2. Work Package 1-4: Project objectives, work progress and achievements

2.1   Project objectives and person month planned for the period

| WP 1	Discussion and synthesis of results of the qualitative and quantitative research findings with stakeholders and policy makers (validation of survey results in workshop)
WP 1	Integrate review findings into the Survey Report on RDI Needs of SMEs / update of survey analysis
WP 2	Implement international workshop on Networked Media R&D commercialisation
WP 2	Deliver guidelines on R&D commercialisation (and update after the international workshop)
WP 3	Finalizing findings from WP1 and WP2 into policy tools, strategies and practice for SME-driven European research on Networked Media R&D
WP 3	Closing the gap between research challenges and SME needs on Networked Media
WP 4	Raise awareness on the project activities at EU and international level
WP 4	Disseminate the project and its findings to the public at large, progress raising and broaden interest and knowledge about commercialisation in Europe's regions
WP 4	Generate regional and political support for Guideline and Strategy
WP 4	Provide a platform for discussing follow-up activities and present the main findings and outcomes of the project to the general public and to Commission representatives (final conference)
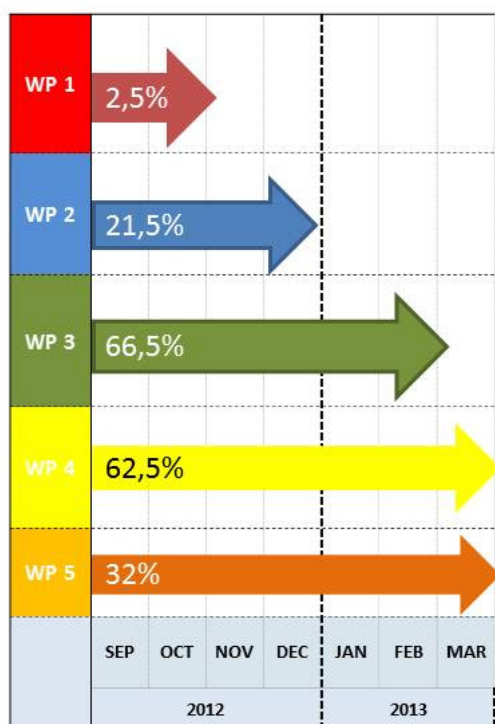
Figure 4: Person Month spent on Period 2 compared to total person month spent throughout project

2.2　Work progress and achievements during the period

WORK PACKAGE 1: ANALYSIS OF NM R&D FOR ENHANCING THE COMPETITIVENESS OF SMEs IN THE DIGITAL MEDIA INDUSTRIES

a) Summary of progress towards objectives and details for each task

Task 1.2 – Conduct Europe-wide survey on RDI Needs of SMEs (qualitative assessment)

a.) Main activities implemented:

The main activities within the current reporting period in this task were to integrate the **feedback of the EU Reviewers and the validation with stakeholders:**

a. Develop a more detailed description of how different industry segments were summarised (What are digital media industries?);

b. Focused analysis of technology needs (specific analysis of needs relevant for the digital media industries in particular);

c. Tailored technology-related needs analysis along the digital media industry and the web economy value chain.

b.) Major outcomes and significant results:

Updated **Del 1.1.3 – Survey Report on RDI Needs of SMEs in the Digital Media Industry and the Web Economy:**

The updated Survey Report integrated feedback from the EU Project Review in November 2012. The report was further validated through the External Advisory Board in the Stuttgart project meeting in September 2012 and in a workshop with decision makers and stakeholders at the NEM Summit in Istanbul in October 2012 (for more information, see task 1.3 below).

Findings of the survey also fed into the Strategy for SME-driven Research on Networked Media RDI (see WP3).

