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## DELIVERABLE

### D19.2 - Dissemination & communication activities – Initial version

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<b>Deliverable Leader:</b>	Kosmas Alexopoulos (LMS)
<b>Contributors:</b>	Kosmas Alexopoulos (LMS), Dimitrios Liparas (INTRASOFT)
<b>Reviewers:</b>	Raimund Broechler (INTRASOFT)
<b>Approved by:</b>	Raimund Broechler (INTRASOFT)

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## Definitions, Acronyms and Abbreviations

Acronym	Title
API	Application Programming Interface
AR	Augmented Reality
B2B	Business-to-business
D	Deliverable
DoA	Description of Action
EPT	European Technology Platform
IDS	International Data Spaces
OEM	Original Equipment Manufacturer
PC	Project Coordinator
SME	Small and medium-sized enterprise
VIMMP	Virtual Materials Market Place
VR	Virtual Reality
WP	Work Package

## Executive summary

The content of this document is the outcome of MARKET4.0 Task 19.2 - “Communication and Awareness Creation”. The main purpose of this document is to:

- Define the dissemination approach within MARKET4.0.
- Report the dissemination activities up to project month 12.

**MARKET4.0** platform will enable new business, based on value adding interactions among the production equipment, service providers and their customers. At the same time the platform provides an open and participative infrastructure for these interactions guided by governance conditions. **MARKET4.0** provides a sustainable business environment as it creates revenues for all participating stakeholders. By making the **MARKET4.0** platform accessible to all contributors and users (through its open, vendor agnostic architecture), small and medium-sized enterprises (SMEs), and large companies across the entire manufacturing value chain will benefit. Individual users of the platform such as production equipment SMEs get revenues for selling production equipment and services to more customers, while final customers get value by improving time-to-market for of their products via “plug&produce” solutions.

The current deliverable includes the following chapters:

- Introduction – the introductory presents the MARKET4.0 project in detail focusing on MARKET4.0 project and Work Package (WP)19 “Alliance Building: Dissemination” and the current deliverable “D19.1 Dissemination & communication activities – Initial version”.
- Dissemination and communication objectives in first project period. The main object is to create awareness around the project and stimulate interest for the upcoming first project open calls.
- Dissemination strategy – a detailed description of Task 19.2 approach on developing and implementing the appropriate dissemination and communication strategy and activities that will result in the best and most effective promotion of the project at local, European and international level.
- Dissemination and communication tools and activities – an overview of the dissemination tools and activities created and performed by the MARKET4.0 partners in order to raise visibility of the project during its first year of implementation.

During the 1<sup>st</sup> year the main result is that the framework for disseminating project activities has been setup. In the following two years to come and as the project will be generating results that can be communicated to external audience the project dissemination activities are expected to multiply.

# 1 Introduction

## 1.1 The MARKET4.0 project

**MARKET4.0** platform will enable new business, based on value adding interactions among the production equipment and service providers and their customers while at the same time provides an open and participative infrastructure for these interactions and sets the governance conditions on them. **MARKET4.0** provides a sustainable business environment as it creates revenues for all participating stakeholders. By making the **MARKET4.0** platform accessible to all contributors and users (through its open, vendor agnostic architecture), SMEs, and large companies across the entire manufacturing value chain will benefit. Individual users of the platform such as production equipment SMEs get revenues for selling production equipment and services to more customers, while final customers get value by improving time-to-market for their products by “plug&produce” solutions. Software and simulation service providers acquire revenues for the use of their services, either from production equipment providers or from the final end-users.

The main **mission** and **value proposition** for MARKET4.0 are the following (Figure 1):

***MARKET4.0 will make B2B, supply and procurement in manufacturing through digital means simple as buying consumer goods on e-commerce marketplaces. MARKET4.0 enables to address the complexity of these operations through its value-added tools and services based on the trusted exchange of data and including searching and visualisation, analysis, supply chain visibility and automation.***

In **MARKET4.0** the supply side, mainly SMEs, are enabled to offer

- **production equipment** (hardware such as laser cutting machines, additive manufacturing equipment, plastic injection machines or high-tech equipment),
- **services** that extend the capabilities of the production equipment (e.g. production optimization services, predictive maintenance service, data analytics and more),
- **production equipment as a service** or **manufacturing-on-demand** (e.g. the spare production capacity offered to the customers of machining equipment in the metal sector) and
- **collaborative engineering services** (e.g. a customer needs upgrade of production equipment).

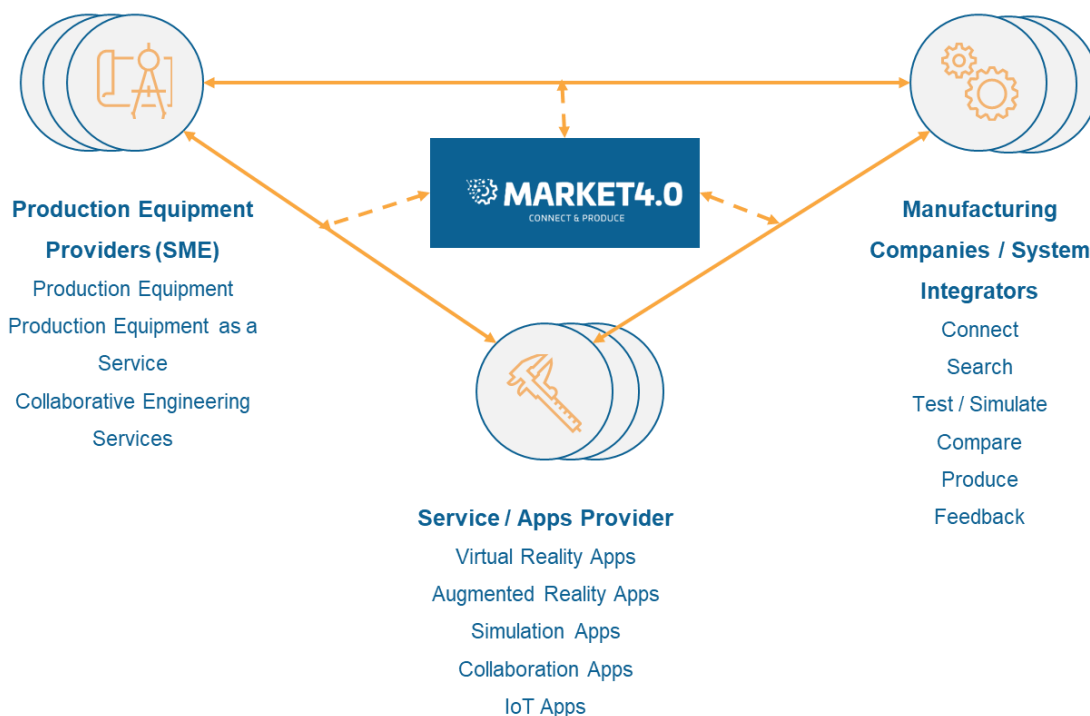
The **demand side** includes industrial stakeholders, such as Original Equipment Manufacturers (OEMs) and production system integrators that provide engineering services and act as mediators between production equipment suppliers and OEMs.

