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DIGITAL DESIGN SKILLS FOR FACTORIES OF THE FUTURE

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DigiFoF

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Summary

The present *Dissemination and Exploitation Strategy Plan* – prepared within the dissemination and exploitation Work Package (WP8) – is aimed to ensure that all communication, dissemination and exploitation activities carried out in the context of the DigiFoF project are structured, in order to raise the awareness and spread information about the project progresses among different groups of stakeholders either during as well as after the project lifetime.

In the detail, the document is intended to establish the guidelines to effectively manage the communication, dissemination and exploitations activities covering the coordination of the overall actions. In particular, the document will define the different stakeholder groups targeted as well as the means and the channels to be used. Social media are also included.

The Dissemination and Exploitation Strategy Plan will be regularly reviewed and updated to ensure the meeting of the objectives. In particular, the planned structure of exploitation activities is focused on long-term sustainability of the project results.

The core of the communication, dissemination and exploitation activities will be the "educational materials" developed during the DigiFoF project i.e. the training modules, industrial case studies, webinars, summer school, etc. There benefits, either individual as well as snynergistic, are clearly communicable to potential users.

1 Introduction to DigiFoF Project

The DigiFoF – *Digital Design Skills for factories of the Future* – project proposes a network of training environments where HEIs, enterprises and training institutions interact to develop skill profiles, trainings concepts as well as materials for design aspects of the Factory of the Future (FoF).

In the detail, the DigiFoF project proposes an organizational platform where HEIs, enterprises and training institutions come together to develop skill profiles, trainings and teaching concepts as well as educational materials for different FoF-design aspects. The platform is completed by laboratories equipped with a variety of open source tools.

<u>Project Objectives</u>

- Create an industry-academia cooperation network, i.e. the FoF Design Competence Network to foster international cooperation and knowledge transfer.

- Jointly develop innovative multidisciplinary teaching and training materials to provide job-relevant and high- quality education for students and professional.

- Realize vocational and initial training programs/curricula using a problem-based learning approach.

- Jointly develop design/modelling tool(s) for FoF for training/learning and experimentation purposes.

- Create a digital library with online learning materials, case studies, lecture materials, tutorials and webinars in order to disseminate the topic and project results as widely and as sustainable as possible.

- Establish OMiLAB4FoFs, virtual and/or physical, equipped with tools and functionalities for ICT-based teaching/learning of FoF-Design.

- Enable work and training experiences through industrial and university placements in order to provide students with real-life working experience and also facilitate enterprises access to promising candidates.

- Realize joint academic/company lecturing, tutoring and supervision for students to be able to work scientifically on real-world problems.

- Test the materials and tools developed in an international summer school and foster uptake by different disciplines.

- Develop and test a vocational training program for employees in the manufacturing sector dealing with aspects of FoF so as to create value added for the trainees as well as the enterprises.

- Develop formal certificates at local level as well as an joint open badge certificate for vocational trainings which will formally document competences and to improve holders' position in the job market.

- ▪ Jointly develop a guideline for an industry-academia Master program in FoF-Design in order to innovate curricula and make the participants HEIs more attrattive to their stakeholders.

Work Plan

The overall work plan consits of the following Work Packages:

WP1: Need and Demand Analysis.

WP2: Creation of the DigiFoF Design Competence Network.

WP3: The Factory of the Future Designer: Innovative Teaching, Methods and Tools.

WP4: The Factory of the Future Designer: Continuous Professionals Development.

WP5: The Factory of the Future Designer: Academic Programs.

WP6: Quality Assurance.

WP7: Evaluation.

WP8: Dissemination and Exploitation.

WP9: Project Management.

2 General Communication, Dissemination and Exploitation Strategy

The goal of communication, dissemination and exploitation strategy is to maximise opportunities to promote, communicate and disseminate the DigiFoF outcomes throughout and after the lifetime of the project. The intended audience is the project team and any interested stakeholder. The general scope of communication, dissemination and exploitation process is to raise the awareness around the project by communicate its objectives and outcomes to a large groups of stakeholders.

In the detail – in the context of the DigiFoF project – dissemination, communication and exploitation activities are intended to:

- Ensure that the project activities are well coordinated and the information flows is appropriately managed among partners.

