



D11.3
FITMAN dissemination action plan and
implementation including FI/PPP
collaboration
M30 issue

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DELIVERABLE PEER REVIEW SUMMARY

ID	Comments	Addressed (✓) Answered (A)
1	The deliverable is aligned to its purpose and the DoW objectives. Minor suggestions have been proposed in text.	Answered
2		
3		



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Executive Summary

The deliverable D11.3 is the report for the M25-M30 period of the WP11 “Dissemination and Programme collaboration”, which includes T11.1 “Dissemination action plan and implementation” and T11.2 “FI-PPP programme collaboration”.

This deliverable is the final report for WP11.

The main results presented in this deliverable are:

- A reminder of the strategy, tools, messages and targets used since the beginning of the project as well as an explanation regarding FITMAN’s future with the creation of the FITMANovationLab.
- The dissemination actions performed in Period 3 (M25-M30):
 - 12 FITMAN presentations during selected events as well as the 9 face to face meetings (workshops for the most part) including 4 industry events organized by the trials. 4 of those meetings were linked to FI-PPP collaborations.
 - 14 scientific publications
 - An in depth analysis of the FITMAN social media accounts (LinkedIn, Twitter, YouTube, Facebook and Slideshare) reflecting an active and consistent presence of FITMAN, in line with the strategy followed since the beginning of the project.
 - A positive assessment of the dissemination actions for the Period 3. The dissemination actions were in accordance with the strategy and mostly exceeded the targets set for this short period.
- A full project assessment showing through tables the values reached for each period.
- A dissemination plan for the afterlife of the project including the tools, events and publications planned

As explained in D11.2, the FI-PPP collaborations working groups were cancelled following the restructuring of the FI-PPP activities in Phase 3. Only the Steering Board was kept alive and is therefore briefly discussed in this deliverable.



SECTION I. FITMAN DISSEMINATION



1. Dissemination strategy

In the following paragraph, we recall the objectives, targets for dissemination and key messages and the tools as defined at the beginning of the project, highlighting the orientation towards the demonstration of the results of the project for this last period.

1.1. Dissemination objectives

There were three main dissemination objectives detailed in D11.1 and D11.2:

O1. Promote and raise awareness of the project

O2: Ensure the adoption of the FITMAN results by the potential users and policy-makers

O3. Encourage the development of further outcomes in new initiatives based on the FITMAN results at the FI/PPP programme level and beyond.

While O2 and O3 have been strongly maintained for the last period, O1 has slightly shifted focus to not only shed light on the FITMAN project results, but also on the sustainability of the project; the creation of the FITMANovationLab (FML) offering further dissemination opportunities for the FITMAN outcomes and services of its own (see Section 4.1).

1.2. Targets for dissemination and Key messages

The targets detailed per objectives in D11.2 are still very relevant and even if still mainly focusing on SMEs, Entrepreneurship networks and ICT infrastructure providers for manufacturing, efforts were made to extend them as to a wider audience.

The identified key messages for dissemination that the FITMAN project aimed at reaching were set in D11.1. They have been re-assessed in D11.2 and are still accurate as being:

- FITMAN's testing and assessment of 10 industry-led use case trials in several manufacturing sectors in order to improve the competitiveness of EU industries.
- FITMAN's technologies building will enable wider adoption of Future Internet Generic Enablers and Specific enablers by European manufacturing industries through services and applications and thus allow SMEs to access advanced ICT solutions.

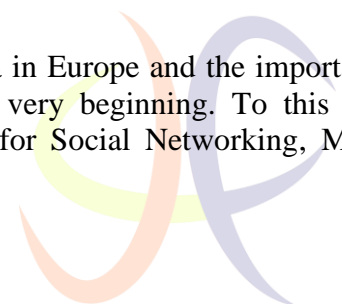
1.3. Dissemination tools

The tools that were put in place in the first and second period had been refined many times and were therefore not updated a lot during this short period.

The website, the flyers and posters were still used during the events and the slideshow presentations were updated in order to include the latest results as well as the FML services.

A project card was created in the frame of the SIDO event which aimed to address a wider audience, less used to the FIWARE environment.