The following key-aspects are addressed by the MARKET4.0 platform:

- The customers of production equipment product and services such as OEMs and production equipment integrators using the apps provided by the platform should be able to search and browse for equipment or services, test their functionalities, using simulation and visualization services offered and compare them against each other. E-procurement services for matching product requirements to production capabilities will be offered by the platform. Moreover, cost estimate/calculation for production equipment and also comparison are offered.
- The platform will provide a multi-sided ecosystem in which several stakeholders will interact under fair conditions that are assured by its supervisory mechanism. New stakeholders will be able to join the platform in a **frictionless entry** manner, quickly and easily begin participating in the value creation chain **enabling “plug&produce”**. This characteristic will enable the platform to grow rapidly almost without a bound.
- The platform will provide Application Programming Interfaces (APIs) and resources for enabling the development of new apps within a sophisticated App Store. This will include access to the Data app store service.

The business model to overcome the competition is *freemium* which means free access to public information (such as data sheets, videos etc.) and services (such as basic simulation services, Virtual Reality (VR)/Augmented Reality (AR)) but payment for premium information and advanced simulation services (e.g. process optimization and injection molding analysis).

More information in: <http://market40.eu/>.



**Figure 1: MARKET4.0 concept**



## 1.2 WP19 Alliance Building: Dissemination

As clearly stated in the project's Description of Action (DoA), WP19 overall aims at:

- Disseminating the activities and results of MARKET4.0, as well as the potential that these offer to manufacturing to relevant bodies of interest as widely as possible. Feedback from interested parties shall influence the work of the MARKET4.0 project and enhance the widespread adoption of the project's results.
- Dissemination and communication will allocate activities to increase the awareness regarding the open calls to the relevant stakeholders.
- Raise awareness for the open calls among potential applicants.
- Encourage European SMEs to submit high-quality proposals in response to the call.
- Contribute to enabling SMEs to access stakeholders in new markets and to supporting the overall growth of SMEs targeting new markets for production equipment.
- Spur further research and innovation in European SMEs by telling success stories from the project.
- Promote synergies with industrial actors beyond the project's own community, in order to demonstrate the advances for manufacturing excellence in Europe.

In Chapter 2 "Dissemination and Communication objectives of the reporting period" the dissemination objectives of the first year of the project are listed along with the activities undertaken in order to fulfill these objectives.

## 1.3 The Deliverable D19.2 - Dissemination & communication activities – Initial version

### 1.3.1 Scope of the deliverable

The scope of this deliverable is to present a yearly report related to the dissemination and communication activities of the project performed by project partners. It outlines the dissemination and communication objectives and strategy of the first year and presents the tools and activities that were undertaken to accomplish the set objectives. Moreover, the deliverable reports on dissemination tools that were used within year 1 in order to disseminate the project and implement the dissemination strategy as it was originally set in the Project DoA.

### 1.3.2 Structure of the deliverable

The first chapter provides an introduction to the MARKET4.0 project, WP19 and the deliverable D19.1 itself. The second chapter describes the overall dissemination strategy the third the dissemination and communication objectives during year 1. The fourth chapter focuses on the dissemination and communication activities that were implemented for the achievement of the objectives for the aforementioned period. Lastly, the fifth chapter outlines the activities that will

be performed in the upcoming period M13-M24. At the end of this deliverable, conclusions highlight the main points that were presented in the current report.

### 1.3.3 Intended audience of the deliverable

The following table (Table 1) defines the intended audience of the current deliverable:

**Table 1: Intended audience of the current deliverable (D19.2)**

<b><i>Intended Audience</i></b>	<b><i>Interest in the document</i></b>
<b>MARKET4.0 consortium members</b>	To be informed on the communication and dissemination activities performed by the consortium during the reporting period (Nov. 2018 – Oct. 2019).
<b>European Commission</b>	To review and assess this deliverable as a required report based on DoA of MARKET4.0
<b>Relevant stakeholders</b>	To be informed about the communication and dissemination activities performed within the reporting period, raise awareness about the project, announce project objectives as well as to find out how they could benefit from the results developed by MARKET4.0 and participate in the project open calls.
<b>Projects similar to MARKET4.0</b>	To share knowledge, information, best practices and activities that could be utilized in their projects as well as to find common ground on which they could establish a potential collaboration of cross-dissemination with MARKET4.0. Through the EMMC-led activities MARKET4.0 has participated in events together with the Materials Modelling Marketplace for Increased Industrial Innovation (MARKETPLACE) and the Virtual Materials Market Place (VIMMP) projects.

## 2 Dissemination and Communication objectives of the reporting period

This section presents in detail the dissemination and communication objectives and strategy implemented for the first project period (Nov. 2018 -Oct 2019).

During the first project period, WP19 (Alliance Building: Dissemination) has focused its efforts on developing and implementing the first version of the dissemination and communication strategy and implementing the first dissemination activities that have resulted in the best and most effective promotion of the project at local, European and international level. For the first year of project's implementation, the main objectives of WP19 were the following:

- Design and launch the MARKET4.0 website.
  - ✓ The MARKET4.0 website is online since 01 December 2018 ([www.market40.eu](http://www.market40.eu)).
- Design and create the promotional material of the project (logo, overall presentation, project brochure, project factsheet, poster, social media).
  - ✓ The material has been prepared (see chapter 3.4 in the current document).
- Monitor the project's website and social media profiles.
  - ✓ Google analytics is being used for monitoring site activity. In chapter 3.6, site activity report is presented.
- Participation in events at national and European level to raise awareness and visibility for the project and especially the open calls.
  - ✓ MARKET4.0 partners have participated in several events throughout Europe to "spread the message" of the project. A detailed report is given in chapter 4.
- Advertise that the project will provide the possibility for open calls in order to attracting high-quality proposals. The target groups addressed in this phase are mainly SMEs with the potential to successfully apply for the call, researchers as potential partners in proposals and service and apps providers as partners for spreading the word about the project.
  - ✓ MARKET4.0 partners during MARKET4.0 project presentation, for creating awareness around the project, have included some "teaser slides" on the open call activities. However, it is the objective of beginning of year 2 to communicate more specific information on the open calls and the content of the applications expected.
- Approach at least 200 production equipment and service providers and especially SMEs aware of the MARKET4.0 activities and plans.
  - ✓ It is estimated that a number of 100 production equipment and technology providers SMEs are aware of the project and the plan for open call activities.
- Establish, maintain and enhance collaboration with other similar EU funded projects.