Task 1.3 – Concertation meeting with stakeholders and decision makers (discussion & synthesis)

a.) Main activities implemented and reported:

- Conducting of a validation meeting with the External Advisory Board in Stuttgart (6 Sep. 2012);

- Conducting of a validation meeting with representatives from European SMEs in the digital media industry and the web economy, EU officials as well as other relevant stakeholders at the NEM Summit in Istanbul (16 Oct. 2012);

- Review meeting with external reviewers in Brussels (Nov 12, 2012);

- Implementation of proposed changes and extensions to the Survey Report according to feedback from the above mentioned meetings (see task 1.2)

b.) Major outcomes and significant results

Updated **Del. 1.1.3 SMARD Survey Analysis Report**, which summarises the results of the survey, including the comments and suggestions of external experts, European SMEs, EU officials as well as the EU project reviewers.

c.) Reasons for deviations from Annex I

Due to scheduling and organisation planning it was decided to hold the validation meeting in conjunction with the WP2 workshop on commercialisation. This was agreed with the project officer.

d) Statement on use of resources

	Total PM Plan	PM Spent Period 1	% of overall effort Period 1	MFG P2	SRFG P2	iminds P2	CSP P2	PM spent in Period 2	% of overall effort RP2	Total PM Spent
WP 1	17,9	22,24	97,53%	0,04	0,46	0	0,06	0,56	2,47%	22,80

Figure 5: Comparison Person Month Planned and Person Month Spent on WP 1 (PM = Person Month)

CSP in WP1 has an over effort because a larger number of person-months have been used, with no relevant impact on results and on overall cost, due to the large employment of junior staff in the activity.

WORK PACKAGE 2: TECHNOLOGY TRANSFER MODELS IN REGIONS FOCUSING ON COMMERCIALISATION

a) Summary of progress

Objective 1: Implement international workshop on Networked Media R&D commercialisation

To that aim, the following activities have been undertaken:

- Preparation of a concept for the international workshop (during first reporting period)
- Fine-tuning workshop concept after validation with advisory board (meeting in September 2012) and European Commission i.e. representatives of DG Connect (via e-mail)
- Engaging three FP7 funded projects (vConect, Beaming and FascinatE), which are in three different phases of the project lifetime, to participate in the international workshop
- Preparation of the workshop (practical arrangements and content)
- Dissemination of workshop invitation to international players active in Networked Media R&D
- Organisation of Workshop on Networked Media R&D Commercialisation in the framework of NEM Summit, 16 October 2013, Istanbul (see report NEM Summit): in addition to an interactive session with research projects on Networked Media R&D commercialisation, the SMARD guidelines as well as the draft strategy have been presented

Objective 2: Deliver guidelines on successful Networked Media R&D tech transfer and commercialisation (and update after the international workshop)

To that aim, the following activities have been undertaken:

- The original guidelines have been published mid 2012 (first reporting period)

- The guidelines have further been validated with the Advisory Board (meeting September 2012 in Stuttgart) and during the international workshop (October 2012 in Istanbul)

- One FP7 Networked Media project successful in its commercialisation efforts has been contacted to learn from their process and outcomes. This information has been included in an additional case study (on the 2020 3D Media project and Camargus as specific spin-off outcome)

- After the validation (Advisory Board and international workshop) and the review meeting of the first reporting period, the guidelines have been updated (more Network Media specific information, one specific case study added)

- Dissemination of the new guidelines through the project website, communication channels and via the final conference (March 2013 in Heidelberg)

b) Clearly significant results
- Update and dissemination of the guidelines on successful Networked Media R&D tech transfer and commercialisation (more Network Media specific information, one specific case study added)
- Organisation of an international workshop on Networked Media R&D Commercialisation in the framework of NEM Summit, 16 October 2013, Istanbul, with about 30 participants from various European countries and the active participation of three FP7 funded projects

c) Deviations from Annex I
Note: a larger number of person-months have been used by CSP, with no relevant impact on results and on overall cost, due to the large employment of junior staff in the activity.

