Smart 4 Europe
Catalysing Digitisation throughout Europe

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D3.2   **Outreach Plan**

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[1] R = Report, P = Prototype, D = Demonstrator, O = Other)

[2] PU = Public, PP = Restricted to other programme participants (including the Commission Services), RE = Restricted to a group specified by the consortium (including the Commission Services), CO = Confidential, only for members of the consortium (including the Commission Services)

Short description of the content of the deliverable

The Smart4Europe Outreach Plan is set to plan the Smart4Europe outreach rounds in a strategic way. The plan will define the specific outreach activities, tasks and indicate by which partner these activities will be implemented. Dedicated planning of the outreach is meant to increase the Smart Anything Everywhere stakeholder base and corresponding innovation ecosystem.

Version history

Version	Date	Changes made	by	Sent to	purpose
1.0	12.12.2018	Draft version	SMO	MR	draft
2.0	26.01.2018	Revisited	SMO	MR	revision
3.0	26.02.2018	Internal Review	HS	SMO	
4.0	26.02.2018	Submission	HS		

Statement

This deliverable is part of the achievement of the project Smart4Europe.

The author is solely responsible for its content. The deliverable does not represent the opinion of the European Commission and the Commission is not responsible for any use that might be made of information or data appearing therein.

The deliverable contains original, formerly unpublished work except where indicated by reference, quotation or by other appropriate acknowledgement.

If parts of this document will be published before the submission and acceptance of the document as deliverable of the Smart4Europe project, they must be indicated as "preliminary results".

Table of contents:

1. Executive summary

The Smart4Europe Outreach Plan is a tool to boost the growth of the Smart Anything Everywhere Initiative and stimulate its sustainability. The general outreach strategy is to use all relevant channels accessible via Smart4Europe partners and to recruit newcomers at fairs, events and all other relevant platforms for digital technologies. D3.1 (stakeholder database) is complementary to D3.2 in that it documents the contacts and channels necessary to generate efficient outreach rounds. In general outreach will take place through the entire project duration and Smart4Europe outreach rounds will be intensified once SAE aligned IAs have launched a new open call. Smart4Europe outreach will focus on the following activities:

- Continuous growth of the stakeholder database (D3.1)
- Implementing the Membership Scheme and make contacts signing up
- Promotion of open calls of all cluster projects
- Cooperation with other initiatives and networks
- Attracting SMEs and mid-caps
- Stimulating complementary funding and leveraging further investments
- Face-to-face meetings and achieving memoranda of understanding (MoU)

The deliverable includes an action plan (see excel sheet), which defines which outreach activity should be undertaken by whom and when. All partners shall identify relevant events where Smart4Europe can become active in promoting the Smart Anything Everywhere Initiative.

2. Smart4Europe Outreach Plan

2.1 *Objectives and goals of Smart4Europe Outreach Plan*

The objectives of the Smart4Europe outreach plan are to provide a strategy and planning for the growth and sustainability of the Smart Anything Everywhere (SAE) innovation ecosystem. The ultimate aim is to attract new stakeholders for Smart4Europe and the SAE initiative which can accelerate the design, development and update of advanced digital technologies and increase the technical as well as geographical coverage of the initiative. Smart4Europe wants to ensure that any industry in Europe, wherever situated and in any sector, can fully benefit from digital innovations. Therefore, Smart4Europe addresses the target groups listed in table 1 and outreach activities will be channeled towards the contacts gathered in D3.1 stakeholder database. The Outreach Plan is complementary to the Dissemination Plan, which provides a list of relevant events and thematic fairs (see Annex D5.1). Outreach and dissemination activities of Smart4Europ will support the key conceptual goal as illustrated in Figure 1.