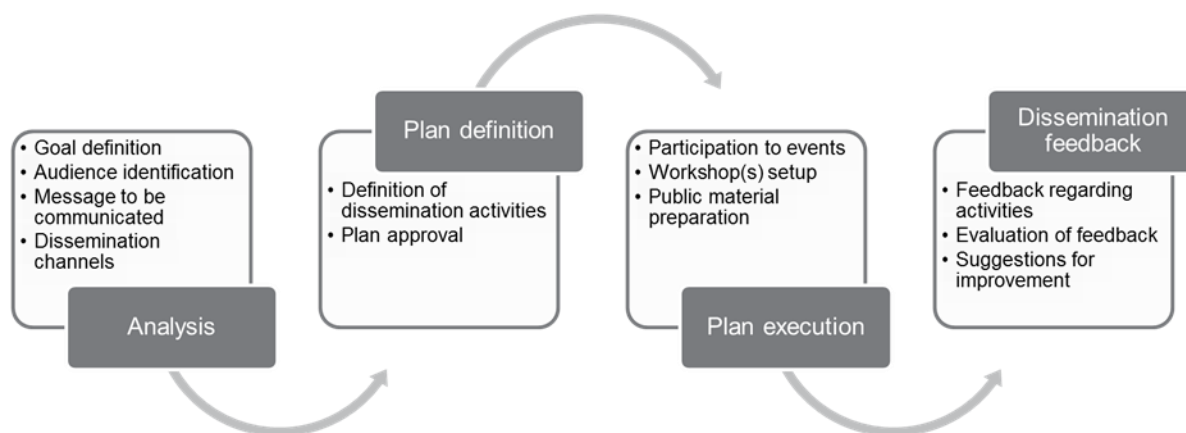
- ✓ Through the EMMC-led activities MARKET4.0 has participated in events together with the Materials Modelling Marketplace for Increased Industrial Innovation (MARKETPLACE) and the Virtual Materials Market Place (VIMMP) projects.
- Provide deliverables and reports corresponding to the reporting period M1-M12.
  - ✓ Deliverable D19.2 accomplishes this objective.

## 3 Dissemination strategy

The main aim of dissemination strategy is to identify and properly plan the dissemination activities as well as effectively promote commercial and other results obtained by the project. The designed strategy helps with maximizing the influence of the project in both the research community and industry.

### 3.1 Dissemination approach

MARKET4.0 will follow a dissemination and communication approach which consists of four main steps namely: analysis, planning, execution, and feedback (see Figure 2). A detailed explanation for each step is provided below. The process described in Figure 2 takes place iteratively during the project. Analysis and plan are evaluated on a six-month basis and the execution plan proposes dissemination activities for a six-month to one-year horizon.



**Figure 2: MARKET4.0 dissemination steps**

#### Analysis

Analysis is the very first step in the dissemination approach. In this step the key elements of the dissemination activity such as goal, audience, message of the project, and channels of communication/dissemination are analyzed and defined.

- **Goal:** The first important element of the analysis step is the goal(s) definition. To ensure a successful dissemination plan, the mission and objectives of the consortium should be clearly defined in agreement with all the project partners.
- **Audience:** The second element that has influence on having a successful analysis is the audience identification. The targeted audience of the project and dissemination activities

should be identified before selecting the means of communication. In this way, MARKET4.0 project's news can be effectively communicated to the right audience through appropriate channels. Generally, the inserted audience in MARKET4.0 project can be divided into two main groups namely, external and internal. Internal audience includes academic or industrial people, universities, research centers, and companies that are directly involved in MARKET4.0. External audience refers to all researchers and academic members who are not a member of MARKET4.0's consortium. The aim is to accurately identify the most relevant stakeholders at each phase of the project, as well as their motivations for their interest in the objectives of the project and namely efficient methods and tools for balancing human and automation levels in manufacturing tasks. Moreover, reaching out to the different audience in the most effective way, the proper communication channels and approaches need to be identified and the message should be continuously updated.

- **Message:** The other important element of the analysis step is the message of the project that should be communicated to audience of MARKET4.0. All the messages must be designed to clearly reflect the goals of the project while, taking into account the phase of the project and the identified audience at the same time.
- **Channels:** The last element of the dissemination analysis is the dissemination channel. The MARKET4.0 project takes advantage of several different dissemination channels to make sure that the messages of the project are properly communicated to the interested audience and groups of interest. The channels to be used in MARKET4.0 are: websites, publication of journal papers, leaflets, and face to face discussion at public scientific and industrial meetings, i.e. conferences, exhibitions, and workshops. The consortium is highly committed to advertise the event timely and broadly to ensure the maximum number of audience.

## Planning

The second important step in the dissemination approach is the dissemination planning. In this part dissemination activities are defined in agreement with the consortium members. Then, all the details such as activities' dates, target audience for each activity, messages to communicate, and the specific project's objective(s) to be covered by each activity will be planned. The plan will be effective after it has been officially approved by the consortium.

## Execution

The third step in the proposed approach is plan execution. All the activities which the Dissemination plan is describing are implemented in the execution step. For each of the dissemination activities there is a key-partner who is allocated to prepare and execute the activity as a main leader. Through the whole phases of the dissemination project all partners are supposed to cooperate in the process of executing the activities regarding to their field of expertise or their interests.

## Feedback

Partners who execute the activity are expected to provide feedback after the dissemination activity. The result of dissemination activities must be able to be assessed through tangible objective(s). The provided feedback is profitable in monitoring and updating the goals, audience, messages etc. which are identified as the dissemination components and it also guarantees a significant result of the activity.

## 3.2 Dissemination goals/objectives

Identifying/defining the needed stages and a set of initial activities are the most important goals of this dissemination plan. While defining the activities and stages the following requirements should be satisfied.

- There must be an awareness built on around the project.
- Stimulate interest for participation in project's open calls. In all MARKET4.0 awareness creation presentations there are "teaser slides" for the open calls. In the next phase, the F6S platform will be used for advertising the open call and attracting more attention by the network of SME already linked to the F6S platform.
- The findings and results of the project provided by the research partners should be translated into Exploitable Results and stand-alone components which are further translated into fact sheets that can be understood by possible MARKET4.0 clients via the added value they could get out of it when using the platform.
- Through the development of the MARKET4.0, the results achieved in platform level (International Data Spaces (IDS)-based framework and e-commerce portal) and specific domains (metal, plastics and high-tech) should be passed to potential customers. Such results and products should be used and marketed for further needs.
- Building up a vast network system for the possible users should also be considered as an important goal. The potential applicants for the open are also potential user of the MARKET4.0 solution after the end of the project.

The project's DoA document sets the foundation of having the mentioned goals accomplished. It presents: (1) the genuine benefits and goals of the project, (2) an initial step for preparing the interactions of the possible consumers and, (3) a set of dissemination activities which is based on the goals of the project.

### 3.3 Target audience

A precise distribution of the dissemination plan has been provided below to facilitate the process of analysing the effect of dissemination on a comparable basis and also organizing the dissemination activities based on the dissemination plan.

