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Deliverable 4.2

1st Update of the dissemination and exploitation plan

Deliverable Name	1st Update of the dissemination and exploitation plan
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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 presented in Deliverable 4.1 in M05 (May 2016). A first update of the dissemination plan was foreseen in M12 (December 2016) corresponding to Deliverable 4.2 followed by a second and final update in M18 (June 2017-Deliverable 4.3). Deliverable 4.2 was initially submitted in January 2017 but following suggestions received during the 1st year review of the project the deliverable was resubmitted to include an assessment of the dissemination activities of the first year with metrics, lessons learned and future correction actions. This assessment is presented in Section 2 followed by the dissemination actions planned per partner for the period of January –June 2017 (M13-M18) in Section 3.

2. Overview of first year dissemination activities

For the first year of the project all partners were active in the dissemination of RespiceSME. Initially dissemination efforts aimed to raise awareness on the existence of the project highlighting the adopted methods and final goals. As the timeline of the project advanced, the dissemination actions progressively included broadcasting of first findings and announcement of RespiceSME events. All communication tools, as described in the Dissemination and exploitation guide (Deliverable 4.1), were enlisted targeting the appropriate audience through all available channels.

Furthermore additional tools, not initially foreseen, were developed to strengthen the dissemination efforts and increase impact. In this content for example, all partners compiled lists with the contact details of Photonic clusters in their country but also clusters active in the selected commercial sectors (Energy/Environment, Transport and Manufacturing) and a common database was developed to assist dissemination actions.

2.1 Dissemination metrics

During the first year of the project consortium members carried 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. Table I below present an overview of the dissemination metrics for the first year (January 2016 –December 2016).

Table I: 1st year dissemination metrics	
Size of audience reached	>1500
Number of SMEs contacted	~500
Number of flyers distributed	>1600
Number of bilateral meetings performed	~200

Furthermore the RespiceSME website has been online since March 2016 (M03) and for the first year the statistics of web page traffic are presented in Table II below.

Table II: 1st year web site statistics	
Sessions	>1000
Users	~600
New visitors	~40 %
Returning visitors	~60 %



Finally the project is also present in the social media with active Twitter and LinkedIn accounts and the activity for the first year is summarized in Table III below.

Table III: 1st year social media activity	
Twitter @RespiceSME	207 tweets & retweets 96 following 80 followers 137 likes
LinkedIn Respice SME	72 contacts

2.2 Assessment of first year dissemination actions: lessons learned

Following completion of the first year of the project and an overview of the dissemination activity carried so far, the consortium has gained valuable experience on the effectiveness and impact of the various dissemination actions. This knowledge will be applied in the planning and execution of dissemination efforts in the second year to ensure maximum efficiency. Some highlights of the findings are listed below:

Dissemination at events

- When addressing companies' representatives the highest impact is achieved when companies are directly engaged in talking to consortium members at events such as conferences, science festivals, workshops and other meetings.
- Bilateral discussions and brochure hand-out has an important impact when SME, RTO and cluster personnel can ask direct questions about specific problems they are facing and get information on potential solutions offered by the RespiceSME consortium thus increasing awareness of the project and its benefits.
- For a wider reach, short presentations during events (few minutes, 1-2 slides) within a more general presentation are a very good conversation starter for latter bilateral discussions. Such presentation can focus on highlighting the project services and engage the audience.
- The brochure is attractive, but it is mostly beneficial in combination with a previous presentation of the project or bilateral discussions

E-mail correspondence

- Communication and dissemination activities to SMEs through e-mail seems to have limited impact as SMEs receive a very large number of emails and these may be overlooked due to work overload and small number of personnel.
- Follow up communication, preferably by phone, is in many cases required to achieve the desired outcome.
- Better results could be obtained by targeting the company staff responsible for sales or marketing.