d) Statement on use of resources

	Total PM Plan	PM Spent Period 1	% of overall effort Period 1	MFG P2	SRFG P2	iminds P2	CSP P2	PM spent in Period 2	% of overall effort RP2	Total PM Spent
WP 2	10,2	10,19	78,05%	0,06	0,41	0,91	1,48	2,87	21,95%	13,06

Figure 6: Comparison Person Month Planned and Person Month Spent on WP 2 (PM = Person Month)

After the review of the first reporting period, an update of the guidelines on successful Networked Media R&D tech transfer and commercialisation was asked, including more networked media specific statements and one detailed case study of an FP7 funded project that had successfully been commercialising its outcomes. Therefore, more effort than initially foreseen has been dedicated to this WP by the WP leader.

WP 3 DEVELOPING EU STRATEGIC FRAMEWORK FOR SUPPORT AND TRANSFER OF NETWORKED MEDIA R&D FOR SMES

a) Summary of progress
In the reference period, WP3 has worked as planned and has delivered:
D.3.3 Concept for validation of draft strategy
D 3.4 Report on validation of draft strategy
D 3.5 Strategy for SME-driven research on networked media R&D

b) Clearly significant results

THE VALIDATION PROCESS
After the release of the Draft strategy (D3.1) and the validation plan (D3.2) in the previous reporting period, WP3 has been working on the validation of the draft statements and on the writing of the final strategy (D 3.5).
The validation has been performed through a wide stakeholder consultation (details in the D3.4, Report on validation of draft strategy). In some details, four rounds of consultation have been provided to validate the D3.1 Draft strategy.

1) Firstly, the Draft Strategy has been presented and discussed during the **project meeting in Stuttgart (September 2012),** with the SMARD Project Partners. As a result of this internal consultation the statements list has been revised and reduced. Some statements have been deleted, based on the evaluation about relevancy and focus on the Strategy goals. Others have been rephrased in order to get a unique and clearer interpretation. In the Concept of Validation Process, these preliminary feedbacks have already been considered and were reflected in the final Validation template.

2) Secondly, the experts belonging to the **SMARD Advisory Board** have been consulted during an **interactive workshop in Stuttgart (September 2012)**. Their opinions on the overall research and commercialisation process, about the relevance of all 11 selected statements and the proposed suggestions for improvement, have been considered.

3) The third step has been represented by **face-to-face interviews with local and national stakeholders**, performed by each of the partners by use of the template included in the D.3.3 Concept for validation of draft strategy. The stakeholders belonged to three main target groups (listed in D3.4):
• RDI: R&D projects/R&D bodies/researcher & professors
• SME: SME/SME associations
• POLICY: EU, national, regional policy makers/support and development agencies

4) Finally, during the SMARD **Interactive workshop** on Networked Media R&D commercialisation organized at **2012 NEM Summit in Istanbul**, three representatives of FP7 projects in the Networked media sector have been specifically invited to discuss on Networked Media R&D Commercialisation. In this context a further validation session of the Draft strategy has been proposed. Moreover, even if this was not explicitly mentioned in the validation plan, some significant inputs came from the **Review Meeting** held in Brussels in November 2012.

A comprehensive collection of inputs from all rounds of consultations above described is provided in D3.4 and organized on the basis of the structure provided in the Validation Template. In detail:
• feedback and suggestion for improvement, to the whole EU commercialisation & innovation,
• process draft version,
• assessment of the relevance of each statement of the Draft strategy according to a scale,
• feedbacks and suggestion for improvement for the most relevant statements,
• examples of further policy action for the most relevant statements.

