Industry4.E

INITIATIVE FOR EXCELLENCE IN DIGITAL INDUSTRY

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Report on exploitation workshops and mentoring events
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Summary Article written for ARTEMIS-IA Newsletter

Workshop Series: Creating Knowledge Impact through Knowledge Transfer for the Industry4.E Lighthouse Project Community

This workshop series, for members of the Industry4.E Lighthouse project community, focused on maximising project impacts. The workshops aimed to develop and share knowledge on good practice for strategic communications, dissemination and exploitation planning, implementation, and measuring uptake.

The workshops were designed to support the Industry4.E Lighthouse projects in optimising and implementing their communications, dissemination, and exploitation plans (DEPs) - shaping their potential for engagement and measurable impact. The workshops' focus was tailored to the needs of the projects, starting with an in-person workshop at EFECS in November 2019 followed by a series of four webinars, adapting to the COVID-19 situation, run from May to June 2020.

The workshops were designed with interactivity and discussion in mind, with participants given the opportunity to sample tools which could be used in their own events.

This first workshop '**Creating Knowledge Impact through Knowledge Transfer for the Industry4.E Lighthouse Project Community'** included a welcome note from ECSEL Programme Officer, Berta Ferrer Llosá highlighting the importance of D&E activities, the key role of D&E in Horizon Europe, and the supports available. The workshop introduced the context of the Industry4.E Lighthouse, synergies between Industry4.E projects, and the role of the Lighthouse in providing support and assistance for the effective exploitation of project results, knowledge transfer, impact measurement, and communications. EC Policy was discussed, followed by an introduction to the AquaTT Knowledge Transfer Methodology.

'**Tools for successful project dissemination /exploitation (and sharing best practices)'** was held virtually on 12 May 2020. This interactive workshop presented successful and innovative exploitation tools (from CSA-Industry4.E D3.1), and also discussed exploitation strategy building and best practices. Various tools for management, goal definition, dissemination, and exploitation were presented. Participants shared their experiences and insights with various tools via Mentimeter, an online live polling platform, which helped to create an engaging and enjoyable workshop for all.

'**How best to fulfil communication and dissemination obligations solely using remote methods'** on 19 May 2020 and '**How best to carry out "Exploitation" activities using remote methods'** on 26 May 2020 explored best practices for adapting existing communications, dissemination and exploitation plans (DEPs) in light of the ongoing COVID-19 situation. With workplaces continuing to adapt to the crisis, more people are likely to be

working remotely in future, with many employees also expressing a desire for this to continue. Both workshops explored best practice for achieving successful two-way engagement with stakeholders remotely. The challenges of virtually recreating the physical interactions, informal discussions, rapport and connection that happens more naturally at physical events were discussed in detail, with some of the opportunities created by the shift to virtual also explored.

Workshop 3 topics were directed by a pre-event survey on the participants' backgrounds and their expectations for the webinar. Themes included: sharing project news, social media, events and stakeholder engagement. Theme contents covered strategic planning, target audiences, available tools, impact measurement, and useful online resources. Three breakout sessions were held where participants shared their experiences and tips for hosting remote events. Many found these sessions to be highly engaging and useful for encouraging debate virtually.

Workshop 4 focused on three themes: Paper to Electronic Assets – the e-Products necessary to support exploitation activities; Physical to Online Events; and Face-to-Face to Online Knowledge Transfer. Each theme covered virtual exploitation strategy objectives, digital tools and case studies, tailoring activities towards specific outcomes, metrics and measurement, and useful resources. The importance of engaging and maintaining the interest of participants for successful brokerage and social events was particularly highlighted.

The fifth and final workshop, '**Sharing Success – Successful exploitation in Industry4.E Lighthouse projects'** rounded up the learnings from the previous workshops with examples of successful implementations from the Lighthouse Projects. This joint workshop was presented by project partners from SCOTT, Productive4.0, I-MECH, Mantis, Arrowhead Tools, as well as kambeckfilm (a provider of professional video services to EU projects). Topics included the implementation of hackathons, video production and target audiences, dissemination and communications methodology, and standardisation in an open source community.

The presenters included:

- **Open Innovation and Stakeholder Engagement through Hackathons – Christian Kaiser – SCOTT.** The team from scottproject.eu presented their Data Hack event to detail how hackathons work and used this to encourage their project partners to then run their own similar events
- **Opening the gates to the digital future – Anna Laktionova - Productive4.0.** In this presentation we learned how productive40.eu produced a video campaign that included the project vision, results, and partner interviews.
- **Importance of Video for dissemination and communication – Markus Kambeck – kambeckfilm**. Reinforcing points made in workshops 3 and 4, kambeckfilm.de showed that making a video that stands out from the crowd and publishing it is only half the work! A strategy focusing on target groups, and where to find them is essential, and to also consider using paid advertising to reach them.
- **Dissemination & communication approach - Siranush Akarmazyan – I-MECH.** The i-mech.eu team shared their approaches and lessons learned with workshop participants, and discussed their excellent videos which had been showcased in previous workshops.
- **Successful dissemination and exploitation in the project - Leire Etxeberria – MANTIS.** The exploitation results from mantis-project.eu were strong, with multiple partners cooperating and sharing outputs.
- **Standardisation in an Open Source Community - Jerker Delsing – Arrowhead Tools.** arrowhead.eu/arrowheadtools presented their strategy to place their framework on the open source Eclipse platform.
- **Closing remarks on the workshop series by facilitators - Ivo Zeller and Olga Ormond– CSA-Industry4.E**. Concluding remarks were made by partners from aquatt.ie and steinbeis-europa.de who facilitated the workshops.

www.industry4e.eu

1   Introduction to Industry4.E Lighthouse Workshop Series

The workshop series, **'Creating Knowledge Impact through Knowledge Transfer for the Industry4.E Lighthouse Project Community'** was for members of the Industry4.E Lighthouse project community, and their project partners, who are invested in achieving greater impact from their projects. The objective of the workshops was to learn and share knowledge on good practice for strategic communications, dissemination and exploitation planning, implementation and measuring success of uptake.

The workshops were designed to support the Industry4.E Lighthouse projects in optimising and implementing their communications, dissemination, and exploitation plans (DEPs) - shaping their potential for engagement and measurable impact. The workshops' focus was tailored to the needs of the 13 Industry4.E Lighthouse projects, which were all at different stages of completion, typically run for 3 years and ranging from 30 - 100 partners and €10 million- €100 million budget. The current projects have starting dates from May 2015 onwards.

Five workshops were held, starting with an in-person workshop at EFECS in November 2019, followed by a series of four webinars, adapting to the COVID-19 situation, run from May to June 2020.

The workshops were designed with interactivity and discussion in mind. Participants from the Industry4.E Lighthouse community and related European projects were given the opportunity to steer the discussions through pre- and post-workshop surveys, polls, breakout and Q&A sessions during the workshops. Participants were also introduced to different online tools that could be used to support their own communications, dissemination and exploitation events.