Web site /social media

- To attract visitors to the website, registration for events organized under RespiceSME should be done through the project website.
- Social media (e.g. twitter) is not the preferable form of dissemination when targeting SMEs since small companies don't have the time or personnel to engage these communication channels for business purposes.
- Public dissemination activities such as TV interviews, radio programs etc can also have an impact, yet the companies tend to forget the publicly disseminated information if they are not directly addressed as well.
- Dissemination of success stories of the project services could attract and hold attention through social media/ newsletter

Project events

- Attendance to events organized by the consortium could benefit from having a session focusing in one of the three targeted application sectors: Energy/Environment, Transport, Manufacturing as this will increase the interest of the relevant SMEs.
- In events, aiming to disseminate the tools developed by RespiceSME, the added offering of direct benefits for the participants (e.g funding opportunities, recruiting, collaboration opportunities within specific application sectors) can act as an initiative for audience participation.
- For small companies with limited funds and for some regions, travel reimbursement of SME personnel can boost participation to events
- Events have a better impact if organized in the afternoon with networking opportunity in a relaxed atmosphere after, rather than before, the event.

2.2.1 Update of activity report template

Along the duration of the project, partners are requested to provide feedback regarding their dissemination actions and their outcome by filling a dissemination activity report. These information are instrumental in keeping the consortium up to date, evaluating the impact of the dissemination activities and adopting contingency actions if and when needed. All dissemination activity reports will be included in deliverable D 4.4 Report on all attended events for dissemination at the end of the project (M23, November 2017). The activity report template, previously elaborated, was updated to include a section for the assessment of the specify dissemination action. A copy of the template is included in ANNEX I.

3. Partner dissemination plan for the next period

Similarly to the first year of the project, all partners plan to maintain an active participation within the dissemination activities. 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 first semester of the second year of the project (M13-M18- January –June 207) appended below. This is a tentative list and events may be added / substituted depending on project progress and individual circumstances.

2.1 Steinbeis 2i GmbH (S2i)

Event	Type of event	Date Venue	Type of dissemination
EEN SG Meeting Automotive, Transport & Logistics in Barcelona	Partner Meeting	13-14.12.2016	Presentation of photonics potential for automotive applications + Project TO/TR, Flyer
Electric Vehicles Symposium (EVS30) in Stuttgart http://www.messe-stuttgart.de/en/evs30/	Symposium + Trade Fair	09-11.10.2017	Presentation of photonics potential for automotive applications + Project Matchmaking (EEN) Flyer TO/TR
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.-22.09.2017	Presentation of RespiceSME tools, Flyer Matchmaking TO/TR Opportunity for Cross-sectorial Cluster Meeting
Laser World of Photonics in Munich http://www.world-of-photonics.com/index-2.html	Trade Faire + Conference	26.-29.06.2017	2. Photonics Cluster Meeting Workshop aligning education with innovation
Photonics PPP Annual Meeting 2017	Conference	28-29.03.2017	Presentation of project
Joined events with other Photonics CSAs		TDB	TBD

2.2 Opticsvalley (OV)

Event	Type of event	Date Venue	Type of dissemination
First LAST' Day: Laser shock adhesion test. Industrial applications for transports, energy and medical sectors.	Seminar on R&D / conference	24/01/2017	Brochure hand-out Bilateral discussions
Photonics West	International Exhibition	29/01 – 01/02 2017	Brochure hand-out Bilateral discussions
Detection and analysis technologies for security in the resilient city	Cluster seminar	31/01/2017	Brochure hand-out Bilateral discussions
TECHINNOV	Brokerage event & business meetings	23/02/2017	Brochure hand-out Bilateral discussions Booth
Welcome session for new members	Cluster meeting	02/03/2017	Brochure hand-out Presentation Bilateral discussions
Virtual and augmented reality	Cluster seminar	27/04/2017	Brochure hand-out Bilateral discussions
OV's Day	Cluster annual meeting	01/06/2017	Brochure hand-out Booth Bilateral discussions
Vehicles & communicating infrastructures	Cluster seminar	28/09/2017	Brochure hand-out Bilateral discussions
Welcome session for new members	Cluster meeting	19/10/2017	Brochure hand-out Presentation Bilateral discussions