Figure 1: Smart4Europe conceptual goals

2.2 *Who are SAE stakeholders and target groups?*

SAE stakeholders comprise three main groups: i) SMEs and mid-caps with an interest in digital technologies (including new ones and those from previous and running cluster projects) as well as SMEs and mid-caps from non-tech sectors, ii) users and suppliers of digital technologies, users of SAE related offerings such as potential customers for SAE technological solutions developed within the application experiments of the SAE cluster projects and iii) any stakeholder with strategic interest such as policy-makers, multipliers, representatives of regional and national digitization initiatives as well as potential investors.

New SAE stakeholders can be any person with an interest in digital technologies once they show their consent to be involved via the SAE membership scheme. Further SAE stakeholders can be recruited from the SAE target groups, which have already been identified at proposal stage.

In order to activate stakeholder participation and increase their number substantially, Smart4Europe communication, dissemination as well as outreach activities need to be tailored towards the following

Smart Anything Everywhere Initiative, SAE stakeholders, partners	Coordinators of IAs first round (all part of the consortium HS, CEA, BLU, FOR), second round (CEA, RWTH Aachen, Intrasoft), and partners; SME involved in proposals/cascading funding; EC
SMEs and midcaps (suppliers and users of digital technologies)	Extensive contacts and networks of partners, networks of associated partners/members, Letters of Intent
SMEs from non-tech sectors with an interest in digitisation	Specific contacts and networks of partners and associated partners, multipliers (SME associations, NCP, EEN, …) Chambers of Commerce
SMEs/mid-caps in Eastern European Countries	Project partner in Hungary with close contacts to SMEs, Pannon Business Network Hungary , S2i/SEZs technology transfer activities in eastern, Arise Europe program of EIT Digital, part of the EIT Regional Innovation Scheme (EIT RIS) Local EEN contact points, Chambers of Commerce
Multipliers	Steinbeis-Network, Hahn-Schickard Association, Catapult, NCP, EEN, BLUMORPHO
Clusters, associations, platforms, Managers and members of relevant clusters and networks	Members of ECSEL, Artemis-IA, ITEA, EPoSS, VDMA, EEN, EFFRA, NESSI, INCOSE, EIT DIGITAL, Embedded France, ICES competence network, Industry 4.0, Alliance 4.0 BW, microTEC Südwest, Silicon Europe Alliance (includes multiple clusters), Technology Mountains, Medical Mountains, Zentrum Digitalisierung Bayern (ZD.B)
Related European and national CPS, IoT, SSI and OLAE projects	ECSEL/ARTEMIS-IA/ITEA, current/ starting ICT-1/ CPS/ FoF projects, I4MS, EIT DIGITAL, AIOTI, IoT-EPI, BEinCPPS, Platforms4CPS, ConnectedFactories, iHub FED4SAE, SmartEEs
Research Community / Academia	Smart4Europe communities on CPS, IoT, SSI, OLAE, low energy computing, robotics, 5G,and other enabling technologies that have to be identified by the Technology Radar (WP 4)…
European Commission, other policy-makers at national and regional levels	DG Communications Networks, Content & Technology (ICT-CPS/IoT, FoF and related); other interested policy stakeholders
National, regional initiatives and funding bodies	Innovate UK, Digital Catapult UK, Transport Catapult, Midlands Aerospace Alliance, NESTA, Industry4.0, Ministries of BW + Bavaria, Open innovative Centre, UK KTNs, La French Tech Initiative
Private investors, venture capitalists, business angels	UK Business Angels Association, PPMOost (NL), MKB-Nederland, The Carlyle Group, KKR, Blackstone Group, TPG Capital, CVC Capital Partners, 3i, Arch Venture, Aster Capital, b-to-v, Robert Bosch Venture Capital, BPI France, Panakes. (see also deliverable D3.3)
Investment Banks/Funds	European Investment Funds (EIF), European Investment Bank (EIB) and European Structural Investment fund (ESIF)
General public	All, Smart4Europe Dissemination Lead

