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EUROPEAN COMMISSION – HORIZON 2020



Accelerating European CPS Solutions to Market

Deliverable D6.9

WP6

Annual report #2 on dissemination activities including plan for subsequent phases


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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.

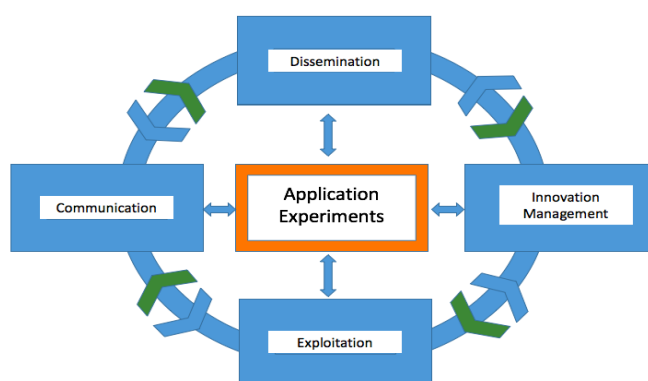



Figure 1: Relationship between Application Experiments and dissemination.

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.

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These are well aligned with the overall project plan and key project milestones to amplify the impact potential of the stakeholder engagement activities.

1.1 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.

1.2 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)

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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

1.3 Purpose of this document

The aim of this document is twofold: firstly, to provide an update on dissemination activities from Year 1 and 2. Secondly, it serves to document refinements and partner strategies for project dissemination for the third year of the project.

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2. First Year Dissemination Activities

This section provides an overview of dissemination activities 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.

2.1 Project website

A project website was co-designed 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 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

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statistics highlight the impact of coordination with the Smart Anything Everywhere initiative and EC more generally, which provide 30% of direct referrals.

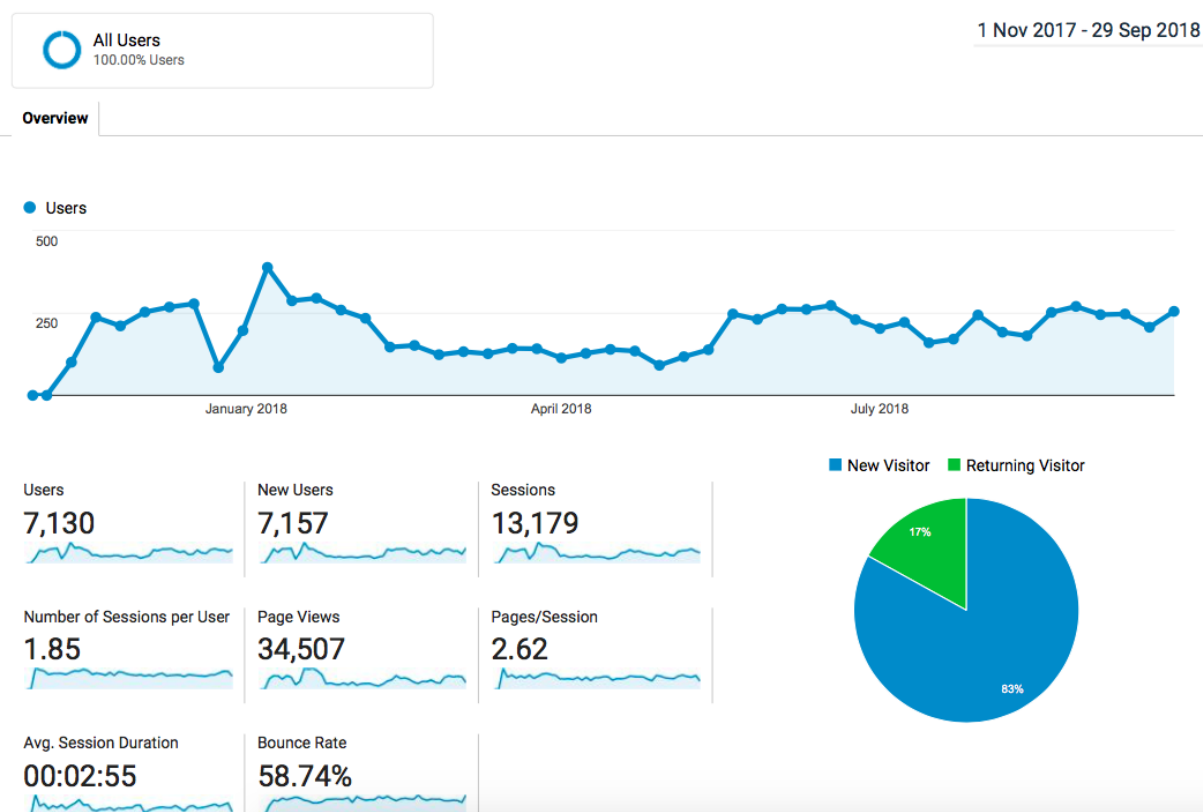



Figure 3: Key Website Analytics.

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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.

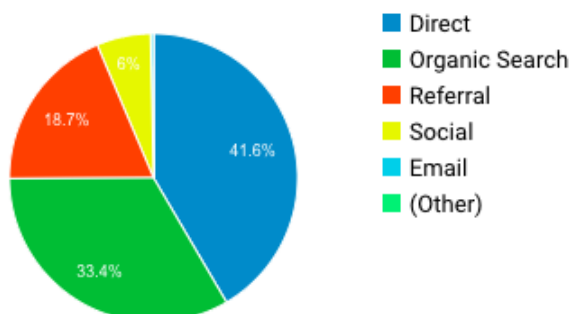



Figure 5: Website Acquisition.

2.2 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.

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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.

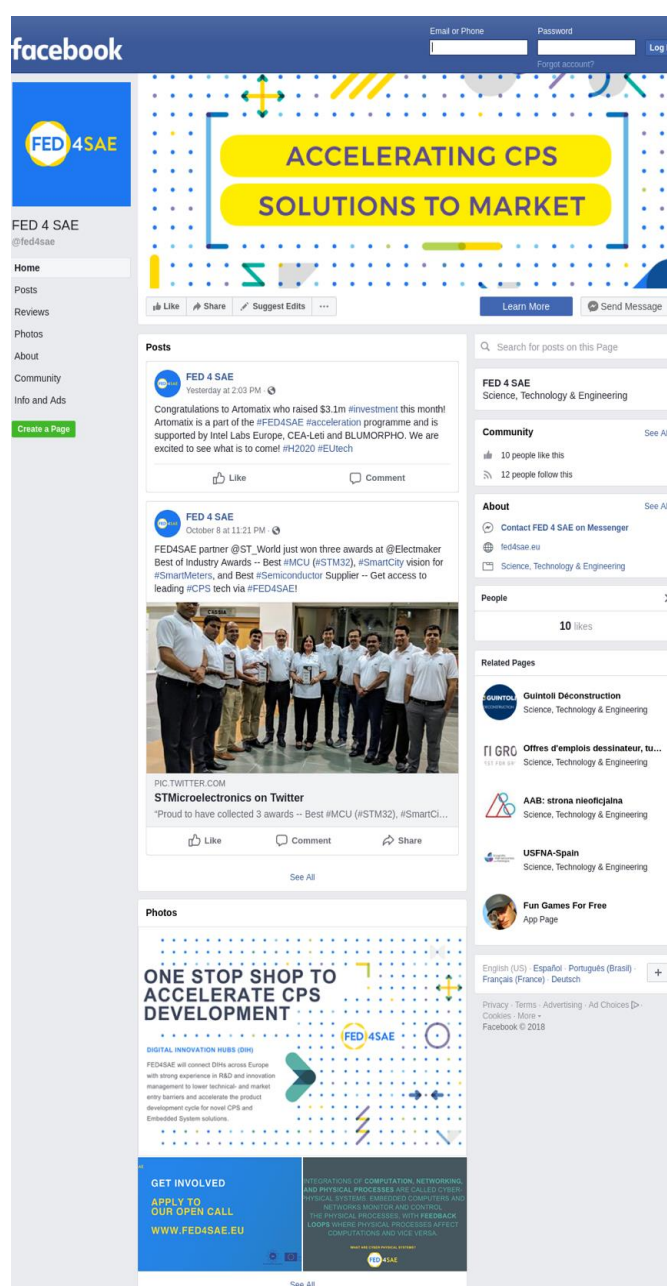



Figure 6: FED4SAE Facebook Page.