THE FINAL STRATEGY

As foretold, the validation activity has led to a selection and a fine-tuning of the statements that have been turned into a series of recommendations for policy and decision makers. The SMARD strategy suggests how to pursue SME-driven EU research, development and practice, in order to close the gap between research challenges and SME needs on Networked Media, and to improve the innovation and technology transfer processes of Networked Media R&D, focusing on a commercial perspective regarding RDI products and services. The SMARD final strategy (D3.5) consists of 9 recommendations, addressed to policy and decision makers at EU, national, local level, located along an ideal process, the "EU Commercialisation & Innovation Roadmap. It provides suggestions on how to pursue SME-driven EU research, development and practice, in order to close the gap between research challenges and SME needs on Networked Media and to improve the innovation and technology transfer processes of Networked Media R&D, focusing on a market perspective.

The strategy targets primarily policy makers and is meant to be multi-stakeholder.
Recommendations and advices are addressed to EU, national and regional decision makers, working on innovation, R&D funding, SME and entrepreneurship promotion, technology transfer, active in particular in the ICT and digital media sector, in order to translate research results into economic and/or social value and applying the most appropriate technology transfer and commercialisation methods, to convert research projects results into new marketable products and services.
The recommendations are located along an ideal process, named "European Commercialisation & Innovation Roadmap" starting from R&D to progress towards commercialisation, through several steps:
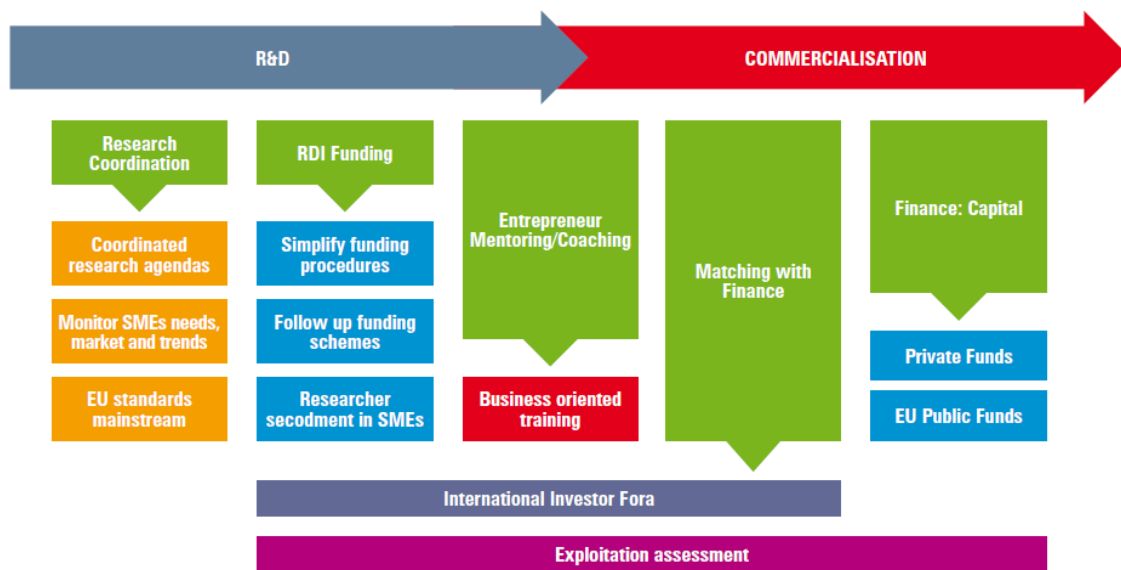

Figure 7: European Commercialisation & Innovation Roadmap

c) Deviations from Annex I

-

d) Statement on use of resources

	Total PM Plan	PM Spent Period 1	% of overall effort Period 1	MFG P2	SRFG P2	iminds P2	CSP P2	PM spent in Period 2	% of overall effort RP2	Total PM Spent
WP 3	12	5,45	33,44%	2,36	1,16	0,8	6,53	10,85	66,56%	16,30

Figure 8: Comparison Person Month Planned and Person Month Spent on WP 3 (PM = Person Month)

Note: a larger number of person months have been used than planned, since the validation activity was underestimated in the DOW.