Table 1: Smart4Europe specific target groups

3. Smart4Europe Outreach Strategy and Activities

3.1 Growth of stakeholder database

The Smart4Europe outreach will be based on the D3.1 stakeholder database, which will also be used as tool to track involvement of stakeholders and as an indicator for growth of the SAE community. Smart4Europe partners will attend relevant events (see also D5.1) and fairs to recruit newcomers to the initiative. Partners will not only promote Smart4Europe at relevant events and fairs, but also engage in peer-to-peer promotion of the initiative and its opportunities throughout their accessible

networks (S2i will encourage this process). Partners shall use dissemination materials provided to them by leader of WP5 (Communication, Dissemination and Exploitation). Partners will collect the business cards of interested stakeholders at given events and will proactively ask stakeholder to sign-up for the membership scheme. The annual SAE event will be a highlight bringing the entire community together (second of half of 2018). Furthermore, satellite events to major conferences and seminars of SAE relevant topics will be considered to multiply the reach of respective SAE/Smart4Europe events and workshops.

3.2 Smart Anything Everywhere Membership Scheme

The Smart Anything Everywhere Membership Scheme will be implemented on the SAE website. Any stakeholder interested in the initiative can sign up to become a member of the scheme. Signing up stakeholders will give their consent to receive regular SAE newsletters, information about SAE calls and invitation to SAE events. Contacts that have already been collected within D3.1 stakeholder database will be asked to join the membership scheme once it has been implemented on the SAE website. Associated partners that have signed a letter of support will also be added.

3.3 Promotion of Open Calls

Smart4Europe will promote the open call of the Innovation Action via established channels including social media and intensify promotion activities once a new round of open calls for application experiments have been launched (see Figure 1). The first outreach round is still ongoing (tetramax, fed4SAE and Smartees calls are opened until end of February and March 2018 respectively). Figure 2 gives further indication on when further Smart4Europe outreach rounds will take place. It shall be noted that each call is open for applicants for a duration of 3 months. Applications for the Diatomic open call are possible until 20th of September 2019. The call opened on December 17th already and project consortium has arranged 5 cut-off dates after which applications will be assessed.

Area	Project		2017	2018	2019	2020
Cyber-physical and embedded systems	fed4SAE		Nov.	May Nov.		
Customised low energy computing powering CPS and IoT	tetramax	▪ Bilateral	Nov.	Oct.	Sept.	Apr.
		▪ Value chain / interdisciplinary		Feb. Dec.	Oct.	Apr.
		▪ Entrepreneurial		Aug.	Aug.	Aug.
Advanced micro-electronic components and Smart System Integration	diatomic			Mar. Sept.		
Organic and large area electronics	SmartEES			Mar. Jul. Nov.	Apr. Sept.	

Figure 2: Overview of SAE open calls timeline and indication for start of Smart4Europe outreach rounds

3.4 Cooperation with other initiatives and networks

In order to enhance the visibility and reach of SAE, partners will use links to their own networks (D3.1 contact pool), however cooperation with other European initiatives such as I4MS as well as national and regional initiatives such as Allianz 4.0 Baden-Württemberg, Digital Catapult UK, or La French Tech Initiative are also welcome and believed to enhance the SAE stakeholder base in a substantial manner. In addition, networks of related academic communities (CPS, SSI, IoT, OLAE) will be exploited. Furthermore, the communication channels of the running Innovation Actions will also be used.

Particular attention will be paid to 'filling the gaps and white spots', the map of regional and national initiatives (Task 3.3, deliverable 3.3, lead: THK) will be used to identify the regions where further stakeholders shall be identified and actively sought after. This action is particularly meant to increase the technological and geographic coverage of the initiative. Within that context new funding opportunities for "digital initiatives" will be encouraged and potential synergies exploited where possible. Partners will try to schedule face-to-face meetings and relationships with these actors and eventually memoranda of understanding can be signed. Activities of the European platform of national initiatives on digitizing industry will be followed closely and relevant events will be communicated throughout the consortium.