- **Industrial sector**, Professional Associations as a type of target is being addressed by MARKET4.0 dissemination in order to stimulate the industrial engagement and the communities of the consumers. For organizations with diverse industry verticals the MARKET4.0 is extremely applicable. Stakeholders from different industrial sectors have been engrossed in MARKET4.0. In MARKET4.0, FMTI (AT), Brainport Industries (NL) and LINRA (LI) are already on board and engaged in relevant dissemination events (see report on chapter 4). Moreover, through project TECNALIA the Spanish Association of Manufacturers of Machine Tools (AFM) has been utilized to inform its network for the project activities. Other Associations that have been identified include the European Association of the Machine Tool Industry (CECIMO), Mechanical Engineering Industry Association (VDMA), the Association of Plastic Manufacturers in Europe and the European Association of Plastics Recycling and Recovering Organization (EPRO).
- Range of the MARKET4.0 and its objectives must be introduced to the **larger public** by means of the latest technologies.
- MARKET4.0 **open call applicants** that are mainly manufacturing SMEs and technology providers.
- **EU technology platforms** is another type of audience. European Technology Platform (EPT) production will receive the outcomes created by the MARKET4.0 and use it in road mapping related jobs. MARKET4.0 also attempts to take part in the events that will be held by the European Factories of Future Research Association (EFFRA) and Big-Data Association (BDVA).
- There are **other projects working on the similar field** that could be considered as another type of audience. The opportunity of making connections among parties and common participants are offered by the cooperation of the partners in other related projects. MARKET4.0 has joined a series of events under the supervision of European Materials and Modelling Council (EMMC). Materials Modelling Marketplace for Increased Industrial Innovation (MARKETPLACE) and the Virtual Materials Market Place (VIMMP) and the WeldGalaxy H2020 projects have already been identified and dissemination links created.
  - Taking part in the work-related organized gathering events of other projects and receive the most useful effects of joint working groups.
  - New ideas and strategies for future research initiatives.



- Considering further collaboration and co-production with other related research projects including the MARKETPLACE and Virtual Materials Market Place (VIMMP) H2020 projects.
- Another type of audience is Internal Audience which should be considered as one of the most effective components of the MARKET4.0 therefore the internal communication and dissemination among the Consortium partners must be guaranteed.
- **Academic and research community** as a type of audience aims at all research communities which are concerned with the improvement, outcomes and innovation of the MARKET4.0 project. This could be profitable for their own research activities as well. Researchers working in the field of marketplaces, industrial dataspace, data sharing, manufacturing on demand, augmented reality and more are also interested in the scientific aspects of MARKET4.0.

In the dissemination plan, **project partners' organizations** are significantly important because: firstly, they are considered as the potential consumers of the MARKET4.0 themselves and secondly, they have a significant effect on the associated industrial sectors, so they are the 'influencers' as well.

There are major market players in different segments among MARKET4.0 consortium partners so there is a natural channel made that facilitates the dissemination of the project and its outcomes for possible customers. In this regard the attempts and the abilities of every partner in grabbing the opportunities for executing the project and its outcomes are directly affecting the dissemination activities. According to this, the communication of the information related to MARKET4.0 project and the outcomes among all the partners such as managers, consultants and marketers is very essential. In addition, encouraging the partner to pass on this information to the customers and business partners is vital.

This communication policy helps the partners to gain the whole information related to planning, ongoing work and also current or possible problems. Apart from requested EC and Internal reporting, active communication with the WP Leaders is required to be done by the partners regarding the technical improvements and issues. On the other hand, the Project Coordinator (PC) must be kept up to date about the activities by WP Leaders as well. The PC could be informed about all the occurring executive and legal issues by the invited partners.

### 3.4 Messages

The usable outcomes of MARKET4.0 and the approach through which the entire MARKET4.0 will be developed are mostly the primary messages that are disseminated along the project and when the project is finalized. To be more specific a list has been provided below.

- ✓ The scope and goals of the MARKET4.0.
- ✓ The entire MARKET4.0 approach.
- ✓ Metal domain solution/marketplace.

- ✓ Plastics domain solution/marketplace.
- ✓ High-tech domain solution/marketplace.
- ✓ MARKET4.0 provides an excellent opportunity for production equipment supplier, especially SME ones, as another channel to reach potential customers.
- ✓ Their potential can be tapped by a combination of public funding, scientific, technical and business support (open calls).
- ✓ Software and platform developers, as third parties, can connect to the MARKET4.0 platform to establish additional marketplaces.

The key messages of the MARKET4.0, as well as the information related to timing, target audience and partners who are focused to disseminate the key messages are given in Table 2.

**Table 2: Key messages**

Message/Subject	Description	Communication period of the message	Target Audience
Project aspects	Project structure, goals, status	During the whole project	All
Project mission	MARKET4.0 develops an open multi-sided digital platform for enabling production equipment and service providers to connect and work together with manufacturing companies. It creates technical and financial trust in manufacturing business-to-business (B2B) collaboration.	During the whole project	All
Project approach	MARKET4.0 provides a peer-to-peer marketplace based on the Industrial Dataspaces Architecture for 'plug & produce', a reference implementation and domain-specific implementation for three key equipment manufacturing markets. It improves the sales power of production equipment SMEs by allowing them to "plug" into the marketplace and "produce" solutions for their customers.	During the second, third and fourth years of the project	Industry

Metal domain solution/marketplace	MARKET4.0 will provide a marketplace for metal processing production equipment and services.	During the whole project	Metal domain industry (e.g. CEECIMO)
Plastics domain solution/marketplace	MARKET4.0 will provide a marketplace for plastics processing production equipment and services.	During the whole project	Metal domain industry (e.g. EPRO)
High-tech domain solution/marketplace	MARKET4.0 will provide a marketplace for accessing a supply chain network for high-tech manufacturing industry.	During the whole project	High-tech domain industry (e.g. Brainport industries)
Open calls	MARKET4.0 provides an excellent opportunity for production equipment supplier, especially SME ones, as another channel to reach potential customers. Their potential can be tapped by a combination of public funding, scientific, technical and business support.	From month 6 to month 30	Industry and SW vendors/developers
Market opportunity for software developers	Software developers can be benefit of the MARKET4.0 ecosystem by providing their solutions to be offered via the marketplace.	During the whole project	Software developers

### 3.5 Dissemination tools/channel

Dissemination channels are mainly used to communicate with both the external audience and people in MARKET4.0 consortium. Most of the dissemination channels for the project will be public and all the news about the project will be continually published on the web to attract a large number of audience. The most common Dissemination tools/channels for the scientific projects are: newsletters, publication of papers and reports, websites, participating in conferences and exhibitions, and personal contacts through meetings, workshops and other dissemination events.