WP 4 DISSEMINATION

Objective 1: Raise awareness on the project activities at EU and international level

To that aim, the following activities have been undertaken:

- Update of Dissemination Plan

- Maintenance of project website: www.smard-project.eu

- Organisation of Workshop on Networked Media R&D Commercialisation in the framework of NEM Summit, 16 October 2013, Istanbul (see report NEM Summit): besides an interactive session with research projects, the SMARD guidelines as well as the draft strategy have been presented

- Presentation of SMARD results and particularly the strategy to the Piemonte in face to face meeting with the Piemonte Regional Government and the Unioncamere Piemonte in November 2012

- Presentation of SMARD results and particularly final strategy on the "European Agency Knowledge Exchange Event", Brussels, 28th February and 1st March 2013

- Regular update of linkedin and twitter channel

Objective 2: Disseminate the project and its findings to the public at large, progress raising and broadening interest and knowledge about commercialisation in Europe's regions

This objective has been realized through the following activities:

- E-mailing to around 5.000 stakeholders (Policy level, academia, business) on the occasion of the invitation to the final conference

- SMARD Booth at Symposium of Karl Steinbuch Stipendium, 5 February 2013: http://innovation.mfg.de/de/veranstaltungen/ksf-symposium-2013-1.12980

- SMARD Booth at Trade Fair Cebit, 8-10 March 2013, presentation of SMARD project and SMARD Strategy to Secretary of State of Ministry of Economics of Baden-Württemberg

- Video on the occasion of final conference http://www.youtube.com/watch?v=4SUlGYxAyAg&feature=player_embedded

- Article on interactive SMARD Workshop on NM R&D Commercialisation in Eurescom Message of March 2013: https://blog.eurescom.eu/2012/10/22/smard-commercialisation-workshop-at-the-nem-summit-2012/ (print and online)

- SMARD Slot during the regional event "Industrie 4.0 - Mittelstand als Technologiemotor und Innovationstreiber", 27 March 2013, Göppingen: http://bwcon.de/fileadmin/_bwcon/bwcon_Downloads/einladung_industrie_4_0.pdf

Delegation of State Secretary at SMARD Booth at Cebit

Objective 3: Generate regional and political support for Guideline and Strategy

- The draft strategy and the guidelines have been discussed with the members of the Advisory Board on the occasion of the Advisory Board Meeting in Stuttgart, 6-7 September 2013 (Minutes see attachment)
- The Guidelines and the final strategy have been presented in the final conference on 20 March 2013 in Heidelberg (see report final conference)

As part of the drafting of the SMARD Strategy, the SMARD consortium has interviewed 12 stakeholders from the policy, business and academic level with the aim to validate the statements of the draft strategy but also to generate support for results of the guidelines and of the strategy (WP3). These have been discussed with the following stakeholders:

SMARD partner	Name of Interviewed	Organization	Details
CSP	Claudio Pastrone	Istituto Superiore M. Boella - ISMB (www.ismb.it)	Head of "Pervasive Secure Network" Unit, researcher and project manager in the Pervasive Technologies Research Area at ISMB.
MFG	Frank Leymann	University of Stuttgart (http://www.uni-stuttgart.de)	Full Professor of computer science and director of the Institute of Architecture of Application Systems at the University of Stuttgart.
SRFG	John Pereira	Salzburg Research Forschungsgesellschaft mbH (www.salzburgresearch.at)	Researcher and project manager at Salzburg Research with technological (ICT) and commercialisation expertise.
iMinds	Pieter Ballon	Vrije Universiteit Brussel (http://www.vub.ac.be/en/)	Professor at Free University of Brussels. Director of iLab.o, research unit leader at iMinds-SMIT.