2.3 Foundation for Research and Technology Hellas (FORTH)

Event	Type of event	Date Venue	Type of dissemination
2nd Annual Conference of the COST MP1401 Action	Conference	1&2 3/2017 Tel Aviv, Israel	Bilateral discussions Short presentation Brochure hand out
Photonics technologies for smart road transportation	Workshop	3/3/2017 Athens	Bilateral discussions Brochure hand out
DPG Spring Meeting Mainz, Germany, March 2017	Workshop	6-10 /3/ 2017 Mainz, Germany	Bilateral discussions Short presentation Brochure hand out
Photonics21 Public Private Partnership Meeting 2017	Annual Meeting	28 – 29 March 2017	Bilateral discussions Brochure hand out
Progress In Electromagnetics Research Symposium	Symposium	22–25/ 5/ 2017St Petersburg, Russia	Bilateral discussions Brochure hand out
CLEO@/Europe-EQEC 2017	Conference	25-29/6/2017 Munich, Germany	Bilateral discussions Brochure hand out

2.4 OptecNet Deutschland (OND)

Event	Type of event	Date Venue	Type of dissemination
7th combined System Integration and plenary WGM meeting	conference	18./19 January2017 Jena	Short project presentation, brochure hand out
Photonics West	International trade fair & conference	31 January 2017 - 2 February 2017 San Francisco, USA	Bilateral discussions, brochure handout
LASER World of Photonics China	International trade fair & conference	14 - 16 March 2017	Bilateral discussions, brochure handout
1. OptecNet Deutschland annual meeting/conference	Annual meeting/conference with exhibition	22 – 23 March 2017	Bilateral discussions, brochure handout
LASER World of Photonics	International trade fair & conference	27 – 29 June 2017	Bilateral discussions, brochure handout

2.5 Photonics Sweden (EaPS)

Event	Type of event	Date Venue	Type of dissemination
Photonics21 Public Private Partnership Meeting 2017	Annual Meeting exhibition, conference	28 – 29 March 2017	Bilateral discussions Brochure hand out
World of Photonics Congress Munich 2017	Conference and exhibition	25-29 June 2017	Bilateral discussions Brochure hand out
Optics and Photonics in Sweden conference 2017	Conference and exhibition	16-18 October 2017	Bilateral discussions Brochure hand out
ECOC 2017 Gothenburg	Conference and exhibition	17-21. September 2017	Bilateral discussions Brochure hand out
Elektronik 2017 , Göteborg	Conference and exhibition	8-9 March	Bilateral discussions Brochure hand out
Påverka vår framtid , Stockholm	Conference	30 March	Bilateral discussions Brochure hand out

TEC Linköping , Linköping	workshop	3 May	Bilateral discussions Brochure hand out
ElektronikEXPO , Västerås	exhibition	18 May	Bilateral discussions Brochure hand out
Stora Elektronikdagen med SUMMIT , Stockholm	workshop	13 September	Bilateral discussions Brochure hand out
TEC Lund , Lund	Conference	28 September	Bilateral discussions Brochure hand out
Embedded Conference Scandinavia, ECS , Kista	Conference and exhibition	7-8 November	Bilateral discussions Brochure hand out

2.6 Photonics Austria (PhAu)

Event	Type of event	Date Venue	Type of dissemination
Photonics Austria Meeting, Vienna	Workshop	14 November 2016	Partner meeting, presentation of project
Photonics Austria Meeting, Graz	Workshop	13 February 2017	Partner meeting, presentation of project
International Day of Light	Event	19 October 2017	Brochure hand out