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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.

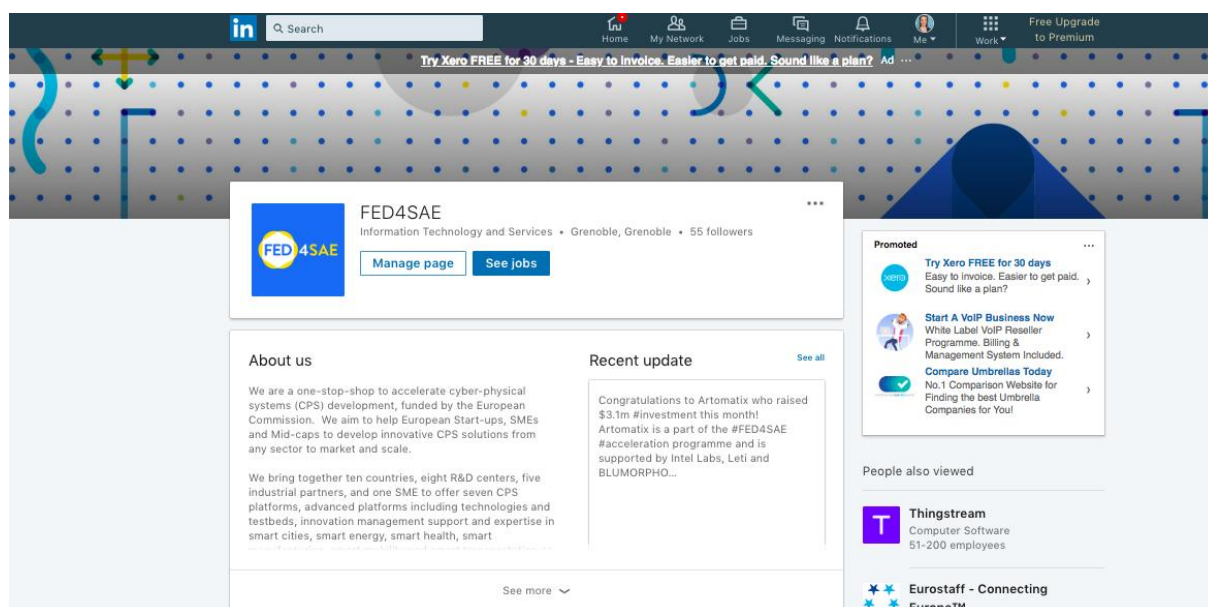



Figure 7: FED4SAE LinkedIn Page.

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.

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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

2.3 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](#).

2.4 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.


2.5 Print promotion

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](#).

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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.



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 six cyber-physical and embedded systems 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 cyber-physical systems (CPS) and embedded systems 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 two experiments in our Open Calls:

- Software intensive projects using existing programming platforms to develop software prototype demonstrators
- System integration projects using existing software and hardware components to develop integrated system prototype demonstrators

What we offer

INDUSTRIAL PLATFORMS

- Intel**
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
- ST**
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 E4-F10 wearable or portable applications with INEMO SIP sensors
- AVL**
IODP
Integrated and Open Development Platform for Automotive powertrain development
- THALES**
TIME4SYS
Timing Framework - System Modelling Framework for real-time embedded applications

ADVANCED PLATFORMS

- Siicon 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
- fortiss**
4Diac
Infrastructure for distributed industrial process measurement and control

Reliability
Harsh environment and systems integration reliability test environment

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

SoftMEMs
Stretchable soft membranes that can be integrated on MEMS

Advanced manufacturing/packaging
Advanced manufacturing and packaging for additive manufacturing and microfabrication

Advanced nanotechnology for chemical sensing
Nanotechnology for chemical sensing

WiseMAC
Peer to Peer low power medium access protocol for wireless communication

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

UC
Smart City
CPS Massive urban infrastructure in technology and service assessment

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

Corrosive Gases Testbed
Investigation of corrosion effects on single- or complete systems

Gas Sensor Testbed
Gas sensor calibration and correlation measurement

Energy Electronics Testbed
Smart local energy system testbed for industry


CATAPULT
LPWAN
Low Power Wide Area Network based CPS solution

INNOVATION SUPPORT

BLUMORPHO
Innovation Support
Business case support and access to further funding

Visit our website for the latest Open Call dates along with details of how to apply: www.fed4sae.eu/innovative/projects/open-calls

Figure 11: Second Call FED4SAE Flyer.

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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.

2.6 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.

2.7 Open Calls

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.

2.7.2 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 their 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](#).

2.8 Collaboration with other projects, organisations and clusters

Through its involvement in Smart4Europe, FED4SAE has actively collaborated within the Smart Anywhere

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Everything (SAE) initiative, in particular fostering the SAE community building and strengthening and enlarging SAE ecosystem.

2.9 Year 1 dissemination activities of individual DIHs

2.9.1 BLUMORPHO

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

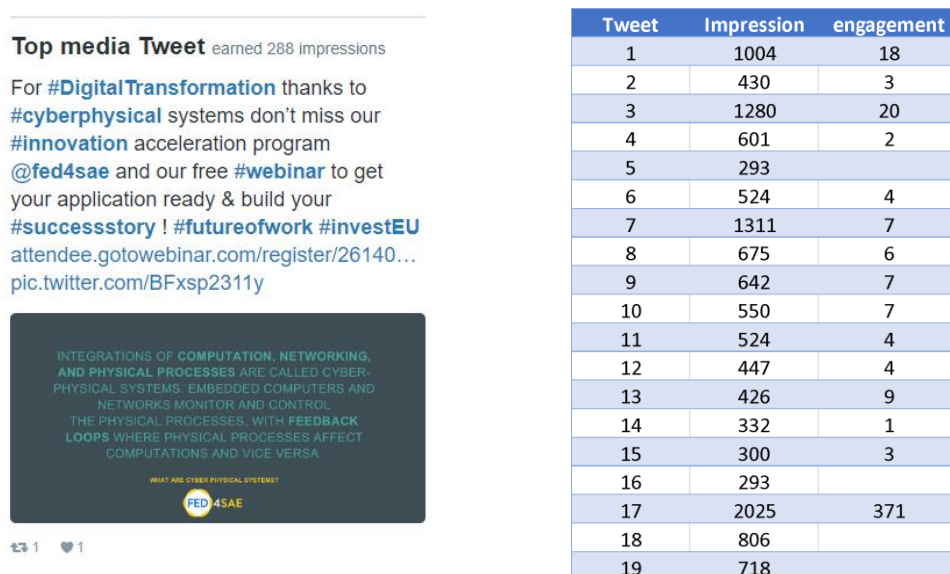



Figure 12: Twitter activity at BLUMORPHO.

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.

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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.

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2.9.2 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 (e.g., 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.

2.9.3 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 and 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

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- 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



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-Rhône-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

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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.



Accueil / Actualités projet / Appels à projets européens dédiés PME !

Open calls for SMEs available under the EU initiatives I4MS and SAE

Appels à projets européens dédiés PME !
23/08/2018
Vous êtes une PME/start-ups tentée pour développer, tester et déployer vos solutions numériques dans différents domaines ?

De nombreuses initiatives européennes proposent du co-financement pour travailler avec des partenaires / plateformes de renommée européenne dans des domaines tels que les Cyber-Physical Systems : Flexible electronics ; Smart Systems Integration ; Robotics, High Performance Computing...

Bénéficiez de l'expertise et de l'accompagnement de Minalogic
Laure Quintin, Chargée de projet Europe et Point de contact national PME / NCP SME, met à votre disposition son expertise, son expérience et ses conseils pour vous accompagner dans les appels à projets européens.

Visionnez le webinar animé par Laure le 6 septembre 2018 sur le sujet des financements européens en cascade funding

N'hésitez pas à la contacter :
Laure QUINTIN - Chargée de projet Europe
laure.quintin@minalogic.com | M : +33 (0)6 04 91 17 99

FED4SAE : Wegoto obtient un financement européen pour son projet CADIX
N'hésitez à répondre à des appels à projets européens qui vous permettront, en tant que PME, de pouvoir monter des projets ambitieux avec des partenaires offrant un accès à des technologies et expertises de pointes.

Découvrez le témoignage de Cyril Chabert, Directeur Général de WEGOTO, qui a obtenu un financement européen de 60 000€ pour son projet CADIX, financé par l'Union européenne dans le cadre de l'initiative Smart Anything Everywhere via le consortium FED4SAE qui s'appuie sur 14 partenaires provenant de 10 pays différents.



