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Deliverable 4.3

2nd Update of the dissemination and exploitation plan

Deliverable Name	2 nd Update of the dissemination and exploitation plan
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Deliverable Author	Maria Konstantaki, Stavros Pissadakis, Samantha Michaux with contribution from all partners

Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	





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1. Introduction

The dissemination and exploitation plan of RespiceSME was produced at the beginning of the project and described in detail in Deliverable 4.1 in M05 (May 2016). A first update of the dissemination plan (Deliverable 4.2) was presented in M13 (January 2017) highlighting the planned actions of the consortium for the period of January 2017 to June 2017 (M13-M18). This deliverable was redrafted in May 2017 following suggestions received during the 1st year review of the project and resubmitted accordingly. A 2nd update of the dissemination plan (Deliverable 4.3) was foreseen in M18 (June 2017) to cover the last 6 months of the project namely July – December 2017 and is presented in this document.

Section 2 offers an overview of the dissemination activities of the consortium for the period of January – June 2017 (M13-M18) with special attention to the dissemination actions targeting the main events organized by the RespiceSME consortium in this time period. Furthermore, dissemination metrics for the project web page, social media and activities carried out by partners are listed. Finally the dissemination actions planned per partner for the last six months of the project (July –December 2017, M13-M18) are appended in Section 3.

2. Dissemination activities overview for the period January – June 2017 (M13-M18)

Following the completion of the first year of the project and with the significant progress achieved in the development of tools to support SMEs, the dissemination activities were intensified by all partners. The experience gained from the first year allowed the consortium to identify the best suited processes, actions and tools for the dissemination as listed, through lessons learned, in the 1st update of the dissemination plan (D4.2). For the reported period the dissemination actions focused on:

- Continue to raise awareness of the project targeting Photonics SMEs and clusters
- Promote the developed tools to Photonics SMEs and clusters
- Advertise the events organized by the consortium

In June 2017 the consortium organized major events that were considered as milestones being at a critical point on the timeline of the project. The events took place along the Laser World of Photonics Congress in Munich Germany on 27-29 June 2017. Specifically, the events planned were the Workshop “Aligning Education with Innovation” on 28th of June, the Photonics Inter-Cluster Meeting on “Boosting the Collaboration of Photonics SMEs in Automotive” on 29th of June and Brokerage sessions on 27th-29th of June.

The dissemination actions of all partners in the months prior to the events were intensified to ensure a successful outcome in terms of organization and attendance. Some highlights of the dissemination actions, observations and lessons learned related to these events are listed below:

- The co-location of the events with a major Photonics event with a high number of attendees was considered greatly favourable.
- Additional registrations came up after an active dissemination by the partners during the exhibition to both members and non-members of the partners’ clusters and general fair attendees.
- Exhibitions are an optimum way to promote project actions, as people are gathered during 2 or 3 days in the same location and have various opportunities to network & exchange.



- Through the authors' index of the co-located CLEO®/Europe-EQEC 2017 conference partners were able to identify individuals that would likely be in Munich during the events and personally inform them about the RespiceSME events.
- Similarly, access to the fair exhibitors list allowed the consortium to optimally disseminate the events to SMEs relevant to the meeting topic.
- Organizing the events in the afternoon rather than in the morning was proven a good choice since it allowed more convenient travel schedule for the participants.
- Networking session in the Photonics 21 booth on the fair floor after the end of the event on June 28th allowed increased visibility
- Enriching the Cluster meeting with a session focused on a specific topic (i.e. automotive) increased the interest of SMEs active in this area.
- Circulating the registration lists frequently among the consortium members was very useful as it allowed all partners to follow the results of their dissemination actions and plan any correction actions needed.

2.1 Dissemination metrics

Consortium members continued to carry out dissemination activities in national and European events, including international conferences, tradeshows, cluster/platform meetings, exhibitions, networking events and brokerage events. The actions undertaken involved presentation of the project, flyer handout and bilateral meetings. Furthermore, partners that represent clusters were very active in their meetings with their members to present the project, its tools and future plans and collaboration opportunities. Table I below present an overview of the dissemination metrics up to M18 (June 2017).

Size of audience reached	>2360
Number of SMEs contacted	1100
Number of flyers distributed	2700
Number of bilateral meetings performed	~390

Furthermore the RespiceSME website has been online since April 2016 (M04) and up to M18 (June 2017) the statistics of web page traffic are presented in Figure 1 comparing the website sessions for the 1st project year (04-2016 / 12-2016) to the ones of the 2nd year until today (July 2017). The website gained less new visitors (50,6 %) in comparison to the first year (59,5%), but more returning visitors (49,4%) than the first year (40,5 %). However, the number of users increased up to 17,77 % (from 619 to 729); the sessions increased up to 35,11 % (from 1034 to 1397).