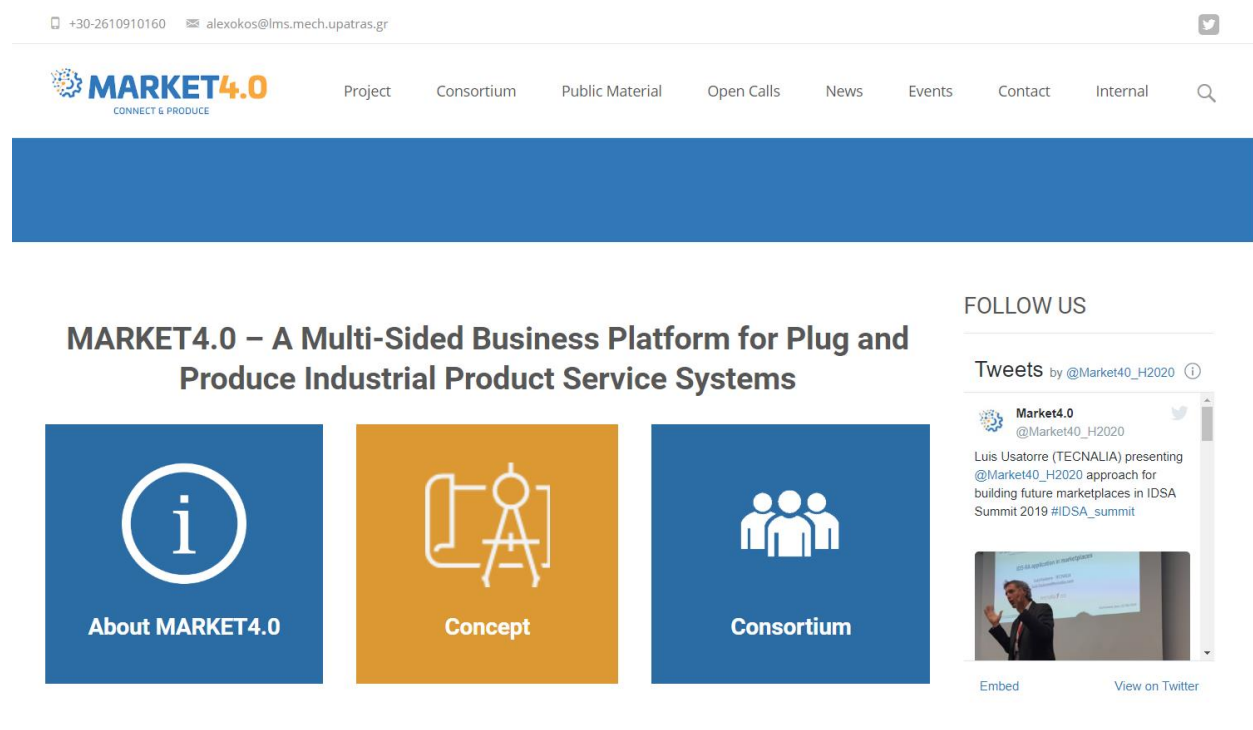
There are some gadgets that make the process of MARKET4.0 dissemination easier. To mention some we can refer to websites and intranet which represent the developing process of MARKET4.0, Social Media Networking (LinkedIn, Twitter), using emails, newsletters etc. to specialized shareholders, using broadcast channels such as MARKET4.0's website and media,

holding large public events mainly related to specialized stakeholders, publishing to scientific journals and conferences, setting up public and industrial workshops.

## Project portal

There has been an MARKET4.0 public Web Portal developed and aimed to fulfil some of the needs for the project's dissemination, publish news and information related to the project and to make a connection between the project coordinator and those who are interested in the project. This portal is available on the internet for all the people around the world. The project portal can be accessed both by the public and private sectors through this link: <http://www.market40.eu/>. The front page of the MARKET4.0 portal is shown in Figure 3.

In order to disseminate the knowledge of the project and to publish the news and beneficiaries about the project and to make a connection between the project coordinator and those who are willing to participate in the project the public space of the portal has been provided.



**Figure 3: Front page of the MARKET4.0 portal**

**Social media:** MARKET4.0 utilizes social media for the promotion of the project activities, as well as for engaging with the community. Within MARKET4.0, social media are used:

- To increase traffic to the project website.
- To increase the awareness regarding the project Open Calls to the relevant stakeholders, as well as regarding participation in events.

- To reinforce the impact of the work conducted by the consortium partners. Social media provide the opportunity to catch people's attention with some short messages that aim at engaging the audience with project activities. The details of the project activities, such as Open Calls, projects results, as well as participation to workshops, are available in the project portal.
- Social media have the benefit that the audience is immediately informed of the various activities and it is not the audience that need to look for updated information.

MARKET4.0 has been presented in social media, more specifically in LinkedIn and Twitter, which are useful for the promotion of the MARKET4.0 activities among the users of those media. The front page of the LinkedIn and Twitter designed for MARKET4.0 is shown in Figure 4.



**Figure 4: MARKET4.0 front page in LinkedIn and Twitter**

**Brochure:** In order to communicate the key-facts for the aim of goals, structure etc. of the project a brochure has been provided which is accessible for the public and is going to be printed out in papers and distributed to interested participants of the MARKET4.0 events. The MARKET4.0 brochure can be seen in Figure 5.



Figure 5: MARKET4.0 brochure

**Poster and Banner:** In order to communicate in a quick manner of goals, structure etc. of the project a poster and a banner has been provided and is available for project partners to use when participating in several events. The MARKET4.0 poster and banner can be seen in Figure 6 and Figure 7, respectively.





Figure 6: MARKET4.0 poster



Figure 7: MARKET4.0 banner



### 3.6 MARKET4.0 dissemination activities execution and internal co-ordination

LMS, as dissemination leader, is responsible for the internal coordination of the dissemination activities and will work on ensuring that some key principles are met when dissemination activities are delivered:

- All publications or any other dissemination material related to foreground shall include the following statement to indicate that said foreground was generated with the assistance of financial support from EU: *“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 822064”*
- The project logo and EU emblem (to acknowledge the funding) are always included in all dissemination material.

For the preparation and evaluation of each dissemination activity the consortium member(s) that have been identified as the main partner to carry on the activity should provide an analysis of the activity that need to consider the following aspects:

- *Objective*: Define the objective of the activity. Why should MARKET4.0 participate in the event?
- *Start/End Date*: Define when the activity will take place.
- *Target Audience*
- *Message/Abstract*: What will be communicated to the target audience?
- *Material*: What is the material required to communicate the message? Presentation, video, demonstrator etc.
- *Budget*: The estimated budget for the event.

For that reason, specific template documents have been provided to the consortium member to fill in before and after the execution of the activity (Dissemination Event and Report Template.docx). Based on the information collected by the partners Dissemination Manager (LMS) updates the dissemination Plan and Log (in the private portal) if appropriate.

Google Analytics has been used to monitor the activity in MARKET4.0 public portal<sup>1</sup>. Using Google Analytics, the following numbers have been recorded for period 1-Dec 2018 to 27-May 2020:



















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<sup>1</sup> The activity reported involves only the MARKET4.0 public portal however it does not exclude the activity of MARKET4.0 partners when they visit the public portal.





















**Table 3: MARKET4.0 portal analytics**

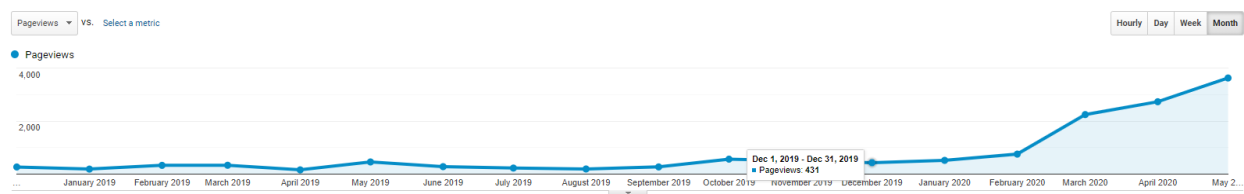
Performance measure	Value
<b>Sessions</b>	5,645
<b>Users</b>	3,560
<b>Pageviews</b>	14,085
<b>Pages per session</b>	2,50
<b>Avg. Session Duration</b>	00:02:01
<b>Bounce Rate</b>	50.19%
<b>New visitors</b>	83 %
<b>Return visitor</b>	17%