ACCUEIL LE RÔLE SERVICES PROJETS ADHÉRENTS ACTUALITÉS ÉVÉNEMENTS CONTACT

LES ACTUALITÉS

Accueil / Actualités / FED4SAE : Wegoto obtient un financement européen pour son projet CADIX

FED4SAE : Wegoto obtient un financement européen pour son projet CADIX
International
29/05/2018
Adhérent Minalogic, la société WEGOTO, basée à Montborent (35) vient de gagner un financement européen de 60 000€ pour son projet CADIX.

Interview de Cyril Chabert, Directeur Général de WEGOTO

Partez-nous de Wegoto !
Wegoto, produit des bases de données cartographiques de zones urbaines dans le domaine des modèles directs (person, vélo, transport en commun, etc.) au sujet de déplacement, adresser et diriger multimodal en fonction du point d'origine (person, vélo, transport, etc.), ou au sujet des objets présents dans l'espace, modèles urbains et points d'intérêt.

La R&D et l'innovation collaboratives vous intéressent ? Quels sont vos projets collaboratifs ?
Le projet CADIX est un projet collaboratif entre le CSA LETI, ST Microelectronics Italy et Wegoto. L'objectif est de développer un système intégré de capture 3D à bas coût en utilisant les compétences, plateformes et capteurs des différents acteurs.


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.

2.9.4 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.

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2.9.5 Digital Catapult

In year one of the project, Digital Catapult focussed on disseminating the Open Call to its network of start-ups from the IoT and CPS domains. Dissemination was conducted by reaching out to start-ups 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 liaised with other accelerators and the Shoreditch Tech Hub to ensure UK applicants were reached.

2.9.6 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.

2.9.7 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.


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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).

2.9.8 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-styrssystem/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.

2.9.9 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.


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Figure 18: FED4SAE dissemination event in Santander.

2.10 Year 1 dissemination activities of industrial partners

2.10.1 ST Microelectronics


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.

2.10.2 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](#).

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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.

2.10. 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.

2.10. 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 2018. 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.

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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.

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3.1 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.

3.2 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.

3.3 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.

3.4 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.

3.5 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.

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3.6 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.

3.7 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. fortiss 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 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).

3.8 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:

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1. The website of the KTH Digital Innovation Hub on Digital Industrialization. <https://www.kth.se/itm/inst/mmk/forskning/mechatronik-och-inbyggda-styrssystem/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.

3.9 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.

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4. Dissemination Plans of Industrial Partners 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 Industry 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: Technology 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.

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5. Second Year Dissemination Activities

This section provides an overview of dissemination activities carried out in the second 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.

5.1 Project website

During the second year of the project, we continued to regularly provide updated project information and to showcase the selected pilot projects, open calls, webinars and experiment results.

Moreover, the website continued to function as a central hub linking to and integrating all major social media activities and provides support through a dedicated FAQs section, videos and animations.

Figure 19: FED4SAE Homepage shows a screenshot of the website homepage taken on September 2019.




Figure 19: FED4SAE Homepage.

Website engagement rates have remained steady since launch, with only a 6% slight decrease during the second year with respect to the second year.

There has been a strong interest from USA and Italy, as can be seen in Figure 20, the number of visits from USA doubling during the second year of FED4SAE. For all the other countries the interest is the same as during the first year. The only exceptions are UK and France, the number of visitors has halved in the second year, for both.

Same trend of an increase in visiting during Open Calls, and a decrease following the closure of an Open Call can be observed in the second year. The months of November through March exhibiting the largest amounts of visitors, see Figure 21.

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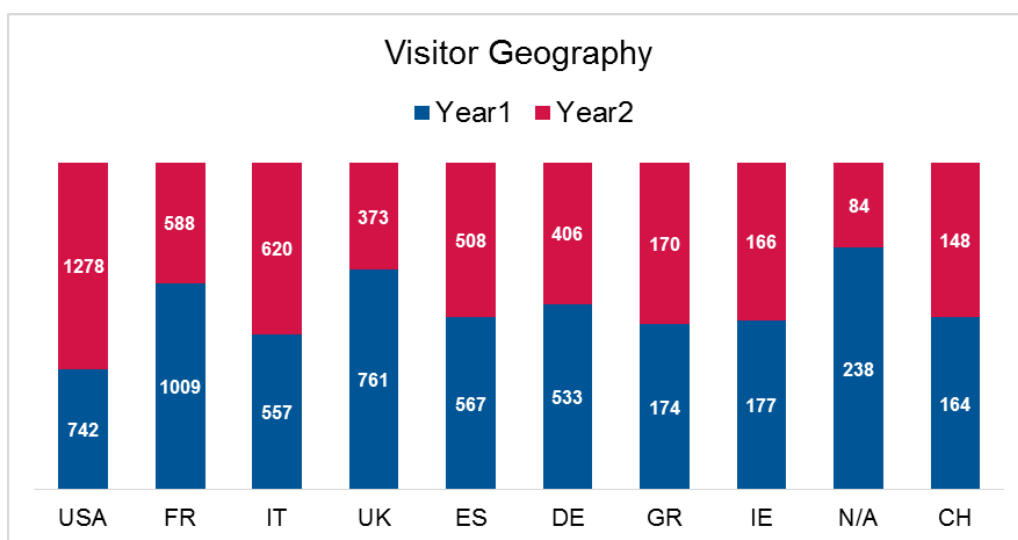


Figure 20: Visitor Geography and visitor numbers for first and second year.

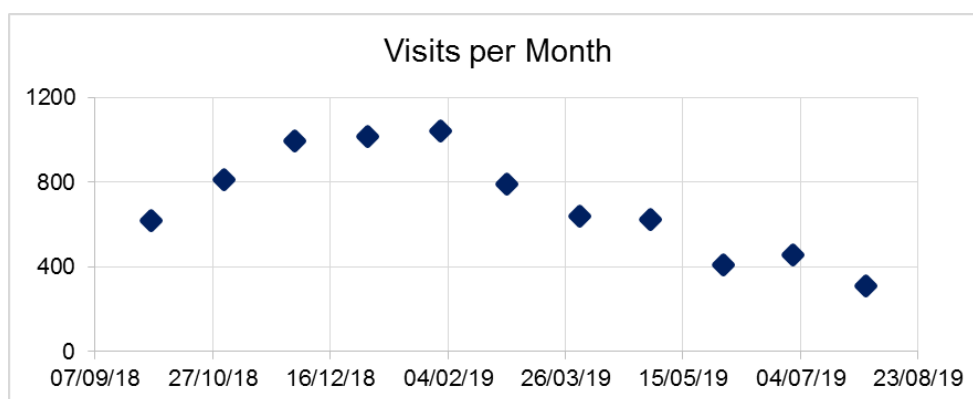



Figure 21: Visitors per month during the second year.

5.2 Social media

FED4SAE has continued to use different 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 continued to be present on Facebook, LinkedIn, and Twitter to maximize stakeholders outreach across different European regions.

Next, we show how FED4SAE maintained and improved its social media presence and what other online activities were included to complement the ones already used during the first year of the project.

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5.2.1 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.

During the second year, the consortium has produced 40 Facebook posts to disseminate the Open Call opportunities, introduce the SMEs, raise interest around the use-cases, and highlight the companies selected from the Open Call. The posts have reached 130 people.

Even though the numbers do not look as encouraging as during the first year, the phenomena can be ascribed to the general, worldwide decline of Facebook as a communication platform.

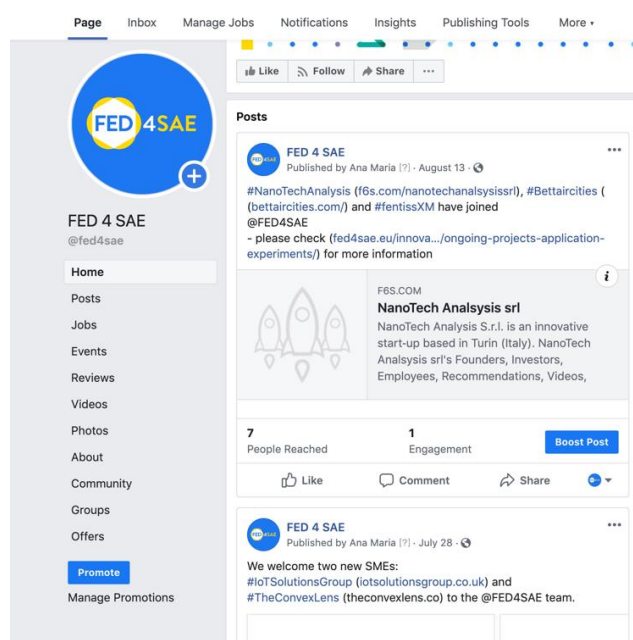



Figure 22: Snapshot of FED4SAE Facebook page and the last posts.