Table 1. RDI stakeholder group

SMARD partner	Name of Interviewed	Organization	Details
CSP	Mauro Ratti, Walter Allasia, Guido Valcauda	Eurix Group http://www.eurix.it/	Software consulting SME, involved in several R&D cofunded projects and promoter of innovative research initiatives.
MFG	Tobias Unger	Gridsolut GmbH (http://www.gridsolut.de/)	Spin-Off of the Fraunhofer IAO. Key competences: Cloud Computing, Open Source, process and data management.
SRFG	Christian Osterrieder, Florian Angulanza	UTILO KG (www.utilo.eu/)	Small company in Salzburg specialised in software development and development of web and mobile applications.
iMinds	Laurent Mainil	Cluttr bvba (http://www.cluttr.be)	SME focused on research and development of cloud software for data center analysis and electricity consumption reduction.

Table 2. SME stakeholder group

SMARD partner	Name of Interviewed	Organization	Details
CSP	Francesca Cavallo	Unioncamere Piemonte (http://www.pie.camcom.it/C/ITT/Page/t01/view_html?idp=94)	The main mission of Unioncamere Piemonte is to support SMEs and to offer services in the field of innovation, in synergy with the territory, on behalf of the local Chambers of Commerce.
MFG	Oliver Passek	Ministry for science, research and art Baden-Württemberg (http://mwk.baden-wuerttemberg.de)	Referee for film and media for the Baden-Württemberg government.
SRFG	Christian Prucher	ITG Salzburg. (www.itg-salzburg.at)	Regional development/technology transfer organisation.
iMinds	Bart Van Ransbeeck	Agency for Innovation by Science and Technology (http://www.iwt.be)	Public organisations involved in innovation policy making and granting subsidies for innovative projects.

Table 3: Policy stakeholder group

Objective 4: Provide a platform for discussing follow-up activities and present the main findings and outcomes of the project to the general public and to Commission representatives (final conference)

The SMARD Final Conference took place in the framework of the 12th Heidelberg Innovation Forum which was celebrated as a two day European matchmaking event on the topic "The Mobile Ecosystem". The Heidelberg Innovation Forum is a matchmaking platform bringing together ICT researchers, market players and investors in the early phases of innovation since 2005. It supports start-up financing, licensing and R&D cooperation and has been chosen as ideal co-located event to the SMARD Final Conference as it allowed for the combination of the strategic conference "From Research to Innovation in the Digital Media Sector" (=SMARD Final Conference) with an established pitching event. On the first day (19 March), researchers and startups received tailor made coaching on business and financial models as well as on their pitching techniques. In the evening of 19 March, the pre-event of the SMARD Final Conference and Heidelberg Innovation

Forum allowed the researchers and startups to meet investors, business angels and representatives of SMEs and corporates. This pre-event served as kick-off for the main part of the event – the Conference "From Research to Innovation in the Digital Media Sector" and the pitching event on 20 March.

The morning session on 20 March started with the strategic conference "From Research to Innovation in the Digital Media Sector" where the SMARD consortium presented the main results of the project with a particular focus on:

- Survey Report on RDI Needs of SMEs in the Digital Media Industry and the Web Economy (Del 1.3)
- Guidelines on Networked Media R&D Commercialisation (Del 2.3)
- Strategy for SME driven Research on Networked Media R&D (Del 3.5).

After the presentation of the project results, tech transfer experts, representatives of research projects and of investor networks discussed these outcomes in an interactive panel discussion. As transition between the strategic conference and the pitching event in the afternoon, the keynote was held by Laura Kilcrease (Triton Ventures).

