

FABulous

The European 3DP Accelerator



D3.3 - WP3 – Dissemination and Training Plan

Document Information

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Content

1	ORGANISATION	3
1.1	INTRODUCTION	3
1.2	COORDINATION AND ROLES	3
1.3	OBJECTIVES	4
2	DISSEMINATION STRATEGY	5
2.1	TARGET AUDIENCE	5
2.2	TIMING FOR TARGETING SPECIFIC AUDIENCES	6
2.3	MESSAGES	7
2.3.1	CORE MESSAGES	7
2.3.2	TAILORED MESSAGES	8
2.3.3	TAILORED MESSAGE – FABULOUS SME PROMOTION	8
2.3.4	TAILORED MESSAGE – PROJECT INTERNAL COMMUNICATION	8
2.3.5	TAILORED MESSAGE – 3D PRINTING SUCCESS STORIES	9
2.3.6	TAILORED MESSAGE – INVESTOR READY 3D PRINTING SERVICES	9
2.3.7	TAILORED MESSAGE – 3D PRINTING ECOSYSTEM	9
3	DISSEMINATION ACTION PLAN	11
3.1	INTRODUCTION	11
3.2	PROJECT IDENTITY AND COMMUNICATION MATERIAL	11
3.2.1	PROJECT IDENTITY	11
3.2.2	COMMUNICATION MATERIAL	12
3.3	PROJECT MARKETING MATERIAL	12
3.3.1	PROJECT WEBSITE	12
3.3.2	PROJECT PRESENTATION & TEMPLATES	12
3.4	GENERAL COMMUNICATION & DISSEMINATION	13
3.4.1	MAILINGS/NEWSLETTERS	13
3.4.2	SOCIAL MEDIA/ ONLINE – MEDIA – CHANNELS: BLOGS, PLATFORMS & NEWS SERVICES	13
3.5	PROJECT DISSEMINATION AT (INTER)NATIONAL CONFERENCES AND LOCAL EVENTS	14

1 ORGANISATION

1.1 Introduction

This Dissemination and Training Plan serves as a guideline for the communication and training activities within the FABulous project. It gives general guidance to the partners to communicate and disseminate the project and to define a training plan for ICT SMEs and web entrepreneurs.

Although training was very important in the early stages of the project (i.e. providing support and coordinating internal communication with SMEs), but the focus in the later stages of the project shifted away from this.

1.2 COORDINATION AND ROLES

iMinds is responsible for WP3 related to the Dissemination and training activities in the FABulous project

All FABulous partners will be responsible for setting up dissemination activities within their regions and beyond.

The partner in charge of a particular deliverable will work together and coordinate activities with the project coordinator in order to allow effective measures with respect to the specific deliverable. Additionally, all partners contribute with input and ideas to the overall communication strategy.

The dissemination will be done throughout the different networks, communities and organisations of all of the FABulous project partners. They are committed to the proper communication and exploitation of the project results, as they are aware of its fundamental value to initiatives funded by the European Commission.

In order to allow a smooth communication within the consortium, the project partners define one national contact person who will be in charge of the FABulous dissemination activities:

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1.3 Objectives

The objectives of the FABulous project are to:

- Nurture the business innovation and web entrepreneurship ecosystem for 3D printing in Europe
- Incubate and accelerate new start-ups, web entrepreneurs and SMEs
- Assure impact on innovation and society

The goal of all dissemination and training activities will be to maximise the impact of the activities and results of the FABulous project on a regional, national and European level.

This documents contains 2 elements

- The **dissemination plan**, describing the dissemination strategy for FABulous, i.e. target audience, key messages, timing and targeted events as well as the instruments used for the dissemination activities.
- The **training plan for FABulous partners**, describing trainings, materials, methodologies and logistics to answer to the training needs of the partners, incl. training opportunities offered by FI-BUSINESS.

The initial document was originally drafted at the start of the project and continuously updated throughout the project. The second and final version of the Dissemination and Training Plan will be delivered at the start of the second project period, building upon the project results achieved at that moment.

2 DISSEMINATION STRATEGY

2.1 Target audience

For the FABulous acceleration project we aim to reach multiple target audiences for the dissemination of the project results. Each audience group has unique interests, so the messages and means used to reach them will be personalised to ensure both effective communication as well as impact.

