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Abstract

This public report summarises the FED4SAE strategy for dissemination, including the strategies for overall dissemination of the project results and dissemination of the FED4SAE's Digital Innovation Hubs service. It identifies target communities, objectives and actions to generate general awareness within business communities and other EU projects, initiatives and clusters, as well as strategies and tools for specific awareness creation of project objectives, offering, Open Calls and results.

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1. Introduction

The FED4SAE dissemination and exploitation activities are designed to maximize the industrial uptake, impact on targets, and outreach of the results, whilst ensuring the long-term sustainability and growth of major project outcomes. In relation to that, FED4SAE aims to engage and build a growing community of active players, from industry, SMEs, start-ups, Midcaps and the researcher community, to facilitate the creation of an integrated sustainable ecosystem of stakeholders active in the cyber-physical domain. To achieve this objective, the FED4SAE consortium will gradually and systematically build up and mobilize a large industrial community committed to adopt and exploit the results in a sustainable way, during and beyond FED4SAE.

The placement of dissemination activities in a dedicated work package (WP6 "Creating cross-border CPS and Embedded System DIH, Dissemination and Exploitation") with participation of all project partners will ensure that the dissemination activities are carried out with the same level of commitment as technical work. A major objective for FED4SAE is to facilitate pan-European benefits from the project outputs and results. Thus, the activities will be closely monitored to ensure that application value chains as well as vertically integrated technology providers will benefit from the dissemination.

Dissemination will ensure that the next generation core CPS and Embedded System technologies and demonstrators from FED4SAE will be made available to the European Community. The goal is to increase the awareness on how innovative CPS and Embedded System technologies can be used to uplift quality and performance of products and services, i.e. making them smarter. The dissemination activities will also ensure the establishment of local partnerships and necessary co-investments in the regions, in order to strengthen the basis for the sustainability of federated DIHs that FED4SAE has established well beyond the lifetime of the project.

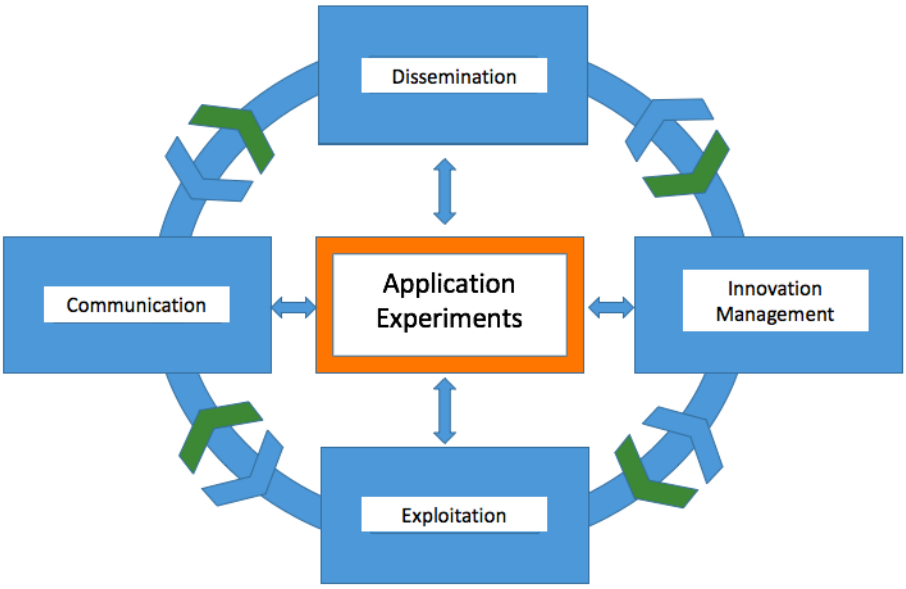


Figure 1: Relationship between Application Experiments and dissemination

A comprehensive dissemination methodology with a wide spectrum of measures has been planned, in order to reach out to all necessary European stakeholders. We first identify clearly our targets (who) for dissemination and identify the goals for our engagement activities with the identified stakeholders

(why). We then present a set of well-tailored dissemination actions and channels (what/how), in order to support our dissemination objectives with the respective stakeholder groups. Here we differentiate between general dissemination instruments that target a variety of stakeholders more broadly and specific actions tailored to specific stakeholder. We finally provide an overview of the timing of the different dissemination actions. These are well aligned with the overall project plan and key project milestones to amplify the impact potential of the stakeholder engagement activities.

1.2 General image and outreach-building approach

FED4SAE's image and outreach-building approach has several objectives:

1. To disseminate generally understandable information about the project idea, approach, open calls, DIHs and results;
2. To interact with stakeholders, other researchers, local innovation hubs in the field, investors and the general public;
3. To push scientific and technological innovations for uptake by market actors, increase the accessibility.

An original visual identity, consistent across the website, print material, the slide deck and other online presence, has been created in order to create a memorable presence in relevant communities.

Additionally, all dissemination of results, including electronic, will acknowledge European Commission funding through the display the EC emblem, in addition to the project logo.

1.3 Target audiences, goals and actions

The FED4SAE consortium has identified seven groups of target audiences that would potentially benefit from the knowledge acquired during the project. The consortium has identified specific dissemination goals for each target audience group, outlined in the table below:

Table 1: Dissemination goals and actions by target audience

Audience	Dissemination Goal	Actions
Tech and non-tech companies	Encourage companies to embed new innovative electronic components in their products and services Enable companies to engage with the right stakeholders to identify opportunities for CPS and Embedded System innovations	Presentation at events and mailing shots to seed general interest of CPS and Embedded System stakeholders in the project and open calls Communication of open calls through different online advertisement channels and regular webinars ahead of an open call Drop in clinic events for interested partners at DIHs to engage interested stakeholders into open calls and shape proposals Presentations of the project at relevant meet up groups and network events of DIHs partners in different regions Dissemination on the AE results
Newcomers	To inspire newcomers to embed new innovative electronic components in their products and services. To enable companies to engage with the right stakeholders to identify opportunities for CPS and Embedded System innovations	Idem as for tech companies Channels may vary as they are not embedded in CPS and Embedded System eco-system (European Arts and science network, European Society for Maths and Arts, European Apparel and Textile Confederation, Wearable Europe, Wearable Conference Barcelona)

Audience	Dissemination Goal	Actions
	Joint thematic workshops preferably during large events organized by the cluster organization gathering their members	
Regional innovation networks and accelerators	To promote Open Calls and inform about FED4SAE offerings To attract and engage start-ups, SMEs and midcaps in AEs Complement consortium expertise with additional skills and opportunities to support companies To help secure follow on funding for companies beyond To help regional authorities in their global strategy To ensure sustainability of created FED4SAE DIHs	Communication on the open calls Dissemination on the AEs results and gains for innovative companies Dissemination on the regional best practices to support innovative companies Use regional and national organisations communication vehicles to reach the regional SMEs
Investors	To help secure follow on funding for innovative companies for market launch and scale-up To ensure sustainability of created FED4SAE DIHs	Communication on the open calls Dissemination on the AE results and gains for innovative companies Private meeting with innovative companies for further investment beyond FED4SAE AEs Dissemination on the DIHs organization and impact on CPS and Embedded System development acceleration
Policy-makers	To remove barriers for innovation To identify and analyse market failures To influence new funding opportunities / programmes for CPS and Embedded Systems	Dissemination on the AEs results and gains for innovative companies Dissemination on the DIHs organization and impact on CPS and Embedded System development acceleration
Smart Anything Everywhere community	To foster synergies by creating awareness and share emerging best practices across different SAE projects To avoid duplication of work and identify possibly joined activities in terms of communication and exploitation to better exploit available project resources	Cluster meetings Joint thematic workshops
Broader CPS and Embedded System innovation community	To share of best practices for the advance of the EU CPS and Embedded System sector To encourage participation of stakeholders to engage in the federated DIHs and grow the outreach of them into different local CPS and Embedded System community networks	Dissemination on the AE results and gains for innovative companies

1.4 Purpose of this document

The aim of this document is twofold: firstly, to provide an update on dissemination activities from Year 1. Secondly, it serves to document refinements and partner strategies for project dissemination for the second year of the project.

2 First year dissemination activities

This section provides an overview of dissemination activates carried out in the first year of the project and observed impacts of these. For each category of activities, we briefly present the initial dissemination targets and summarise the actual activities performed. We conclude with a brief assessment or learning about the effectiveness of these.

2.2.1 Project website

A project website was codesigned by Digital Catapult and developed, hosted and maintained by BME. The goal of the website is to function as the main project communication tool, providing information on the available CPS and Embedded System technologies, open call procedures and selection criteria, and a contact form.

The website has been regularly providing updated project information and is showcasing selected pilot projects, open calls and experiment results.

It also functions as a central hub linking to and integrating all major social media activities and will provide support through a dedicated FAQs section, videos and animations.

Figure 2: FED4SAE Homepage shows a screenshot of the website homepage.

Figure 2: FED4SAE Homepage

Website engagement rates have remained steady since launch, with slight increases in visits during Open Calls, and a decrease following the closure of an Open Call. There have been over thirteen thousand sessions on the website, with almost 20% returning visitors. A strong interest can be seen from France, the UK, Spain, Italy and Germany, as well as in countries in which the consortium does not have a direct presence, such as Greece.

Interested individuals predominantly visit FED4SAE directly, indicating reach of physical dissemination activities by partners and direct outreach activities that have promoted the FED4SAE brand. Additionally, nearly 25% of visitors visit FED4SAE following introduction from other websites or social media. These statistics highlight the impact of coordination with the Smart Anything Everywhere initiative and EC more generally, which provide 30% of direct referrals.