FITMAN has recognized the ever growing outreach of social media in Europe and the importance of their integration in its online dissemination strategy since its very beginning. To this end, FITMAN has achieved a strong presence on Web 2.0 platforms for Social Networking, Micro blogging and Content Sharing



Social Network	Account URL
LinkedIn FITMAN Group	http://www.linkedin.com/groups/Future-Internet-Technologies-MANufacturing-industries-4986259
Twitter FITMAN Account	https://twitter.com/FitmanFI
Facebook FITMAN Page	https://www.facebook.com/FitmanFi
SlideShare FITMAN Account	http://www.slideshare.net/FitmanFI
YouTube FITMAN Channel	https://www.youtube.com/channel/UCT_zyTfmi2GAbGRQ5SduHyw

Table 1. FITMAN’s Social Media Tools and Channels

As explained in D11.2, each social network is used for different purposes in order to distribute different types of FITMAN public material.

Additionally, certain visible social media share buttons and a dedicated space to retrieve the FITMAN’s Twitter feed has been integrated in the FITMAN website, in order to further encourage visitors to engage with project’s social networks.

The metrics used to assess the impact of the FITMAN social media strategy in alignment with the deliverables D11.1 and D11.2, include:

- A. Level of Engagement
- B. Measure influence
- C. Quality Measurement

In order to obtain a deeper understanding of FITMAN’s followers’ profiles (i.e. their gender, their location and their interests), certain supplementary figures from the various social networks’ analytics are also taken into account.



2. Dissemination Report for Period 3

During the last period of the project, partners have continued to implement the dissemination plan in order to follow the communication strategy defined in the project.

The sub-chapters below present the dissemination actions by differentiating the types of actions:

- the general dissemination by participating in main events and representing the FITMAN project
- the face to face events such as Workshops, demos and the trial sites workshops
- the publications in the frame of FITMAN at selected conferences, journals, website...
- the webinars organised by FITMAN
- the specific collaborations with external groups
- the report of the dissemination through social media

At the end of the period, an assessment of these actions has been carried out and the conclusions are presented in Section 2.7.

2.1. FITMAN presentations at events

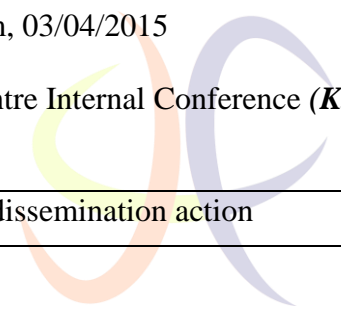
In order to increase the visibility and create awareness around the project, the partners have presented the FITMAN outcomes in the main events in the FI / ICT/ FoF domains:

1. ECFI, 5th Usage Areas Workshop, (INNO / ENG) – Brussels, Belgium, 03/04/2015
2. ECFI, 5th Usage Areas Workshop (ATOS) – Brussels, Belgium, 03/04/2015
3. Manufacturing & Materials Engineering Faculty Research Centre Internal Conference (K. Popplewell) – Coventry, UK, 11/04/2015
4. ICT Group meeting @Portuguese Technological Platform for Construction: (CONSULGAL) – Lisbon, Portugal, 13/04/2015
5. IST Africa (VTT) - Lilongwe, Malawi, 5-8/5/2015
6. Manufacturing Performance Days 2015: FITMAN flyers distributed (VTT) – Tampere, Finland, 08-10/06/2015
7. INTEROP-VLab General Assembly: FML Presentation (I-VLab) – Brussels, Belgium, 10/06/2015
8. ICE 2015: (VTT) – Belfast, North Ireland, 22-24/06/2015
9. ICE 2015: (DITF) – Belfast, North Ireland, 22-24/06/2015
10. DEBS '15: 9th ACM International proceedings (FZI) – Oslo, Norway, 06/2015
11. Infoday on Future Internet and FIWARE: FITMAN presentation (CONSULGAL) - Lisbon, Portugal, 02/07/2015
12. IIIE Conference 2015 (UPVLC) – Aveiro, Portugal, 6-8/07/2015

The detailed reports are presented in the tables below:

1. ECFI, 5th Usage Areas Workshop, (INNO / ENG) – Brussels, Belgium, 03/04/2015
2. ECFI, 5th Usage Areas Workshop (ATOS) – Brussels, Belgium, 03/04/2015
3. Manufacturing & Materials Engineering Faculty Research Centre Internal Conference (K. Popplewell) – Coventry, UK, 11/04/2015

	Description of the dissemination action
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Title and context (event, conference, workshop, meeting with external community...)	Internal Conference of the Manufacturing and Materials Engineering Faculty Research Centre at Coventry University (MME-FRC)
Date / Location	11 April 2015
Name(s) of the FITMAN person(s) who travelled	Keith Popplewell
Short description (purpose / objective)	Presentation of Future Manufacturing research within MME-FRC.
Website (if any)	N/A
FITMAN related scientific aspects	Short presentation of overview of FI-PPP, FITMAN, and UK Trial
Target audience and dissemination level (international, national, local)	MME-FRC research staff and students, and representatives of regional industry. National and local.
Benefits for FITMAN	General awareness
Impact of the dissemination action (number of flyers printed, number of participants...)	Circa 60 participants
Other relevant information (Proceedings link...)	N/A

4. ICT Group meeting @Portuguese Technological Platform for Construction: (CONSULGAL)
– Lisbon, Portugal, 13/04/2015

	Description of the dissemination action
Title and context (event, conference, workshop, meeting with external community...)	ICT Group meeting @Portuguese Technological Platform for Construction
Date / Location	13 th of April 2015
Name(s) of the FITMAN person(s) who travelled	Paulo Rodrigues
Short description (purpose / objective)	Consulgal joined the ICT Workgroup of the Portuguese Technological Platform for Construction in April 2015. The Group includes works contractors, universities and service providers related to the construction industry. Consulgal's involvement in FITMAN was shortly described
Website (if any)	www.ptpc.pt
FITMAN related scientific aspects	N/A
Target audience and dissemination level (international, national, local)	Works contractors, universities and service providers related to the construction industry. National level
Benefits for FITMAN	Presentation of success case developed under FITMAN to entities related to the construction industry

Impact of the dissemination action (number of flyers printed, number of participants...)	Nr. of participants around 10
Other relevant information (Proceedings link...)	

5. IST Africa (VTT) - Lilongwe, Malawi, 5-8/5/2015

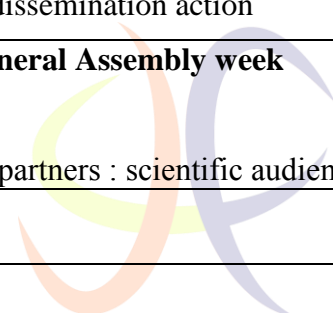
	Description of the dissemination action
Title and context (event, conference, workshop, meeting with external community...)	IST Africa
Date / Location	5-8.5.2015 Lilongwe, Malawi
Name(s) of the FITMAN person(s) who travelled	VTT Jansson, Kim
Short description (purpose / objective)	Dissemination of FITMAN Forecasting Methodology for Impact of Technology Developed in R&D projects
Website (if any)	Lilongwe, Malawi, 05-08/05/2015
FITMAN related scientific aspects	FITMAN Impact creation
Target audience and dissemination level (international, national, local)	International, research, academic, industry
Benefits for FITMAN	Large uptake of FITMAN results
Impact of the dissemination action (number of flyers printed, number of participants...)	400+ Participants
Other relevant information (Proceedings link...)	

6. Manufacturing Performance Days 2015: FITMAN flyers distributed (VTT) – Tampere, Finland, 08-10/06/2015

VTT distributed FITMAN flyers during the event. The audience was manufacturing industries, researchers and technology and service providers worldwide.