5.2.2 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 and second year. This is particularly relevant, as an IEEE survey has shown that engineers prefer LinkedIn (Don).

In the second year of the programme, FED4SAE has produced 65 posts on LinkedIn, this being one of the most effective social media channel for the project in the second year.

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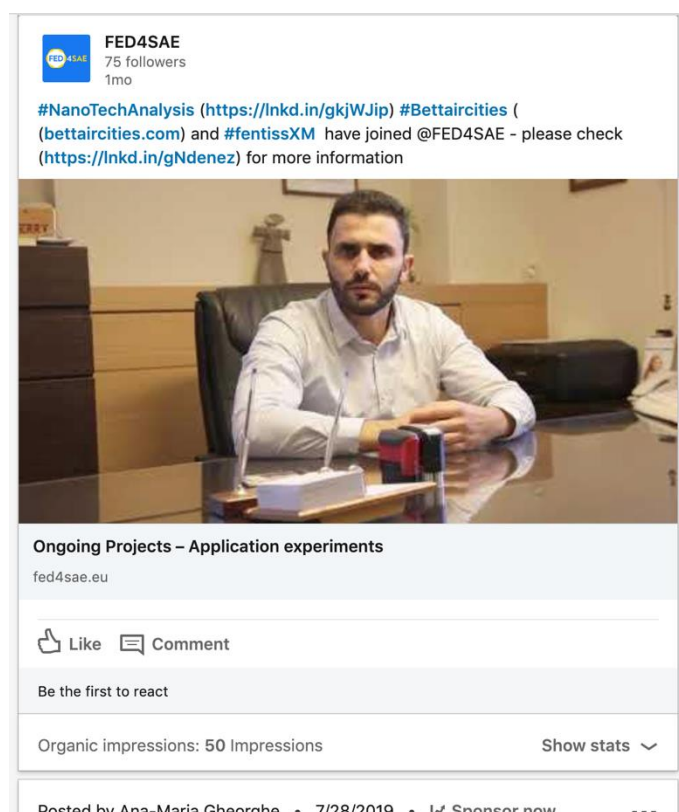


Figure 23: FED4SAE post on LinkedIn Page during the second year.

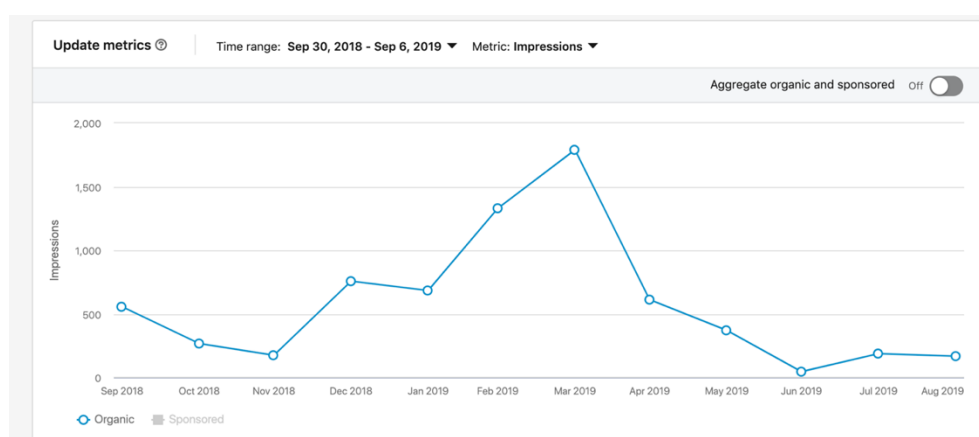



Figure 24: LinkedIn impressions for FED4SAE.

The social media channel reached a high audience, reflected in the total number of impressions gathered on its posts during the second year, with a peak during the months of February and March 2019.

The social media channel also reached the intended audience with a combination of 17.95% of visitors involved in business development, 14.89% of the visitors coming from the information technology domain. It is worth noting a swap between the percent of visitors from business development and visitors from

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program and project management with respect to the percentages reported during the first year of the project.

Moreover, visitors having either Senior or entry positions in companies were predominant among our visitors, and they are coming from either small companies of 2 to 10 or companies, 25% of the visitors, or 2 to 200 employees, 25% of the visitors. Most of the LinkedIn visitors are from companies from London (UK) followed by companies from Barcelona (ES), Munich (DE), Lyon and Paris (FR) and Neuchatel Area (CH).

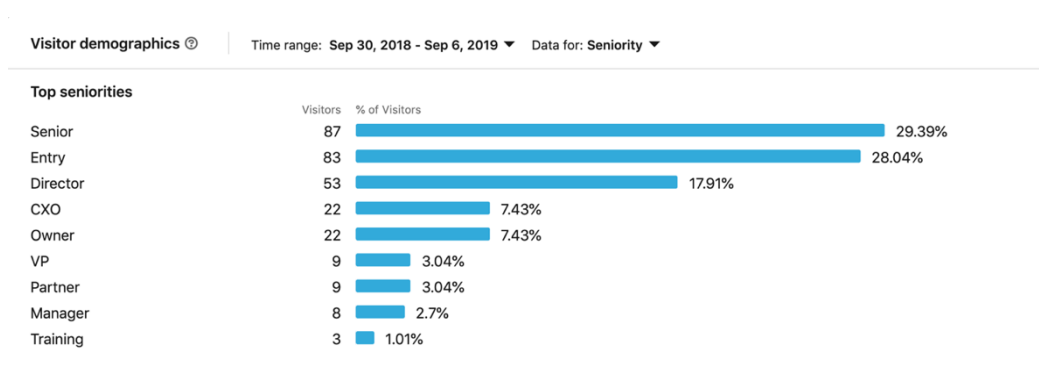


Figure 25: LinkedIn Visitor Seniority.

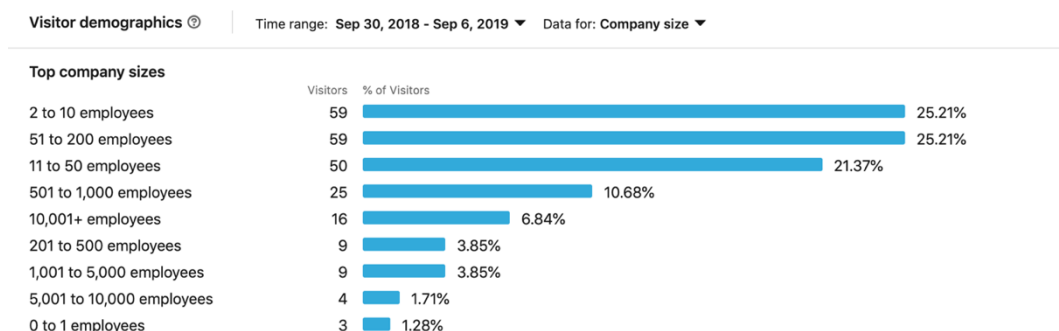



Figure 26: LinkedIn Visitor Company Size.

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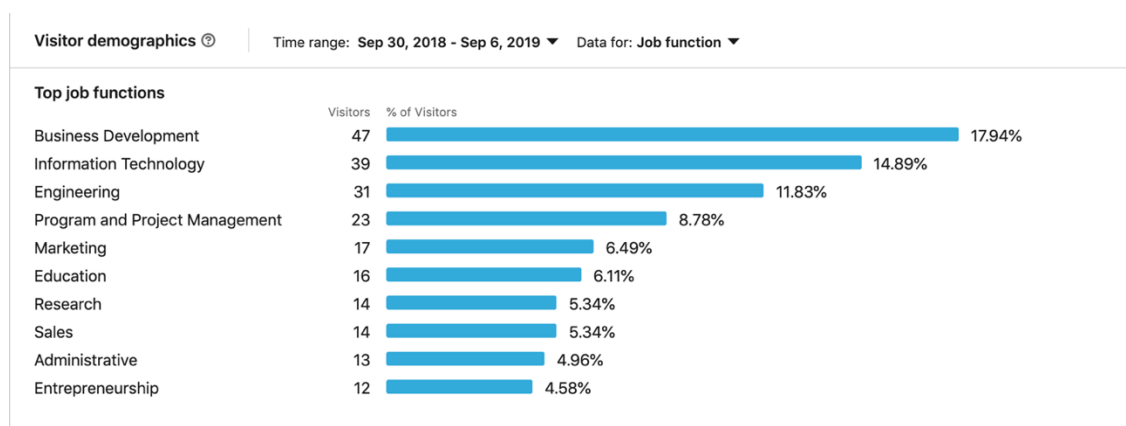


Figure 27: LinkedIn Visitor Roles.