- Disseminate the outcomes in a strategic and targeted ways during and after the project's lifetime.

- Effectively communicate throughout the project to involve and actively engage the relevant stakeholders.

- Facilitate the exploitation of the results among the different stakeholders' groups.

In order to achieve these goals all partners are committed to implement a communication, dissemination and exploitation strategy tailored to different target groups in a focused way, in order to enable the target groups to use the results in their own work.

2.1 Approach

Given the etherogeneity of the community surronding the DigiFoF project, a set of communication, dissemination and exploitation activities and channels will be used. Generally speaking, communication, dissemination and exploitation will happen either internally as well as externally.

2.1.1 Internal Communication

Internal communication is fundamental for the effective execution of the project entailling all the activities aimed to coordinate the project. The main objectives of internal communication are here summarized:

i) Effective and efficient information sharing among the partnership; ii) Update and alignment through physical or virtual meetings; iii) Share of ideas for dissemination and exploitation and in general for a more effective external communication of the outcomes of the DigiFoF project.

A range of communication tools will be used to communicate between partners including physical and online meetings. A web site repository has been established for collection and sharing of the documents associated to the project.

▪ The website repository is the official channel of communication between the project's partners. Key project documents – as well as minutes of meetings – should be uploaded on the platform as soon as they are finalized. Minutes of meetings must clearly indicate the decisions taken. The responsible of minutes must be established at the beginning of each meeting.

▪ WP leaders will be responsible for the delivery of their respective activities and for organize the most appropriate communication – including online meetings – for alignment on project activities and progresses.

2.1.2 External Communication

The main objectives of external communication is to disseminate and exploit the outcomes of the DigiFoF project. Some suggestions are:

▪ Every time a result is achieved, it would be helpful to provide a guideline about the involvement of stakeholders in order to select the right target group for the specific achieved result.

▪ Partners should perform the communication, dissemination and exploitation actions using one or a combination of a set of communication levers for the specific target group (e.g., events, web Site, social Network, press releases, direct contact).
As an example, in the project website the information about dissemination will be hosted in a dedicated session in order to ensure that each stakeholder can easily find the information. Moreover, interviews and articles can be customized to the audience as well as the participation at educational and industrial fairs with specific tailored content and materials. Moreover, special sessions or tutorials at conferences will be taken into account in order to address PhD students and teachers in HEIs.

2.2 Overall Process

As previously indicated, communication, dissemination and exploitation activities can happen at different levels, in the detail: i) between partners of the DigiFoF consortium (e.g., skype calls, emails, face-to-face project meetings, workshop); ii) with stakeholders closely related to the project (e.g., students, professionals, teachers in HEIs, etc…); iii) with the general public and the scientific community and iv) towards the EU Commission (e.g., communication with project officer, regular reports, deliverables, etc).

2.3 Roles and Responsibilities

DigiFoF Management Board: The DigiFoF Management Board will review overall communication, dissemination and exploitation activities during the project meetings. The DigiFoF Management Board is in charge of taking (if needed) corrective actions and will be responsible for the review and approval of the communication, dissemination and exploitation strategy.

Project Manager: Project Manager will be in charge to monitor communication, dissemination and exploitation activities at project level, formulating (if needed) corrective actions.

Communication, Dissemination and Exploitation Manager: The Communication, dissemination and exploitation manager is in charge to update the communication, dissemination and exploitation plan.

All partners: All partners will define a responsible person for communication, dissemination and exploitation activities in order to record the external communication activities. Internal communication will be executed by all project members.

3 Stakeholder Identification and Mapping

Stakeholder identification and mapping is an essential step aimed at identifing and mapping the individuals and groups that can affect or be affected by the DigiFoF project actions and results. Stakeholder identification and mapping is helpful to understand how the stakeholders needs can be addressed. A set of actions can be planned throughout the projects's lifecycle to pave the way / ensure / perform the right identification and involvement of key stakeholders.

Step 1 is to identify – select – prioritize and visualize stakeholders. Sources of information can be networking activities as well as current / past / planned projects, face to face interviews, survey, workshop. Prioritization will be performed according to the concept of proximity: from all the potential stakeholder community to primary / key stakeholder.