3.5 Attracting SMEs and mid-caps

SMEs and mid-caps from technical areas (covering the four defined areas: CPS, HPC, SSI and OLAE) as well as non-technical areas (e.g. food and beverages, agriculture, textile production) will be attracted at events such as the '*KMU-Beratungstage'* (SME Consultancy-Days) organised by S2i, mailings to SMEs on part of each partner or direct contact at trade fairs, where they will be briefed about SAE offerings and opportunities. Furthermore, SMEs from the already existing SAE ecosystem will be asked to join the SAE membership scheme. Associated partners that have signed a letter of intent will be asked to disseminate information to industry contacts.

3.6 Stimulating complementary funding and leveraging further investments

Complementary funding will be stimulated within the framework of Task 3.4 lead by partner BLU (as of M7). SAE offerings and results will be communicated to e.g. Digital Innovation Hubs, funding bodies, the European Investment Bank or European Investment Funds. The main objective is to seek face-to-face contact / schedule meetings during which the initiative will be promoted. The ultimate goal of these meetings will be to achieve a memorandum of understanding (MoU), which outlines a coming line of action. Partners will identify relevant contact persons that will be added to the stakeholder database. Partner BLU will be the main responsible in attracting funding bodies and investors.

3.7 Facilitate Smart Anything Everywhere Sustainability

SAE sustainability will be facilitated by SAE brokerage and match-making activities, where future consortia for application experiments and investors, users and suppliers, future customers and developers of new digital technologies will be brought together. SAE brokerage and match making events take place as satellite events to major conferences or in collaboration with EEN or ARTEMIS-IA events. Brokerage will also be supported by an online tool on the Innovation Portal. Furthermore, a SAE/Smart4Europe market place providing information on the technologies and services developed within recent SAE cluster projects will be featured on the Innovation Portal.

3.8 Smart4Europe Outreach Timeline

The Smart4Europe outreach activities will overlap with dissemination activities, particularly as regards fairs, events and brokerage activities. This deliverable is therefore accompanied by an excel sheet, which helps to define and schedule dedicated outreach activities. The excel sheet will be updated by WP3 leader partner S2i in cooperation with the consortium each month and outcomes from each activity will be defined according to SMART criteria: measurable, attainable, relevant, and time-bound. The following tables provide i) an overview on outreach planning and ii) suggestions for possible

outreach activities per target group that partners can use for gathering ideas on how to reach the respective target groups.

Smart4Europe Outreach Plan		2017				2018											2019										2020	
		Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Apr	Aug
Activity	**Partner**	M01	M02	M03	M04	M05	M06	M07	M08	M09	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24				
3.1 Growth of stakeholder database	S2i, ALL																												
continous																													
3.2 Membership scheme	HS						x																						
implementation on innovation portal																													
3.3 Promotion of Open Calls																													
Fed4SAE				x			20.03.	x					x																
Tetramax																													
Bilateral				x		28.02.						x		tbc								x		x					
Value chain / interdisciplinary						x		tbc				x		tbc								x	x						
Entrepreneurial										x		tbc									x		tbc		x				
Diatomic						x		tbc				x		tbc															
Smartees (5 cut-off dates)				x			19.03.			20.07.			16.11.					19.04.				20.09.						
Events for Open Call Promotion																													
Embedded World Conference	THK /tbc)					x																							
LOPEC-2018	HS, S2i					x																							
CPS Week	TKH, FOR						x																						
tbc																													
3.4 cooperation with other initatives and networks	THK, FOR, CEA																												
HIPEAC 2018 Conference	THK, FOR, CEA			x																									
ARTEMIS Brokerage Event EPoSS Proposer Day	S2i				x																								
tbc																													
3.5 attracting SMEs and mid-caps	BLU, ALL																												
											06.06.			12.9.															
SME-Consultancy Days	S2i										28.06.			27.9.															
fortiss Open Day	FOR										x																		
Platforms4CPS PlatformArena Workshop	FOR						tbc																						
MbSe Rech Day	FOR					x																							
Enabling ICT Innovations for European SMEs	CEA					x																							
SIDO - European Industrial Fair	CEA						x																						
Hannover Messe	HS						x																						
tbc																													
3.6 Stimulating complementary funding, further investment	BLU, THK																												
Digitising European Industry Stakeholder Forum 2018	S2i						x																						
tbc																													