5.2.3 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 used, and the FED4SAE has identified and follows 70 European CPS influencers.

Twitter has been the most effective social media channel for FED4SAE, with over 79000 impressions within the second year. The engagement with Twitter is summarised in Table 4.

Table 4: FED4SAE Twitter Statistics.

Month	Impressions
Oct-18	7081
Nov-18	4321
Dec-18	14300
Jan-19	6089
Feb-19	7828
Mar-19	11200
Apr-19	6325
May-19	8844
Jun-19	3596
Jul-19	3606
Aug-19	4465
Sept-19 to date	1951
Grand Total	79606


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Figure 28: FED4SAE Twitter Profile.


5.3 Other online promotion

Webinars were intended to complement local workshops to more broadly support applicants from all European regions to prepare submissions to open calls.

During the second year, Intel created a webinar to communicate on its Intel Neural Compute Stick platform, STM delivered a webinar on STM32 platform and its open development environments. All webinars are available as recordings on the [project website](#).

Moreover, AVL was creating webinars in a regular manner to communicate on its portfolio. The webinars are available at <https://www.avl.com/en/webinars>. Especially, two groups of webinars can be identified: (a) webinars on IODP as a core technology for integrated and open development, and (b) webinars on AVL expertise for powertrain engineering and test systems, taking advantage of IODP to increase development and validation efficiency. While the first group mainly address technology partners interested to “plug” to the AVL technology community, the second group will be more relevant in terms of illustrating the capabilities of the technology solutions to the possible customers. Especially these second groups represent interesting success stories for the application of a given technology to a specific customer needs.

Plenty of materials related to IODP which are relevant for FED4SAE were created and posted by AVL, and are available at the following links:

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- IODP Portfolio <https://www.avl.com/de/web/guest/iodp-portfolio>
- IODP Vision - <https://www.avl.com/de/web/guest/iodp-vision>
- IODP Success Stories - <https://www.avl.com/de/web/guest/iodp-success-stories>
e.g., “Driveability of virtual vehicles - Can transient vehicle models written in software be used to measure driveability on an engine testbed?”
- IODP Publications - <https://www.avl.com/web/guest/iodp-publications>
e.g., “Validation of X-in-the-Loop Approaches for Virtual Homologation of Automated Driving Functions”, “Fault-Tolerant Coupling of Real-Time Systems: A Case Study”

5.4 Presentations, events and workshops

Throughout the course of Year 2, the consortium attended a total of 25 conferences, events, and workshops throughout Europe, reaching a documented 2922 individuals through physical events alone.

Of these, the consortium delivered four presentations, and attended eight additional events as participants. A full table of events can be found in the Annex 1.

Members of the consortium organized a Summer School on Smart System Integration, 27-31 September 2019 in Hungary. The summer school was attended by 40 students and members of start-ups and SMEs.

5.5 Print promotion

5.5.1 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 2, one in November 2018 and three in 2019. All press releases were (re)published on the project website and are available [here](#).


FED4SAE third open call was promoted in HiPEAC Info 56 published in January 2019 (<https://issuu.com/hipeac/docs/hipeacinfo56/>). It was also available on FED4SAE website at <https://fed4sae.eu/category/press-releases/>. The press release was also relayed on HiPEAC social media.

UNICAN and Santander Municipality released one [press article](#) in Spanish with regional and national visibility in December 2018.

5.5.2 Project brochures

Project brochures and leaflets were created to 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.

The flyers and posters used during Year 2 were the ones created during Year 1, adapted for the available technology from the third open call, and incorporating feedback with regards to language.

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5.5.3 Project and AE Monitoring and Reporting slide decks

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

A new document for the monitoring and reporting on the status of the Application Experiments has been proposed by Intel (see Annex 2).

5.6 Private Meetings

In the second year the project and selected 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 an ongoing one considering the readiness of most of the SMEs involved in the project. The consortium expects an increase in this activity in year three of the project as more application Experiments end and become ready for further investment.

5.7 Open Calls

5.7.1 Call dissemination

The third open call was 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.

5.7.2 Promotion and showcasing of AEs


Following the closure of the second open call, selected SMEs, e.g., Althexis, AVRVTech, Energica Motors, Genport and HOPUbiquitous, 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 the above mentioned 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](#).


Now, the consortium is in the process of collecting same type of videos from some of the winners of the third call, e.g., NanoLeak, BETTAIR, Time4PS, Rate, Eco-Smart Home, and Safecility SAE.

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5.8 Collaboration with other projects, organisations and clusters

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

As a result, the offered technologies and testbeds of the partners are now presented at the SAE Marketplace, innovation technologies webpage, which is coordinated by fortiss.



SmartAnythingEverywhere



Horizon 2020 Programme

- Home
- About SAE
- Success stories
- SAE community
- Cluster Projects
- Videos/Webinars
- Help Desk
- SAE News

INNOVATION TECHNOLOGIES


Here is the list of innovation technologies and testbeds that are provided by the SAE partners.

Below one can search the list for a specific technology or testbed throughout Europe based on their domain. Moreover, by choosing one entry, detailed information about the technology and its provider's contact data will be presented.

TECHNOLOGY NAME	CATEGORY / DOMAIN	PROVIDER
AIDE: Data management tools for the engineering of CPS	Autonomous Systems (Vehicles, Robotics)	KTH, Sweden
4diac (Framework for Distributed Industrial Automation & Control)	Digital Manufacturing	FORTISS, GERMANY
Neural Network Dependability Kit A toolbox to support safety engineering of artificial neural networks		FORTISS, GERMANY
π-Fab infrastructure	Digital Manufacturing, Sensors	Fraunhofer IISB, Germany
Sensinact IOT device	Smart Cities	CEA, France
LINC	Autonomous Systems (Vehicles, Robotics), Smart Cities, Smart Health	CEA, France
Sigma Fusion (A low-power sensor fusion solution for safe autonomous driving)	Autonomous Systems (Vehicles, Robotics)	CEA, France
Vision in Package	Sensors	CSEM, Switzerland
Localization Solver	Sensors	CSEM, Switzerland
WiseMAC	Agrifood, Smart Cities, Sensors	CSEM, Switzerland
WiseNET	Agrifood, Smart Cities, Sensors	CSEM, Switzerland
WiseDep	Autonomous Systems (Vehicles, Robotics), Digital Manufacturing, Sensors	CSEM, Switzerland
Advanced nanotechnology for chemical sensing	Sensors	CSEM, Switzerland
Advanced manufacturing/packaging	Sensors	CSEM, Switzerland
KTH Research Concept Vehicle	Autonomous Systems	KTH, Sweden

Figure 29: Smart Anything Everywhere website.

Thanks to Smart4Europe coordination activities, FED4SAE open calls were widely promoted under the umbrella of *Smart Anything Everywhere* initiative but also I4MS through the active collaboration developed between the two initiatives. Communication kit was designed and made available: flyers, posters, slide deck. SAE quarterly newsletter promoted FED4SAE open calls and first results. SAE website relayed the open call promotions and the first insight of the granted application experiments (<https://smartanythingeverywhere.eu/video/>). Smart4Europe gave also the opportunity to attend brokerage events by setting-up SAE or SAE/I4MS booths, participating or organizing speaking sessions promoting SAE and I4MS and cascade funding opportunities (EF ECS 2018 in Lisbon, ICT days 2018 in Vienna), setting up networking / matchmaking working during major events (Digital Future Vienna-Brno-Bratislava 2018 in Vienna, DIH annual Day 2018 in Warsaw).