The complete programme of the Conference „From Research to Innovation in the Digital Media Sector" was as follows:

09:00 – 09:15 Challenges of Technology Transfer in European Research	Dr. Jürgen Jähnert (MFG)
09:15 – 09:45 Bridging the Gap Between Research and Innovation	Viorel Peca (DG Connect, European Commission)
09:45 – 10:00 RDI Needs of SMEs in the Digital Media Industry and the Web Economy	Robert Eckhoff (Salzburg Research Forschungsgesellschaft)
10:00 – 10:15 Coffee Break	
10:15 – 10:45 Strategic Roadmap Towards Better Exploitation of EU Research Outcomes	Sven de Cleyn (iMinds) Michela Pollone (CSP - Innovazione nelle ICT)
10:45 – 11:45 Panel Discussion on RDI Commercialization in the Digital Media Sector	Facilitator: Dr. Jürgen Jähnert (MFG) Viorel Peca (DG Connect, European Commission) Peter Stollenmayer (Eurescom) Thierry Baujard (Media Deals) Prof. Dr. Helmut Wittenzellner (Stuttgart Media University)
11:45-12:30 Keynote: Venture Capital – The US Perspective	Laura Kilcrease, Triton Ventures

Besides the speech of Viorel Peca, highlights of this strategic session in the morning of 20 March were the panel discussion where experts discussed the SMARD results and their potential implementation for improving RDI Commercialisation in the Digital Media Sector. Amongst others, they touched upon the following topics:

- Coupling research to innovation / Preparation of Horizon 2020,
- Particularity of commercializing research results in the digital media sector,
- Commercialisation routes and strategies for European research projects in the digital media field.

The programme at a glance:

19 March	20 March
9:00-18:00 Coaching Day	9:00-12:30: Conference „From Research to Innovation in the Digital Media Sector"
	13:30-18:00 Pitching Event
19:00 Pre-Event powered by SMARD	19:30 Gala Dinner

Heidelberg Innovation Forum 2013

The SMARD project partners disseminated the project and its findings on the following third party events during reporting period 2:

Partner	Details
3ʳᵈ party events	
MFG	• Presentation and Workshop on NM R&D Commercialisation on 16 October 2013 at NEM Summit, Istanbul • SMARD Booth at KSF Symposium, 5 February 2013, Stuttgart • SMARD Booth at CeBIT 2013, Hannover Trade show, March 5-9th 2013, Hannover • Presentation of SMARD results and particularly final strategy on the "European Agency Knowledge Exchange Event", Brussels, 28th February and 1st March 2013 • Heidelberg Innovation Forum 2013, Heidelberg (display of flyers and final strategy, participation) March, 20th 2013, Heidelberg
SRFG	• Validation Meeting with stakeholders and decision makers (in connection with the Workshop on NM R&D Commercialisation) on 16 October 2013 at NEM Summit, Istanbul • Presentation of Survey Results at Heidelberg Innovation Forum 2013, March, 20th 2013, Heidelberg
iminds	• Heidelberg Innovation Forum 2013, Heidelberg (display of flyers and final strategy, participation) March, 20th 2013, Heidelberg, Germany • Presentation and informal contacts at Standup Startup, Kaai 16, 5 March 2013, Hasselt, Belgium • Pioneers Festival, 30-31 October 2012, Vienna, Austria
CSP	• Workshop "Promoting the use of ICT by SMEs", Brussels, September 24th, 2012, organized by the Chamber of Commerce of Paris EU Office • Presentation of SMARD results and particularly the strategy to the Piemonte in face to face meeting with the Piemonte Regional Government, and the Unioncamere Piemonte, in November 2012

b) Clearly significant results

- Dissemination of guidelines through SMARD Website, project partner's website, web 2.0 channels and on the occasion of final conference
- Video about SMARD Final Conference:
  http://www.youtube.com/watch?feature=player_embedded&v=4SUlGYxAyAg

d) Statement on use of resources

	Total PM Plan	PM Spent Period 1	% of overall effort Period 1	MFG P2	SRFG P2	iminds P2	CSP P2	PM spent in Period 2	% of overall effort RP2	Total PM Spent
WP 4	11,4	4,72	38,50%	5,52	1,09	0,55	0,38	7,54	61,50%	12,26

Figure 8: Comparison Person Month Planned and Person Month Spent on WP 4 (PM = Person Month)