<u>Step 2</u> is to define the right engagement plan concerning to the stakeholders'categories previously identified. The objective is to involve and commit the relevant stakeholders in the project activities and to deliver the most effective implementation strategy through the most appropriate communication plan. The more the interest of the stakeholder will become higher, the more the communication strategy will become ad-hoc to ensure a common understanding. The main stakeholders categories involved in the DigiFoF project are:

- STUDENTS:
- PROFESSIONALS:
- TEACHER IN HEIs:
- HEIs:
- ENTERPRISES (SMEs and Large Corporations):
- CLUSTERS AND PROFESSIONAL ASSOCIATIONS
- WIDER PUBLIC

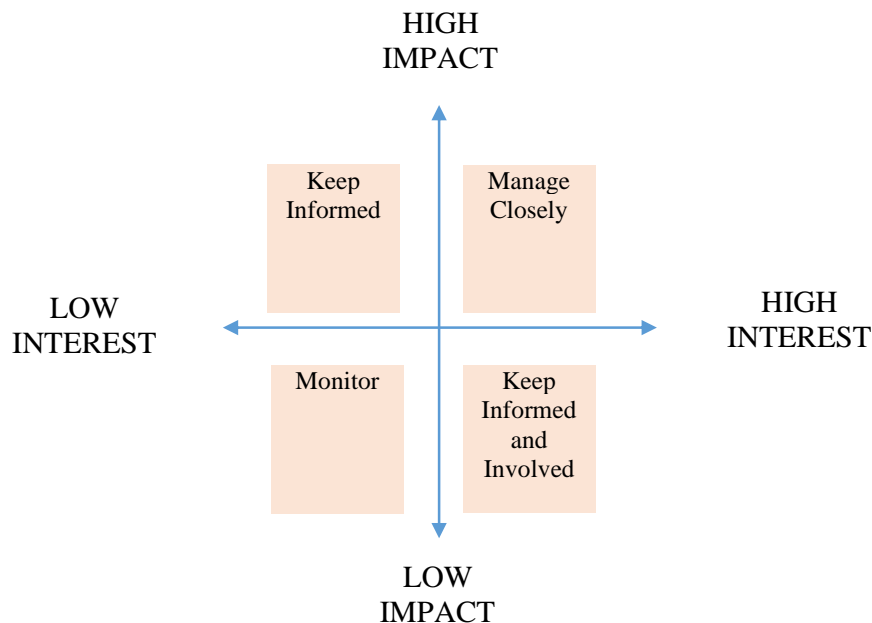Stakeholders are identified and categoried according to Figure 1.

Figure 1 Stakeholder identification and mapping

4 Dissemination, Communication, Exploitation Channels

Several communication channels and tools will be used throughout the DigiFoF project in order to disseminate information about the progresses, activities and achieved results. In this paragraph the communication channels used in the DigiFoF project are briefly described:

- **Newsletters (Electronic):**

Newsletter can be issued to help communication and dissemination with stakeholders. Newsletter will provide relevant and interesting information to be shared among the stakeholders' community in order to keep and raise interest on the activities carried out throughout the DigiFoF project.

Newsletter will be published in English and uploaded on the project website in order to be made available to any interested stakeholders. The newsletter will be published in line with the progresses achieved by the DigiFoF project (e.g., every 6 months). All partners will contribute to the content.

- **Flyers:**

Flyers will be prepared in English and in different languages according to the country of of the partner of the DigiFoF consortium. Flyers will be available electronically and in print.

- **Website:**

The project website (https://digifof.eu/) will be used to reach the general public and to publish the project-related news / events. In the project website the information about dissemination will be hosted in a dedicated session in order to ensure that each stakeholder can easily find the relevant and useful information. The project website is available in English. Overall, the website is composed by the following sections:

- **Homepage**: where the last news about the project are shown.
- **Project**: where the summary / objectives / structure of the project are shown.
- **Partner**: where the consortium and each member are described.
- **Result**: where the achieved outcomes are shown (e.g., public deliverables).
- **Dissemination**: where the dissemination actions and material are shown.
- **News and events**: where the project-related news / events are shown.