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5.9 Year 2 dissemination activities of individual DIH

5.9.1 BLUEMORPHO

Blumorpho has been active on Twitter to promote FED4SAE calls and FED4SAE as being part of the SAE team of digital enablers.

Table 5: BIUMORPHO Twitter activity.

2018	Impressions	Engagement
05 July	2186	22
03 August	683	6
23 August	448	9
27 August	629	7
27 August	451	4
28 August	1328	7
29 August	529	4
04 September	623	2
11 September	1345	20
24 September	2748	17
22 October	612	3
25 October	1825	19
05 November	518	2
21 November	1511	33
23 November	988	5
19 December	351	4

2019	Impressions	Engagement
08 January	2206	21
20 January	359	0
20 January	574	5
09 February	638	5
26 February	388	1
26 March	261	1
26 March	706	2
18 July	1738	7
08 January	2206	21
20 January	359	0



Figure 30: Examples of tweets from BLUEMORPHO.

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


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Figure 31: Screenshot of the FED4SAE Private Tech Hub page.

BLUMORPHO also promoted FED4SAE activities during a workshop organized in November 2018 by Business France to promote European projects proposing cascade funding to support innovation. The event was organised in Paris with European representatives participating remotely. The presentations (in French) of the projects were made available online:


- <https://vimeopro.com/user25730854/bfbourse-a-projets/video/300710439>
- on the French NCP website dedicated to H2020:
<http://www.horizon2020.gouv.fr/cid136279/mise-en-ligne-videos-et-presentations-de-la-bourse-a-projets.html>
- on Youtube channel:
<https://www.youtube.com/watch?v=XgF9IHEKuDg&list=PL3dqpVZPc1AIDRsr53SX6brgSipQbvyf&index=3>

5.9.2 BME

Between the 27-August and 1st September BME has hold the 6th International Summer school of Smart Systems Integration (<https://ssi-master.eu/summer-school-in-hungary/>) at Balatonvilagos Hungary. The school program has been developed originally for international Master students, but during its 6 years of existence it has been continuously broadening in scope and in target audience. Now SMEs and potential young entrepreneurs are among the participants, who, besides receiving presentations about the latest technical developments in smart systems integration may obtain information about the latest opportunities offered by the European and national SAE initiatives. Hands-on practices and networking opportunities are also included in the program.

5.9.3 CEA-LETI

Minalogic, CEA linked Third Party, a global innovation cluster for digital technologies, serves France Auvergne-Rhône-Alpes (AURA) region, Together with CEA-Leti, Minalogic is one of the primary member of the AURA innovation hub called MinaSmart that was launched last November, <https://www.minasmart->

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[auvergnerhonealpes.com/en/](https://www.minasmart-auvergnerhonealpes.com/en/). Minasmart has promoted FED4SAE open calls on its website (<https://www.minasmart-auvergnerhonealpes.com/en/nos-services/fed4sae-accelerating-european-cps-solutions-to-market-2/>) and beyond, FED4SAE being promote as one of the services proposed by MinaSmart to the DIH ecosystem. The collaboration of MinaSmart with a pan-European network of Digital Innovation Hubs intends to expand the services at national and European levels.

In the continuation of Year 1, CEA Leti has maintained its active participation in the promotion of SAE initiative and FED4SAE open calls by attending European brokerage events, taking part to round tables, networking events and workshop presenting FED4SAE and the running open calls. CEA Leti benefitted of its collaboration with Smart4Europe to mutualize efforts and promotion means:

- Smart & Digital Future Vienna-Brno-Bratislava
 - Vienna, Austria
 - September 20, 2018
 - SAE & I4MS presentation / FED4SAE open calls promotion
 - Networking sessions (round tables) in the afternoon



Presentation of SAE open calls by J. Gavillet (smartEEs project)

Total number of participants	72
Organization type	
Association/Agency	11
Authority/Government	4
Company	31
R&D Institution	4
Start-up	12
University	10
Country	
Austria	33
Czech Republic	22
Slovakia	12
Other	5

Participation to the Vienna event

Figure 32: Participation at the Smart & Digital Future event.

- EF ECS 2018
 - Lisbon, Portugal
 - 20-22 November 2018,
 - SAE booth, open call promotion
 - Speaker corner session


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Figure 33: Speaker corner session @EFECS 2018.

- Annual DIH event 2018
 - Warsaw, Poland
 - 27 November 2018
 - Exhibition area: SAE & IMS booth, Wegoto booth
 - Speaking sessions with highlight on Minalogic, Wegoto, SAE, BME
 - Participations to networking sessions (round tables organized by Smart4Europe).
- HIPEAC 2019
 - Valencia; Spain
 - 21-23 January 2019
 - Presentation of two posters, FED4SAE and SAE, promotion of FED4SAE 3rd open call
- DATE 2019
 - Florence, Italy
 - 25-28 March 2019
 - FED4SAE booth, FED4SAE and SAE promotion,
 - Organization of a speaking session “*Europe digitization: Smart Anything Everywhere Initiative & FED4SAE, open calls and success stories*” gathering RTOs, industrial partners and SMEs.
 - Meetings with two SMEs involved in two granted projects, Alitec and Energetica Motor

The collaboration initiated with Minalogic during Year 1 remained pro-active for Year 2, including the connection with the French NCP networks (ICT NCP and SME NCP), cluster connection with Silicon Europe Alliance. Partnership was initiated with MinaSmart, Auvergne-Rhône-Alpes (AURA) digital innovation Hub, reinforcing SAE connection to AURA local ecosystem.

Leveraging on Year 1 networking and participation to European events, CEA-Leti has continued 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/>), SAE ecosystem. Horizon was enlarged with the active collaboration SAE and I4MS initiatives.

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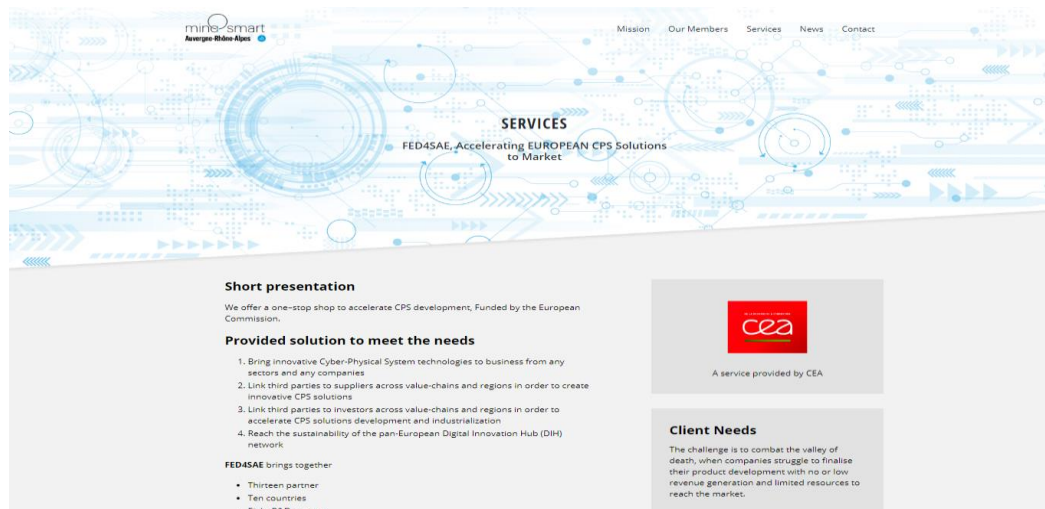


Figure 34: [MinaSmart website](#) snapshot.

5.9.4 CSEM

In year 2, CSEM continued to publicize FED4SAE through its network of contacts. In this period, CSEM established itself as the Swiss Micro DIH. In this capacity, and in accordance with our mission, CSEM is making the Swiss SME's and start-ups in our network aware of the support that we can provide them in their digitalization processes based on our FED4SAE focus areas: microsystems, surface engineering and ultra-low power integrated systems technology platforms.

Additionally, CSEM made publicity about the FED4SAE via our website, our Twitter account and other events. We have also endeavoured to broaden and extend our research collaborations in the domain of Digital Technologies, participating in several recent European and Swiss research initiatives. Dissemination materials (e.g. flyers, video) have also been prepared for the AE's (MAMMUT, SpectroX, HyperCook and NanoLeak).

5.9.5 Digital Catapult

During the second year of the project, Digital Catapult continued to focus on disseminating the Open Call to its network of start-ups. A dedicated engagement manager liaised with other accelerators and the Shoreditch Tech Hub to ensure UK applicants were reached.