Using the website as central platform for communication around project events showed that the website has been intensively visited between May and July 2017 considering that the last 2 events took place at the end of June (28+29). Furthermore, the availability of the developed tools on the website attracted new, but also returning users (<http://www.respice-sme.eu/the-respicesme-toolbox/tools/>)

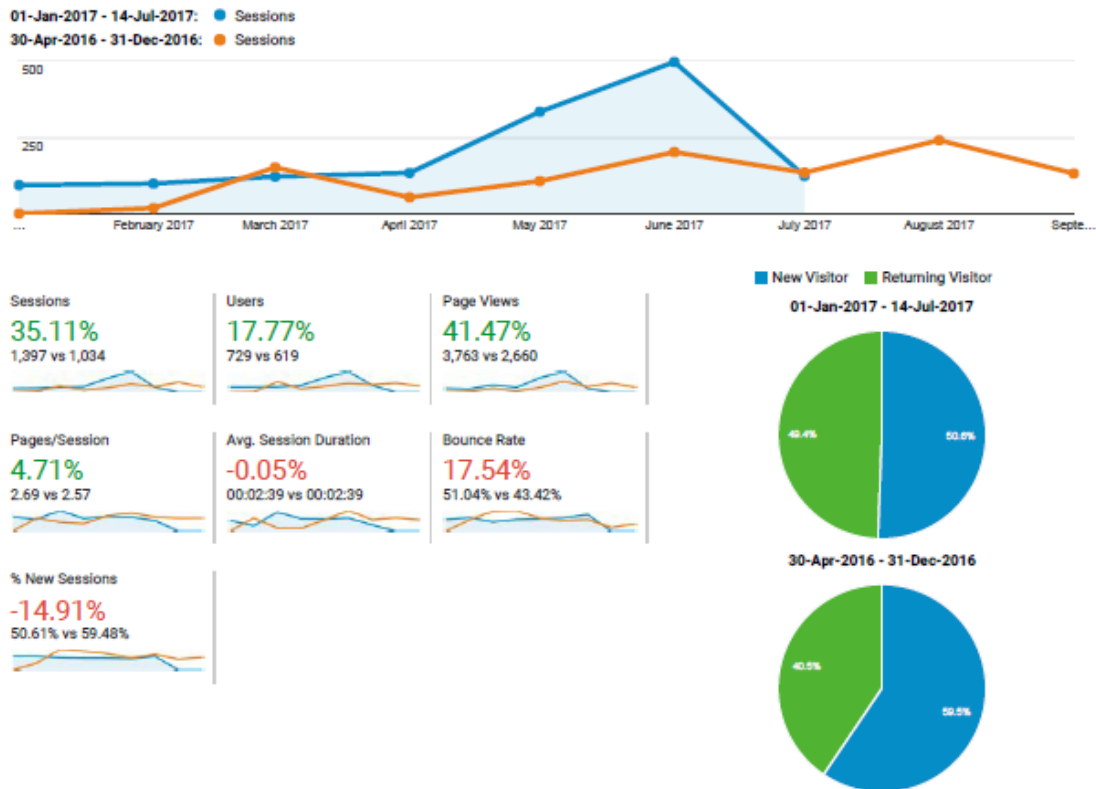


Figure 1. Statistics of RespiceSME web page traffic

Finally, the project is also present in the social media with active Twitter and LinkedIn accounts and the activity up to M18 (June 2017) is summarized in Table II below.

Table II: social media activity		
	1st year	up to M18 (June 2017)
Twitter @RespiceSME	207 tweets & retweets 96 following 80 followers 137 likes	379 tweets & retweets 167 following 120 followers 205 likes
LinkedIn	72 contacts	85 contacts

As it can be seen from the above table and in comparison with corresponding numbers of the previous period (D4.2), the targeted dissemination actions of the consortium in the first semester of the second year of the project have resulted in a significant increase of the visibility of the project e.g. 50% increase of followers in Twitter.

3. Partner dissemination plan for the next period

All partners plan to maintain an active participation within the dissemination activities in the second, final year of the project. To ensure diffusion of information on a national level but also expanded to a wider geographical audience and thematic region the consortium partners have indicated scheduled events for participation for the final semester of the project (M18-M24, July-December 2017) appended below. Focus will be given on the dissemination of the tools developed under the project and their testing by



relevant players e.g. SMEs and cluster managers. This is a tentative list and events may be added / substituted depending on project progress and individual circumstances.