The following are the groups, which have been identified as main target audiences for the dissemination actions of the FABulous project:

A. European ICT SMEs and entrepreneurs:

In order to continue to compete within and outside of the EU, European ICT SMEs must improve both their innovative capacities and their ability to exploit the results of their innovation. FABulous can help them leverage this.

B. European creative industries:

Creative industries are composed by **“those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property”**. 3D printing users will mainly obtain the products from digital designs, both generic blueprints and bespoke designs, seeing how the creative industry is one of the main sources of the FABulous ecosystem.

C. European manufacturing SMEs:

3D printing applications and services can be exploited by both bespoke manufacturers as well as 3D printer service providers. Although the dissemination and exploitation activities to reach these groups will be different in order to adapt it to their specific needs and demands, there are also common manufacturing tools and channels that can be exploited for to reach all of them. The active participation of both groups in the FABulous ecosystem will provide innovative products and services to enhance the competitiveness of the manufacturing sector.

D. European logistics SMEs:

The FABulous ecosystem will provide applications and services for designing and manufacturing personalised products. In most of the cases, the products will be manufactured by SMEs with 3D printing capabilities and sent to the users. For that reason, European logistics SMEs will benefit from this innovative 3D printing ecosystem transporting the products from the manufacturers to the users.

E. General Public:

A concerted effort will be made to inform the general public of the advances made during the FABulous project in order to increase its impact. This audience is of strategic importance due to its ties to European SMEs, either in the capacity of employees or owners, and as such may aid in drawing more attention to the program and provide us with societal validation.

There are no direct contact links to the general public, so the dissemination activities will focus on a blanket strategy.

F. Venture capitalists and private investors:

In order to facilitate the match-making between SMEs and VC & microfinance networks, we have to guarantee the interest of the innovative products and services in the manufacturing domain, by raising the interest and profile of early phase investments. By providing investors with the requisite information about our SMEs, we try to ensure follow-up funding.

The match-making process should ensure that the ideas developed will be integrated in the manufacturing sector.

G. European networks, clusters and communities

The existing structures of different European communities, clusters and networks are fundamental to the success of the FABulous project. By utilising these established structures the project will be able to reach a large number of SMEs, accelerators, incubators, venture capital firms, seed capital, entrepreneurs and regional development agencies with all over Europe. In order to achieve this result, the project aims to establish a European manufacturing ecosystem connecting the most important European manufacturing platforms and networks, which are represented in the project by the consortium. This way, FABulous will build a bridge of activities across Europe, and will be able to build the sustainable innovation and entrepreneurship ecosystem for the manufacturing sector.

H. Policy Makers:

European officials are the key decision makers responsible for the design and implementation of programmes designed to aid European SMEs. As such, it will be essential to the FABulous project to inform this audience of the advances made during its execution.

2.2 Timing for targeting specific audiences

Based upon the different phases of the project, the communication will be adapted to match the specific needs of that project phase

- M3 / M11 – call dissemination to secure deal flow, targeting developers, SMEs and web entrepreneurs, leveraging the regional, national as well as international networks of creative industries.
- M6 / M10 / M14 / M16 – strong focus on internal communication to coordinate acceleration activities and coordinate training sessions
- M18 / M24 – dissemination of projects accelerated by FABulous, i.e. industrial prototypes and success stories of FABulous, targeting potential customers (B2C / B2C) and policy makers
- M24 – dissemination of projects accelerated by FABulous, i.e. investment ready services and success stories of FABulous, targeting venture capitalists, private investors and policy makers
- M24 – dissemination of project results incl. main findings of Open Innovation Ecosystem Analysis, targeting network of European networks, clusters and communities as well as policy makers involved in open innovation.

M3	•MS1 - First Open Call Published
M6	•MS3 - Selection of First Wave of Subgrantees
M6	•MS10 - Methodologies for framework co-creation and analysis of open innovation ecosystem governance ready
M10	•MS4 - First Wave Service Prototypes Ready
M11	•MS2 - Second Open Call Published
M14	•MS5 - Selection of Second Wave Subgrantees
M14	•MS11 - First co-design iteration
M18	•MS6 - Second Wave Service Prototypes Ready
M18	•MS7 - First Wave Industrial Prototypes Ready
M18	•MS12 - Open Innovation EcoSystem Analysis - SML1 finished
M24	•MS8 - Second Wave Industrial Prototypes Ready
M24	•MS9 - First Wave Service Investment Ready
M24	•MS12 - Second co-design iteration
M24	•MS14 - Open Innovation Ecosystem Analysis SML2 & SML3 finished