7. INTEROP-VLab General Assembly: FML Presentation (*I-VLab*) – Brussels, Belgium, 10/06/2015

	Description of the dissemination action
Title and context (event, conference, workshop, meeting with external community...)	Title: INTEROP-VLab 9th General Assembly week Workshop audience: I-VLab's partners : scientific audience
Date / Location	9-12 th June 2015 BAE, Brussels, Belgium




Name(s) of the FITMAN person(s) who travelled	I-VLab : Guy Doumeingts, Sophie-Agnès Fensterbank, Amir Pirayesh
Short description (purpose / objective)	Presentation of FITMAN project and FITMANovationLab
Website (if any)	
FITMAN related scientific aspects	
Target audience and dissemination level (international, national, local)	Target audience: I-VLab partners composed by scientific, universities, industrial European level.
Benefits for FITMAN	Interaction and potential future collaboration with other projects represented in the workshop.
Impact of the dissemination action (number of flyers printed, number of participants...)	Presentation done 25 participants.
Other relevant information (Proceedings link...)	

8. ICE 2015: (VTT) – Belfast, North Ireland, 22-24/06/2015

	Description of the dissemination action
Title and context (event, conference, workshop, meeting with external community...)	21th ICE Conference – IEEE Conference
Date / Location	22-24.6.2015 Belfast, Northern Ireland
Name(s) of the FITMAN person(s) who travelled	VTT Jansson, Kim
Short description (purpose / objective)	Dissemination of FITMAN Forecasting Methodology for Impact of Technology Developed in R&D projects:
Website (if any)	http://www.ice-conference.org
FITMAN related scientific aspects	FITMAN Impact creation
Target audience and dissemination level (international, national, local)	International, research, academic, industry
Benefits for FITMAN	Large uptake of FITMAN results
Impact of the dissemination action (number of flyers printed, number of participants...)	100+ Participants
Other relevant information (Proceedings link...)	

9. ICE 2015: (DITF) – Belfast, North Ireland, 22-24/06/2015



	Description of the dissemination action
Title and context (event, conference, workshop, meeting with external community...)	Paper presentation at ICE-Conference 2015; Paper title: Model-based control for collaborative Innovation Projects – concept and first case study
Date / Location	22.04. – 24.04.2015
Name(s) of the FITMAN person(s) who travelled	Heiko Matheis
Short description (purpose / objective)	The paper presented a model-based approach to manage collaborative innovation projects by the use of Future Internet Technologies and the management of virtualised tangible and intangible Assets
Website (if any)	http://www.ice-conference.org/
FITMAN related scientific aspects	Application of the virtualised asset management concept of the MoVA Specific Enabler
Target audience and dissemination level (international, national, local)	International scientific audience
Benefits for FITMAN	Introducing the SE MoVA to the scientific community.
Impact of the dissemination action (number of flyers printed, number of participants...)	The conference had around 120 participants. 
Other relevant information (Proceedings link...)	The proceedings will be published at IEEE-Explore in September 2015.

10. DEBS '15: 9th ACM International proceedings (**FZI**) – Oslo, Norway, 06/2015

	Description of the dissemination action
Title and context (event, conference, workshop, meeting with external community...)	DEBS 2015 - The 9th ACM International Conference On Distributed Event-Based Systems
Date / Location	Oslo, Norway, June 29 – July 3, 2015
Name(s) of the FITMAN person(s) who travelled	Ljiljana Stojanovic, FZI
Short description (purpose / objective)	We presented a novel approach for improving worker safety at the workplace in the manufacturing shop floor. The approach is based on a dynamic and scalable real-time processing pipeline derived from the Storm architecture. The system has been designed and implemented for a manufacturing line in

	TRW, one of the largest suppliers for the automotive industry
Website (if any)	http://www.debs2015.org/
FITMAN related scientific aspects	This paper is about WP12 results - a novel approach for realizing dynamic processing pipelines based on personal monitoring systems in manufacturing. Dynamicity refers to the possibility to adapt the processing infrastructure to the dynamic nature of a problem.
Target audience and dissemination level (international, national, local)	Research and business International
Benefits for FITMAN	Dissemination of the project results
Impact of the dissemination action (number of flyers printed, number of participants...)	More than 100 participants working on event processing and big data
Other relevant information (Proceedings link...)	