2   Workshop 1 Report

Creating Knowledge Impact through Knowledge Transfer for the Industry4.E Lighthouse Project Community
14:00-17:45, 21 November 2019, Scandic Park Hotel Helsinki - Directly after EFECS 2019
www.industry4e.eu/event
Target/Focus:
This first training workshop was intended for members of the Industry4.E Lighthouse project community who are invested in achieving greater impact from their projects and programmes, including: researchers, managers, dissemination and exploitation workpackage leaders, and project coordinators.
Learning & Sharing Objectives:
1. An introduction to the robust and validated Knowledge Transfer methodology
2. Case studies, discussion and sharing of successful Knowledge Transfer
3. Considerations for project design to improve knowledge management

Format:

Agenda: 21 November 2019

Scandic Park Helsinki (8-minute walk from EFECS2019 venue Finlandia Hall)

14:00 **Welcome to the Industry4.E Lighthouse Projects** *by Berta Ferrer Llosá*

14:05 **Tour de Table**

14:15 **COLUMBUS Background & Overview**

14:30 **Session 1: How to <u>Collect</u> & Validate Knowledge within Research Projects**

15:40 *Afternoon Coffee*

15.55 **Session 2: Options on How to <u>Analyse</u> Knowledge Outputs from Research Projects**

16.50 **Session 3: How to <u>Map a Pathway</u> to Impact & Customised Knowledge Transfer Plans**

17:15 **Concluding Group Discussion and Participant Debrief**

Workshop 1 Content Summary:

The workshop was designed and delivered by David Murphy (AquaTT) with a welcome presentation from ECSEL Programme Officer, Berta Ferrer Llosá. Slides and the first deliverable were sent to all participants after the workshop.

In her welcome note, Berta highlighted the importance of D&E activities, the key role of D&E in Horizon Europe and the supports available for projects.

David introduced the context of the Industry4.E Lighthouse, the synergies between the Industry4.E projects, and the role and objectives of the CSA-Industry4.E project in providing support and assistance to the Industry4.E projects to effectively exploit project results, transfer knowledge, measure impact, and communicate successes. David discussed current EC Policy, 'Why we need D&E?', 'Terminology', and Impact (societal, academic and economic), before introducing the AquaTT Knowledge Transfer Methodology. It was an interactive workshop, with lively discussions throughout.

Workshop 1 Participants:

Representatives from 9 of the 11 Industry4.E Lighthouse projects (in Nov 2019) were among 19 participants who joined the workshop, attracting 81% of the Lighthouse projects. Projects represented were: I-MECH, AFarCloud, Productive4.0, iDev40, AfarCloud, SemI40, Arrowhead Tools, MADEin4, SCOTT, MANTIS. Apologies were received from 5 participants who couldn't make it on the day.

Industry4.E WP3 Workshop 1 Feedback:

Feedback from an online survey after the workshop indicated that the workshop was very well received. The overall rating of the workshop was "Very Good". Participants said the workshop was useful for highlighting the expectations of the funders for communications, dissemination and exploitation and the increased importance of these activities. The trainer was rated very highly and did a good job in tailoring content to the audience.

Some respondents indicated they would have liked more focus on practical details, including the "*tools and specific requirements and examples for communications, dissemination and exploitation in future projects*". A few participants wanted to be provided with a standard method for D&E with "*More specific and clear steps about how projects can exchange results, technologies, knowledge, competencies".* This 'how to', 'tools' and 'examples' were later covered in our follow-on workshops.

Other feedback indicated that following the methodology presented would result in a lot of extra effort for coordinators and/or project managers of very large projects.

One coordinator asked for guidance on how to best manage collaboration between projects, bringing the project teams together and not only the coordinators. This has since been achieved with the effective collaboration between the Arrowhead Tools and Productive4.0 projects.

In summary, the workshop was deemed to be useful for highlighting future expectations for dissemination and exploitation and for sharing current status in the various projects.

Key Takeaway Messages From Workshop 1:

o Communications, dissemination and exploitation are at the core of ongoing projects, and will be even more important for future projects and the development of new proposals. The importance of standardisation was highlighted, as well as the need for both internal and external knowledge transfer.

o Dissemination activities are only valid when they result in take up of project results and knowledge transfer via target users to eventual end users.

o In addition to dissemination, there is a strong focus on the collection and measurement of project results, impact and intellectual property rights. In particular, the ECSEL Programme Officer reminded participants of the importance of patenting their relevant outputs.

3   Workshop 2 Report

Tools for successful project dissemination /exploitation (and sharing best practices).
10:00-12:00 CET, 12 May 2020, Webinar www.industry4e.eu/event

Target/Focus:
This was an interactive workshop on successful and innovative exploitation tools (presenting the different tools from D3.1). The content was tailored in response to pre-event surveys. Topics included an introduction to communication, dissemination and exploitation, an overview of dissemination and exploitation tools, and a discussion of participants' experience with tools.

Learning & Sharing Objectives:
1. To discuss and explore best practice to make the most of exploitable results for your institute/company, the project and the EU.
2. Enhance the ability to analyse and evaluate options in a project and your company.
3. Gain an overview of existing tools and their optimal use.

Format:
Responses to the pre-workshop survey provided an overview of the priorities of interest to the participants (Figure 1). The 2-hour GoToMeeting webinar was a presentation of strategy and tools, interlaced with relevant voting, commenting and joint discussion. It was interactive, with participants sharing their experience with various tools through ratings and comments on Mentimeter.

Workshop 2 Content Summary:
The workshop was designed and delivered by Ivo Zeller (Steinbeis2i), Dr Meike Reimann (Steinbeis2i) and Edina Löhr (Steinbeis2i). Slides were sent to all participants afterwards. After the welcome, the full webinar series was introduced detailing the key role of dissemination and exploitation in research projects, and the supports available to the projects to share project results, transfer knowledge, measure impact, and communicate successes. Some warmup questions were used to introduce Mentimeter, an online tool for the live implementation of voting and other kind of comments (Figure 2). Meike explained how to build a proper Dissemination and Exploitation strategy regarding the various needs of a project. This was followed by a presentation of Dissemination and Exploitation tools, including their field of application, what to consider and some useful lessons learned.

Workshop 2 Participants:
Representatives of 7 of the 13 (54%) Industry4.E Lighthouse projects were among the 21 participants who partook in the workshop. Participants also included partners from other EU projects and research associations such as MIDIH, Smart4Europe2, DigiFed, ConnectedFactories2, and EFFRA. The Lighthouse projects represented include: SCOTT, Productive 4.0, Arrowhead tools, I-MECH, iDev40, MANTIS, and Delphi4LED.

What topics do you think are most important to cover on Tuesday?

- 26% Exploitation tools
- 23% Strategy building
- 21% Dissemination tools
- 17% Communication tools
- 12% Intellectual property rights

What are your main expectations for Tuesday's workshop?

share and learn

To receive advice about which dissemination tools are best to use

Learn tools, experiences, and concrete and exportable techniques to increase the effectiveness in the dissemination and exploitation of projects.

Get an overview of which tools I can use for improving dissemination and exploitation of projects.

Getting to know more about successful project

learning new strategies for dissemination and communication

knowledge enhancement

Knowing more about social media activities of the projects

Is there anything specific you would like to be discussed in this relation?

success stories

Best practice for making online communication and dissemination engaging for all participants

What is the expectation of the public authorities when presentating the Exploitation plan of a cooperative project ?