**Table 4: MARKET4.0 portal visits per country**

Country	Users	% Users
1.  United States	389	 10.80%
2.  Greece	366	 10.16%
3.  Spain	337	 9.36%
4.  Italy	332	 9.22%
5.  Netherlands	272	 7.55%
6.  Germany	229	 6.36%
7.  Austria	146	 4.05%
8.  Turkey	139	 3.86%
9.  United Kingdom	136	 3.78%
10.  France	135	 3.75%

**Table 5: MARKET4.0 portal most visited pages**

1. /		4,420	 31.38%
2. /open-calls/		3,991	 28.34%
3. /concept/		947	 6.72%
4. /project/		745	 5.29%
5. /consortium/		537	 3.81%
6. /marketplaces/		425	 3.02%
7. /news/		291	 2.07%
8. /events/		290	 2.06%
9. /publications/		256	 1.82%
10. /deliverables/		226	 1.60%


**Figure 8: Pageviews over the whole period of the portal**

In Table 3, we notice that 3.560 unique users visited the MARKET4.0 portal during the reporting period and a number of 5.645 sessions was recorded (a session is defined as a group of interactions that a user takes within a given time frame on the website – for Google Analytics, the default time frame is 30 minutes), as well as 14.085 pageviews (a pageview is an instance of a page being loaded (or reloaded) in a browser, therefore pageviews as a metric is defined as the total number of pages viewed). Figure 8 depicts the number of pageviews on a monthly basis over the whole period that the MARKET4.0 portal is up and running. The average duration of each session was around 2 minutes and the bounce rate was 50.19% (the bounce rate refers to single-page sessions on a site, which have a session duration of 0 seconds, since there are no subsequent requests after the first one). If the end goal is to have people explore the website and engage with the content, you want the bounce rate to be low. A good bounce rate is no higher than 75% thus the current performance of 50.19% indicates a good engagement with the portal. According to the assessment, a reasonable benchmark for average session duration is between 2-3 minutes, thus the MARKET4.0 portal is marginally within the average value albeit to the lower end.

From the 3.560 unique users/visitors, 83% were new ones and 17% were returning visitors (a returning visitor is a user who returns to a site (within the past two years) using the same browser / same device).

Pages per session refers to the average number of pages on your website that users are viewing per session. Generally, we want this number to be high, which will indicate that a large number of our website's pages are being explored each time someone comes to your website. The current value of 2.5 per session (that is greater than 2) indicates that our users are highly engaged and willing to explore more of our site.

Table 4 lists the MARKET4.0 portal visits per country. The top country in terms of portal visits is United States (10,8%), followed by Greece (10,16%) and Spain (9,36%). Finally, Table 5 displays the most visited pages of the MARKET4.0 portal. The front page of the portal is the most visited one (31,38% of the total visits), followed by the "Open calls" (28,34%), "Concept" (6,72%) and "Project" (5,29%) pages, indicating the clear impact of the Open Call to the project.

### 3.7 Performance Evaluation

In order to monitor the progress in MARKET4.0 WP19 "Alliance Building: Dissemination", a number of KPIs (Key Performance Indicators) have been defined for the whole project (Table 6). Table 6 also shows the current updated values of the dissemination and communication KPIs that have been achieved in the project so far. The focus of the project within the reporting period was on creating awareness on the existence of MARKET4.0 and it is expected to enter a phase of producing mature results, which will lead to further improvement of the KPI values. The progress of the KPIs will be further monitored and reported in all future WP19 deliverables (intermediate (D19.3) and final (D19.4) versions of the MARKET4.0 dissemination & communication activities report).

**Table 6: Dissemination and Communication KPIs**

Tool	KPI	Target	Achieved
Publications	Released Scientific Papers	20	5
	Press release	3	0
	Released Whitepapers	3	0
Events	Project presentations conferences/events	35	31
	Significant presence at events (hosted, sponsorship and booths)	5	1
	No. of Open Call Webinars   no. of participants	6   40	0   0
Social Media	No. of Twitter postings, Followers	200 / 200	11 / 46
	No. of LinkedIn Postings, Followers	30 / 50	4 / 37
MARKET4.0 Website	Number of sessions	10.000	5.645
Newsletters	Number of releases	4	0

## 4 Dissemination activities undertaken

In Table 7 and Table 8 below, a list with all project dissemination activities and scientific work is reported. This list is cumulative starting from the beginning of the project.

**Table 7: Dissemination activities undertaken until 27 May 2020**

Type of activity	Project Partner(s)	Title	Planned Date / Period	Place	Dissemination Objective	Type of target audience	Size of audience	Countries addressed
Other	LMS, All	MARKET4.0 web portal	30 November 2018	Internet	Create awareness; Advertise of the open calls; Communicate material	All	N/A	International
Participation to a Workshop	LMS, POLIMI	A Multi-Sided Business Platform for Plug and Produce Industrial Product Service Systems	5 December 2018	Vienna (AU)	Create awareness; Advertise of the open calls	Research, Industry	30	European
Participation to a Workshop	LMS, INTRASOFT	Philips production: A Multi-Sided Business Platform for Plug and Produce Industrial Product Service Systems	24 January 2019	Drachten (NL)	Create awareness; Advertise of the open calls	Research, Industry	20	European
Participation to a Workshop	LINPRA	Annual LINPRA members' event	24 January 2019	Vilnius (LT)	Create awareness about the MARKET 4.0 project;	Research, Industry	70	Lithuania

Participation to a Workshop	INTRASOFT	EMMC Intl. Workshop 2019: A Multi-Sided Business Platform for Plug and Produce Industrial Product Service Systems How do we build the manufacturing B2B marketplaces of the future	26 February 2019	Vienna (AU)	Create awareness; Advertise of the open calls; Create collaboration with other MARKETPLACE projects of the EMMC network	Research, Industry	150	European
Participation to a Workshop	LINPRA	Meeting of the Plastics Cluster	26 February 2019	Vilnius (LT)	Create awareness about the MARKET 4.0 project;	Industry	10	European
Participation to an Event other than a Conference or a Workshop	LINPRA	"Business Breakfast" organized by LINPRA in Alytus region	5 March 2019	Vilnius (LT)	Create awareness about the MARKET 4.0 project;	Industry	10	European
Other	FMTI, TECNALIA	MARKET4.0 questionnaire for input on the metal domain marketplace	28 March 2019	Vienna (AU)	Preliminary input on marketplace for metal processing equipment	Industry	10	Austrian
Participation to an Event other than a Conference	LINPRA	"Business Breakfast" organized by LINPRA in	11 April 2019	Lithuania (LT)	Create awareness about the MARKET 4.0 project;	Industry	15	European

or a Workshop		Marijampolė region						
Participation to a Workshop	LINPRA	General Assembly of LINPRA members	16 April 2019	Lithuania (LT)	Create awareness about the MARKET 4.0 project;	Research, Industry	70	European
Participation to a Workshop	LMS	A Multi-Sided Business Platform for Plug and Produce Industrial Product Service Systems	06 May 2019	Laussane (CH)	Create awareness; Advertise of the open calls; Create collaboration with other MARKETPLACE projects; Exchange knowledge on MARKETPLACE; Connect MARKETPLACES	Research, Industry	15	European
Participation to an Event other than a Conference or a Workshop	LINPRA	"Business Breakfast" organized by LINPRA in Utena region	14 May 2019	Lithuania (LT)	Create awareness about the MARKET 4.0 project;	Industry	7	European
Participation to a Workshop	LMS	A Multi-Sided Business Platform for Plug and Produce Industrial Product Service Systems	22 May 2019	Brussels (BE)	Create awareness; Advertise of the open calls; Create collaboration with other MARKETPLACE projects; Exchange knowledge on MARKETPLACE; Connect MARKETPLACES	Research, Industry	40	European