11. Infoday on Future Internet and FIWARE: FITMAN presentation (CONSULGAL) - Lisbon, Portugal, 02/07/2015

	Description of the dissemination action
Title and context (event, conference, workshop, meeting with external community...)	Infoday on Future Internet and FIWARE
Date / Location	2 July 2015, Lisbon (Portugal)
Name(s) of the FITMAN person(s) who travelled	Raul Junqueiro (PT Inovação) Paulo Rodrigues (CONSULGAL)
Short description (purpose / objective)	The event was organized by the Portuguese Foundation for Science and Technology of the Ministry of Education and Science, in collaboration with IPN – Instituto Pedro Nunes (managers of the Phase III project SOUL-FI). The purpose was to explain the EU plans and objectives for the Future Internet initiatives and show what has been done so far (developments and projects) using FIWARE assets
Website (if any)	
FITMAN related scientific aspects	The FITMAN partners' participation was intended at showing a success case of FIWARE assets use. The event had no scientific objectives to be reached
Target audience and dissemination level (international, national, local)	The participants were mostly Portuguese startups (some of them already applying for projects under the Phase III), consultancy companies, universities, some representatives from municipalities and the National Contact Points for H2020's ICT. Dissemination level: national
Benefits for FITMAN	The presentation had a duration of 25 minutes during which Raul Junqueiro focused on the managerial and broad scope issues of FITMAN and Paulo Rodrigues focused on Consulgal's use case, explaining how the FITMAN assets were used in the trial (the video shown at the Lisbon GA was

	also presented). We were highly praised and there were quite a few questions about future developments and legal implications of our case (due to the significant reduction of printed evidence).
Impact of the dissemination action (number of flyers printed, number of participants...)	The audience was of around 50 persons
Other relevant information (Proceedings link...)	

12. IIIIE Conference 2015 (*UPVLC*) – Aveiro, Portugal, 6-8/07/2015

	Description of the dissemination action
Title and context (event, conference, workshop, meeting with external community...)	Title of the presentation/publication: Applying social opinion mining to the innovative product design through the use of FITMAN / FIWARE technology. ¹ Conference: 9th International Conference on Industrial Engineering and Industrial Management. International IIE Conference 2015
Date / Location	Date of the conference: July 6-8, 2015 Location: Aveiro, Portugal
Name(s) of the FITMAN person(s) who travelled	Authors: Víctor Anaya and Ángel Ortiz
Short description (purpose / objective)	The purpose of this conference presentation and also its subsequent publication in the conference proceedings, is to show how the techniques of analysis of unstructured data, social opinion mining, semantic annotation, etc... can be applied in the conceptualization phase of the product lifecycle to support designers in the innovative design of products, while considering the interaction with manufacturing restrictions. The provided solution is built on software modules develop in FITMAN (Fitman (2015)) and FIWARE (Fi-ware (2015)) European projects.
Website (if any)	http://www.icieom.org/
FITMAN related scientific aspects	Social opinion mining, product lifecycle, IT architectures, IT software platforms, Digital Factory Trials
Target audience and dissemination level (international, national, local)	International
Benefits for FITMAN	To disseminate among international researchers the work done in FITMAN with regard to the use case focused on Opinion mining for furniture products. This work has been done based on already existing software components building blocks from the FIWARE and the FITMAN European project. Therefore, with this presentation the FITMAN developments have more visibility.
Impact of the dissemination action (number of flyers printed, number of participants...)	The business objectives of the current work are to gain access to customer's latent demands and suggestions expressed as online comments and opinions for improving user-centered product development, while building a solution from already existing

¹ This dissemination action has been also included in the Table For the scientific papers and articles (although there some issues about the publication still not available).