2.3 Messages

2.3.1 Core Messages

Create and support a Future Internet service-ecosystem for 3D printing technologies that bridges the gap between ICT, Creative and Manufacturing industries to

- nurture the business innovation and web entrepreneurship ecosystem for 3D printing in Europe
- accelerate new start-ups, web entrepreneurs and SMEs
- ensure impact on innovation and society

By providing following services:

- Product Prototyping and Service Development
- Business Innovation & Business Modelling
- Business Plan and Go To Market Support
- Access to Funding

2.3.2 Tailored Messages

FABulous' goal is to build a community around 3D Printing in Europe and generate awareness and interest with all parties involved, including the consumer.

Therefore, FABulous aims to reach different target groups with specific messages along the accelerator project. Specific tactics will be used that fit the exact purpose and target audience at each stage of the project. Messages will be tailored to be appropriate for different target groups, their characteristics, needs and interests.

2.3.3 Tailored Message – FABulous SME Promotion

In order to promote our SMEs, dissemination in the later stages of the project will focus on attracting investors, communicating project results and SME promotion.

Venture capitalists & private investors	<p>Investors will be reached via dedicated trade fairs and conferences, as well as the consortium partners' networks. At events, the promotion of our SMEs and start-ups is important to ensure follow-up funding.</p> <p>Specifically, an overview of all public pitching opportunities for 3D Printing companies and Future Internet applications needs to be made to properly plan this.</p> <p>Leading up to any event with pitching opportunities, we promote our SMEs by distributing their pitchdecks to interested investors. The project catalogue will also be made available at this point.</p> <p>Any SME in need of pitching coaching can get help from their regional FABulous partner.</p>
European SMEs, networks and communities	<p>Make use of the network of the consortium members to reach a larger audience for the dissemination of FABulous.</p> <ul style="list-style-type: none"> • Show the development of the FIWARE technology • Monthly interview on FABulous SME • Promotion of project catalogue <p>Give updates on recent dissemination activities (events, workshops, pitches, ...)</p>
Media/Press	Communicate the SME news and project results

2.3.4 Tailored Message – Project Internal Communication

Upon selection of the projects, communication will be mainly inwards focused, sharing information with the selected companies and providing training, relevant information and support to the selected projects.

Entrepreneurs and SMEs	<ul style="list-style-type: none"> • Build a community of FABulous SMEs • Provide guidance towards SML1 & SML2 & SML3 • Share relevant information about the project, interesting events, pitching opportunities and boot camps e.a.
Developers	<ul style="list-style-type: none"> • Further explore the possibilities with FIWARE Enablers

2.3.5 Tailored Message – 3D Printing Success Stories

In later stages of the project, external communication shifts towards dissemination of the projects accelerated by FABulous, highlighting the success stories and targeting potential customers and policy makers

Industry partners	Stay informed and ahead of new digital evolutions
Policy makers	Stay updated on new evolutions and progress within the 3D printing sector Inform about possibilities for the economic impact
General public	Get surprised by 3D solutions and possibilities entering the daily lives of consumers

2.3.6 Tailored Message – Investor Ready 3D Printing Services

Dedicated external communication will target venture capitalists and private investors to secure access to follow up funding for the FABulous accelerated projects. This will be done via using strong industry contacts or setting up communication at trade fairs and events.

Venture Capitalists & Private Investors	Project promotion via catalogue and pitchdecks (cfr. 2.3.3)
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2.3.7 Tailored Message – 3D Printing EcoSystem

Upon finalising the FABulous project, the results will be disseminated, revealing a wide range of Future Internet solutions connecting manufacturing and logistics with 3D content providers and 3D printing services as well as the impact of open innovation in the manufacturing space and the creative industries.

An overview of the evolution of all accelerated companies will highlight the strengths of the FABulous programme.

Industry partners	Disseminate outcome of the project. Provide them with all the necessary information to partner up with FABulous SMEs.
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Policy makers	Disseminate outcome of the project with focus on the economic impact
General public	Get surprised by 3D solutions and possibilities entering the daily lives of consumers
Media/Press	Share insight on the European 3D Printing EcoSystem

3 DISSEMINATION ACTION PLAN

3.1 Introduction

There are various communication channels, tools and tactics that can help to generate interest for the *FABulous* project.