Online tools for the project success in COVID 19

how to best use a network effect in dissemination and exploitation

-

What is the expectation of the Public Authorities when it comes to the exploitation plan in relation with a cooperative project

Figure 1: Pre-survey results on expectations
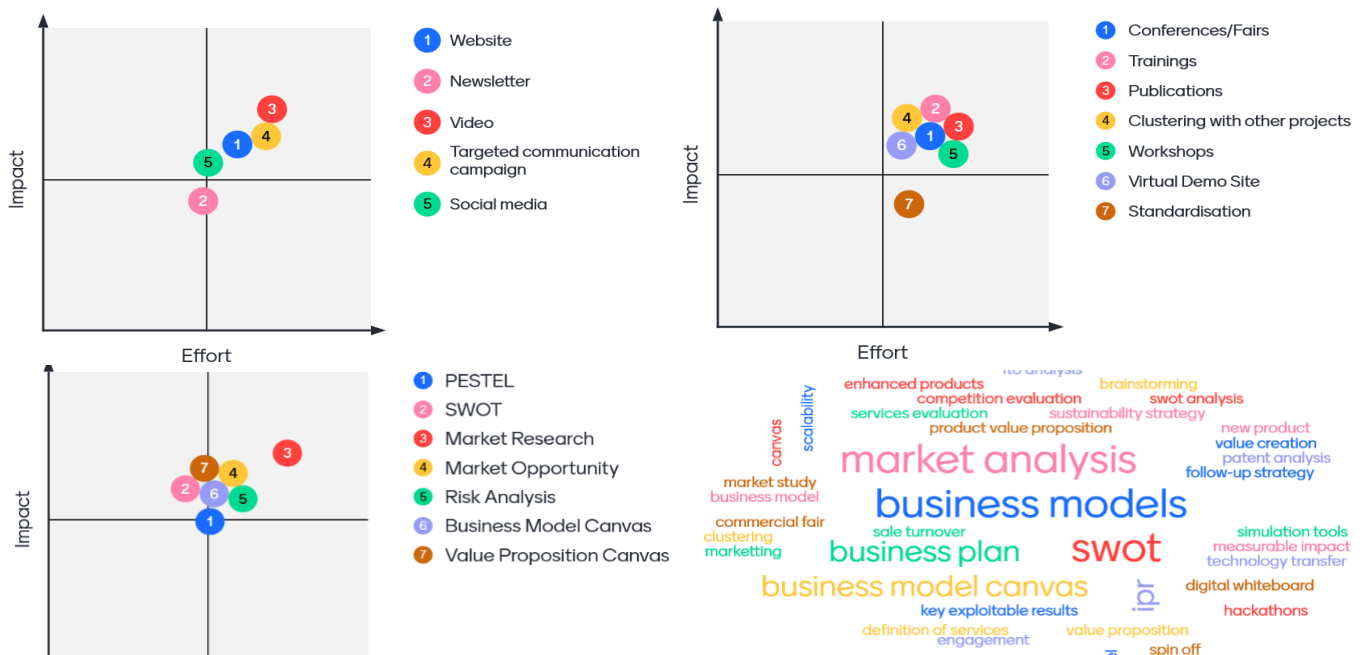
Figure 2: Mentimeter results showing Effort vs. Impact for Communication (top left), Dissemination (top right) and Exploitation (bottom left). The word cloud showing mostly recommended Exploitation acitivies and tools

Webinar Feedback

The workshop received general high ratings in the post-event survey. Informativeness, interactivity and presenters' skill were rated very highly. There was feedback that the inspiration, the organisation and the presentation could be improved in the future (as seen in **Error! Reference source not found.**3). The general participation in discussion was good and some participants were approached to ask if they would be willing to present their communications, dissemination and exploitation success stories in later workshops.
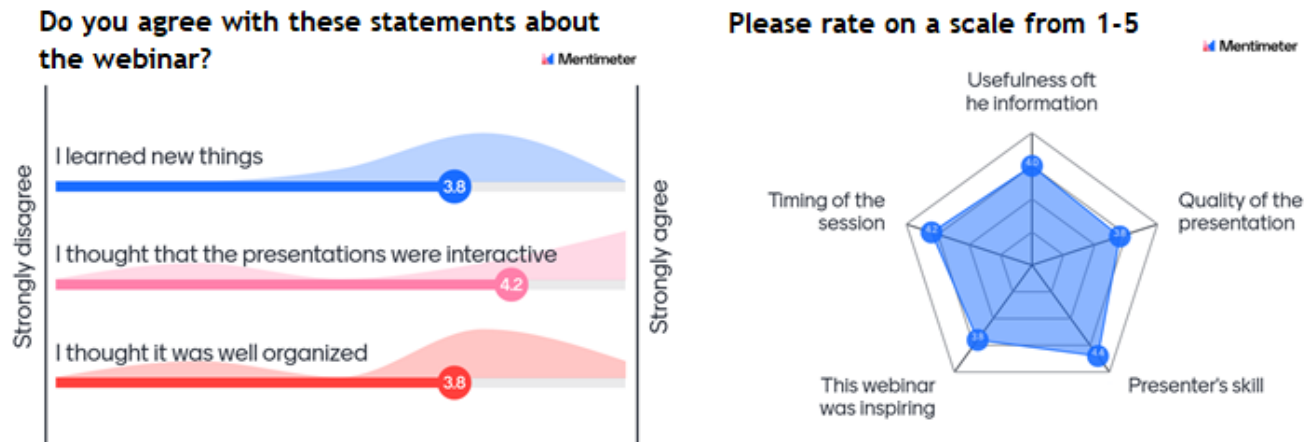
Figure 3 Workshop 2 webinar feedback

Workshop 2 Key Takeaway Messages:

o The success of a project is highly dependent on the efficient communication, dissemination and exploitation of its activities and results. To achieve this, there are several tools that can be used to reach specific target audiences in an effective manner. Exploitation is not only focussed outward but also inward, helping to analyse the structure and the macroeconomic environment of the relevant industry.

o Before the application of any of such tools, it is vital to define a detailed dissemination and exploitation plan to know what you want to achieve, how to get there and to understand where you stand now.

4   Workshop 3 Report

How best to fulfil communication and dissemination obligations solely using remote methods - A workshop to explore best practice in adapting to COVID-19 situation.
10:00-12:00 CET, 19 May 2020, Webinar www.industry4e.eu/event

Target/Focus:

The COVID-19 pandemic may necessitate adaptations to existing communications, dissemination and exploitation plans (DEPs). This workshop presented best practice techniques and tools as well as shared experiences between projects. Workshop 3 topics were directed by a pre-event survey on the participants' backgrounds and their expectations for the webinar. Themes included: sharing project news, social media, events and stakeholder engagement. Theme contents covered strategic planning, target audiences, available tools, impact measurement, and useful online resources.

Workshop 3 Learning & Sharing Objectives:

1. To discuss and explore best practice for adapting communications and dissemination plans for remote engagement and uptake of stakeholders.
2. To consider how to achieve successful two-way engagement with stakeholders remotely.
3. How to monitor and measure impact of remote communications and dissemination.

Format:

The 2-hour interactive webinar on Zoom included presentations interspersed with facilitated breakout sessions. Three breakout sessions were run using Zoom breakout rooms, with participants asked to keep their camera turned on (where possible). Many found these sessions were a useful mechanism for engaging interaction – another key takeaway from the event. A Zoom poll was also used at the start of the workshop to warmup interactions with participants. Participants were invited to take part in a pre-workshop survey to express their expectations (Figure 4), and a post-workshop feedback survey, both on Google Forms.