Participation to a Workshop	TECNALIA	Spanish Association Brokerage event	5 June 2019	Bilbao (ES)	Create awareness; Advertise of the open calls; Use cases	Research, Industry	-	European
Participation to a Workshop	INTRASOFT, PRIMA	15th INSME Annual Meeting	7 June 2019	Naples (IT)	Create awareness about industry marketplaces for SMEs; Advertise of the open calls	Research, Industry	-	European
Participation to an Event other than a Conference or a Workshop	LINPRA	"Business Breakfast" organized by LINPRA in Mažeikiai region	19 June 2019	Lithuania (LT)	Create awareness about the MARKET 4.0 project;	Industry	25	European
Participation to a Workshop	LMS, INTRASOFT, TNO, TECNALIA, POLIMI, ENG	MARKET4.0 booth at IDS summit 2019	25 June 2019	Bonn (DE)		Research, Industry	80	European
Participation to a Workshop	INTRA	Marketplaces EMMC Expert Group Meeting	19/8/2019	Bremen (FI)	Awareness, links to materials marketplace		25	European
Participation to a Workshop	TNO, BI	Opening of Flexible Manufacturing field lab	3/9/2019	Eindhoven (NL)	Create awareness	Industry	150	European
Participation to an Event other than a Conference or a Workshop	LINPRA	"Business Breakfast" organized by LINPRA in Panevėžys region	09-09-2019	Lithuania (LT)	Create awareness about the MARKET 4.0 project;	Industry	23	European



Participation to an Event other than a Conference or a Workshop	LINPRA	"Business Breakfast" organized by LINPRA in Šiauliai region	19-09-2019	Lithuania (LT)	Create awareness about the MARKET 4.0 project;	Industry	25	European
Participation to a Workshop	LMS	ICT proposers' day 2019	19-20 September 2019	Helsinki (FI)	Create awareness; Advertise of the open calls	Industry	15	European
Participation to a Workshop	POLIMI, FMTI	WMF 2019	25-27 September	Cernobbio (IT)	Create awareness; Advertise of the open calls	Industry, Academia	10	Worldwide
Participation to a Workshop	POLIMI, TECNALIA, LMS, FMTI	Manufuture 2019	Sep. 30-1 October	Helsinki(FI)	Awareness	Industry, Academia	10	European
Participation to an Event other than a Conference or a Workshop	LINPRA	"Business Breakfast" organized by LINPRA in Klaipėda region	08-10-2019	Lithuania (LT)	Create awareness about the MARKET 4.0 project;	Industry	14	European
Participation to workshop	IPC	K 2019	16-23 October 2019	Dusseldorf (DE)	Create awareness; Advertise of the open calls	Industry	10	Worldwide
Participation to a Workshop	POLIMI, ENG	Big-Data 2019	14-16 October	Helsinki(FI)	Create awareness; Advertise of the open calls	Industry, Academia	10	European
Participation to a Workshop	LINPRA, LMS	LINPRA General Assembly and workshop	22 October 2019	Vilnius (LT)	Create awareness about the MARKET 4.0 project; Advertise of the open calls	Industry	70	European

Participation to a Workshop	POLIMI	Project results contributing to data spaces for Smart Manufacturing	22 October 2019	Brussels (BE)	Present how MARKET4.0 contributes to dataspace for manufacturing	Industry, Academia	15	European
Participation to workshop	BI, TNO	Brainport Industries Technology update & year event	28/10/2019	Eindhoven (NL)	Create awareness; Advertise of the open calls	Industry		European
Booth	IDS	Barcelona IoT congress 2019	29-31 October 2019	Barcelona (ES)	Create awareness; Advertise of the open calls	Industry		Worldwide
Poster and presentation; publication	TECNALIA	Spanish Machine builder congress	30 October 2019	San Sebastian (ES)	Create awareness; Advertise of the open calls	Industry		European
Participation to a workshop	TNO, BI	Data Value Center Smart Industry kick-off meeting, presentation	17/10/2019	Eindhoven (NL)	Create awareness about the MARKET 4.0 project	Industry	150	Dutch
Participation to an Event other than a Conference or a Workshop	LINPRA	"Business Breakfast" organized by LINPRA in Kaunas region	28-11-2019	Lithuania (LT)	Create awareness about the MARKET 4.0 project; Advertise open calls;	Industry	23	European
Participation to a workshop	TNO, BI	Brainport Industries Technology Update XL	28/11/2019	Eindhoven (NL)	Create awareness about the MARKET 4.0 project	Industry	150	Dutch
Participation to workshop	IDSA, POLIMI	EU Projects session on IDS	3-5 Dec 2019	TBD	Create awareness; Advertise open calls;	Research, Industry		European

		Winterdays with project presentation			strengthen interchange and collaboration between different H2020 projects			
Participation to workshop	FMTI,INTRA	Industrie4.0 summit	12 December 2019	Linz (AU)	Create awareness; Advertise open calls; strengthen interchange and collaboration between different H2020 projects and Austrian national initiatives	Industry	300	European
Participation to a Workshop	LINPRA	Annual LINPRA members' event	23-01-2020	Lithuania (LT)	Create awareness about the MARKET 4.0 project; Advertise of the open calls	Industry, Research	100	European
Non-scientific and non-peer-reviewed publication	TECNALIA	Online marketplace for suppliers and manufacturing equipment	4 March 2020	Spain (ES)	Create awareness about the MARKET4.0 project	Industry		Spain
Participation to an Event other than a Conference or a Workshop	LINPRA	"Business Breakfast" organized by LINPRA in Alytus region	06-02-2020	Lithuania (LT)	Create awareness about the MARKET 4.0 project; Advertise of the open calls	Industry	23	European
Participation to a workshop	TNO, BI	MARKET4.0 Open Call Introduction meeting	4/3/2020	Eindhoven (NL)	Create awareness about the MARKET 4.0 project; Advertise of the open calls	Industry	40	Dutch
Participation to an Event other than a	LINPRA	"Business Breakfast" organized by	10-03-2020	Lithuania (LT)	Create awareness about the MARKET 4.0	Industry	20	European