	<p>software components.</p> <p>The expected benefits for this use case will have a really positive impact on and will enhance the product quality and demand response skills of product designers since they will be able to get “closer” to real customer demands.</p>
Other relevant information (Proceedings link...)	<p>The paper will be published in the Conference's Proceedings. Selected full papers presented in the conference will be referred for publication in the following journals and periodical book series, based on topical match.</p> <ul style="list-style-type: none"> - International Journal of Production Research (indexed in Science Citation Index; Scopus amongst others) - International Journal of Production Management and Engineering (indexed in DOAJ, MIAR, Google, EBSCO, SherpaRomeo, ICYT, Latindex, Dulcinea, DRJI e Dialnet; open access). - Dirección y Organización (indexed in Scopus; ISOC; INDEX; Latindex; REDALYC amongst others). - Brazilian Journal of Operations and Production Management (open access scientific journal). - Lecture Notes in Management and Industrial Engineering - Springer series (indexed in Scopus; ISI proceedings) <p>(This is still pending of confirmation)</p>

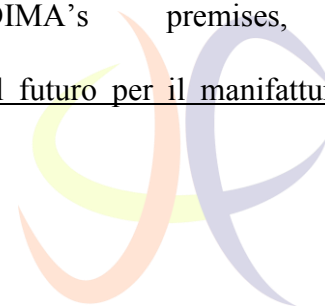
2.2. FITMAN events

During the last period, FITMAN has organized or co-organized several events, workshops and exhibition/demo stands at international level, in order to meet the stakeholders and to deliver specific information.


As requested in the last recommendation, the trials made an effort to host workshops like VW, Aidima, or Consulgal.


1. SIo: The Internet of Things Showroom, (Lyon2, Innovalia) – Lyon, France, 7-8/04/2015
2. CONTROL Fair: Stand (INNO) – Stuttgart, Germany, 05-08/05/2015
3. IWEI 2015 - "New challenges for Enterprise Interoperability: the sensing enterprise" (*TXT, INNO*) – Nîmes, France, 26-28/05/2015
4. Workshop on the use of the FITMAN solution, (Consulgal) - Estoril, Portugal, 02/06/2015
5. VW workshop: Knowledge exchange regarding FITMAN to different VW departments (Fraunhofer IPK / VW AG) – Wolfsburg, Germany, 16/06/2015
6. FITMAN workshop Alliance for IOT Innovation: (TXT, INNOVALIA, ENGINEERING, WHIRLPOOL, TRW, CONSULGAL, AGUSTAWESTLAND) – Brussels, Belgium, 08/09/2015
7. FITMAN Workshop “The Factory of the Future” (Consulgal) – Aveiro, Portugal, 16/09/2015
8. How SMEs can benefit from FITMAN technologies / Collaborative Platform for product Development (*AIDIMA, UPVLC*) – AIDIMA’s premises, Spain, 29/09/2015
9. “LE FRONTIERE DELL’INNOVAZIONE: Tecnologie del futuro per il manifatturiero” (*TXT, AW, Whirlpool, Fratelli Piacenza SpA*) – 12/10/2015

These actions are detailed in the following pages:



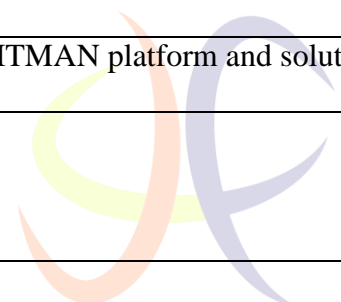
1. SIdO: The Internet of Things Showroom, (Lyon2, Innovalia) – Lyon, France, 7-8/04/2015

	Description of the dissemination action
Title and context (event, conference, workshop, meeting with external community...)	SIdO event in Lyon. Professional event dedicated to the Internet of Things (IoT)
Date / Location	7-8 th April 2015, Lyon (France)
Name(s) of the FITMAN person(s) who travelled	Maroua, Marie and Nejib Moalla (Lyon 2) June Sola (INNOVALIA)
Short description (purpose / objective)	The demonstration of the FITMAN booth was mainly oriented to one of the 10 industry-led use case trials: Future Internet Platform for Safer and Healthier Workplace (lead by TRW and INNOVALIA). The mission of the trial is to develop a new generation of worker-centric safety management system, in order to have safe and secure workforce, and enhance the workplace comfort. For that purpose, the trial aims to reduce the accident and incidents in the production workplace, optimize the prevention costs, risk modelling, assessment and monitoring, and increase productivity by means of IoT services and effective prevention strategy. The main outcomes of the trial are the Ergonomic Monitoring System and the Occupational Risk Prevention Web Platform that will gather, process and provide feedback to the workers and the prevention service. Furthermore, videos from other trials such as Whirlpool, Consulgal, APR or AIDIMA were also shown in the booth.
Website (if any)	http://www.sido-event.com/en/
FITMAN related scientific aspects	
Target audience and dissemination level (international, national, local)	International, large companies, SMEs, universities, research centres and public authorities related to the Internet of Things.
Benefits for FITMAN	 <p>Presentation and raising awareness of the FITMAN trials, (mainly the TRW trial due to its direct connection with IoT). Cooperation with IoT European Research Cluster (IERC), being part of the IERC village, preparing common dissemination material and networking.</p>
Impact of the dissemination action (number of flyers printed, number	Over 4200 participants from IoT related companies (large and SMEs), research projects, and academia in the field of Internet