Workshop 3 Content Summary:

The workshop was designed and delivered by a team from AquaTT - David Murphy, Peadar O'Raifeartaigh, Sive Finlay, and Dr. Olga Ormond. David opened and chaired the workshop, introducing the topic, agenda and team, and inviting ECSEL Programme Officer, Berta Ferrer Llosá to give some opening remarks. Slides were sent to all participants afterwards. Berta spoke about the needs of the projects to adapt to the COVID-19 crisis, reminding participants about the likelihood that many people may continue working remotely in the future. The AquaTT team presented on each of the themes (sharing project news, social media, events and stakeholder engagement) covering strategic planning, target audiences, available tools, impact measurement, and useful online resources for each theme. Each theme included a facilitated breakout session to discuss set questions and fed back to the main session afterwards.
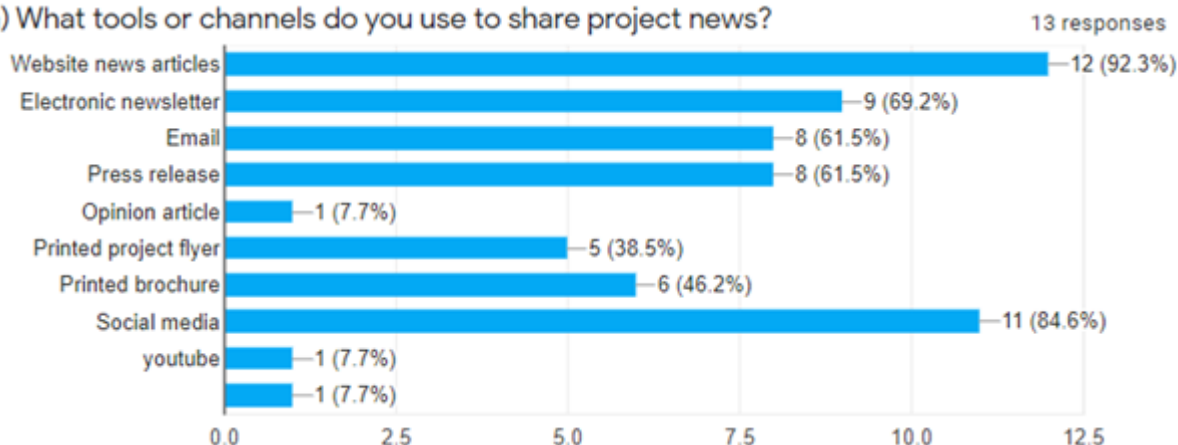
Workshop 3 Participants:

ECSEL Programme Officer Berta Ferrer Llosá participated. Representatives from 8 of the 13 Industry4.E Lighthouse projects registered to partake in the workshop. Attracting 61% of the Lighthouse projects including:

MANTIS, SCOTT, Productive 4.0, Arrowhead tools, I-MECH, iDev40, CPS4EU, Delphi4LED. Other representatives included from ARTEMIS IA, H2020 project MegaMart2, and MIDIH. In all 26 participants attended.

1a) What tools or channels do you use to share project news?

13 responses

| Channel	Value
Website news articles	12 (92.3%)
Electronic newsletter	9 (69.2%)
Email	8 (61.5%)
Press release	8 (61.5%)
Opinion article	1 (7.7%)
Printed project flyer	5 (38.5%)
Printed brochure	6 (46.2%)
Social media	11 (84.6%)
youtube	1 (7.7%)
	1 (7.7%)

1b) Which tools or channels do you think are the most effective for reaching the following target audiences (select all that apply)
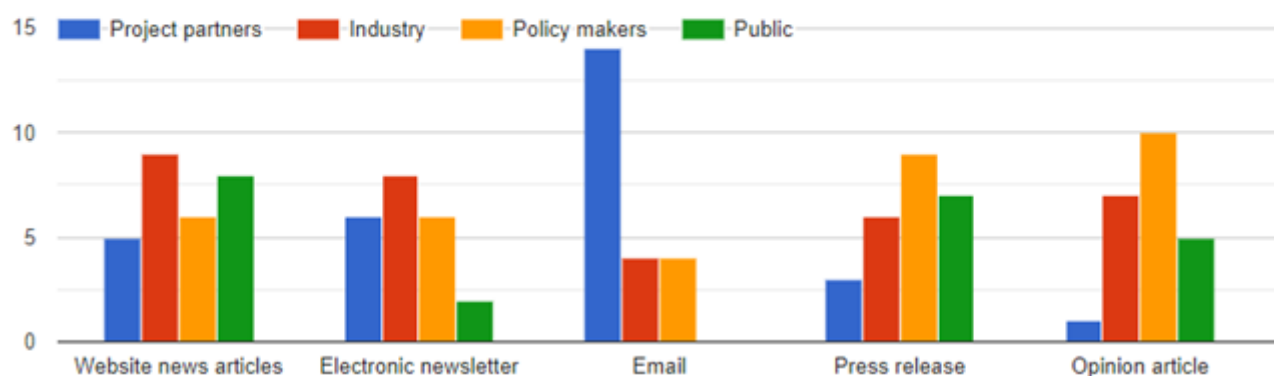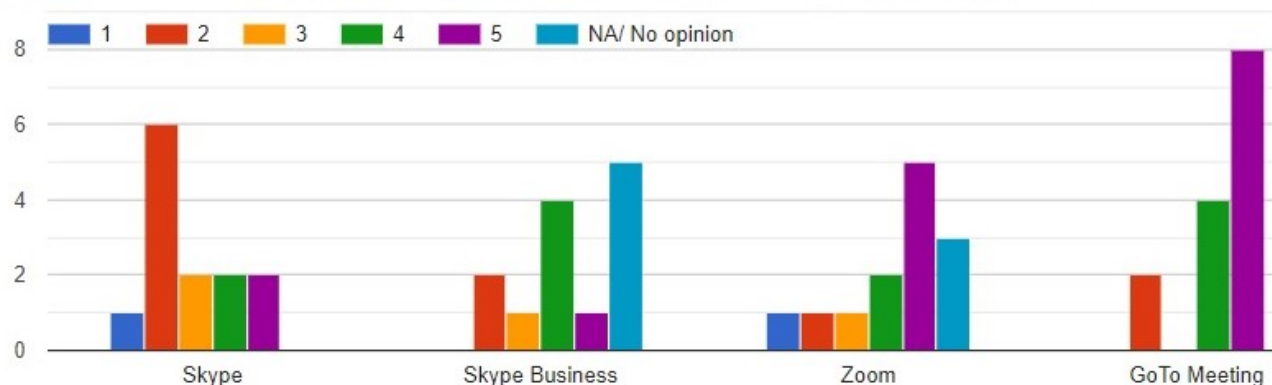