Moreover, Digital Catapult organized together with STM a workshop at the Design, Automation and Test in Europe conference (DATE'19), March 25-29, 2019, Florence, Italy. The workshop theme was Europe digitization: Smart Anything Everywhere Initiative & FED4SAE, open calls and success stories. At this workshop, meeting with two of the SMEs involved in the project, namely Altreonic and Energica Motor, were organised.

Outcomes from AEs supported by Digital Catapult were showcased at the LPWAN Meetups events organized during year 2.


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Figure 35: Digital Catapult and ST members at DATE'19 conference.

5.9.6 Fraunhofer

During the second year of the project, Fraunhofer IISB continued its efforts to promote the opportunities provided by the open calls through word of mouth communication with interested companies directly in our regional eco system and on a national level.

Additionally, Fraunhofer IISB worked closely with initiative “Bayern innovative”, an innovation accelerator with a large network with SMEs in several different domains.

Fraunhofer IISB also supported the representation of FED4SAE in different Innovation Hub Events (for example in Stuttgart).

5.9.7 fortiss

fortiss promoted the concept of technology transfer and innovation support to SMEs via Application Experiments and Cascade funding during various events held prior to FED4SAE’s final Open Call.

In October 2018, the fortiss “Fachtagung” was held in Munich with the presence of industries, policymakers and, scientific communities. As part of an exhibition about the comprehensive offerings by fortiss for SMEs, some of the success story from FED4SAE’s predecessor project CPSE Labs were presented to demonstrate the potentials of opportunities offered by such programmes and to advertise the upcoming call in FED4SAE. Several visiting companies expressed interest in such programmes, and at least two submission in the 3rd Open Call can be traced back to this event.

Furthermore, the FED4SAE offerings have also 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.

fortiss also advertised the 3rd Open Call through its various channels, including special-purpose mailing lists and related regional initiatives such as SME clusters (BICCNNet) and start-up incubators (UnternehmerTUM).


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Figure 36: fortiss Think Tank event “New Eco-systems for SMEs using AI in Industrial IoT /Industry 4.0 and Digital Tourism”, October 2018.

5.9.8 KTH

Information regarding the FED4SAE Initiative, and the Open Calls in particular, have been disseminated during Year 2 via the following channels:

- Via the website of the KTH Digital Innovation Hub on Digital Industrialization.
<https://www.kth.se/itm/inst/mmk/forskning/mekatronik-och-inbyggda-styrssystem/the-iiot-hub>
- Call 2 and 3 have been promoted twice in newsletters sent to the 2000 subscriber of the ICES Industry Network.
- Information have also been published on the ICES website: ices.kth.se.
- By corporation with the IOT Hub THINGS that interacts with a large number of member SME's as well as alumni's.
- By participating in the CPS Summer School at KTH in June 2019.
- By informing the members in the Nordic IOT Initiative Hi2OT.
- By co-organizing mini-seminars at the event “Smartare Industri” in Stockholm November 2018.

5.9.9 UNICAN

UNICAN has followed the roadmap for the second year as expected. The dissemination of the project was carried out through different events in which we participated. Firstly, during the Aveiro TechDays 2018 event on October 11th, the FED4SAE project was presented as part of the latest initiatives in which the SmartSantander testbed is involved. Additionally, we also participated at the Internet Conference 2018 on November 14th 2019, where we introduced SmartSantander DIH and the initiatives we are carrying out, one of which is FED4SAE.

On the other hand, a new online event was organized to introduce the third open call among local and international SMEs with 37 participants. Local agencies were contacted to disseminate the open call, such as the “Local Development Agency”. Mailing campaigns within the municipality network were performed as well.

Finally, multiple 1:1 meetings were held with regional and international companies to participate in the open call. Therefore, the third open call was targeted by many companies that wanted to make use of the Smart City testbed of Santander.


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Figure 37: TechDays 2018 event.

5.10 Year 2 dissemination activities of industrial partners

5.10.1 ST Microelectronics

STM has published the FED4SAE article in the internal ST Journal. In addition, presentations of the different AEs that are based on STM32 are done internally at the Grenoble ST site level.

Together with Digital Catapult STM had a booth at and organized the workshop Europe digitization: Smart Anything Everywhere Initiative & FED4SAE open calls and success stories (<https://past.date-conference.com/conference/session/10.8>) at the same conference.

5.10.2 Intel


Intel has a formal process where their Sales team review Market Ready Solutions twice per month. These solutions have been built by our partners or other 3rd parties to address specific market needs.

These solution have may have one of many Intel component inside – usually full stack however it be some components from CPU, VPU, FPGA, Motherboards, Modems or other radios, Storage or Memory etc. So as we start to get validated prototypes emerge from FED4SAE Programme that are based on Intel platforms and are ready to scale then Intel will present these solution to this Internal Intel forum.

Then the Account Manager and Sales team then take these Market Ready Solutions and present them to their customers in specific market vertical and geos – Healthcare, Retail, Industrial etc. to help generate business for these companies using Intel components so it is a win : win partnership.

Intel also provided funding to some companies that have novel solutions to create Whitepapers, video or other marketing material to help them communicate their message and reach new markets.

<https://www.intel.com/content/www/us/en/internet-of-things/videos/iot-gym-of-the-future-video.html>

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6. Dissemination Plans of Individual DIHs for Year 3

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 and this is was already shown in Table 3 from Section 3. Consortium members will continue to 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.

6.1 CEA-Leti

CEA-Leti plans to continue active communication on FED4SAE and SAE initiative, actively relying on Minalogic support but also MinaSmart Auvergne-Rhône-Alpes digital innovation hub, participating to appealing brokerage events, but also taking the opportunity of events organized in Grenoble (DATE 2020, Letis Days, etc.) to spotlight the local ecosystem and invite European actors.

The third period will see all the granted applications getting their results, CEA-Leti will support their dissemination through SAE collaboration. French SME outcomes and local players' feedbacks will be highlighted with Minalogic and MinaSmart support. For more international communication, CEA-Leti will take the opportunity offered by HiPEAC news info to promote SMEs and their success story.


6.2 CSEM

CSEM has made, and will continue to make, publicity about the FED4SAE via our website, our Twitter account, as well as, conferences and workshops. Once demonstrators become available for our accepted Application Experiments (AE), we will promote the results as well as demonstrations at conferences and other CPS events. We continue to broaden and extend our research collaborations in the domain of Digital Technologies, participating in European and Swiss research initiatives. Additionally, dissemination materials for our accepted AE's (MAMMUT, SpectroX, HyperCook and NanoLeak) have been prepared and others are ongoing (e.g. flyers, video).

6.3 Digital Catapult

Dissemination activities for the third year where FED4SAE results will be presented:

- **Innovation event organised in London with FED4SAE companies (Q1 2020 - tentative day February 13)**
FED4SAE Brokerage Event will support a selected group of SMEs to engage with key players in the UK innovation ecosystem. During the event, the small businesses will have the opportunity to pitch and

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demonstrate their innovative solution to the investors, large corporations, academic community and local government stakeholders. The event will explore solutions of 12 SMEs in the Industrial IoT or Smart Cities themes.

- **Upcoming LPWAN London meetup events (Q4 2019 and Q1 2020)**
Opportunity to showcase outcomes of AEs that Digital Catapult is supporting
- **The Things Conference Reading, UK (October 2019) – biggest LoRaWAN community gathering in UK**
Share progress on LoRaWAN based AEs and our geolocation testbed
- **The Things Conference, Amsterdam (February 2020) – biggest global LoRaWAN conference**
Share outcomes benchmarking activities for geolocation testing
- **LoRa Alliance Open House in Paris (dates not announced yet)**
Establish further partnerships with vendors of the LoRaWAN ecosystem; showcase Digital Catapult DIH capabilities and FED4SAE company products
- **Future Networks Lab accelerator programme (Q1 2020)**
Provide opportunities for FED4SAE companies to get exposure to bigger IoT vendors, their clients and investors
- **CPS-IoT Week (April 21-24 2020) - the premier event on CPS and IoT**
Share outcomes evaluating different technologies and hardware solutions in real-world environments at CPS-IoTBench workshop.

A key focus for year 3 for Digital Catapult, along with FhG and BME will be to re-design the FED4SAE website. The intention is to promote the execution of the experiments, their results and the third parties involved, improve the overall layout and access to key information and update contact information.