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

Event	Type of event	Date Venue	Type of dissemination
Photonic Integration Week	Congress	16-20/01/2017, Valencia	Presentation of the project
BSH Tech meeting	Innovation Workshop	27/02/2017, Zaragoza	Presentation of the project and advantages for the SME's from receiving the service.
Photonic Technologies for Aerospace applications	Innovation Workshop	17/03/2017, Madrid	Presentation of the project and advantages for the SME's from receiving the service.
Advanced Factories	Congress, Exhibition	04/04/2017	Presentation of the project benefits for photonic SME's
Analisis de la Calidad del Agua mediante tecnologías fotónicas	Innovation Workshop	09/05/2017	Presentation of the project benefits for photonic SME's
Photonic technologies & Functional print	Networking event	05/07/2017	Presentation of the project benefits for photonic SME's
SECPHO Annual Meeting	Networking event	20/06/2017	Presentation of the project benefits for photonic SME's



2.8 National University of Ireland, Galway (NUI Gal)

Event	Type of event	Date Venue	Type of dissemination
Photonics Ireland 2017	Conference & Exhibition	15/9/2017 Galway, Ireland	Presentation Brochure Distribution
EPIC Workshop on Photonic Systems for Life Sciences Applications	Workshop	25-26/5/2017 Cork, Ireland	Presentation Brochure Distribution
National Manufacturing & Supply Chain Conference & Expo	Conference & Exhibition	31/1/17 Dublin Ireland	Presentation Brochure Distribution
Medical Technology Ireland Exhibition and Conference	Conference & Exhibition	27-9-17 Galway, Ireland	Presentation Brochure Distribution
Med In Ireland 2017	Conference & Exhibition	19/10/ 2017 Dublin, Ireland	Presentation Brochure Distribution

2.9 Laser and Engineering Technology Cluster (LITEK)

Event	Type of event	Date Venue	Type of dissemination
International conference for students of physics & natural sciences "Open Readings 2016"	Conference	14-17/03/2017, Vilnius, Lithuania	Brochure hand out
FiDi - The Annual Festival of Vilnius University's Physics Faculty	Popular science event	04/2017	Brochure hand out
Meetings with guests, representatives and etc	Meetings	TBA	Brochure hand out, Short presentation, Bilateral discussions

2.10 Knowledge Transfer Network Limited (KTN)

Event	Type of event	Date Venue	Type of dissemination
Emerging and Enabling Funding call	Technical Seminar	2nd Feb 2017	Verbal dissemination of project, flyer distribution, slide on project and brokerage opportunities
AM 2017	Conference	April 2017	Verbal dissemination, brokerage, flyer distribution
Lighting Liaison Group meeting	Meeting	25/1/17	Verbal dissemination
ILAS 2016, UK Laser conference	Conference	22 and 23/3/17	Verbal dissemination, brokerage, flyer distribution
Advanced Engineering show	Trade show	1 and 2/11/17	Verbal dissemination, brokerage, stand presence

3. RespiceSME events

Specific events, organized under RespiceSME, are foreseen in the Description of Work that constitute milestones of the project and are crucial for the validation of the produced results. The events envisaged for the second year are listed in the table below. Where possible these events are planned alongside a major Photonic or selected sector event in order to attract as a wide audience as possible.



Event	Location/ Event	Date
Workshop on aligning education with innovation	Munich LASER World of Photonics	M18 (28 th June 2017)
2 nd photonics cluster meeting	Munich LASER World of Photonics	M18 (29 th June 2017)
2 nd brokerage event	Munich LASER World of Photonics	M18 (June 2017)
Cross sectoral cluster/ national platform meeting	Spain TBD	M22 (October 2017)

4. 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 first semester of the second year. The activities will be under constant evaluation and if needed, will be adapted accordingly to guarantee a successful outcome. An updated partner dissemination plan will be delivered in Deliverable 4.3 at M18 (June 2017).

ANNEX I

Updated dissemination activity report template

Dissemination activity report

Participant		
Affiliation		
Date		
Event and Venue		
Type of event	Choose an item.	If other please explain:
Type of Dissemination	Choose an item.	If other please explain:
Number of total event participants	Choose an item.	
Number of contacts made during the event		
Number of SMEs contacted	Photonic	
	Non photonic	Please specify sector:
Number of flyers distributed		
Number of bilateral meetings		
Activities during the event:		
Future actions:		
Assessment of this dissemination action (lessons learned, required correction etc):		
Other comments:		