2a) What social media channels do you use?
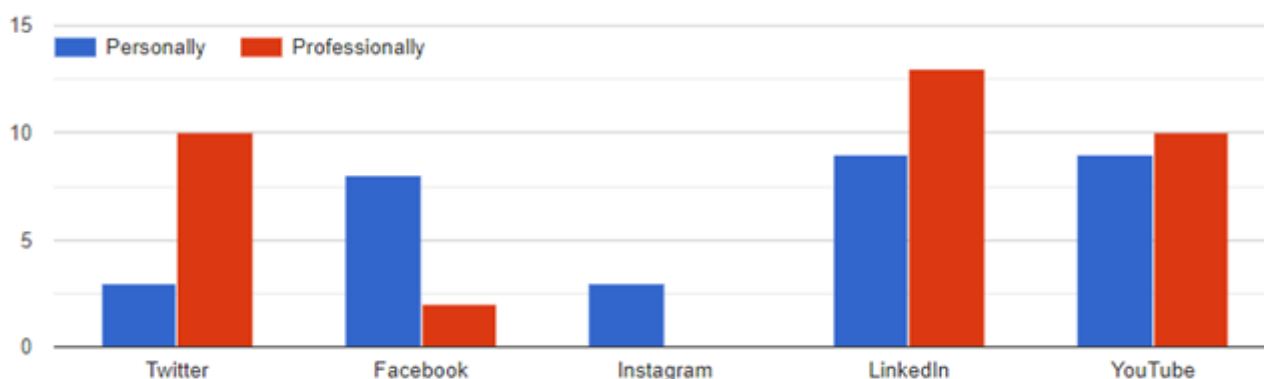
2b) In your professional role, how often do you actively contribute/post to social media channels?
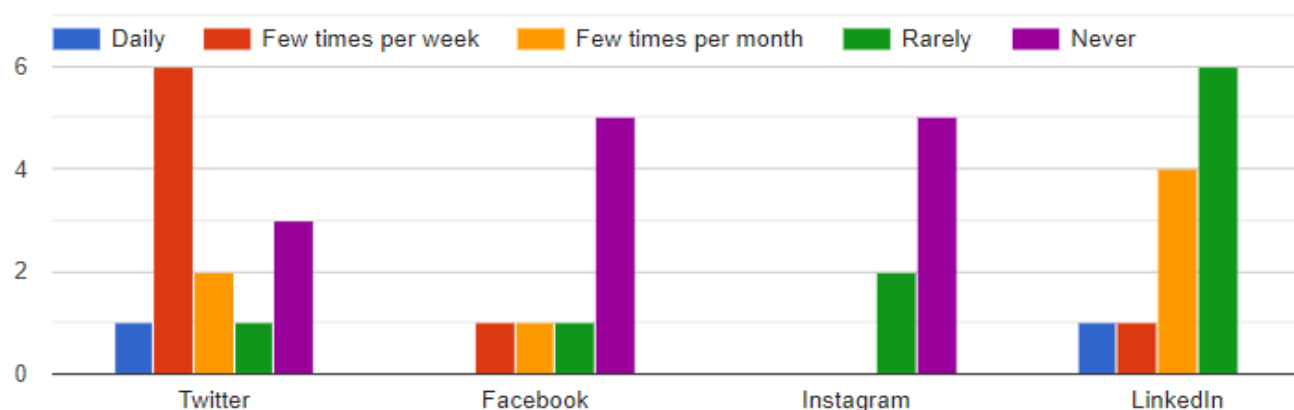
3c) In your opinion, what are the best video conferencing systems for hosting a virtual project event? Please rate them from 1 (not at all useful) to 5 (excellent/very useful)

3e) What tools have you used for polling / voting / Q&A in virtual events?
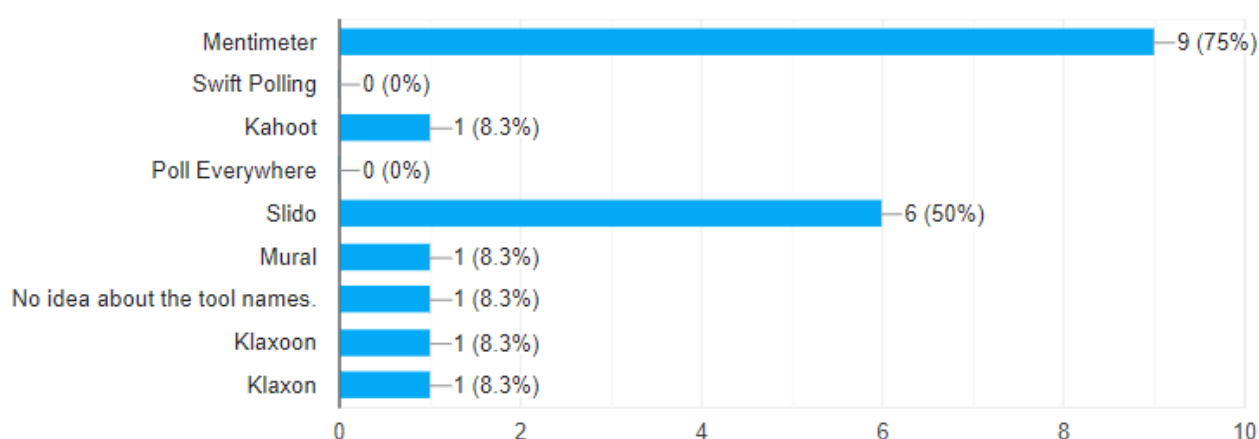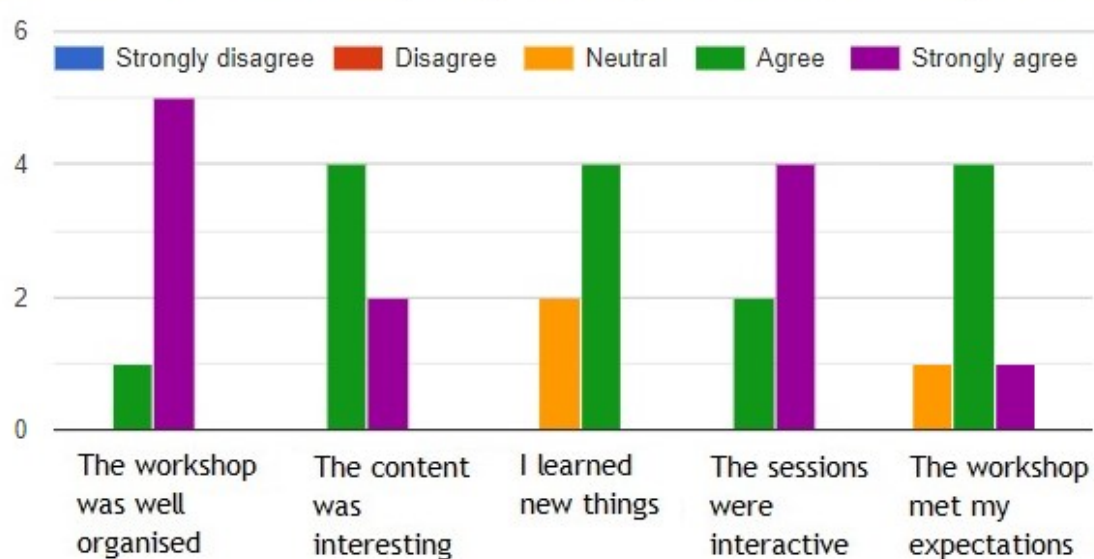
12 responses

Figure 4: Pre-event survey workshop 3 - selection of questions and answers

Webinar Feedback

Feedback on the workshop (Figure 5) was good and participants were "very satisfied" with the quality of the presentations. 100% of survey respondents indicated that they would likely attend the following workshops.

