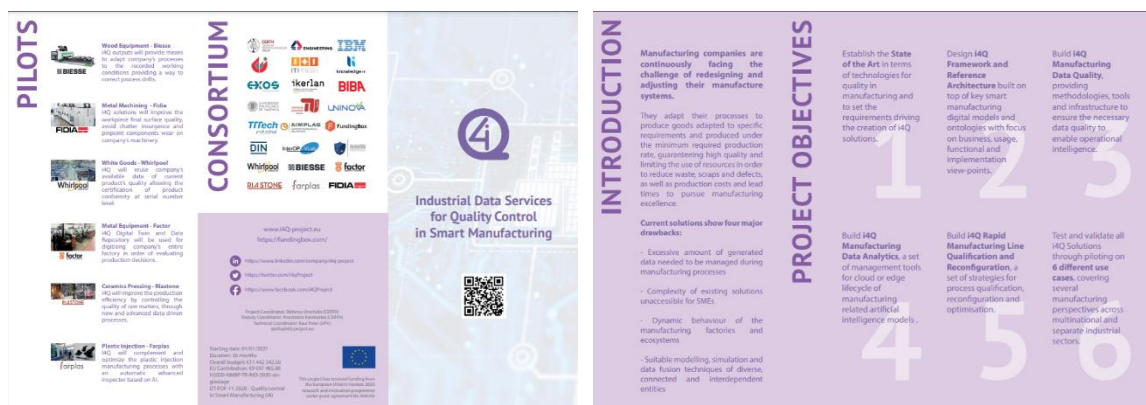
Figure 11. i4Q Flyer

A second and third flyers are planned for month 40. One will present an update about the pilots keeping a general information about the project and the consortium. The other one will give an overview of i4Q suites and solutions.

Figure 12. New i4Q Flyer

3.7 Infographics

For every pilot an infographic explaining how the i4Q project impacts its production processes was designed. It first gives an overview of the company environment and the quality challenge faced in the factory. A graphical description of the processes is then provided with the addition of the i4Q solutions which were chosen in this use-case. The last part is proposing KPIs that illustrate the improvement made in the 3-year project lifetime.

These infographics are used with other dedicated material, a podcast and a video are planned to fully explain how i4Q solutions improved the production processes in a real industrial environment.
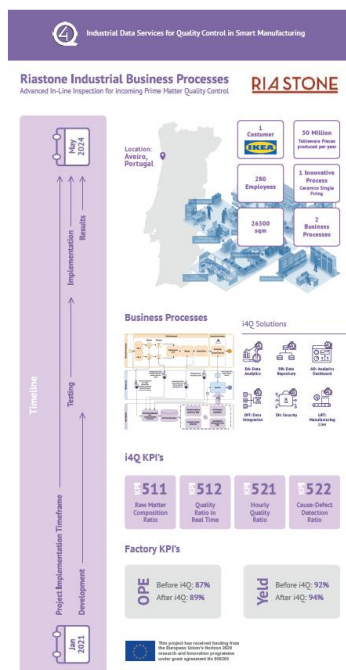
Figure 13. Riastone infographic

3.8 Brochure

To promote the solutions and in link with the exploitation strategy, a brochure is currently finalised. It presents the solutions with a success story paragraph, a description of its functioning and a short description of the provider. It includes i4Q graphical elements, especially the dedicated icon which was designed.
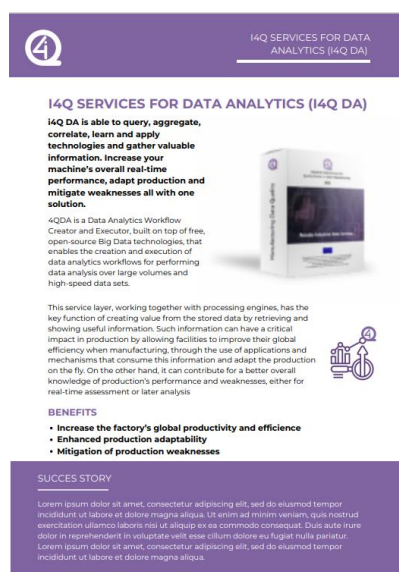

Figure 14. Data Analytics page of the brochure

3.9 Newsletters

A first newsletter was sent at the end of M3 and since six were sent and one other one is planned for month 38.

It is created with the same software as the website (WIX) in order to enable the project to easily reach its newsletter subscribers.

The first Newsletter is a general presentation of the project, the second one presents the Pilots and the third one will deal with the availability of the requirements and the technical solutions. The next ones presented also the life of the project with plenary meetings, dedicated workshops or participation to conferences.

The newsletters are sent to subscribers and made available on the project website in the news section. They are also promoted on the social medias.

3.10 Videos

To improve the communication and the dissemination, a movie presenting the project was produced. To optimise 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-organised by these three projects which title is: Transforming Manufacturing Together.

Six new videos about the pilots will be available before the end of the project to illustrate the integration of the solutions in the use-cases production lines.

All the videos will be available on: https://www.youtube.com/@I4Q-project

Figure 15. i4Q video screenshot

3.11 Podcasts

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 .

The first series deals with the solutions and their pool into bundles to face industrial issues and challenges. We have six of them: Quality Assurance, Data Analytics Pipeline, Data Security and Trustability, Line Simulation and Reconfiguration, Process Quality Diagnosis and Process Control.

The second series deals with the pilots. Two are already available Factor and Whirlpool. They give additional information to understand the use-cases. It is possible to find them at:

i4Q Pilot Podcast: Factor (fundingbox.com)

i4Q Pilot Podcast Whirlpool (fundingbox.com)

Figure 16. i4Q Podcast on Acast

3.12 Joint communication material: Horizon Results Booster

i4Q and its sister projects PeneloPe and OPTIMAI are part of the 4ZDM cluster, and they have decided to upscale their collaboration in the frame of one Horizon Results Booster.

To present the three projects, their challenges and their results, different channels were chosen. A factsheet was realised presenting briefly the key innovations to face quality challenges. Then a video with the same message was also produced, it is available on our website and our YouTube channel.

A joint policy brief was co-written by the three projects 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. The document is available on our website : POLICY BRIEF: Zero-defect and large-scale manufacturing – human-centric, open and ethical aspects of Factories of the Future / Made in Europe projects (i4q-project.eu)

Figure 17. HRB factsheet

A common webinar "Transforming Manufacturing Together" was organised with the support of the Digital Factory Alliance and the replay is available on the different platforms.

4 Conclusion

The goal of this task is to create and maintain the website and social media channels of the project, to reach a wide audience and have a place for dissemination, while creating a network in this ecosystem.

The website and the social media channels were set up by INTEROP-VLab, Knowledge Biz and FundingBox and the work package partners contributed to the correction of the platform and provided their contribution in the maintenance and content creation.

This document is strongly connected to the Dissemination strategy, which defines the channels and messages which are communicated through these profiles. The website is the main point of communication regarding the project news, publications and progress reports. The social media channels aim to reach a wide audience and create a network around the project.

The actions were monitored by the responsible partners to have information about the performance of the channels, messages and how we can reach the target audience.

The channels will still be active after the end of the project to support the exploitation strategy and disseminate scientific publications and other outcomes.