of participants...)	<p>of Things. Many visitors (IT integrators and IT managers in industry) attended our booth (during the full two days) and asked about FITMAN, the connection with IoT, etc. while they had limited background about FI-PPP, FI-WARE, etc.</p> 
Other relevant information (Proceedings link...)	FITMAN project card was prepared for the IERC booklet where all the research projects funded by the European Commission and related to IoT where included.

2. CONTROL Fair: Stand (*INNO*) – Stuttgart, Germany, 05-08/05/2015
3. IWEI 2015 - "New challenges for Enterprise Interoperability: the sensing enterprise" (*TXT, INNO*) – Nîmes, France, 26-28/05/2015
4. Workshop on the use of the FITMAN solution, (Consulgal) - Estoril, Portugal, 02/06/2015

	Description of the dissemination action
Title and context (event, conference, workshop, meeting with external community...)	Workshop on the use of the FITMAN solution
Date / Location	2 June 2015, Estoril (Portugal); Grand Hotel construction work site
Name(s) of the FITMAN person(s) who travelled	Paulo Rodrigues (CONSULGAL)
Short description (purpose / objective)	To present the FITMAN solution to Contractor, Lab and Supervisor at a specific location
Website (if any)	Not applicable
FITMAN related scientific aspects	The event had no scientific objectives to be reached
Target audience and dissemination level (international, national, local)	Contractor (Constructora San José), Lab (Betão Liz), Supervisor (Consulgal). Dissemination level: local
Benefits for FITMAN	Integrated explanation of the FITMAN platform and solution to real end users
Impact of the dissemination action (number of flyers printed, number of participants...)	The audience was 7 persons



Other relevant information (Proceedings link...)	
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5. VW workshop: Knowledge exchange regarding FITMAN to different VW departments
(**Fraunhofer IPK / VW AG**) – Wolfsburg, Germany, 16/06/2015

	Description of the dissemination action
Title and context (event, conference, workshop, meeting with external community...)	Workshop
Date / Location	16/06/2015
Name(s) of the FITMAN person(s) who travelled	Frank-Walter Jaekel, Jan Torcka, Thomas Knothe
Short description (purpose / objective)	Knowledge exchange regarding FITMAN to different VW departments and groups working on similar topics.
Website (if any)	--
FITMAN related scientific aspects	Discussion of the use of the FITMAN open call SEs especially SEmed and related research activities
Target audience and dissemination level (international, national, local)	People from different VW departments especially planning staff and managers, FITMAN has been presented, SEs used in the VW Trial are discussed related to their usages, the trial benefits are demonstrated, meeting was located in Wolfsburg
Benefits for FITMAN	Broader knowledge about FITMAN in VW
Impact of the dissemination action (number of flyers printed, number of participants...)	Number of participants was about 12 but they could be seen as multiplications, discussions and creation of interest are already created by the partner in VW in terms of mails, personal discussions and presentations.
Other relevant information (Proceedings link...)	