Please indicate how much you agree/disagree with the following statements

Please rate on a scale from 1 (very dissatisfied) to 5 (very satisfied)
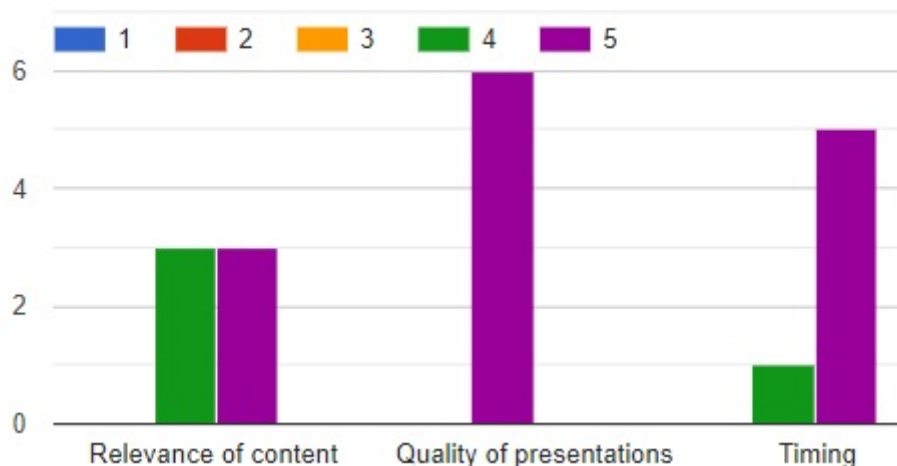
Are you likely to attend the next two workshops (Tue 26 May and 2 June 10:00-12:00 CET)?
Please register: www.industry4e.eventbrite.com

6 responses

- Yes, both of them
- Only workshop 4 on 26 May: How best to carry out "Exploitation" activities usi...
- Only workshop 5 on 2 June: Sharing Success – Successful exploitation in I...
- Maybe
- No, I am interested in these workshops but have another event
- No, but I have passed information on to my colleagues

Figure 5: Workshop 3 feedback

Workshop 3 Key Takeaway Messages:

o There are many ways to share project news throughout the project (website news articles/posts, email newsletter, press release, opinion articles, printed project flyer or brochure for physical events). The type of news and content depends on who you are aiming at and the platform type. You need a strategic approach for sharing project news for each target audience group.

o For all communications and dissemination activities:

  o Align goals with project objectives (project and EU funding visibility, team reputation, results visibility and uptake).

  o Know your target audience(s) (where to find them, the language to use, the keywords, topics and current news items of interest) and craft your messages accordingly

  o Identify key metrics for measuring success.

  o Test and adapt content during the project according to what is most effective.

o Using a relevant social media channel (such as Twitter, LinkedIn, Facebook, Instagram, Reddit, YouTube etc.) allows project teams to reach a wide and targeted audience both for project communications and dissemination. Social media helps to maximise reach, impact and successful exploitation of research results. Channels can be used to post original content, short comments, and announcements, as well as to share and comment on relevant content from other sources. Regular activity on a social media channel enables your project to build a community following of like-minded individuals, projects, and organisations who will potentially be interested in your results.

o Breakout sessions can be a useful mechanism to stimulate engagement for remote events, especially when participants cameras are all turned on.

5   Workshop 4 Report

How best to carry out "Exploitation" activities using remote methods - A workshop to explore best practice in adapting to COVID-19 situation.
10:00-12:00 CET, 26 May 2020, Webinar www.industry4e.eu/event

Target/Focus:

The COVID-19 situation may require adaptations to existing exploitation plans. This workshop presented best practice techniques and tools as well as shared experiences between projects. Workshop 4 focused on three themes: Paper to Electronic Assets – the e-Products necessary to support exploitation activities; Physical to Online Events; and Face-to-Face to Online Knowledge Transfer. Each theme covered virtual exploitation strategy objectives, digital tools and case studies, tailoring activities towards specific outcomes, metrics and measurement, and useful resources. The importance of engaging and maintaining the interest of participants for successful brokerage and social events was particularly highlighted.

Workshop 4 Learning & Sharing Objectives:

1. To discuss, explore and share experiences between projects on best practice techniques and tools for adapting exploitation plans for remote engagement and uptake by clients/end-users.
2. To consider how to achieve successful engagement with prospective clients/end-users remotely.
3. To share tips on virtual exploitation events and brokerage sessions.
4. How to monitor and measure impact of remote exploitation activities.

Format:

The 2-hour interactive webinar on Zoom included two facilitated breakout sessions using Zoom breakout rooms. Participants were asked to keep their camera turned on (where possible), especially during the breakout sessions. Participants were invited to take part in a post-workshop feedback survey using Google Forms.

Workshop 4 Content Summary:

The workshop was designed and delivered by a team from AquaTT - David Murphy, Peadar O'Raifeartaigh, Sive Finlay, Dr. Olga Ormond, Georgia Bayliss-Brown and Keegan Porter. Slides were sent to all participants afterwards.

David opened the workshop, introducing the themes and team, and outlining the EC expectations for exploitation. The first two themes were presented: the e-Products necessary to support exploitation activities and going from physical to online events. This was followed by the first of two facilitated breakout sessions. The third theme of 'Face-to-Face to Online Knowledge Transfer' was then presented by the team and followed by the second set of breakout discussions. Each of the presented themes followed the same structure covering virtual exploitation strategy objectives, digital tools and case studies, tailoring activities towards specific outcomes, metrics and measurement, and useful resources.

Workshop 4 Participants:

20 participants included representation from 7 (54%) of the 13 Industry4.E Lighthouse projects. These projects included: Productive4.0, iDev40, I-MECH, MANTIS, SCOTT, Arrowhead Tools, Delphi4LED.
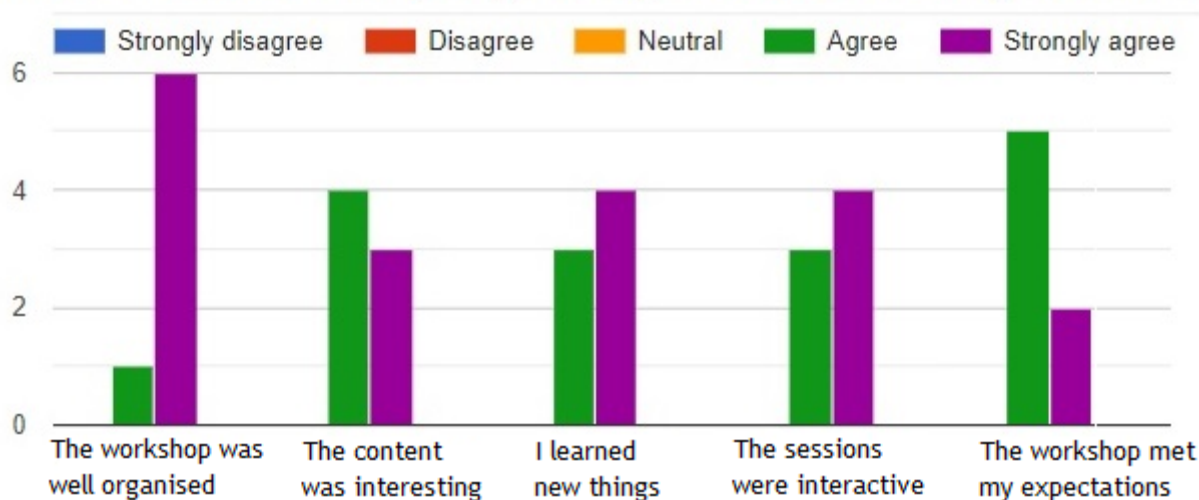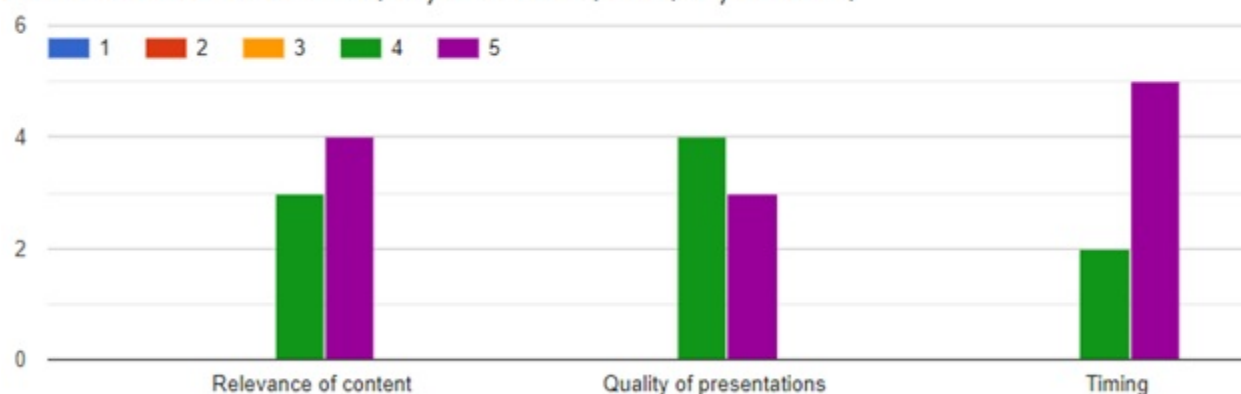

Webinar Feedback

Through the post-event survey, the workshop received very high ratings. Organisation, timing, informativeness, and novelty of information were all rated highly (as seen in Figure 6).

Regarding existing videos for your projects, did you have a professional videographer work on all your videos or were some made by the project team themselves?

7 responses

- Professional videos only
- Team created videos only
- A mix of professional and team created videos
- No videos created

Figure 6: Workshop 4 feedback

Workshop 4 Key Takeaway Messages:

- o For online events the content is key, as there is less networking potential, no new city to see or food to try, attendees are primarily here for the content and to be part of the community! Online attention span is lower, so hosts need to plan to keep participants' interest and interaction throughout the event. Set clear goals and objectives for the session and make sure content is relevant, interesting, and engaging. Interspersing content with interactions such as polls, quiz questions, and breakout sessions. Facilitate networking through having small moderated breakout sessions where everyone has a chance to talk, coffee-break rooms, or lunch-tables.
- o In both workshops 3 and 4, best practice for achieving successful two-way engagement with stakeholders remotely was explored. The challenges of virtually recreating the physical interactions, informal discussions, rapport and connection that happens more naturally at physical events were discussed in detail, with some of the opportunities created by the shift to virtual also explored.
- o Whether hosting a physical or a virtual demo, tutorial, showcase or booth, approximately 80% of the considerations are the same. The additional 20% of planning for the virtual events is to substitute for the physical interactions, informal discussions, rapport and connection that happens at physical events.
- o Remember to recap on the EC expectations for exploitation to meet your project's obligations.

6   Workshop 5 Report

Sharing Success – Successful exploitation in Industry4.E Lighthouse projects.
10:00-12:00 CET, 2 June 2020 Webinar www.Industry4E.eu/events

Target/Focus:

This was a joint workshop on successful exploitation real life settings presented by project partners. The discussion included how to develop a business model and strategy for a project's legacy.

Workshop 5 Learning & Sharing Objectives:

1. Discuss, explore and share experiences between projects on real life exploitation successes.
2. Planning for the end of the project and after.
3. Build a successful legacy strategy.

Format

An interactive 2-hour workshop, with participants sharing their success stories through presentations on GoToMeeting, with the additional use of Mentimeter. In between, there was discussion and responses from the presenter panel to participants questions.

Agenda: June 2nd, 2020 10:00 - 12:00 CEST

Webinar held on GoToMeeting

10:00   Introduction

10:15   Open Innovation and Stakeholder Engagement through "Hackathons – *Christian Kaiser - SCOTT*

10:25   Opening the gates to the digital future – *Anna Laktionova - Productive4.0*

10:35   Importance of Video for dissemination and communication – *Markus Kambeck - kambeckfilm*

10:45   Q&A and Discussion

11:00   Dissemination & communication approach - *Siranush Akarmazyan – I-MECH*

11:10   Successful dissemination and exploitation in the project - *Leire Etxeberria - MANTIS*

11:20   Standardisation in an Open Source Community - *Jerker Delsing – Arrowhead Tools*

11:40   Q&A - Discussion

11:50   Closing the series **-** *Ivo Zeller(Steinbeis)/Olga Ormond(AquaTT) – CSA-Industry4.E*

Workshop 5 Content Summary:

This workshop was designed and moderated by Ivo Zeller (Steinbeis2i) with presentations from the Industry4.E Lighthouse community. Slides and the link to the first deliverable were sent to all participants. Mentimeter was used for polling. SCOTT, Productive4.0, kambeckfilm, I-MECH, MANTIS and Arrowhead all presented their success stories, and participants had an opportunity to interact during two question and answer sessions. Topics ranged from open innovation and stakeholder engagement through hackathons (in SCOTT), to exploitation strategies with multiple partners cooperating and sharing outputs (MANTIS), to strategies to place project framework on an open source platform and leverage standardisation in an open source community (Arrowhead Tools) and more.

The webinar finished with a summary of all four webinars in the series and some concluding remarks by partners from CSA Industry 4.E partners AquaTT and Steinbeis2i who had facilitated the workshop series.

Participants were asked to recommend their favourite communication, dissemination and exploitation tools to other EU projects. Their response can be seen in Figure 7.

The workshop presented the collection of success stories that will also be incorporated in Deliverable 3.3 Guidelines for Dissemination and Exploitation (Sept 2020). Mentimeter was used to help gather information on participants interest in related topics. From the presentations and subsequent discussions a few priorities have emerged. As can be seen in Figure 7, "videos", the "business mode canvas" and "LinkedIn" were popular tools and should be considered accordingly. Additional topics like "Hackathons" could also be explored.

Workshop 5 Participants:

Representatives from 10 of the 13 (77%) Industry4.E Lighthouse projects were among the 21 participants, including from: SCOTT, Productive 4.0, Arrowhead tools, I-MECH, iDev40, MANTIS, Delphi4LED, CPS4EU, AFarCloud, and AI4DI. Other EU projects and associations represented at the workshop include: I4MS Digital Hub, EVOLVE, INSECTT, Smart4Europe2, DigiFed, ConnectedFactories2, and EFFRA.

Webinar Feedback

Through the post-event survey, the workshop received very high ratings. Informativeness, novelty of information and organisation and were rated especially highly (as seen in Figure 8). The general participation on discussion was higher than expected and answers given to the very specific questions will hopefully inspire some follow up sharing of ideas.