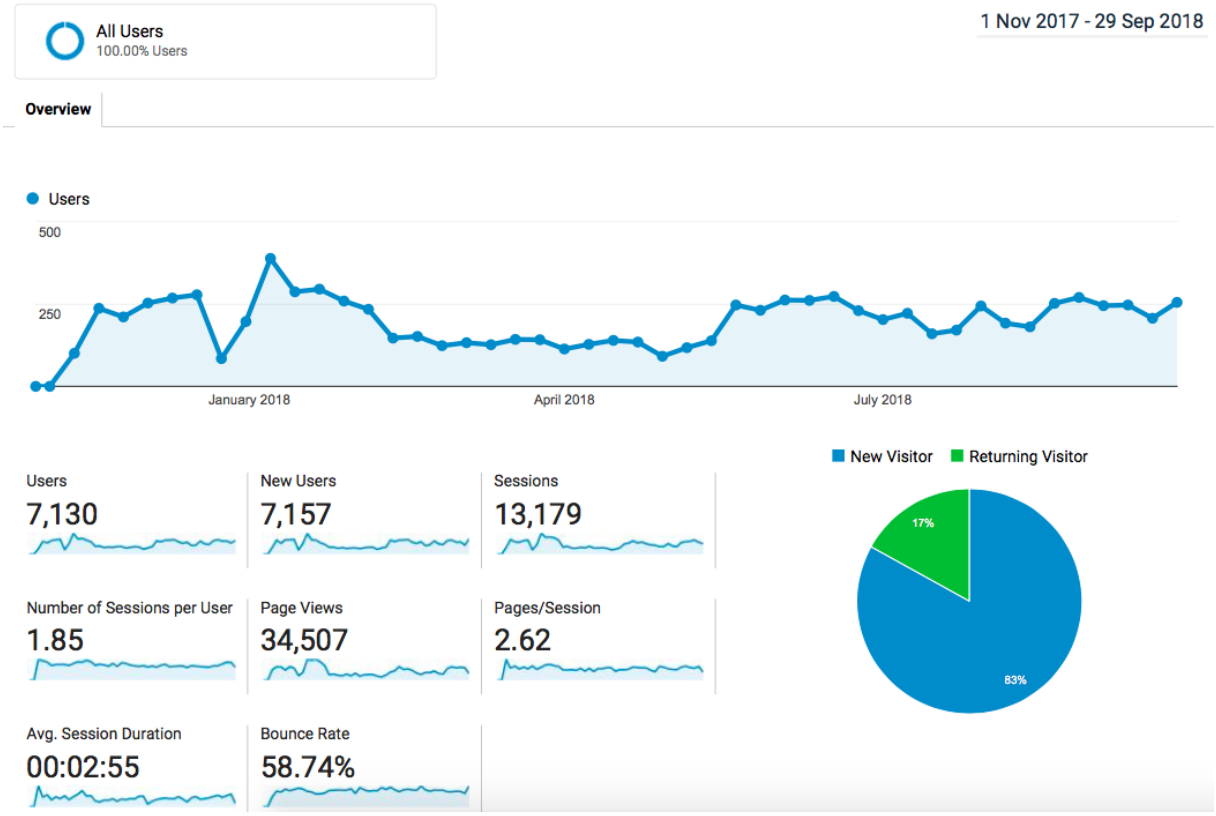


Figure 3: Key Website Analytics

Country	Acquisition			Behaviour		
	Users ↓	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	7,130 % of Total: 100.00% (7,130)	7,158 % of Total: 100.01% (7,157)	13,179 % of Total: 100.00% (13,179)	58.74% Avg for View: 58.74% (0.00%)	2.62 Avg for View: 2.62 (0.00%)	00:02:55 Avg for View: 00:02:55 (0.00%)
1. France	**1,009** (13.92%)	1,004 (14.03%)	1,920 (14.57%)	53.12%	2.62	00:03:06
2. United Kingdom	**761** (10.50%)	750 (10.48%)	1,324 (10.05%)	58.99%	2.55	00:02:52
3. United States	**742** (10.24%)	736 (10.28%)	797 (6.05%)	88.33%	1.28	00:00:32
4. Spain	**567** (7.82%)	565 (7.89%)	1,235 (9.37%)	48.91%	3.09	00:03:30
5. Italy	**557** (7.68%)	555 (7.75%)	1,068 (8.10%)	63.86%	2.75	00:03:09
6. Germany	**533** (7.35%)	518 (7.24%)	1,402 (10.64%)	46.43%	3.05	00:04:07
7. (not set)	**238** (3.28%)	234 (3.27%)	432 (3.28%)	60.65%	2.41	00:02:46
8. Ireland	**177** (2.44%)	178 (2.49%)	344 (2.61%)	59.88%	2.38	00:02:10
9. Greece	**174** (2.40%)	170 (2.37%)	421 (3.19%)	56.29%	3.19	00:04:10
10. Switzerland	**164** (2.26%)	163 (2.28%)	335 (2.54%)	53.43%	2.79	00:02:23

Figure 4: Visitor Geography

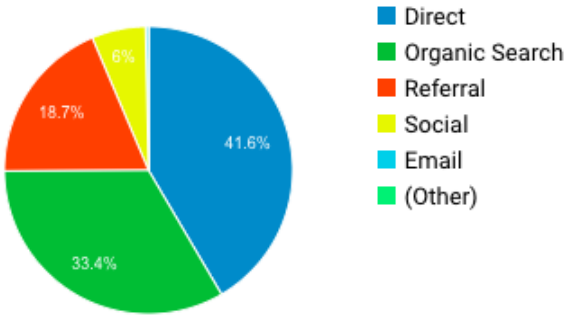


Figure 5: Website Acquisition

2.2.2 Social media

FED4SAE has identified social media channels as an effective means to promote its CPS and Embedded System technologies and open calls and establish and attract local user communities and new users from across Europe. FED4SAE's initial plan set out to establish Social media presence on Twitter, Linked and Facebook to maximise stakeholder outreach across different European regions.
Below a brief overview of the established social media presence is provided including other online activities FED4SAE used to complement these.

2.2.2.1 Facebook

The consortium committed to post at least 200 posts throughout the duration of the project to disseminate generally understandable information about the project idea, approach, open calls, DIHs and results.

To date, the consortium has produced 119 Facebook posts to disseminate the Open Call opportunities, introduce Digital Innovation Hubs, raise interest around the project idea, and highlight companies selected from the first Open Call. The posts have reached 672 people.

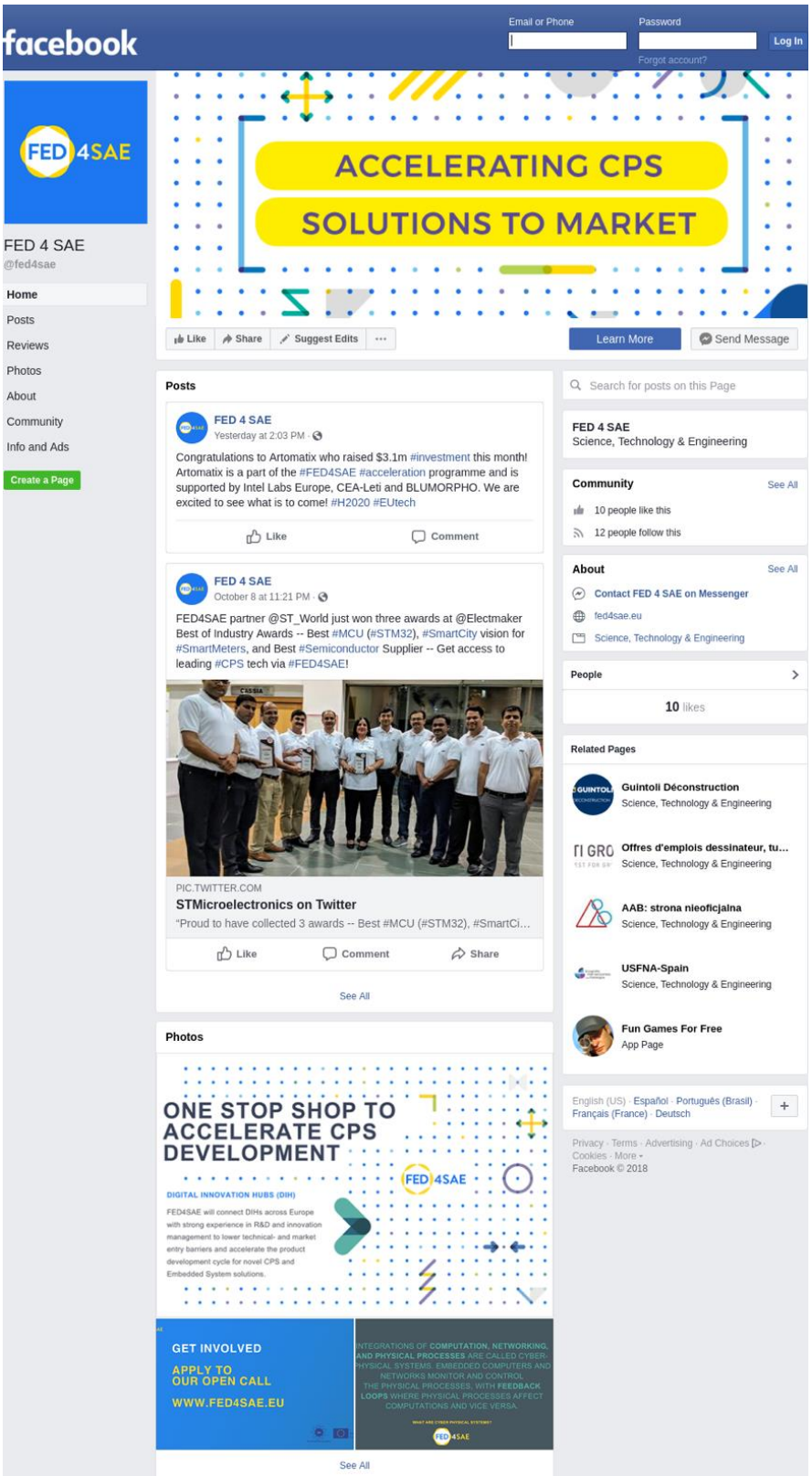


Figure 6: FED4SAE Facebook Page

2.2.2.2 LinkedIn

FED4SAE committed to create at least one LinkedIn post per month, focussing initially on project introduction, and establishing online credibility for FED4SAE, followed by dissemination of the Open Call in the first year. This is particularly relevant, as an IEEE survey has shown that engineers prefer LinkedIn (Don).

In the first year of the programme, FED4SAE has produced 101 posts on LinkedIn, creating the second most effective social media channel for the project.