2.3 List of deliverables and milestones (reporting period 2)

Del. no.[4]	Deliverable name	WP no.	Lead beneficiary number	Nature[5]	Dissemination level[6]	Delivery date[7] from Annex I (proj month)	Actual / Forecast delivery date Dd/mm/yyyy	Status No submitted/ Submitted	Contractual Yes/ No	Comments
D2.5	International workshop on Networked Media R&D commercialisation	2	3	O	PU	M16	16/10/2012	Submitted	Yes	Workshop organised in the framework of NEM Summit
D2.5	Report on International Workshop on Networked Media R&D commercialisation	2	3	R	PU		27/02/2013	Submitted	No	
D.3.3	Concept for validation of draft strategy	3	4	R	CO	M14	09/10/2012	Submitted	Yes	
D3.4	Report on validation of draft strategy	3	4	O	PP	M16	27/02/2013	Submitted	Yes	
D3.5	Strategy for SME-driven research on	3	4	R	PU	M17	22/04/2013	Submitted	Yes	Sent to PO on 22 April but already handed out on the occasion

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[4]   Deliverable numbers in order of delivery dates. Please use the numbering convention <WP number>.<number of deliverable within that WP>. For example, deliverable 4.2 would be the second deliverable from work package 4.

[5]   Please indicate the nature of the deliverable using one of the following codes:

     R = Report, **P** = Prototype, **D** = Demonstrator, **O** = Other

[6]   Please indicate the dissemination level using one of the following codes:

     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).

[7]   Measured in months from the project start date (month 1).

	networked media R&D									of final conference on 20 March (as agreed with PO)
D4.3	Dissemination Report and Plan/Materials Update	4	1	R	PU	M12	28/09/2012	Submitted	Yes	
D4.5	Presentation of project results at min. 3 international conferences	4	1	O	PU	M17	20/03/2013	Submitted	Yes	See WP 4, presentation of project results at third party events
4.6	Report on final conference supplemented by report on Heidelberger Innovation Forum	4	1	R	PU	M19	22/04/2013	Submitted	Yes	
4.7	Press documentation	4	1	R	PU	M19	22/04/2013	Submitted	Yes	
D5.3	Internal evaluation report	5	1	O	CO	M17	22/04/2013	Submitted	Yes	
D5.4	Final Project Report	5	1	RE	CO	M19	8/05/2013	Submitted	Yes	

Milestones

Milestone number	Milestone name	Work package(s) involved	Lead beneficiary	Delivery date from Annex I dd/mm/yyyy	Achieved Yes/No	Actual achievement date dd/mm/yyyy	Comments
MS2	International concertation meeting	1,4,5	2	M10	Yes	16/10/2012	Agreed with Project Officer to hold the workshop within the NEM Summit 2012, see p. 12, section WP 2, c)
MS5 and MS 6	International Workshop on Networked Media R&D / Test case for upscaling regional ecosystem policies	1,2,3,4,5	3	M16	Yes	16/10/2012	SMARD Canvas (test case) tested in the framework of International workshop
MS 7	Report on the international workshop and test case	1,2,3,4,5	3	M18	Yes	27/02/2013	
MS9	Strategy for SME-driven research on networked media R&D	1,2,3	4	M17	Yes	22/04/2013	Sent to PO on 22 April but already handed out on the occasion of final conference on 20 March (as agreed

							with PO)
MS 10	Dissemination Report and Plan/Material Update	1,2,3,4,5	1	M13	Yes	28/09/2012	
MS11	Final Conference	1,2,3,4,5	1	M19	Yes	20/03/2013	
MS12	Report on final conference supplemented by report on Heidelberger Innovation Forum	4,5	1	M19	Yes	22/04/2013	
MS13	1st Periodic Report	1,2,3,4,5	1	M12	Yes	10/2012	
MS 14	2nd Periodic Report	1,2,3,4,5	1	M19	Yes	17/05/2013	