Figure 7: Recommended communication, dissemination and exploitation tools
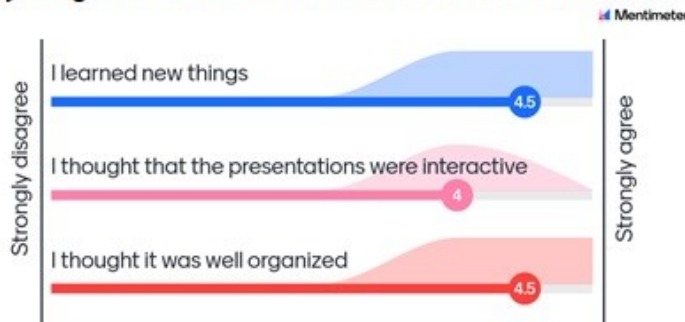
Figure 8: Workshop 5 feedback

Workshop 5 Key Takeaway Messages:

o Any dissemination or exploitation action should be planned thoroughly in advance.

o Constant monitoring of key performance indicators and project successes is crucial to maintain the ongoing success of dissemination and exploitation activities.

o Stay in close contact with project partners and keep reminding them of their duties to communicate and disseminate the progress of the project.

o Keep inviting people to participate in project activities to maintain momentum and gain visibility.

7 Conclusions

The **workshop series aimed to develop and share knowledge on good practice for strategic communications, dissemination and exploitation planning, implementation, and measuring success of uptake, among the members of the Industry4.E Lighthouse project community. Five workshops were run providing training, mentorship and sharing best practice on communications, dissemination, knowledge transfer and exploitation strategies. There was good participation and feedback from the community for this support mechanism from the Lighthouse. Material developed for these workshops, along with success stories from the Industry4.E projects, will be presented in a comprehensive set of Guidelines for Communication, Dissemination and Exploitation for the Industry4.E Lighthouse Community (D3.3 in September 2020).**

The final workshop, '**Sharing Success – Successful exploitation in Industry4.E Lighthouse projects'** rounded up the learnings from the previous workshops with examples of successful implementations from the Lighthouse Projects. This joint workshop was presented by project partners from SCOTT, Productive4.0, I-MECH, MANTIS, Arrowhead Tools, as well as kambeckfilm (a provider of professional video services to EU projects). Topics included the implementation of hackathons, video production and target audiences, dissemination and communications methodology, and standardisation in an open source community.

There is a wealth of communications, dissemination and exploitation knowledge and expertise among the Industry4.E Lighthouse team and project community and this workshop series was designed to bring the community together to learn and share from the team and each other to build exploitation capacity. In this the workshop series was successful. The community have had access to five informative workshops tackling different aspects necessary for planning and implementing strong strategic dissemination and exploitation plans (DEP) to shape their potential for exploitation of results emerging from Industry4.E projects. Topics covered the communications and DEP at different stages of project lifecycle (Figure 9), from early identification of expectations in terms of project results, to having an appropriate DEP in place, knowledge management, knowledge transfer, exploitation, tools, impact measurement, and developing legacy strategies for partnerships, knowledge transfer, and further knowledge development.
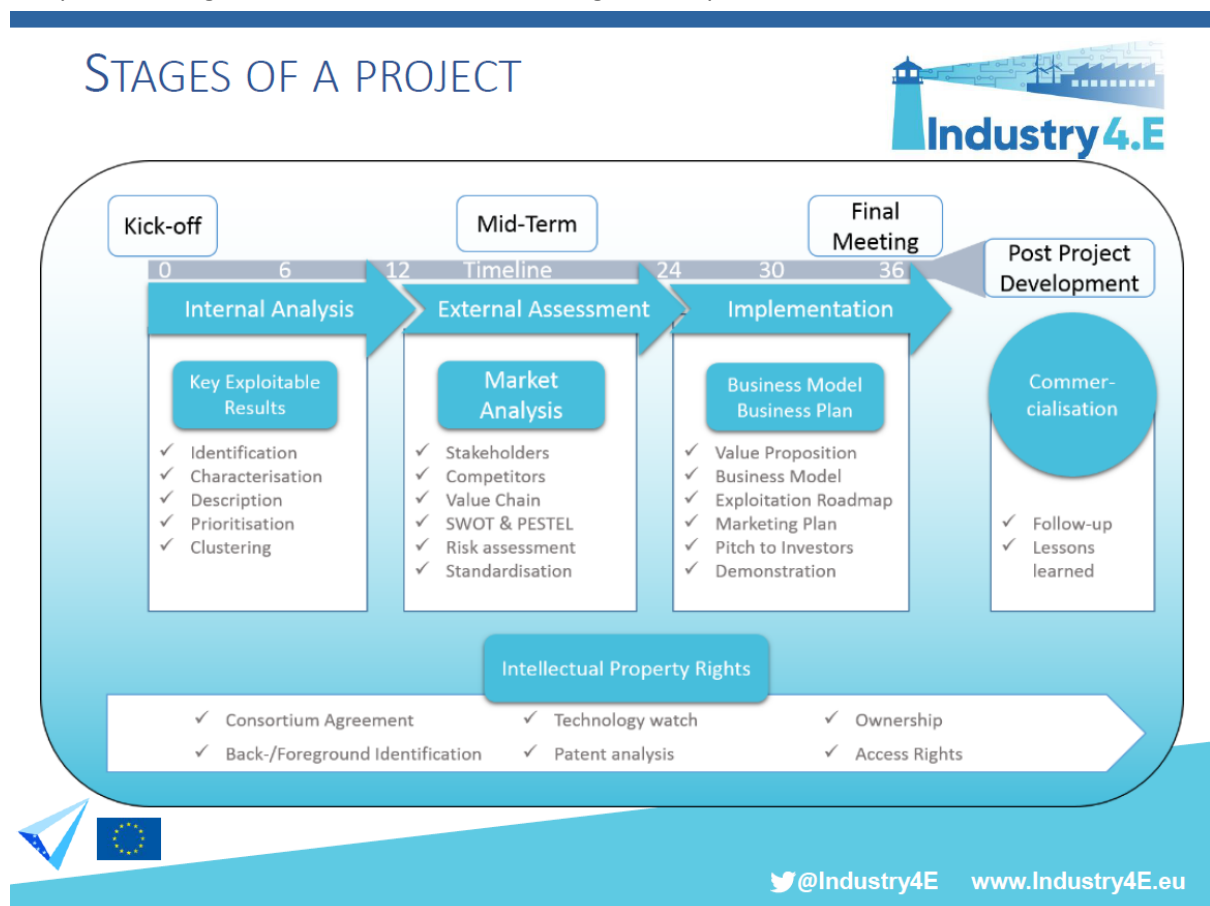

Figure 9: Ref: slides from Industry4.E workshop 2 in this series – available here

8   History of Changes

This Deliverable has been developed by the CSA-Industry4.E T3.2 leader AquaTT, in collaboration with the CSA-Industry4.E partners.

Industry4.E Public Engagement and Outreach Strategy	
Version - Date	**Comments & Recommendations**
V0 – 18.06.2020	D3.2 document structured, draft created; Olga Ormond (AquaTT)
V1 – 30.06.2020	D3.2 draft complete (AquaTT)
V2 – 02.07.2020	D3.2 finalisation including edits from S2i and AquaTT (AquaTT) and submission (IMR)

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