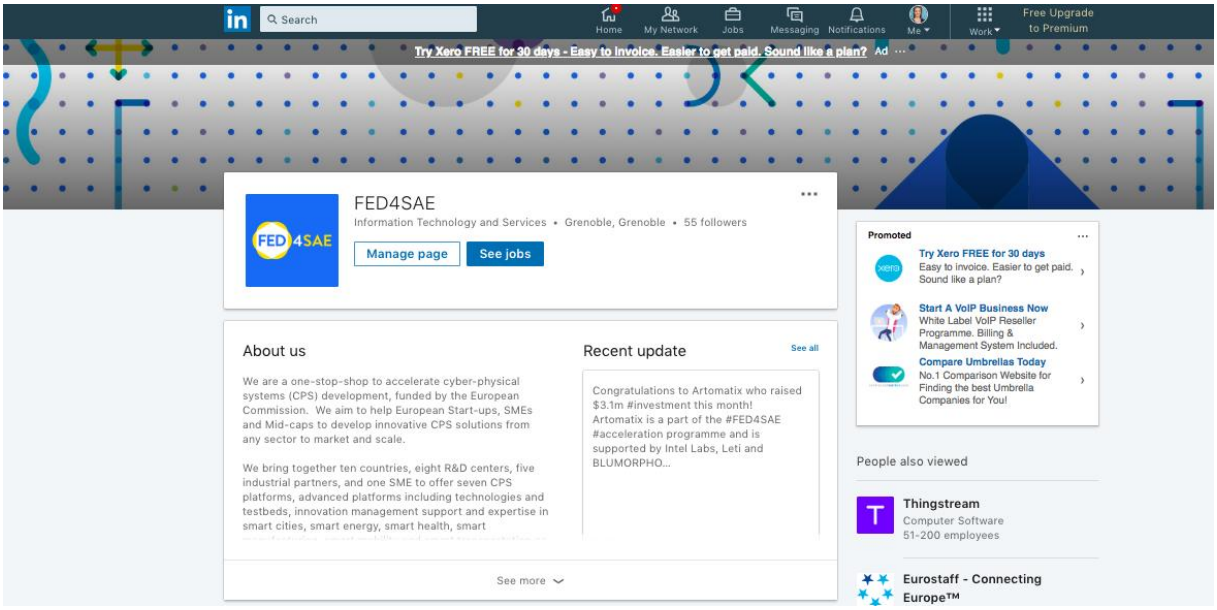


Figure 7: FED4SAE LinkedIn Page

The social media channel also reaches the intended audience – a combined 36.37% of visitors are involved in project management or research, and 53.64% of visitors work within company sizes of 2-200 employees.

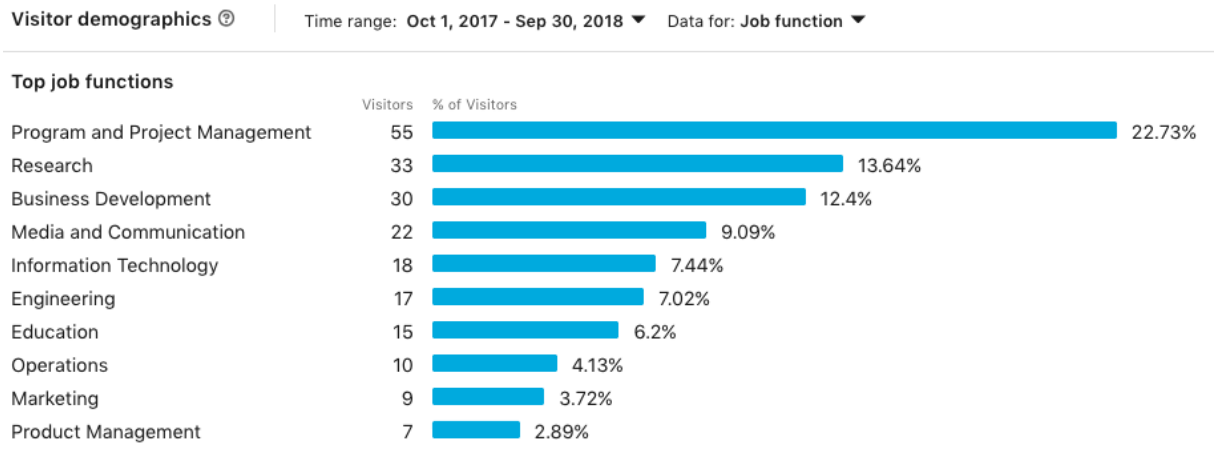


Figure 8: LinkedIn Visitor Roles

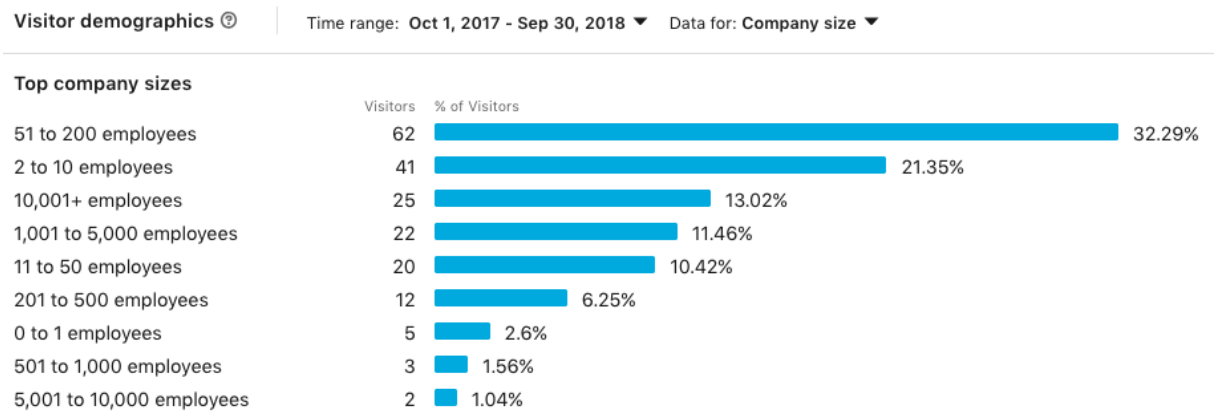


Figure 9: LinkedIn Visitor Company Size

2.2.2.3 Twitter

FED4SAE aims to disseminate on Twitter through the dissemination of generally understandable information about the project, its approach, open call funding opportunities, open call results and the network of Digital Innovation Hubs. The project committed to generate at least 300 followers.

Several relevant hashtags including #CPS, #cyberphysical, #SAE, #DIH, #IoT, and #IIoT have already been identified, and the FED4SAE has identified and follows 70 European CPS influencers.

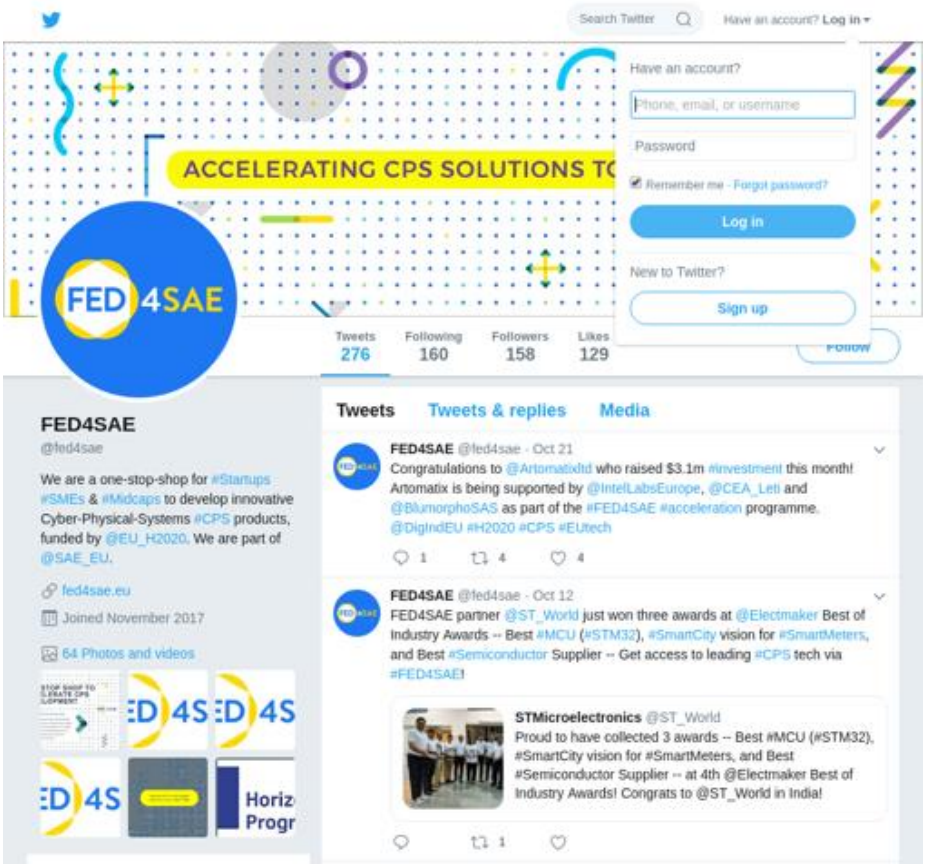


Figure 10: FED4SAE Twitter Profile

Twitter has been the most effective social media channel for FED4SAE, with over 105k impressions within the first year. The engagement with Twitter is summarised in the table below.

Table 2: FED4SAE Twitter Statistics

Month	Impressions	Engagements	Engagement Rate
Nov-17	12,628	175	0.31
Dec-17	26,133	210	0.19
Jan-18	17,073	126	0.12
Feb-18	5,554	34	0.07
Mar-18	2,443	31	0.07
Apr-18	9,168	81	0.15
May-18	9,455	122	0.18
Jun-18	4,489	56	0.11
Jul-18	13,661	109	0.11
Aug-18	5,389	66	0.21
Grand Total	**105,993**	**1,010**	**1.51**

2.2.3 Other online promotion

Webinars were intended complement local workshops to more broadly support applicants from all European regions to prepare submissions to open calls. Two webinars were hosted in year 1, and are available as recordings for future applicants to the programme on the project website.

2.2.4 Presentations, events and workshops

Throughout the course of Year 1, the consortium attended a total of 38 conferences, events, and workshops throughout Europe, reaching a documented 8,049 individuals through physical events alone. Of these, the consortium delivered twelve presentations, four brochure contributions, and attended ten additional events as participants. A full table of events can be found in the Annex 1.

2.2.5 Print promotion

2.2.5.1 Press releases and press notes

Press releases and press notes were intended to communicate open call notification and experiment benefits and results in order to stimulate broader public interest and foster the creation of partnerships with regional networks, partners and investors.

Four press releases were issued in Year 1, two via Leti in November 2017 to announce the programme in both English and French, and two additional press releases via the HIPEAC network in May 2018 to announce the second Open Call funding opportunity.

All press releases were (re)published on the project website and are available here.