Figure 3: Smart4Europe outreach plan - overview

TARGET GROUPS	FURTHER SPECIFICATION	SMART4EUROPE OUTREACH ACTIVITIES AND SUITABLE EVENTS/FAIRS/SEMINARS/WORKSHOPS
Smart Anything Everywhere Initiative, SAE stakeholders, partners	Coordinators of IAs first round (all part of the consortium HS, CEA, BLU, FOR), second round (CEA, RWTH Aachen, Intrasoft), and partners; SME involved in proposals/cascading funding; EC	Promotion of cluster projects and open calls for application experiments (mailings, social media, when call opens, communicate deadlines)
SMEs and midcaps (suppliers and users of digital technologies)	Extensive contacts and networks of partners, networks of associated partners/members (see stakeholder database), Letters of Intent	S2i Consultancy Days, regional, national and international fairs mailings to SME-clients, direct contact
SMEs from non-tech sectors with an interest in digitisation	Specific contacts and networks of partners and associated partners, multipliers (SME associations, NCP, EEN, …) Chambers of Commerce	S2i Consultancy Days, regional fairs, seminars and workshops (e.g. events organised by national chambers of commerce), mailings on part of each partner
SMEs/mid-caps in Eastern European Countries	Project partner in Hungary with close contacts to SMEs, Pannon Business Network Hungary, S2i/SEZs technology transfer activities in Eastern Europe, Arise Europe program of EIT Digital, part of the EIT Regional Innovation Scheme (EIT RIS) Local EEN contact points, Chambers of Commerce	Identification of relevant contact persons for stakeholder database, mailings on part of each partner, dedicated events, brokerage / match-making
Multipliers	Steinbeis-Network, Hahn-Schickard Association, Catapult, NCP, EEN, BLUMORPHO	Identification of relevant contact person for stakeholder database, mailings on part of each partner, face-to-face meetings if possible
Clusters, associations, platforms, Managers and members of relevant clusters and networks	Members of ECSEL, Artemis-IA, ITEA, EPoSS, VDMA, EEN, EFFRA, NESSI, INCOSE, EIT DIGITAL, Embedded France, ICES competence network, Industry 4.0, Alliance 4.0 BW, microTEC Südwest, Silicon Europe Alliance (includes multiple clusters), Technology Mountains, Medical Mountains, Zentrum Digitalisierung Bayern (ZD.B)	Identification of relevant contact person for stakeholder database, mailings on part of each partner, face-to-face meeting if possible, telephone calls
Related European and national CPS, IoT, SSI and OLAE projects	ECSEL/ARTEMIS-IA/ITEA, current/ starting ICT-1/ CPS/ FoF projects, I4MS, EIT DIGITAL, AIOTI, IoT-EPI, BEinCPPS, Platforms4CPS, ConnectedFactories, iHub FED4SAE, SmartEEs	Direct contact to coordinators, Identification of relevant contact person for stakeholder database, mailings on part of each partner