6.4 Fraunhofer

In the final year of the project, with all three open calls over, Fraunhofer IISB will focus its offers to disseminate the results of the application experiments together with the supported third parties supported in the experiments through participation in fares or events together with other FED4SAE partners.

Further, Fraunhofer IISB will continue to disseminate its offered testbeds and advanced technologies in the regional and national ecosystem for potential bilateral collaborations with interested companies.

6.5 fortiss

fortiss will continue to use its networks and communication channels to advertise FED4SAE activities and disseminate results. As FED4SAE moves into its last year, the main focus for fortiss will be to disseminate the outcomes of the application experiments in which fortiss is participating. Two of these experiments are focusing on applying artificial intelligence technology and hence have the potential to benefit from additional promotion available through events by the Bavarian Centre for Artificial Intelligence, which was recently established at fortiss.

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In addition to showcasing results from Application Experiments fortiss is also actively promoting best practices for providing digitization support to SMEs such as through cascade funding experiments to public authorities, both at the regional and at the European level.

Selected FED4SAE results will also be disseminated through fortiss' website and several social media platforms including LinkedIn (currently 1,312 followers), Twitter and Facebook (totaling 870 followers).

6.6 KTH


The KTH DIH will continue to be active at different events as well as by spreading information regarding the three FED4SAE Application Experiments that KTH is involved in.

Here is a list of what is on the agenda for Year 3 so far:

1. The KTH DIH on Industrial Digitalization will continue to develop its operation and presence in the local ecosystem. <https://www.kth.se/itm/inst/mmk/forskning/mekatronik-och-inbyggda-styrsystem/the-iiot-hub>
2. By regular corporation with the Industry Network ICES, that reaches almost 2000 people with its monthly newsletters. <http://Ices.kth.se>
3. Co-Hosting a seminar in Q1 2020 with ICES on Edge Computing presenting the outcome from the Application Experiment Ghost.
4. Co-Hosting a seminar with IOT Hub THINGS, that interacts with a large number of member SME's, on the theme IPR and Digital R&D.
5. Hosting a Workshop on Automated Driving when the Application Experiment C2 Microcar is in Stockholm Q1 2020.
6. By informing the members in the Nordic IOT Initiative Hi2OT.
7. Interaction with KTH Innovation, the Business Incubator at KTH.

6.7 UNICAN

During the third year we plan to keep disseminating the project, with special emphasis in the AEs in which we participate. Additionally, regional dissemination for participants companies is also foreseen.

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7. Dissemination Plans of Industrial Partner for Year 3

7.1 Intel

Intel will continue the same internal formal process as in year 2 and will provide funding to some companies that have novel solutions to create Whitepapers, video or other marketing material to help them communicate their message and reach new markets.

7.2 ST Microelectronics

ST will continue the internal dissemination and will update the journal paper with more details related to all AEs that use ST platforms.


7.3 AVL

Following the communication strategy already presented in the previous document, the communication strategy for year 3 will focus on the following remaining two pillars:

1. 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).
2. 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.
3. The second pillar is still relevant for AVL – even if no further open call is planned within FED4SAE, AVL is active in a follow-up activity where open call for SMEs will be issued. AVL is interested to show continuity as attractive ecosystem shaper.

7.4 Thales

In the third year, there are plans to continue disseminating the results of the three supported experiments.

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8. Evaluation and Reporting


8.1 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 3: Activity Reporting Spreadsheet.

8.1.1 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 5: 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

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9. Conclusions

In its first two years, 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 the first two years has proven successful in engaging a broad audience around the topic of CPS applications and funding available.

The third 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 expose the experiments and their results.


Table 6: 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	NC
	# of startups, SMEs and midcaps submitting proposals to open calls	150	116 (165)
	# of startups, SMEs and midcaps supported through open calls	30	32
	# of participation at exhibitions/trade fairs with selected Third Parties to promote experiment results	5	2
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	2
Investors	# of participation in private meetings with innovators	10	2
Policy makers	# of policy recommendations and implementation thereof by regional/EU bodies	2	
SAE community (other projects in the call and CSAs)	# of participation in workshops with policymakers and regional innovation networks and innovators	3	2
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	307 followers at the end of year 2 (doubled wrt year1); 192 Facebook posts at the end of year2; 181 LinkedIn posts; 15,819 website visits

Dissemination level: Public (PU)

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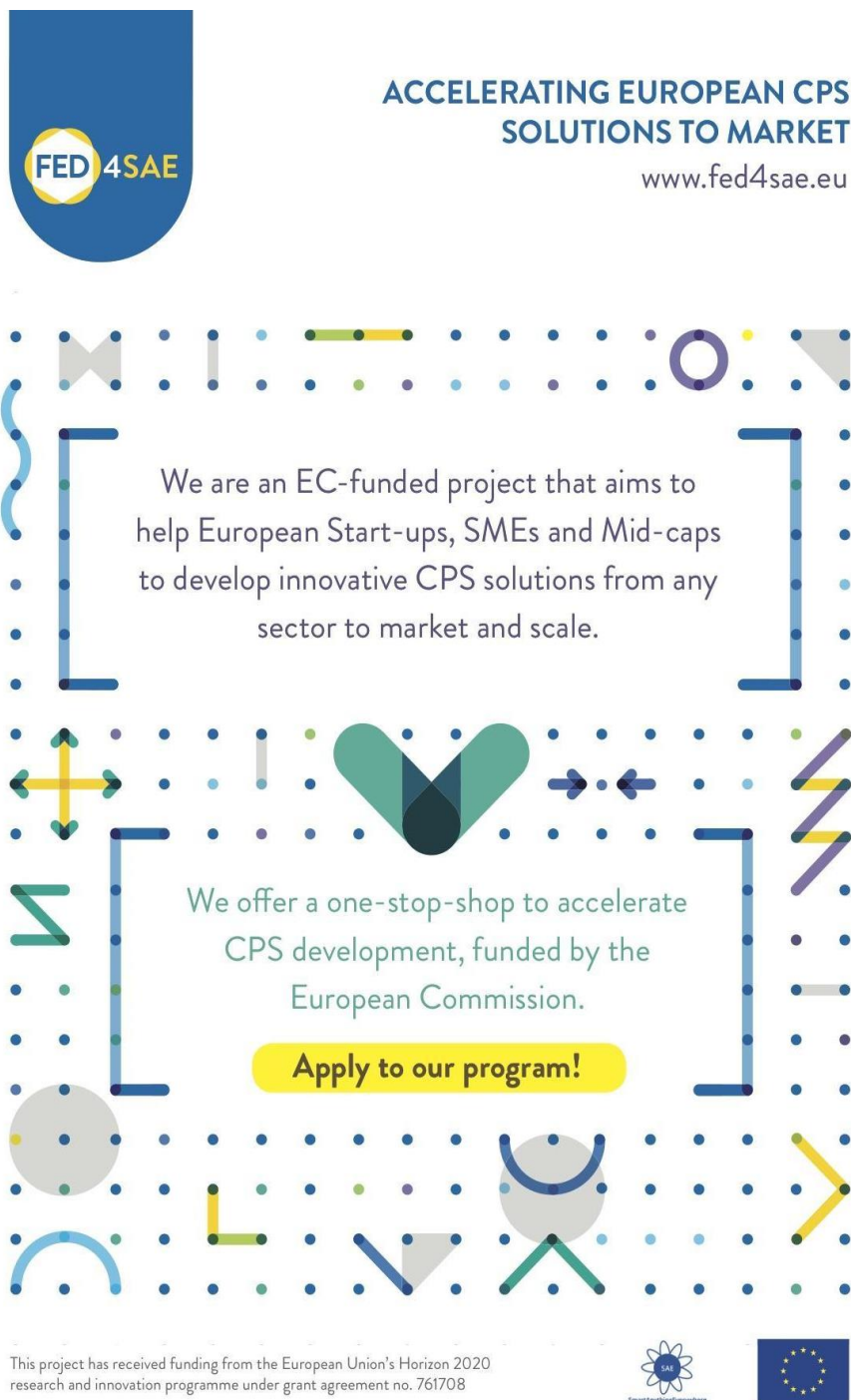
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ANNEX 1: FED4SAE Flyer and Poster



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!

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 761708

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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

THALES

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

csem

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

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ANNEX 2: FED4SAE AE Monitoring and Reporting Slide Deck