2.2.5.2 Project brochures

Project brochures and leaflets were created attract attention and to generate interests for an optimal

exploitation of the project's results. They were made available as a support tool for events and for regional innovation networks and accelerators to communicate on the project opportunities and results.

Two versions of flyers and posters were created in Year 1, adapted for the available technology from the first and second open call, and incorporating feedback with regards to language.

Figure 11: Second Call FED4SAE Flyer

2.2.5.3 Project slide deck

The initial dissemination slide deck created for the consortium within the first months of the project was used by partners to disseminate the FED4SAE background, aims, mission, open call opportunities, and introduce partners.

2.2.6 Private meetings

Private meetings aim to affirm the linkage between innovative companies and public/private investors with the objective of enabling Third parties to pitch their innovations and secure investment funding under mutually agreed terms enabling the companies to bring their innovation to market.

In the first year the project and select proposals were introduced at working groups and at venture-capital funds in order to establish the potential for funding opportunities for selected application experiments post project-close. The activity is early stage considering the project timeline, and readiness of SMEs at the start of the project. The consortium expects an increase in this activity in years two and three of the project as initial Application Experiments end and become ready for further investment.

2.2.7 Open Calls

2.2.7.1 Call dissemination

The first two open calls were disseminated virtually and in person, via social media, event attendance, targeted emails, meetups, and coordination with other accelerators, as described in the previous channel-specific sections.

2.2.7.2 Promotion and showcasing of AEs

Following the closure of the first open call, selected SMEs were asked to produce a brief introductory video to their company and application experiment, to be used for showcasing purposes on our website, at events, and as a relatable resource for other companies considering applying to the programme.

All companies produced a two to five-minute video to:

- Introduce their company and purpose
- Describe their FED4SAE-funded project, including information on the platforms and advanced technologies used.
- Insights into the application process
- Outline expectations from the technology access, business coaching and funding FED4SAE provides, in term of improvements or breakthroughs in thier solution
- Summarise expected impact of the program on their company, products or services

Four videos were granted for public release, promoted via the official social media channels, and can be found on the website here.

2.3 Collaboration with other projects, organisations and clusters

Through its involvement in Smart4Europe, FED4SAE has actively collaborated within the Smart Anywhere Everything (SAE) initiative, in particular fostering the SAE community building and strengthening and enlarging SAE ecosystem.

2.4 Year 1 dissemination activities of individual DIH

2.4.1 BLUMORPHO

BLUMORPHO has been active on social media relaying all the information via twitter and linked.

Tweet	Impression	engagement
1	1004	18
2	430	3
3	1280	20
4	601	2
5	293	
6	524	4
7	1311	7
8	675	6
9	642	7
10	550	7
11	524	4
12	447	4
13	426	9
14	332	1
15	300	3
16	293	
17	2025	371
18	806	
19	718	

Figure 12: Twitter activity at BLUMORPHO

BLUMORPHO also promoted the FED4SAE offer through the BLUMORPHO community hosted under the Private Tech Hub platform (https://www.privatetechhub.com/).

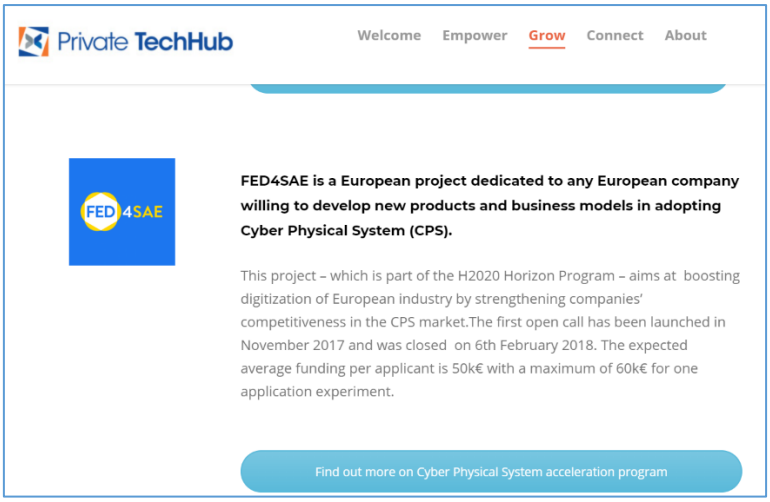


Figure 13: Screenshot of the FED4SAE Private Tech Hub page

The calls have been announced through two e-mailing campaigns on the BLUMORPHO database of contacts, targeting SMEs and Mid-caps in Europe.

A short article was also written by BLUMORPHO and published in EEN (Enterprise Europe Network) September French Newsletter: **Adoptez les systèmes cyber-physiques et systèmes embarqués grâce au programme d'accélération FED4SAE. (**http://www.een-topic.fr/actualite/140627-adoptez-les-systemes-cyber-physiques-et-systemes-embarques-grace-au-programme-d-acc)

In order to further explain the first 2 calls, 2 webinars have been hosted. During the first webinar, BLUMORPHO provided the platform, the 2nd webinar was hosted and operated by BLUMORPHO. The 2 web-event have been promoted through 3 e-mailing campaigns. The communication starts 3 weeks before the event and reminders are sent regularly and promoted through social media. About 60 companies registered to each event and 40 participated. 50% of the participants were considering the current open call to submit their proposals, 40% were considering "the next call" and 10% remained unsure on their application

As part of Smart Everything Everywhere, the FED4SAE action was also promoted on the INPHO Venture event brochure. BLUMORPHO is co-organizer of the INPHO Venture Forum, in partnership with the "chambre de commerce de Bordeaux". This event is an opportunity for Venture Capital firms and Corporate Ventures to meet and share their views on their investment strategies. The FED4SAE action was highlighted during the event through 3 aspects:

1. The FED4SAE is mentioned in the event brochure (Figure 14).
2. The participation of SUREWASH (WP5) during the pitching event (http://www.inpho-ventures.com/2018/09/13/panel-selected-startups/).
3. FED4SAE was especially highlighted during the "access to financing" session organised with the support of Jean-David Malo director "open innovation & open science", DG research & innovation at the European commission.

Figure 14: INPHO Venture Brochure

Consequently, BLUMORPHO is identified as a sourcing partner for investment opportunities in companies supported by DIH projects.

2.4.2 BME

BME has participated at all national Hungarian ICT info-days with presentations and consultations about the funding opportunities within the Smart Anything Everywhere initiative, and in particular about the funding and coaching opportunities offered by the FED4SAE project. We have organised Fed4SAE consultations to SMEs before each FED4SAE Calls that were very well attended (around 20-30 participants each).

We have distributed the Fed4SAE and the Smart Anything Everywhere flyers at scientific conferences (eg. EUROSIME in Toulouse, DTIP in Rome, Baltic Electronics in Tallinn, THERMINIC in Stockholm, etc.), and presented the URL of the Smart Anything Everywhere website at the end of our scientific conference talks, drawing the attention of the audience of the funding opportunities offered by the Smart Anything Everywhere initiative.

2.4.3 CEA-LETI

CEA Leti has participated actively in the promotion of SAE initiative and FED4SAE open calls through participating to brokerage events, taking part to round tables an workshop presenting FED4SAE and the running open calls:

- DIH day 2017
  - Madrid, Spain
  - Participation to the round table “
- EFECS 2017
  - Brussels, Belgium,
  - SAE booth
- HIPEAC CSW 2017
  - Stuttgart, Germany
  - Participation to the workshop “SAE-Inno”, set-up by Tetramax
- Minalogic event – journée thématique cyber physique
  - Grenoble, France
  - FED4SAE open call promotion
- HIPEAC 2018
  - Manchester, UK
  - Participation to the workshop “TISU: Tetramax Workshop on Transfer to Industry and Start-Ups”, set-up by Tetramax
  - Organization of the workshop “CPS success stories Workshop “ presenting SAE success stories and running projects
  - FED4SAE et SAE posters presentation
- TechInnov 2018
  - Paris, France
  - Booth, FED4SAE open call promotion
- DATE 2018
  - Dresde, Germany
  - Presentation during the session “Enabling ICT Innovations for European SMEs” by Tetramax
  - FED4SAE promotion at HIPEAC booth
- SiDO 2018
  - Lyon, France

  - Booth, FED4SAE open call promotion
- Hannover Messe 2018
  - Dresde, Germany
  - Booth, promotion of FED4SAE and presentation of FSTP process
- CPSE Labs event "Designing for Digital Transformation
  - Munich, Germany
  - FED4SAE promotion and ecosystem boosting discussion
- EIH day – 2018
  - Grenoble, France
  - Day event dedicated to EIH and the use of associated European research and innovation programmes.
- SMART AND DIGITAL FUTURE Vienna - Brno - Bratislava2018
  - Vienne, Austria
  - FED4SAE open call promotion and networking session

EIH Day

13 June 2018 @ Maison MINATEC - Grenoble, France

Contact: eih-day@cea.fr

The European Innovation Hub Day (EIH Day), organised by CEA Tech in Grenoble, is a full day event dedicated to EIH and the use of associated European research and innovation programmes. This event will bring together key-players from the European Commission, Regions, Regional Clusters, Research and Technology Organisations (RTOs) and Small and Medium-sized Enterprises (SMEs) to exchange views on existing and future innovation hubs.

Figure 15: EIH day - Grenoble announcement text

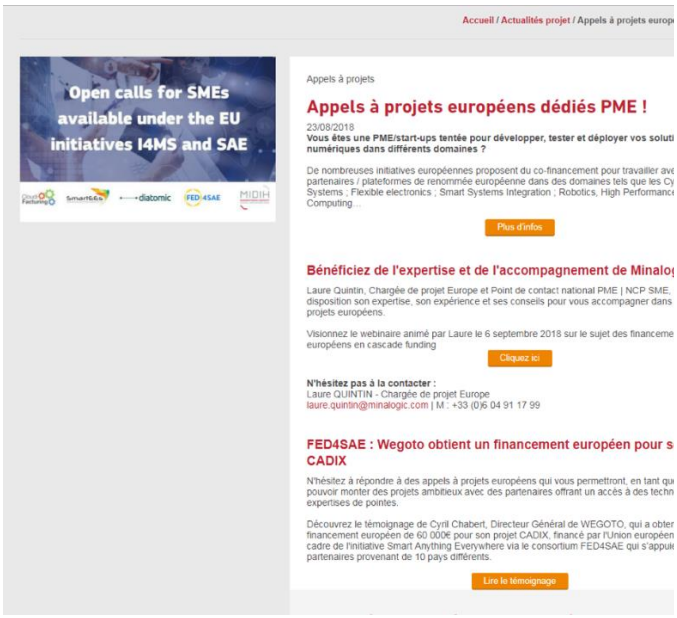
CEA-Leti collaborates closely with Minalogic to promote FED4SAE in France and more specifically in the region Auvergne-Rhônes-Alpes ecosystem, through Minalogic communication means, website and newsletters.
Minalogic highlights awarded SMEs by publishing the interview of one 1st call selected French SME, Wegoto located in Grenoble ecosystem. Publishing "success stories" and awarded companies is a way to give new comers and other companies a clearer idea on how a project looks like and how it could fit with their own strategy.
Thanks to Minalogic's connexion, CEA Leti could partner with the French NCP network in order to promote the open calls and the FED4SAE to a larger French public.
These NCP were:

- ICT NCP led by Business France (https://www.businessfrance.fr/)
- SME NCP led by BPI France and where Minalogic is a member

  Both NCP committed to publish FED4SAE news (project and open calls) in their events, webinars and newsletters.