Participation and presentation at events will be a substantial part of the communication, dissemination and exploitation activities. Events include the participation at conference, workshops, seminars and networking initiatives. Based on the type of the event, the dissemination activity will target a specific type of audience: e.g., companies and

industrial stakeholders in case of workshop and RTOs, universities in case of conferences. In addition, partners will provide information about the Digi – FoF project on their own website.

- ▪ **Press Release**

Press releases to disseminate the project's activities and results can be prepared and published in print and online media.

- ▪ **Social Media**

The DigiFoF project follows a "blended" social media strategy, combining virtual activities with physical events. Social media like Twitter, LinkedIn or Facebook will be used to raise awareness around the DigiFoF project.

- - LinkedIn group ([Link](#)) of the DigiFoF project has been created in order to attract professional stakeholders such as companies, research institutes and technology centres, business support organisations and clusters organizations.

- - Twitter account ([Link](#)) of the DigiFoF project has been created in order to raise the awareness, stimulate the discussions and disseminate events and the project activities to a wide general public of stakeholders.

- - You Tube channel ([Link](#)) of the DigiFoF project has been created in order to raise the awareness, stimulate the discussions and share materials (e.g., webinars) to a wide general public of stakeholders.

- - Facebook account of the DigiFoF project has been created in order to raise the awareness among wide general public.

- ▪ **Scientific Publications and Proceeding at Conferences / Workshop**

Scientific publications will disseminate the conceptual, methodological and research results of the DigiFoF project. Moreover, the DigiFoF partners will present the project at local and international events, conferences and workshops. In a first stage, presentations are aimed at raising awareness for the project outputs and then to spread the DigiFoF results and outputs.

5 Visual Identity of the project

In order to guarantee the coherence among the communication and dissemination material and achieve significant communication results, a visual identity will be created and made available to project partners in order to be applied during the communication and dissemination activities. In particular, a set of visual tools will be created:

- Project Logo
- Templates (ppt, reporting/deliverable, newsletter, etc.)
- Flyers (in English and national languages)
- Website

Partner are requested to use the project GA number in all their external communication and dissemination materials together with the EU emblem and accompanying text *"Co-funded by the Erasmus+ Programme of the European Union".*

6 Monitoring and evaluation

Communication activities will be assessed and monitored. **Table 1** shows the target indicated in the project proposal.

Communication Tool	Target Groups / Potential Beneficiaries	Target Value in Proposal
Dissemination and exploitation strategy	All partners	1
Web-portal hits	All stakeholders	1.500
Participants in dissemination workshops	All stakeholders	200
Flyers, posters, brochures	All partners	Flyers and brochures: 2000 Posters: 200
Articles and publications	All project partners	Press articles: 30 Scientific articles: 10 Whitepaper: 1

Table 1: Target in the project proposal

In order to keep track of the communication, dissemination and exploitation activities a reporting template has been prepared. The recording template must be filled by each project partner. Each row should be completed according to each dissemination activity that has been carried out. In particular, a proposal has been indicated in **Table 2**. The template can be filled out with the activities during the reporting period.

6.1 Reporting Template

Partner Name	Communication, Dissemination, Exploitation Channel	Title	Location	Date	Brief Description	Target Group	Planned Dissemination Activity	Stakeholder reached (number, estimation)	Details
Member of the DigiFoF consortium that has carried out the dissemination activity.	Conference Website Newsletter Workshop Social Media Others.	Title of the event in case of conference, workshop, fairs, etc.	Location	Date	Brief description of the dissemination content.	HEIs, SMEs, Large Enterprises, RTOs, Policy, PhD students, etc.	Presentation, Posters, Brochure, Flyers, Scientific Paper, Press Realeas, Social Networking,	Estimated number of stakeholder reached e.g., in case of events and / or conference, workshops Re-tweet in case of social network, etc.	Further details if needed e.g., link to website etc.

Table 2: Reporting

7 Suggestion

The present *Dissemination and Exploitation Strategy Plan* has tried to provide some suggestions helpful to ensure that all communication, dissemination and exploitation activities carried out in the context of the DigiFoF project will be structured to enhance the diffusion of the outcomes developed. This document will be a living document, that will be updated constantely throughout the lifetime of the project.