3.1 Steinbeis 2i GmbH (S2i)

Event	Type of event	Date Venue	Type of dissemination
Meeting with Head of Innovation from Network "CyberForum" (https://www.cyberforum.de/)	Meeting	19 July 2017	Presentation of project + tools Exploitation of project tools
5th Cluster Matchmaking Conference in Stuttgart https://www.b2match.eu/system/cluster-matchmaking-2016/files/Save_the_date_2017_final.pdf?1482327789	Cluster Matchmaking	21- 22 September 2017	Presentation of RespiceSME tools, Flyer at a booth Matchmaking TO/TR Opportunity for Cross-sectorial Cluster Meeting
Electric Vehicles Symposium (EVS30) in Stuttgart http://www.messe-stuttgart.de/en/evs30/	Symposium + Trade Fair	09-11 October 2017	Presentation of photonics potential for automotive applications + Project Matchmaking (EEN) Flyer TO/TR

3.2 Opticsvalley (OV)

Event	Type of event	Date Venue	Type of dissemination
Tech Meetings # 3: Technology Bricks for Additive Manufacturing	Cluster seminar	6 July 2017	Brochure hand-out Bilateral discussions
Communicating vehicles and infrastructures	Cluster seminar	28 September 2017	Brochure hand-out Bilateral discussions
IOT World Congress - Barcelona	International Exhibition	5 October 2017	Brochure hand-out Booth Bilateral discussions
Welcome session for new members	Cluster meeting	19 October 2017	Brochure hand-out Presentation Bilateral discussions
Annual members conference OV	Cluster meeting	04 December 2017	Brochure hand-out Presentation Bilateral discussions

3.3 Foundation for Research and Technology Hellas (FORTH)

Event	Type of event	Date Venue	Type of dissemination
5th Hellenic Forum for Science, Technology and Innovation	Matchmaking	5-7 July 2017 Athens, Greece	Bilateral discussions, brochure handout
Greek Photonics Cluster meeting	Meeting	11 July 2017 Athens, Greece	Bilateral discussions Brochure hand out
5th Workshop on Specialty Optical Fibers and Their Applications	Workshop	11-13 October 2017 Limassol, Cyprus	Bilateral discussions Brochure hand out



3.4 OptecNet Deutschland (OND)

Event	Type of event	Date Venue	Type of dissemination
“Optics-Design & Simulation” Working Group Meeting	Working Group Meeting	13 September 2017	Presentation of RespiceSME tools, Brochure hand out
Cluster Conference and Cluster Collaboration Meeting	Conference	20-21 September 2017	Bilateral discussions Brochure hand out
ITO-Colloquium	Conference and exhibition	27 September 2017	Distribution of information and supporting material
General Meeting OptoNet	Cluster Meeting	27 September 2017	Presentation and bilateral discussions
“Optical Communication” Working Group Meeting	Working Group Meeting	6 October 2017	Presentation of RespiceSME tools, Brochure hand out
Balance Statement MINT-Women	Conference	9 October 2017	Distribution of information and supporting material
“Optical Measurement Technology” Working Group Meeting	Working Group Meeting	12 October	Presentation of RespiceSME tools, Brochure hand out
Innovation Forum and General Meeting “3Dsensation”	Cluster Meeting	23-25 October 2017	Bilateral discussions Brochure hand out
“Laser Material Processing” Working Group Meeting	Working Group Meeting	22 November	Presentation of RespiceSME tools, Brochure hand out

3.5 Photonics Sweden (EaPS)

Event	Type of event	Date Venue	Type of dissemination
Stora Elektronikdagen med SUMMIT , Stockholm	workshop	13 September 2017	Bilateral discussions Brochure hand out
ECOC 2017 Gothenburg	Conference and exhibition	17-21. September 2017	Bilateral discussions Brochure hand out
Workshop, Smartare Elektronik,	Workshop	19 September 2017 Skellefteå, Sweden	Bilateral discussions Brochure hand out
Workshop, Smartare Elektronik,	Workshop	10 October Jönköping, Sweden	Bilateral discussions Brochure hand out
Optics and Photonics in Sweden conference 2017	Conference and exhibition	16-18 October 2017	Bilateral discussions Brochure hand out
Workshop, Smartare Elektronik,	Workshop	25 October 2017 Halmstad, Sweden	Bilateral discussions Brochure hand out
Embedded Conference Scandinavia, ECS ,	Conference and exhibition	7-8 November 2017 Kista, Sweden	Bilateral discussions Brochure hand out