Minalogic supports FED4SAE promotion through its cluster connection with Silicon Europe Alliance

Thanks to networking and European event activities, CEA-Leti has also been active to communicate on FED4SAE open calls and SAE initiative through various clusters and networks, among them, Systematic (https://systematic-paris-region.org/fr/), Innovalia (http://www.innovalia.com/en/), Estonian electronics (http://www.estonianelectronics.eu/), Artemis-IA (https://artemis-ia.eu/) and all partners already involved in EuroCPS project.



FED4SAE open call promotion (https://www.minalogic.com/fr/actualite-projet/appels-projets-europeens-dedies-pme)

FED4SE: promotion of awarded SME https://www.minalogic.com/fr/actualite/fed4sae-wegoto-obtient-un-financement-europeen-pour-son-projet-cadix

Figure 16: FED4SAE promotion by Minalogic

2.4.4 CSEM

In year 1, CSEM publicized FED4SAE through its network of contacts, including especially SMEs, both inside and outside of Switzerland. We contacted Swiss Global SME / Switzerland Global Enterprise (https://www.s-ge.com/fr/sbh) and Euresearch here in Switzerland, which helped us to further publicize the FED4SAE project and calls. Additionally, in relation to the IoT, CSEM publicized FED4SAE and the calls to members of the H2020 Activage Large Scale Pilot project, to the members of the European Telecommunication Standards Institute (ETSI) SmartBAN and at ETSI IoT Week 2018, as well as, to the Hermes Partnership a network of leading companies and organizations in the field of wireless within Europe.

2.4.5 Digital Catapult

In year one of the project, Digital Catapult focussed on disseminating the Open Call to its network of startups from the IoT and CPS domains. Dissemination was conducted by reaching out to startups in existing UK-based programmes, such as the Things Connected network, and by engaging with SME communities through its social media networks. A dedicated engagement manager liased with other accelerators and the Shoreditch Tech Hub to ensure UK applicants were reached.

2.4.6 Fraunhofer

In the first year of the project, Fraunhofer IISB primarily focused on the dissemination on the open call opportunities in general in FED4SAE for interested companies and in particular of the advanced technologies and testbeds offered by Fraunhofer IISB. This was done through word of mouth of mouth communication with interested companies directly in our eco system and through the participation of the Hannover Messe, where Fraunhofer participated in a workshop to communicate the open call opportunities and had direct communication to several interested companies.

Fraunhofer also spread the call information through "Bayern innovative", a Bavarian initiative to support innovative SMEs in several different domains to reach companies outside of our direct local environment. During a presentation at an event of the Austrian "Forschungsfördergesellschaft FFG" we presented and explained the financial support for third parties model used in FED4SAE and disseminated the open call offerings.

2.4.7 fortiss

During Year 1, fortiss engaged in a number of dissemination activities to promote FED4SAE and particularly the Open Calls. Besides supporting FED4SAE presence at events at European level, such as the I4MS/SAE Digital Innovation Hubs Conference in Madrid (Sept. 2017), the ICT Proposers Day (Nov. 2017), the HiPEAC Conference in Manchester (Jan. 2018), and the European Innovation Hub Day in Grenoble (June 2018), fortiss was also actively promoting FED4SAE in events with a more regional scope: As part of the workshop "Designing for Digital Transformation" organised by the SAE predecessor project CPSE Labs in Munich in April 2018, the offerings of FED4SAE were introduced to interested SMEs. In October 2018, the fortiss "Fachtagung" was held in Munich with the presence of industries, policymakers and, scientific communities in which the success story from CPSE Labs were presented to show the potentials of opportunities offered by such programmes and to advertise the upcoming call in FED4SAE. The FED4SAE has been presented to Bavarian and Slovenian SMEs and midcaps during the Idea Hacks Meeting for the AI-IIOT Think Tank event at fortiss (Oct. 2018), including advertising the 3rd Open Call.

Figure 17: ***The EFECS event in Brussels in early December 2017 (www.efecs.eu).***

In addition, fortiss will ensure FED4SAE-related information is spread at key scientific events in the CPS domain, including the Embedded Real-Time Software and Systems congress (Toulouse, January 2018), the CPS Week (Porto, April 2018), and the Industrial CPS conference (Saint Petersburg, May 2018).

2.4.8 KTH

Information regarding the FED4SAE Initiative and the Open Calls in particular have been disseminated via the following channels;

- The website of the KTH Digital Innovation Hub on Digital Industrialization. https://www.kth.se/itm/inst/mmk/forskning/mekatronik-och-inbyggda-styrsystem/the-iiot-hub
- By corporation with the Industry Network ICES that reaches almost 2000 people with their monthly newsletters. Ices.kth.se.
- By corporation with the IOT Hub THINGS that interacts with a large number of member SME's as well as alumnis.
- By co-organising an Innovation Workshop at KTH with participants from both Industry and Academia in October 2018.
- By informing the members in the Nordic IOT Initiative Hi2OT.

2.4.9 UNICAN

During the first year, UNICAN, along with the Municipality of Santander, has been involved in several initiatives to disseminate the project, including the Open Calls. In this sense, UNICAN and the Municipality of Santander participated in the SynchroniCity/FED4SAE Open Call Clinic F2F event in Santander, in which the second Open Call of FED4SAE was presented. Furthermore, two online events were held to explain in detail the possibilities of the second call of FED4SAE. Finally, emailing campaign was performed to disseminate the open call as well.

Figure 18: FED4SAE dissemination event in Santander

2.5 Year 1 dissemination activities of industrial partners

2.5.1 STM

A joint and synergic activity has been developed by ST-I and ST-F to promote FED4SAE Open Calls and the ST's technological platforms proposed in the project. During first year, ST has started to disseminate FED4SAE directly in different events, such as the EPoSS workshop "Smart System for the Automated Factory", Turin 5-6/09/ 2017, EPoSS; Annual Forum 2017 –Graz 19-20/10/2017, in which the FED4SAE calls and activities have been promoted to representative of SME and mid-cap.

In addition, ST has been advertising in different contexts and meetings with large SME audience, such as European Innovation Hub Day –Grenoble 13/06/2018, the possibility to submit innovative projects that targets the technologies available in FED4SAE.

2.5.2 Intel

Intel disseminated the opportunity both internally with its own organisation primarily to our Sales and Marketing team who are actively engage with the ecosystem. They hosted a number of workshops across Europe from Norway to Israel on teaching developer community on Artificial intelligence and the presentation included a slide on FED4SAE Programme and FED4SAE handouts were provided at the end of the sessions.

The Movidius Product Group helps also raise awareness to their network at technical events, personal connections or via social media such as LinkedIn EMVA - European Machine Vision Association

Externally we reached out to local and regional agencies such as Enterprise Ireland, IBEC (Irish Business and Employers Federation) and the Invest NI, and other agencies that directly interact with SMEs. We also scanned European the startup and SME communities' website to identify suitable applicants and issued both targeted and blanket emails to various communities such as the 3,000 member of the BDVA (Big Data Value Association).

We concluded that the community or blanket email as ineffective while most effective method is the direct person contacts and existing relationships that individual have and thus we will continue to favour the personal outreach approach.

2.5.3 AVL

The promotion of FED4SAE calls were performed through different communication channels in order to increase the coverage and finally the probability to address relevant SMEs willing to submit a proposal.

1. Dispatching the call through mailing lists from AVL national funding agency (FFG, https://www.ffg.at/) and related initiatives such as start-up incubators (https://www.aplusb.biz/)
2. Face-to-face discussion with funding agencies for start-up such as AWS ("Austria Wirtschaftsservice" https://www.aws.at/) to identify relevant handover between successful application experiments and follow-up funding toward industrialization (product and business development)
3. Activating AVL's internal network and dispatching the call information to the different AVL channels

The main conclusion, similar to previous partners, is the importance of direct contact. Hence, setting up such proposal is still resource intensive, and the direct contact is required to motivate the SME to spend several hours for the preparation of such proposal.

It shall be noted that the networking activities within the FED4SAE project is working very well; several SMEs could be routed to AVL through direct contact. Most of the SMEs have submitted a proposal then.

2.5.4 Thales

THALES disseminated the opportunity with its own organisation primarily during technical workshop organised at THALES (Journée de Palaiseau located in the TRT office). THALES also disseminated inside collaborative projects where THALES is involved (ECSEL Project AQUAS, ECSEL Project MegaM@RT2 and the French project WARUNA). To achieve this dissemination, THALES has requested a time slot during plenary session of these 3 projects to present the objectives and working progress of the FED4SAE project. A presentation has been done in the AQUAS project, the 25 April 2018 at Valencia (Spain). A second presentation has been done in the MegaM@RT2 project, the 13 march 2018 at Helsinki (Finland). And THALES did a presentation of FED4SAE in the WARUNA project, the 26 January 2018 during the plenary session at Paris (France). As a result of these dissemination activities of Thales in the various projects, Fentiss (MegaM@RT2 partner), INTECS (AQUAS partner) and ARTAL (WARUNA partner) have submitted proposals to FED4SAE calls. In addition, THALES has participated to the DECPS workshop organised inside the ADA Europe Conference 2018 at Lisbon, the 18 June 0218. During this workshop, THALES has presented the project

FED4SAE to encourage SMEs to send proposal for the second call of FED4SAE. (http://ae2018.di.fc.ul.pt/workshops.html). In this workshop, around 20 people attended this workshop.