- **Classical "media"** communication tools include press releases, articles, success stories, etc.
- **"Non-media"** communication tools focus on events and get-togethers, briefings for officials, meetings with policy makers, etc.
- **Online communication** tools cover aspects such as websites, newsletters, social media activities, forums, search engine optimization, blogs and wikis, including use of the f6s platform.

4 main ways of communication are planned:

- **Monthly dissemination via interview format:** A monthly interview with an SME about their experiences in the FABulous Accelerator will be disseminated to the consortium partners and placed on the website.
- **Broad dissemination to SMES through (industry) partners.** Promotion of FABulous activities by informing and providing them with Dissemination tools and information.
- **Promotion of SMEs:** All SMEs have filled in a document outlining their project, this is be turned into a project catalogue, readily available online.
- **Raise awareness for the project within 3D Printing & Manufacturing community:** Promotion via Meetings, international conferences, gaining access to already existing communities and networks

3.2 Project Identity and Communication Material

3.2.1 Project Identity

The visual identity and design of the FABulous project consists of

- A. Colour specifications
- B. Font specifications
- C. FABulous logo
 - a. Logo in colour
 - b. Logo black/white
 - c. logo inverted
- D. EU and all partner logos

All logo's can be found on [MyMinds](#), taking into account the [guidelines for use of the EU Logos](#).

3.2.2 Communication Material

In order to contact and attract target groups and relevant stakeholders, different communication materials will be available:

- A. Flyer
- B. Website
- C. Poster
- D. PowerPoint template
- E. Roll-up
- F. Project catalogue

3.3 Project Marketing Material

Communication and marketing instruments are used to promote the project and its outputs. MFG is responsible of the overall design in order to create a consistent appearance; partners are involved in the production and distribution.

In addition, each partner is invited – in accordance with the CM – to produce own (regionally focused) material in different languages, e.g. promotion material for Italian speaking area by the Italian partners.

3.3.1 Project Website

The [Fabulous website](#) is the **central platform of communication**. The Communication Manager, along with project manager CARSA, is in charge of the website coordination and updates. All project partners are requested to deliver inputs and news for the website. The website will act as a “vivid” communication tool that will be adapted to the project’s needs. This means that if necessary unused categories will be deleted or additional features will be included.

3.3.2 Project Presentation & templates

Following project marketing material have been taken into consideration during the course of the project.

A general FABulous presentation has been made for the partners in the project to be able to tell one coherent story.

Additionally a [Word template](#) for FABulous document and a [PowerPoint template](#) for FABulous presentations were created early on in the project in order to ensure consistent high quality branding of all FABulous deliverables.

In order to ensure good contacts with VCs and Investors, we asked the companies to provide us their pitchdecks, so we can spread these to the necessary parties before events.

3.4 General communication & dissemination

3.4.1 Mailings/Newsletters

Direct contact mailings are an important instrument to inform the defined target groups. Mailings are especially reasonable for contacting a larger number of people with tailored information.

In the first leg of the project, each partner defined relevant stakeholder in its region. All partners are supposed to include information and news about the FABulous project in their company newsletter – of course, if available.

Events and outcomes, which can be communicated via mailings:

- Website promotion in general
- Regional conferences and events
- Use cases & Success stories
- Interview with FABulous projects
- ...

3.4.2 Social Media/ Online – Media – Channels: Blogs, Platforms & News Services

Social Networking Sites offer great opportunities for FABulous as it targets an audience that is digitally literate. Therefore, it's another way to attract the target groups and relevant stakeholders.

Posting news about the project on online channels such as blogs, platforms and news services offers a great opportunity to achieve multiplier effects.

A. Twitter @FABulous_FI

Twitter is a website that offers a social networking and micro blogging service, enabling its users to send and read other users' messages called tweets (text-based posts of up to 140 characters). Spreading information using Twitter channels of the partners could be an opportunity to raise awareness of the project, to actively spread its outcomes as well as to specifically target relevant stakeholders such as creative industries and press/media people.

B. LinkedIn

A LinkedIn group has been established to share information on sector related information.

3.5 Project Dissemination at (inter)national conferences and local events

To disseminate the FABulous project, the project is presented at international conferences focusing on technology transfer and innovation. All project partners define relevant conferences and present the project.

We need to report on these activities (number of attendees, involvement, reach, pictures, articles...) Therefore a shared document has been set-up which needs to be updated by the partners.

Acceleration Programme Manager

CARSA

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ASSOCIATION

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