3.6 Photonics Austria (PhAu)

Event	Type of event	Date Venue	Type of dissemination
LPS, Bregenz	Conference	26 September 2017	Bilateral discussions Brochure hand out
Lighting Technology, Essen	Conference	10 October 2017	Bilateral discussions Brochure hand out
International Day of Light	Event	19 October 2017	Brochure hand out
Compamed, Düsseldorf	Conference	13 November 2017	Brochure hand out



3.7 Southern European Cluster in Photonics & Optics Association (SECPHO)

Event	Type of event	Date Venue	Type of dissemination
Sensores fotónicos miniaturizados para drones	Innovation Workshop	7 July 2017 Moià, Spain	Bilateral discussions Brochure hand out
OPTOEL 2017 – X Reunión Española de Optoelectrónica	Exhibition	12 July 2017 Santiago de compostela	Bilateral discussions Brochure hand out
Textiles de uso técnico. Innovando con tecnologías fotónicas	Innovation Workshop	21 September 2017 Terrassa, Spain	Bilateral discussions Brochure hand out
Aplicaciones de las tecnologías fotónicas en máquina herramienta	Innovation Workshop	26 October 2017 San Sebastián, Spain	Bilateral discussions Brochure hand out

3.8 National University of Ireland, Galway (NUI Gal)

Event	Type of event	Date Venue	Type of dissemination
Photonics Ireland 2017	Conference & Exhibition	15 September 2017 Galway, Ireland	Presentation Brochure Distribution
Medical Technology Ireland Exhibition and Conference	Conference & Exhibition	27 September 2017 Galway, Ireland	Presentation Brochure Distribution
Enterprise Start Workshop	Entrepreneur Workshop	27 September 2017 Mayo, Ireland	Presentation Brochure Distribution
Med In Ireland 2017	Conference & Exhibition	19 October 2017 Dublin, Ireland	Presentation Brochure Distribution

3.9 Laser and Engineering Technology Cluster (LITEK)

Event	Type of event	Date Venue	Type of dissemination
"Summer School" of Laser Technologies Department	Conference, Workshops	5-7 July 2017 Vilnius, Lithuania	Brochure hand out
National conference "Lasers: science and technologies"	Conference	August 2017	Brochure hand out, Short presentation, Bilateral discussions
"Spaceship Earth"	Science festival	September 2017	Brochure hand out
5th Cluster Matchmaking Conference in Stuttgart	Cluster Matchmaking	21-22 September 2017 Stuttgart, Germany	Brochure hand out, Bilateral discussions
42th Lithuanian National Conference of Physics	Conference	4-6 October 2017 Vilnius, Lithuania	Brochure hand out, Bilateral discussions
European Researchers' Night	Popular science event	October 2017 Vilnius, Lithuania	Brochure hand out
Meetings with guests, representatives and etc	Meetings	TBA	Brochure hand out, Short presentation, Bilateral discussions

3.10 Knowledge Transfer Network Limited (KTN)

Event	Type of event	Date Venue	Type of dissemination
TCT Show	Trade show	26-28 September 2017	Verbal dissemination flyer distribution, partner finding
Advanced Engineering show	Trade show	1-2 November 2017	Verbal dissemination, brokerage, stand presence
Innovate 2017	Trade show/Conference	8-9 November 2017	Verbal dissemination, flyer distribution partner finding



4. Planned RespiceSME events

Specific events, organized by the RespiceSME consortium, are foreseen in the Description of Work that constitute milestones of the project and are crucial for the validation of the produced results. The event envisaged during the last 6 months of the project is the **Cross sectoral cluster/ national platform meeting** that will take place on **October 3rd** alongside the **Internet of Things Solutions World Congress** in Barcelona, Spain. The consortium, led by partner SECPhO, is already currently active, 3 months before the event, in planning and carrying out dissemination actions to ensure the successful organization of the event. Specifically, following collaboration with the congress organizers the meeting is highlighted as a side event in the official Congress website, while free access to the fair and a discount for congress access, has been secured for all registered participants of the Cross sectoral meeting.

5. Summary

This report describes the actions foreseen for the dissemination of the Coordination Action Project **Regional, National and European Support for Photonics Innovation Clusters enhancing SMEs Innovative Potential (RespiceSME)** for the second semester of the second and final year. The activities will be under constant evaluation and if needed, will be adapted accordingly to guarantee a successful outcome.