3 Dissemination Plans of individual DIHs for Year 2

FED4SAE involves interdisciplinary skills and methodological know-how from world class RTOs (academia and research institutes) and industry, including SMEs, all along the value chain, and which are key factors for the setting up and successful operations of the pan-European network of multidisciplinary Digital Innovation Hubs. The consortium is composed of fourteen organisations, of which eight are RTOs, five are industrial partners, and one SME. The consortium is led by CEA, whose explicit role is to be at the very interface of industry and academic research.

The consortium has a wide range of expertise.

Table 3: FED4SAE partner expertise

Partner	Strengths	Expertise for AE
AVL (Austria)	Development of powertrain systems.	Smart transportation Open platform
BME	Smart systems integration	EuroCPS design Centre Innovation support
Blumorpho (France)	Open Innovation Innovation risk management Collaboration models	Investor readiness. Facilitate initial funding rounds. Access to finance.
CEA – Leti (France)	Silicon systems and Sensors Middleware Distributed systems.	Self-adapting applications. IC design ULP networks
CSEM (Switzerland)	Manufacturing; energy management, renewables.	Microsystems. Analog signal processing and data acquisition.
Digital Catapult (UK)	IoT, Artificial Intelligence, Distributed manufacturing.	Access to LPWAN network. LPWAN IoT project acceleration.
fortiss (Germany)	Software intensive systems.	Smart manufacturing demonstrators. Open source software infrastructure for distributed industrial process measurement and control systems.
Fraunhofer IISB (Germany)	Integrated systems. Power Electronic systems	Advanced power device simulation, design and fabrication.
Intel (Ireland)	Hardware platform: Neural compute stick and Movidius compute card.	Deep learning. Machine vision and Artificial Intelligence.
KTH (Sweden)	Innovative Centre for Embedded Systems Mechatronics	IoT, autonomous systems, 5G testbed, autonomous vehicles. Product development.
ST Microelectronics (France and Italy)	Hardware Nucleo, STM32 microcontroller, sensors. WESU wearable and motion platform	Low power systems, security ICs, dev kits, wireless communication.
Thales (France)	Avionics computer solutions. Real time mission critical embedded systems.	Access to open platforms. Cyber security.
Unican (Spain)	Smart Cities Network planning and mobile communications Lab	Leverage Smart Santander testbed and ecosystem.

Consortium members will combine their individual, area expertise and regional ecosystem expertise to broadly and widely disseminate FED4SAE project goals, open calls, and results.

A brief update to the dissemination priorities by project partner is provided in the pages that follow.

3.2 BLUMORPHO

For the next period, the social media activity will be maintained and depending on the strategy for the 3rd call, an additional webinar might be produced. Progressively, success stories will be also promoted with BLUMORPHO's channels in addition to the main FED4SAE websites and social media activity.

3.3 BME

In the year to come BME will continue to promote the funding and consulting opportunities provided by the Smart Anything Everywhere initiative and the Fed4SAE project with special focus to Hungary and Estonia, where BME has very strong connections to innovative SMEs.
In addition BME scientists will promote the Smart Anything Everywhere initiative and the opportunities offered by the Digital Innovation Hub concept at scientific conferences, by distributing flyers and calling the attention of event participants to the Smart Anything Everywhere website.

As in the next year the FED4SAE project will have already SME project results as well, BME will promote these results together with other project results of the Smart Anything Everywhere initiative. By inviting all the European scientists to join to the membership scheme offered on the https://smartanythingeverywhere.eu/ website of the Smart Anything Everywhere initiative of the Smart4Europe project.

BME will also participate at dedicated events to promote its Digital Innovation Hub, and the special advanced reliability testbed it offers.

3.4 CEA-Leti

CEA-Leti plans to continue active communication on FED4SAE open call and SAE initiative, actively relying on Minalogic support, and participating to appealing brokerage events.

Getting the first application results, CEA-Leti will support the dissemination of the first results through SAE collaboration. French SME outcomes will be highlighted with Minalogic support. For more international communication, CEA-Leti will take the opportunity offered by HiPEAC news info to promote SMEs and their success story.

3.5 CSEM

CSEM will continue to publicize FED4SAE on social media as well as at conferences and workshops. Once demonstrators become available for recently accepted Application Experiments, we will promote the results as well as demonstrations at conferences and other CPS events.

3.6 Digital Catapult

The priority for year two is to disseminate both the open call, and success stories from the first open call. Digital Catapult is coordinating the production of videos for first call applicants, to be utilised during the second and third calls to attract applicants. Additionally, Digital Catapult will conduct direct outreach via a mail out and targeted phone calls to its network of over two thousand SMEs. It will utilise its research on the UK IoT ecosystem to identify companies in need of FED4SAE support, active in the CPS domain.

3.7 Fraunhofer

In the following year Fraunhofer IISB will continue to disseminate the project objectives and in particular the open call opportunities. After the closure of the third call, our focus will shift to disseminate more the other objectives of the project and in particular, as soon as they become available, the results of the Application Experiments Fraunhofer is involved in.

3.8 fortiss

As the research institute of the Free State of Bavaria for software-intensive systems and services, fortiss has the mandate to facilitate research and technology transfer to companies, research institutions, and public administrations. fortiss has both strong interests and capabilities in exploiting the FED4SAE results and will ensure the findings have a substantial impact and provide the expected benefits to CPS stakeholders, both in Bavaria and across Europe. ortiss is continuously interacting with its various partners to present latest research results and engage in discussion with companies to identify barriers to digital transformation and devise ways to address them. fortiss uses various platforms where FED4SAE results and technology are presented to industrial partners in Bavaria, including organisation of own events such as the fortiss TechDays, close cooperation with the thematic digitisation platforms of the Zentrum Digitalisierung Bayern, the associated ICT cluster network BICCNet, or events in coordination with the Bavarian Industry Association and the Chamber of Commerce and Industry for Munich and Upper Bavaria.

A major new forum will be the Bavarian Centre for Artificial Intelligence that will be established at fortiss. Activities at the AI centre will include innovation support to SMEs on diverse topics of AI and machine learning, which will broaden the technological expertise that fortiss can bring in to FED4SAE. Results from Application Experiments and related best practices for providing digitization support to SMEs will be communicated to public authorities, both at the regional and at the European level. The FED4SAE results will also be promoted by fortiss in the context of the EIT Digital innovation network with the goal of initiating added-value CPS innovation projects based on the findings of FED4SAE.

fortiss will disseminate information about the FED4SAE in general and the Open Calls in particular both directly to relevant SMEs in fortiss' own network, and through links to local innovation networks and clusters, e.g. the ZD.B, BiccNet, UnternehmerTUM, or MunichNetwork. Furthermore, fortiss will leverage on the networks established by related European projects in the context of DIHs, such as CPSE Labs, BEinCPPS, and MIDIH, in which fortiss is a participating.

fortiss will also benefit from its website as a dissemination channel in addition to its presence on several social media platforms like LinkedIn (currently 678 followers), Twitter and Facebook (totaling 332 followers).

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3.9 KTH

The KTH DIH will continue to be active at different events as well as by spreading the word regarding the FED4SAE Initiative and the Open Calls in particular during year 2.

Here is a list of what have been planned so far;

1. The website of the KTH Digital Innovation Hub on Digital Industrialization. https://www.kth.se/itm/inst/mmk/forskning/mekatronik-och-inbyggda-styrsystem/the-iiot-hub
2. By corporation with the Industry Network ICES that reaches almost 2000 people with their monthly newsletters. Ices.kth.se
3. Co-Hosting monthly mini-seminars with ICES targeting Industry members.
4. Continued corporation with the IOT Hub THINGS that interacts with a large number of member SME's as well as alumni's.
5. Co-Hosting a seminar with the IOT Hub THINGS end of November 2018.
6. Participating in the Industry Event "Smartare Industri" in Stockholm end of November 20018.
7. Hosting a FED4SAE Open Call 3 Introduction Meeting early 2019 for Industry representatives
8. By informing the members in the Nordic IOT Initiative Hi2OT.
9. Interaction with KTH Innovation, the Business Incubator at KTH.

3.10 UNICAN

The UNICAN roadmap for the second year is focused on continuing the dissemination of the project in new events, including those organized locally by the municipality, and attending other events as presenter. Following this approach, UNICAN attended the Aveiro Techdays 2018 event on October 11th, in which the FED4SAE project was presented as part of the latest initiatives in which the SmartSantander testbed is involved. On the other hand, it is also foreseen new events participation. In this sense, at least one new event is foreseen, in collaboration with the Municipality of Santander, to present the last open call. It includes further contacts and project communication with several organizations grouping local SMEs, such as the "Local Development Agency". Furthermore, similarly to the first year, online events and mailing campaigns are planned to disseminate the project and the open call.

4 Dissemination Strategy by Industrial Partner for Year 2

4.1 Intel

Intel has a community forum for the Neural Compute Stick with thousands of registered users on that forum and while we have made some attempts to reach the community there are internal concerns raised GDPR Compliance preventing the use of the channel for marketing purposes https://ncsforum.movidius.com/ so we need to revisit this as it should provide a rich source of applicants.

As Ireland has been represented in the calls to date, we will target specific Geos where FED4SAE has no partner in the country such as Israel, Finland, Romania where we have local teams working with or developing Movidius Computer Vision products that are well connected to the AI ecosystem.

We also need to work with the consortium partners to identify communities or clusters that have a focus on specific domains such as industrie 4.0, Entertainment, Healthcare that can help drive additional high quality applicants.

4.2 ST Microelectronics

In the second year, the opportunities offered by FED4SAE project have been promoted also during the SSI 2018- Dresden 11/04/2018 and the EPoSS annual forum and MNBS 2018 -Thessaloniki 16-17/10/2018 especially within the Joint meeting of EPoSS Manufacturing Robotics with Smart Communication & IoT working groups and within the SSI 2018 Special Session on Manufacturing.

ST is working with the internal communication to have an article of the project in their internal magazine reaching 40,000 people, and to promote the third FED4SAE Open Call at the next NeaPolis Innovation: Tecnology Day 2018 –Napoli 21/11/2019 event.

4.3 AVL

During the second year, the communication strategy will rely on the following pillars:

1. Activate the internal and external networks to dispatch the 3rd call for project and attract relevant SMEs
2. Increase awareness within AVL of running application experiment, therefore increasing the internal support (both for the currently running AE with AVL, and to create success story for future AEs)
3. Further communicate on the FED4SAE program toward our SME network to increase AVL attractiveness as relevant innovative customer. The targeted message is to go beyond pure B2B relationships toward co-creation with selected SMEs.