Conference or a Workshop		LINPRA in Mažeikiai region			project; Advertise of the open calls			
Participation to an Event other than a Conference or a Workshop	LINPRA	"Business Breakfast" organized by LINPRA online	05-05-2020	Lithuania (LT) online	Create awareness about the MARKET 4.0 project; Advertise of the open calls	Industry	10	European
Participation to a workshop	TECNALIA	IDSA – TECNALIA Mfg case M4.0 Metal domain Business model	6 May 2020	Online	Technical discussion on the metal domain case implementation using IDS	Industry, Research		European
Participation to a Workshop	LINPRA	General Assembly of LINPRA members online	14-05-2019	Online	Create awareness about the MARKET 4.0 project; Advertise of the open calls	Industry	70	European
Participation to a workshop	INTRA	Working with the IDS Reference Architecture in MARKET4.0 and Boost4.0	15 May 2020	Online	Approach for developing MARKET4.0 architecture	Industry, Research		European
Participation to a workshop	TNO	SMITZH3 Assembly - Smart manufacturing field labs meeting	16/5/2020	Online	Create awareness about the MARKET 4.0 project; Advertise of the open calls	Industry	30	Dutch

**Table 8: Scientific work**

Type of publication	Title	Responsible partner	Title of the journal/conference	Year/date	Place of publication	Peer-review	Status
Conference paper	Adaptation of a Branching Algorithm to Solve Discrete Optimization Problems.	TECNALIA	Operations Research 2019 (OR2019)	September 3-6 2019	Dresden, Germany.	Yes	Published
Journal paper	Tool-path problem in additive manufacturing: Sequence strategy generation	TECNALIA	Journal of Intelligent Manufacturing			Yes	Published
Conference paper	A user-centric, federated, network-model approach for data sovereignty, trust and security with interoperability in legal data sharing artefacts - Improved data control for enhanced adoption in interorganizational and supply chain IS applications	TNO	The Pacific Asia Conference on Information Systems (PACIS)				Published

Conference paper	Maintaining control over sensitive data in the Physical Internet: Towards an open, service oriented, network-model for infrastructural data sovereignty	TNO	6th International Physical Internet Conference, IPIC 2019 London				Published
Conference paper	Infrastructural Sovereignty over Agreement and Transaction Data ('Metadata') in an Open Network-Model for Multilateral Sharing of Sensitive Data	TNO	International Conference on Information Systems (ICIS) 2019 Conference				Published

## 5 Dissemination plan

One of the key role dissemination and communications activities serve is the support of the exploitation objectives of the project. Exploitation is related to ecosystem development and during the project phase the main instrument for ecosystem development is the open calls. In phase one of the dissemination plan, that covers project period M01-M24, the key objective is to advertise the open calls so as to attract many high-quality proposals. The target groups addressed in this phase are mainly SMEs with the potential to successfully apply for the call, researchers as potential partners in proposals and service and apps providers as partners for spreading the word about the project. The dissemination plan for M13-M24 will continue targeting at advertising MARKET4.0 open call opportunities. in relevant fora (exhibition, industrial associations), through the F6S platform and in some cases in bilateral communication. In M13-M24 dissemination material will include results (apps, e-commerce platform) from the work packages delivering those results. Dissemination packages should be organized around the different marketplaces so as we multiply the potential of the message to stimulate interest by relevant communities (metal processing, plastics and high-tech). In phase two M19-36 a new focus will be added to MARKET4.0's communication activities. Apart from further marketing of the call, all target audiences interested in the *results* of the technology development will start to become relevant. The consortium will update all its channels to distribute information on the selected research experiment partners and their projects. At the end of phase two, a first round of demo-days will be organized, where the first group of experiments will present the technology developed in *their active phase one* to an audience very similar to the one of the brokerage days sharing lessons learnt. The consortium will ensure that no sensitive intellectual property is disclosed to the public at these events. In phase-two, as the project outreach activities target at including additional marketplaces (e.g. robotics, welding, additive) the communication activities will target also software providers apart from production equipment SMEs. In phase three M30-M42, there will be less need to advertise the calls, so the consortium can focus on disseminating and communicating the results of the experiments (e.g. products and catalogues available through MARKET4.0). These activities will target also customers (such as OEMs) so as they become aware of the availability of several market opportunities through MARKET4.0. As a part of the overall project communication, success stories from the experiments will be collected and publicly made available via the consortium's channels in collaboration with Hubs, clusters, associations and the media.

It should be noted that the COVID-19 pandemic has had as a result the cancellation of several industrial events that provided opportunities to disseminate project's results. A major impact of COVID -19 has been the cancellation of Hannover Messe 2020, in which MARKET4.0 had planned to participate with a booth. The Hannover Messe was expected to provide significant visibility of the project to the right stakeholders. As a mitigation action, the project has decided to participate

in Hannover Messe 2021 and also to consider other events, such as the IPSS drives 2020 and Motek 2020. However, as the COVID-19 pandemic remains, all planned events are put in risk.

Another opportunity for increasing dissemination and exploitation potential is through the establishment of link to EIT-Manufacturing. LMS, being a member of EIT-Manufacturing together with POLIMI and TECNALIA, will seek for opportunities to disseminate MARKET4.0 results through this channel as well.

In Table 9 below, a list with planned project dissemination activities is for the next period is reported.



**Table 9: Dissemination plan for the next period**

Type of activity	Project Partner(s)	Title	Planned Date / Period	Place	Dissemination Objective	Type of target audience	Countries addressed	Status
Participation to a workshop	LMS	Coimbra Sustainability Summit	29 May 2020	Online	Create awareness about the MARKET 4.0 project; Advertise of the open calls	Industry, Academia, Research	European	Planned
Organization of a workshop	LMS	1st Webinar for MARKET4.0 Open Call1	04 June 2020	Online	Discuss the objective, eligibility issues, practical information for the open call	Industry, Research	European	Planned
Organization of a workshop	LMS	2nd Webinar for MARKET4.0 Open Call1	24 June 2020	Online	Discuss the objective, eligibility issues, practical information for the open call	Industry, Research	European	Proposed
Organization of a workshop	LMS	3rd Webinar for MARKET4.0 Open Call1	08 June 2020	Online	Discuss the objective, eligibility issues, practical information for the open call	Industry, Research	European	Proposed

Booth/Workshop	LMS, INTRA	SPS IPC Drive Parma	20-25 Sep 2020	Parma (IT)	Create awareness about the MARKET 4.0 project; Advertise of the open calls	Industry	Worldwide	Proposed
Exhibition	LMS, INTRA	Hannover Messe 2021	12-16 April 2021	Hannover Messe (DE)	Create awareness; Advertise of the open calls	Industry	Worldwide	Planned
Participation to workshop	LINPRA	International Conference Industry 4.0	27-10-2020	Lithuania (LT)	Create awareness about the MARKET 4.0 project;	Industry, Academia, Research	European	Planned

## 6 Conclusions

The main objective of this deliverable is to present dissemination and communication tools and activities that were used to promote the project during the first project year. The main part of the document presents all activities undertaken by the MARKET4.0 consortium from 01 Nov. 2018 to 31 Oct. 2019. In addition, the deliverable D19.2 introduces the reader to the project, describes dissemination and communication objectives for the reporting period in detail and lists activities that are planned to be performed in the upcoming period M13-M24. A revised version of this plan will be presented in the next WP19 deliverables.