Research Community / Academia	Smart4Europe communities on CPS, IoT, SSI, OLAE, low energy computing, robotics, 5G, and other enabling technologies that have to be identified by the Technology Radar (WP 4)	Identify relevant contact persons, promote SAE offerings, community building
European Commission, other policy-makers at national and regional levels	DG Communications Networks, Content & Technology (ICT-CPS/IoT, FoF and related); other interested policy stakeholders	Identification of contact person, attendance of regional, national and EU events (e.g. Digitising European Industry Stakeholder Forum 2018, Participation in EC Working Groups)
National, regional initiatives and funding bodies	Innovate UK, Digital Catapult UK, Transport Catapult, Midlands Aerospace Alliance, NESTA, Industry4.0, Ministries of BW + Bavaria, Open innovative Centre, UK KTNs, La French Tech Initiative	Identification of contact person, attendance of relevant events, face-to-face meetings if possible
Private investors, venture capitalists, business angels	UK Business Angels Association, PPMOost (NL), MKB-Nederland, The Carlyle Group, KKR, Blackstone Group, TPG Capital, CVC Capital Partners, 3i, Arch Venture, Aster Capital, b-to-v, Robert Bosch Venture Capital, BPI France, Panakes	Main responsible BLU, face-to-face meeting, establish direct contact and brief about SAE related offerings
Investment Banks/Funds	European Investment Funds (EIF), European Investment Bank (EIB) and European Structural Investment fund (ESIF)	Main responsible BLU, attend events, talk to relevant people and promote SAE offering and results, eventually bring partners to the meeting
General public	All, Smart4Europe Dissemination Lead	See Dissemination Plan

4. Smart4Europe KPIs

The following table provides for key performance indicators (KPIs) according to which the success of outreach activities will be measured. KPI data will be used to compile the Outreach Evaluation Report. They will be updated and extended on a regular basis.

Partner(s) responsible	Activity / Task	Timeline	Expected outcome	KPIs	Status	Modification after evaluation
ALL	Promote Innovation Portal	M01 - M24	Increased online traffic on portal	1.500 visitors per month	running	
S2i (all)	Gather contacts for D3.1 stakeholder database	M04 (Dec. 2017)	500 contacts that singed up the membership scheme	At least 200+ single stakeholders during first year; More than 2000 contacts available	done	Current status: more than 2000 contacts available
BLU	Contact 60+ businesses in non-tech sectors	M01-M24	Recruit non-tech business to become member of SAE	At least 60 to be contacted	Not yet achieved	
All	Establish contact to 100+ stakeholders from national, regional initiatives, funding bodies and private investment	M01-M24	Stimulate investment, extend geographical coverage		Not yet achieved	
All	Recruit stakeholders at Brokerage Events	M06, continued	Newcomers to the initiative	At least 40 newcomers	Not yet achieved	
BME	Implement brokerage tool on Innovation Portal (e.g. B2Match)	M08	Enhance match-making between different communities; (users, suppliers of digital technologies)	At least 40 matches	Not yet achieved	
BLU	Face-to-face consultancy with investor	M07	Memorandum of understanding	At least 1 memorandum of understanding	Not yet achieved	
ALL	Face-to-face consultancy with national initiative	M10	Talk to national initiative of your country and promote SAE		Not yet achieved	
ALL	Attract SMEs and mid-caps	M10	e.g. SME-Consultancy Event at Chamber of Commerce, talk to relevant SMEs and promote initiative	At least 50 newcomers	Not yet achieved	

THK	Extend technological coverage	M12	Use Innovation Radar	At least 3 more technologies identified	Not yet achieved
All	Annual SAE Event	M12 or later			
All	Service Centre, face-to-face consultancies direct support to SMEs	M01-M24	Increase number of SMEs participating in SAE	Give advice to 200+ SMEs	Not yet achieved
ALL	Achieve full EU-28 coverage of SAE	M01-M24	EU-28 coverage (including participants in application experiments), extend geographical coverage	At least 50% after first year	Not yet achieved
ALL	Participation in 4 major industry fairs	M01-M24	Either participation with talk or booth, recruit newcomers to the initiative	1) LOPEC 2018 2) Hannover Messe 2018 3) tbd 4) tbd	Not yet achieved

Table 3: Smart4Europe KPIs