4.4 Thales

In the following year, THALES will participate to industrial forums, workshops and conferences (RTSS 2018, HIPEAC 2019, DATE 2019) to promote the work done in the FED4SAE and also highlight the work achieved by the SME ARTAL based on the TIME4SYS Platform proposed by THALES. In parallel, we will continue disseminating the FED4SAE project to get more applicants for the Third call

of FED4SAE. For this purpose, we plan to visit THALES partners and providers to present the TIME4SYS platform and help them to identify opportunities to apply a proposal to FED4SAE.

5 Evaluation and reporting

5.1 Monitoring and Evaluation Process

The partners have and will continue to summarize the relevant information in an Excel spreadsheet, published on a yearly basis in Dissemination report deliverables. The format has been agreed and events thus far are visible in ANNEX 1: Activity Reporting Spreadsheet.

5.1.1 Key Performance Indicators

KPIs will be measured and reported to the EC and the public on a yearly basis in the Dissemination report deliverables. Targets are outlined in Table 4: FED4SAE Dissemination KPIs, and include:

- Community engagement
- Open call documents downloads
- Attendance of webinars and post event video views
- Website page views
- Number of publications and conference communication
- Number and reach of international events attended by partners
- Social networking reach (followers, number of posts) for Twitter, Facebook and LinkedIn

Table 4: FED4SAE Dissemination KPIs

Target groups	KPIs	Min. target- end of project	Current
Tech companies	# of startups, SMEs and midcaps engaged through open call dissemination activities and events	500	172
	# of startups, SMEs and midcaps submitting proposals to open calls	150	72
	# of startups, SMEs and midcaps supported through open calls	30	16
	# of participation at exhibitions/trade fairs with selected Third Parties to promote experiment results	5	1
Newcomers	# of participation at exhibitions/trade fairs with selected Third parties to promote experiment results	2	0
Regional innovation networks and accelerators	# of participation in workshops with policymakers and SAE community	3	1
Investors	# of participation in private meetings with innovators	10	0
Policy makers	# of policy recommendations and implementation thereof by regional/EU bodies	2	0
SAE community (other projects in the call and CSAs)	# of participation in workshops with policymakers and regional innovation networks and innovators	3	1
Broader CPS and Embedded System innovation community	# of followers on social media (Twitter, LinkedIn, Facebook) # of website visits, click rate	At least 300 followers (Twitter); 200 posts (Facebook); 1 monthly update (LinkedIn); 20,000 website visits	158 Twitter followers; 119 Facebook posts; 101 LinkedIn posts; 13,179 website visits

6 Conclusions

In its first year, the FED4SAE project intended to facilitate the development and commercial exploitation of CPS for productivity improvements and digital transformation in a wide variety of tech and non-tech sectors. Our dissemination strategy for year one has proven successful in engaging a broad audience around the topic of CPS applications and funding available.

The second year of the project will further focus on dissemination via local partner networks and clusters, in addition to the project website, open calls, social media, online communication, conferences, and publications, to further increase the number of SMEs that are engaged in the open call process, and target non-tech organisations that may benefit from CPS applications and funding.

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ANNEX 1: Activity Reporting Spreadsheet

The activity reporting spreadsheet lists all the conferences, events and workshops attended by the consortium, as well as the planned ones. It gives an overview of all the events, their date/location/topics, it details the partner(s) that will attend the event, what kind of activity (networking, workshop/roud-table, poster, etc.), the targeted audience, te dissemination activties and comments/feedbacks. This is illustrated by the reporting spreadsheet except focusing on presneting the events attended during year 1.

Type of event (*)	Occurred/Forecast	Name of event	URL	Date	Location (**)	FED4SAE participants	Targeted audience (***)	N. of attendees (****)
Other events	Occurred	Digital Innovation Hubs, key towards broad digital transformation of European industries	http://i4ms.eu/	22 Sep 2017	Madrid, Spain	CEA	EC actors: EC representatives, VP Europe, EC project coordinators, a couple of SMEs	200-250
Conference	Occurred	Smart Connected Devices Series with Dell EMC	http://www.irdg.ie/smart-connected-devices-series-continues-dell-emc-27th-sept/	26 Sep 2017	Limerick, Ireland	Intel	SMEs	150
Conference	Occurred		http://world-iot-expo.com/	25-27 Sep 17	Prague, Hungary	DigiCat	Suppliers, Industries	
Workshop	Occurred	Smart4Europe SAE Workshop		21 Sep 2017	Madrid, Spain	CEA	SAE project coordinators	15
Workshop	Occured	EARPA Task force meeting - Electronic and Component Systems	https://www.earpa.eu/earpa/31/1299/earpa_autumn_meetings__registration_open.html	4-5 Oct 2017	Brussels, belgium	CEA	RTOs	19
Conference / Workshop	Occurred	Digital Innovation Hub - FFG (Austrian national funding agency)	https://www.ffg.at/europa/veranstaltungen/DIH_co_2017-10-23	23 Oct 2017	Vienna, Austria	AVL	FFG (national funding agency), BMVIT (minister), European Comission	approx 40

Type of event (*)	Occurred/Forecast	Name of event	URL	Date	Location (**)	FED4SAE participants	Targeted audience (***)	N. of attendees (****)
Presentation	Occurred	Presentation of EuroCPS / FED4SAE to the Austrian funding agency (FFG)		23 Oct 2017	TBC	AVL		
Conference	Occurred	CSW Stuttgart	https://www.hipeac.net/csw/2017/stuttgart/	25-27 Oct 17	Stuttgart, Germany	CEA Thale	EC actors, SME's & Midcap	200 (to be confirmed)
presentation / poster pitch	Occured	CPS Innovation Workshop	http://www.ices.kth.se/events.aspx?pid=3&evtKeyId=52dde958747444f9a1b3ab6612b6b604'	31 Oct 2017	Stockholm	KTH, Thales	SMEs & Midcaps	30-40
Conference	Ocurred	ICT proposers' days	https://ec.europa.eu/digital-single-market/en/events/ict-proposers-day-2017	9-10 Nov 2017	Budapest, Hungary	CEA, Thales	EC actors, project coordinators	
presentation / poster pitch	Occurred	Minalogic thematic day "CPS modeling"	http://www.minalogic.com/fr/evenement/journee-thematique-modelisation-des-systemes-cyber-physiques	16 Nov 2017	Grenoble, France	CEA	SMEs & Midcaps	
Meetup	Occurred	Meetup: Funding Opportunities in IoT	www.eventbrite.co.uk/e/meetup-funding-opportunities-in-iot-tickets-39688270686	20 Nov 2017	London, UK	DigiCat	SMEs & Midcaps	22
Conference	Occurred	ICES Conference	http://www.ices.kth.se/events.aspx?pid=3&evtKeyId=5167041d8e0e46039187a974f1c4cc84	22 Nov 2017	Stockholm	KTH	SMEs & Midcaps	50
Roadshow	Occurred	Intel AI Roadshow	https://www.intel.co.uk/content/www/uk/en/events/ai-emea-roadshow.html	22 & 23 Nov 2017	Gdansk, Poland	Intel	Developers	60

Type of event (*)	Occurred/Forecast	Name of event	URL	Date	Location (**)	FED4SAE participants	Targeted audience (***)	N. of attendees (****)
Conference / Workshop	Occurred	European big data value forum	http://www.european-big-data-value-forum.eu/	23 Nov 2017	Versailles, France	AVL	European commission, Big Data Value Association	approx 100
Roadshow	Occurred	Intel AI Roadshow	https://www.intel.co.uk/content/www/uk/en/events/ai-emea-roadshow.html	28 & 29 Nov 2017	Paris, France	Intel	Developers	60
Conference	Ocurred	Efecs 2017	https://efecs.eu/	5-7 Dec 2017	Brussels, Belgium	CEA, Thales	EC actors, project coordinators	
Roadshow	Occured	Intel AI Roadshow	https://www.intel.co.uk/content/www/uk/en/events/ai-emea-roadshow.html	06 Dec 2017	Frankfurt, Germany	Intel	Developers	60
Roadshow	Occurred	Intel AI Roadshow	https://www.intel.co.uk/content/www/uk/en/events/ai-emea-roadshow.html	11 & 12 Dec 2017	Tel Aviv	Intel	Developers	60
Roadshow	Occurred	Intel AI Roadshow	https://www.intel.co.uk/content/www/uk/en/events/ai-emea-roadshow.html	14 Dec 2017	Bologna	Intel	Developers	60
Presentation	Forecast	Synchronization with regional start-up incubators	https://www.aplusb.biz/	TBD	Austria	AVL	Austrian start-ups	
Conference	Ocurred	HiPEAC 2018	https://www.hipeac.net/2018/manchester/	22-24 Jan 2018	Manchester, UK	CEA, Thales , fortiss, Intel	RTOs, SMEs, ….	conf: > 500 part. CPS workshop ~30 part.

Type of event (*)	Occurred/Forecast	Name of event	URL	Date	Location (**)	FED4SAE participants	Targeted audience (***)	N. of attendees (****)
Roadshow	occurred	Intel AI Roadshow	https://www.intel.co.uk/content/www/uk/en/events/ai-emea-roadshow.html	6 & 7 Feb 2018	Oslo, Norway	Intel	Developers	60
Roadshow	Occurred	Intel AI Roadshow	https://www.intel.co.uk/content/www/uk/en/events/ai-emea-roadshow.html	7 & 8 Feb 2018	Munich, Germany	Intel	Developers	60
Fair	Ocurred	Techninnov 2018	http://www.techinnov.events/	8 Feb 2018	Paris-Orly, France	CEA	SMEs & Midcaps, investors	1500 part. ~20 interviews for FED4SAE
Conference	Occured	Date 2018	https://www.date-conference.com/	9-13 Mar 2018	Dresden, Germany	CEA, Thales	RTOs, SMEs, ….	1200 part.
Fair	Occured	SIDO "The IoT showroom"	www.sido-event.com	4-5 Apr 2018	Lyon, France	CEA	SMEs & Midcaps, investors	start-ups > 200 exposants > 350 visitors > 7500
Event	Ocurred	CPSE Labs event / Platform4CPS "Designing for digital transformation"		19 Apr 2018	Munich, Germany	CEA	SMEs, RTOs, …..	30
Fair	Ocurred	Hannover Messe	http://www.hannovermesse.de/home	23-27 Apr 2018	Hannover, Germany	CEA, Digital Catapult, Fraunhofer	SMEs & Midcaps	visitors > 200 000 exposants > 5000
Roadshow	Occurred	Intel AI Roadshow	https://www.intel.co.uk/content/www/uk/en/events/ai-emea-roadshow.html	16 & 17 May 2018	Zurich, Switzerland	Intel	Developers	60

Type of event (*)	Occurred/Forecast	Name of event	URL	Date	Location (**)	FED4SAE participants	Targeted audience (***)	N. of attendees (****)
Conference	Forecast	Safety conf	TBD	21-22 May 2018	Stockholm, Sweden	KTH	SMEs & Midcaps	
Roadshow	Occurred	Intel AI Roadshow	https://www.intel.co.uk/content/www/uk/en/events/ai-emea-roadshow.html	6 & 7 Jun 2018	Madrid, Spain	Intel	Developers	60
Conference	Forecast	Plattform Industrie 4.0	http://plattformindustrie40.at/	June 2018 TBD	TBD	AVL		
Event	Occured	**EIH Day**	http://www.cea-tech.fr/cea-tech/english/Pages/EIH-Day.aspx	13 Jun 2018	Grenoble, France	CEA, BME, fortiss, FhG, Digital Catapult, AVL, ST-F, ST-I, Intel	key-players from the EC, Regions, Regional Clusters, RTOs and SMEs to exchange views on existing and future innovation hubs	30-50 attendees
Roadshow	Occured	**Intel AI Roadshow**	https://www.intel.co.uk/content/www/uk/en/events/ai-emea-roadshow.html	13 & 14 Jun 2018	Toulouse, France	Intel	Developers	60
Workshop	Occured	**DECPS workshop**	http://ae2018.di.fc.ul.pt/workshops.html	18 Jun 2018	Lisbon, Portugal	THALES	SMES, Midcaps	20
Roadshow	Occured	Intel AI Roadshow	https://www.intel.co.uk/content/www/uk/en/events/ai-emea-roadshow.html	26 & 27 Jun 2018	Tel Aviv, Israel	Intel	Developers	60
Roadshow	Occured	Intel AI Roadshow	https://www.intel.co.uk/content/www/uk/en/events/ai-emea-roadshow.html	4 & 5 Jul 2018	Munich, Germany	Intel	Developers	60

Type of event (*)	Occurred/Forecast	Name of event	URL	Date	Location (**)	FED4SAE participants	Targeted audience (***)	N. of attendees (****)
Workshop	Forecast	Regular meeting Platform Industry 4.0	http://plattformindustrie40.at/	23 Jul 2018	Vienna, Austria	AVL	Austrian Industry 4.0 scientific and industrial interested partners	approx 40
Conference	Forecast	SMART and DIGITAL FUTURE-Vienna-Brno-Bratislava	https://ict-vienna-brno-bratislava-2018.b2match.io/	20 Sept 2018	Vienna, Austria	CEA	SMEs	approx. 80 SMEs (eastern countries)
Roadshow	Forecast	Intel AI Roadshow	https://www.intel.co.uk/content/www/uk/en/events/ai-emea-roadshow.html	24 & 25 Sep 2018	Novosibirsk, Russia	Intel	Developers	60
Roadshow	Forecast	Intel AI Roadshow	https://www.intel.co.uk/content/www/uk/en/events/ai-emea-roadshow.html	26 & 27 Sep 2018	Berlin, Germany	Intel	Developers	60
Roadshow	Forecast	Intel AI Roadshow	https://www.intel.co.uk/content/www/uk/en/events/ai-emea-roadshow.html	26 & 28 Sep 2018	Vladivostok, Russia	Intel	Developers	60
Roadshow	Forecast	Intel AI Roadshow	https://www.intel.co.uk/content/www/uk/en/events/ai-emea-roadshow.html	24 & 25 Oct 2018	Dresden, Germany	Intel	Developers	60
Roadshow	Forecast	Intel AI Roadshow	https://www.intel.co.uk/content/www/uk/en/events/ai-emea-roadshow.html	7 & 8 Nov 2018	Krakow, Poland	Intel	Developers	60
Conference	Forecast	SmartCity Expo World Congress	http://www.smartcityexpo.com/	14 Nov 2018	Barcelona, Spain	UNICAN	SmartCities stakeholders, CTOs	approx 100
Roadshow	Forecast	Intel AI Roadshow	https://www.intel.co.uk/content/www/uk/en/events/ai-emea-roadshow.html	14 & 15 Nov 2018	Milan, Italy	Intel	Developers	60

Type of event (*)	Occurred/Forecast	Name of event	URL	Date	Location (**)	FED4SAE participants	Targeted audience (***)	N. of attendees (****)
Forum	Forecast	EFFEC'18	https://efecs.eu/	20-22 Nov 2018	Lisbon, Portugal	CEA	EC actors, project coordinators	
Forum	Forecast	DIH annual event	-	27-28 Nov 2018	Varsaw, Poland	CEA	EC actors, policy makers, SMEs, tsrat-ups, RTOs, DIHs	
Roadshow	Forecast	Intel AI Roadshow	https://www.intel.co.uk/content/www/uk/en/events/ai-emea-roadshow.html	Dec 2018	London, UK	Intel	Developers	60
Event	Forecast	ICT 2018	https://ec.europa.eu/digital-single-market/en/events/ict-2018-imagine-digital-connect-europe	4-6 Dec 2018	Vienna, Austria	fortiss, CEA (Minalogic)		
Roadshow	Forecast	Intel AI Roadshow	https://www.intel.co.uk/content/www/uk/en/events/ai-emea-roadshow.html	11 & 12 Dec 2018	Tel Aviv, Isreal	Intel	Developers	60
Info day	occured	FED4SAE training	-	23 Jun 2018	Budapest, Hungary	BME	IE candidates	8
Workshop	Forecast	FED4SAe info session	-	17 Oct 2018	Laulaasma,Estonia	BME	IE candidates	60
Workshop	Forecast	FED4SAe info session	-	26 Sep 2018	Stockholm, Sweden	BME	IE candidates	100
Roadshow	Forecast	Intel AI Roadshow	https://www.intel.co.uk/content/www/uk/en/events/ai-emea-roadshow.html	Jnauary 2019	Vienna, Austria	Intel	Developers	60
Info day	occured	FED4SAE training	-	11 Jan 2018	Budapest, Hungary	BME	IE candidates	30

Type of event (*)	Occurred/Forecast	Name of event	URL	Date	Location (**)	FED4SAE participants	Targeted audience (***)	N. of attendees (****)
Workshop	occured	IdeaHacks Meeting for the AI-IIOT Think Tank	-	10 Oct 2018	Munich, Germany	fortiss	SMEs & Midcaps & Developers	25

ANNEX 2: FED4SAE Flyer and Poster

Accelerating European CPS solutions to market from 2018-2020

We bring together ten countries, eight R&D centers, five industrial partners, and one SME to offer seven CPS platforms, advanced platform technologies and testbeds, innovation management support and expertise in smart cities, smart energy, smart health, smart manufacturing, smart mobility and smart transportation as part of the Smart Anything Everywhere Initiative.

We provide:

- Access to leading edge CPS platforms, Advanced Technologies and Testbeds from Industrials and R&D centers
- Technical coaching from domain experts
- Innovation Management support
- Up to €60k in initial financial support, plus access to further VC funding
- Access to potential users and suppliers across value chains throughout Europe

We support three experiments in our Open Calls:

- Software intensive projects using existing programming platforms to make software prototype demonstrator
- System integration projects using existing software and hardware components to make Integrated system prototype demonstrator
- CPS with innovative component projects using specific software and hardware components to make system architecture virtual demonstrator

What we offer

INDUSTRIAL PLATFORMS

Neural Compute Stick
Movidius Neural Stick delivers low power Computer Vision at the Edge

Compute Card
Compute Card is a full 64 bit computer platform the size of a credit card

STM32 Boards
STM32 based boards with low power 32-bit MCU for small projects to entire platforms

ST WeSu Wearable
WESU the latest motion sensing tech wearable or portable applications with iNEMO SIP sensors

IODP
Integrated and Open Development Platform for Automotive powertrain development

TIME4SYS
Timing Framework - System Modelling Framework for real-time embedded applications.

Si Arch (CEA)
Silicon Architectural Study CPS applications using new technologies and devices

ADVANCED PLATFORMS

Silicon Impulse
The one-stop-shop for ultra-low power expertise in integrated circuit design

LINC
IoT Device Management Middleware

Sigma Fusion
Automotive Sensor Fusion platform

Sensinact Middleware
IOT Device Management Platform

PTL
Smart Home , Health and Transportation Test beds

AIDE
Data Management Tools for engineering of Cyber-Physical Systems

RCV
Research Concept Vehicle - An Open Platform for Sustainable Transportation R&D

4Diac
Infrastructure for distributed industrial process measurement and control

GPS free localization solver
GPS free localization solver for any LoRa® / LTE-M / NB-IoT / WiFi / BT Network

WiseNET
Ultra Low Power Wireless Sensor Network

Vision in a Package
Vision in a Package / Intelligent Camera

Hyper Vision
Intelligent camera system for Hyper-spectral Imaging

WiseDep
Robust low power wireless for safety-critical applications

Reliability
Harsh environment and systems integration reliability test environment

Smart City
CPS Massive urban infrastructure in technology and service assessment

π-Fab infrastructure
A continuous silicon CMOS and silicon carbide process line.

LPWAN
Low Power Wide Area Network based CPS solution

INNOVATION SUPPORT

Innovation Support
Business case support and access to further funding

First of three Open Call launches – 14 Nov 2017
Submission deadline – 6 Feb 2018, 17:00 (CET)
Notification of results – 20 Mar 2018
Apply – www.fed4sae.eu/innovative-projects/open-calls


ACCELERATING EUROPEAN CPS SOLUTIONS TO MARKET
www.fed4sae.eu
We are an EC-funded project that aims to help European Start-ups, SMEs and Mid-caps to develop innovative CPS solutions from any sector to market and scale.
We offer a one-stop-shop to accelerate CPS development, funded by the European Commission.
Apply to our program!
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Software intensive projects using existing programming platforms to make software prototype demonstrator
System integration projects using existing software and hardware components to make Integrated system prototype demonstrator
CPS with innovative component projects using specific software and hardware components to make system architecture virtual demonstrator
What we offer
INDUSTRIAL PLATFORMS
ADVANCED PLATFORMS
INNOVATION SUPPORT
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