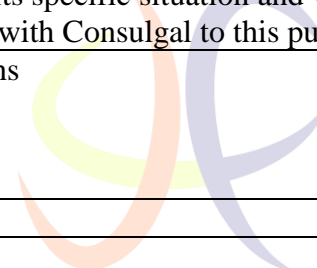
6. FITMAN workshop Alliance for IOT Innovation: (TXT, INNOVALIA, ENGINEERING, WHIRLPOOL, TRW, CONSULGAL, AGUSTAWESTLAND) – Brussels, Belgium, 08/09/2015

	Description of the dissemination action
Title and context (event, conference, workshop, meeting with external community...)	FITMAN Workshop at the AIoTI
Date / Location	8 September 2015, Brussels (Belgium)
Name(s) of the FITMAN person(s) who travelled	Paulo Rodrigues (CONSULGAL)
Short description (purpose / objective)	To present the FITMAN solution applied to Consulgal's case study to an audience of representatives from the AIoTI, in Brussels
Website (if any)	Not applicable
FITMAN related scientific aspects	The event had no scientific objectives to be reached
Target audience and	FITMAN consortium members and AIoTI representatives

dissemination level (international, national, local)	Level of dissemination: international
Benefits for FITMAN	Demonstration of the FITMAN platform applicability to real case situations in various sectors and in the particular case of Consulgal to a sector that is traditionally less permeable to ICT, i.e., the construction sector
Impact of the dissemination action (number of flyers printed, number of participants...)	The audience was 16 persons
Other relevant information (Proceedings link...)	

7. FITMAN Workshop “The Factory of the Future” (Consulgal) – Aveiro, Portugal, 16/09/2015

	Description of the dissemination action
Title and context (event, conference, workshop, meeting with external community...)	FITMAN Workshop “The Factory of the Future” Organised by PT-INOVAÇÃO
Date / Location	16 September 2015, Aveiro (Portugal)
Name(s) of the FITMAN person(s) who travelled	Mirla Ferreira (CONSULGAL)
Short description (purpose / objective)	To present the FITMAN project and developed solution and its application to the construction industry, through Consulgal’s case study, to an audience of people from industry, academia, IT developers, students, local authorities
Website (if any)	www.ptinovacao.pt/fitman
FITMAN related scientific aspects	The event had no scientific objectives to be reached
Target audience and dissemination level (international, national, local)	Industry, academia, IT developers, students, local authorities Level of dissemination: national
Benefits for FITMAN	Presentation of FIWARE and the FITMAN solution. Demonstration of the FITMAN platform applicability to a real case situation, in particular to a sector that is traditionally less permeable to ICT, i.e., the construction sector, through Consulgal’s case study. As a consequence of this presentation, Consulgal was approached by one of its clients who demonstrated interest in a having a similar solution for its specific situation and was open to establish a partnership with Consulgal to this purpose.
Impact of the dissemination action (number of flyers printed, number of participants...)	The audience was ca. 50 persons
Other relevant information	



(Proceedings link...)	
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8. How SMEs can benefit from FITMAN technologies / Collaborative Platform for product Development (*AIDIMA, UPVLC*) – AIDIMA’s premises, Spain, 29/09/2015

	Description of the dissemination action
Title and context (event, conference, workshop, meeting with external community...)	How SMEs can benefit from FITMAN technologies
Date / Location	29 September, 2015 Location: Valencia (Spain)
Name(s) of the FITMAN person(s) who travelled	Organizers: AIDIMA and UPVLC
Short description (purpose / objective)	Workshop about FITMAN technologies and how the SMEs could benefit from these technologies
Website (if any)	-
FITMAN related scientific aspects	Digital Factory Trials: instantiation, adaptation, experimentation.
Target audience and dissemination level (international, national, local)	The target audience will be national industrial SMEs
Benefits for FITMAN	The benefit for FITMAN is to disseminate among industrial members (mainly SMEs) the necessary and appropriate information about the FITMAN developments and how the industrial sector could take advantage of the potential of FITMAN solutions. This will have an impact on future FML potential customers.
Impact of the dissemination action (number of flyers printed, number of participants...)	Expected number of attendees: aprox. 50 (To be confirmed)
Other relevant information (Proceedings link...)	-

9. “LE FRONTIERE DELL’INNOVAZIONE: Tecnologie del futuro per il manifatturiero” (*TXT, AW, Whirlpool, Fratelli Piacenza SpA*) – 12/10/2015

	Description of the dissemination action
Title and context (event, conference, workshop, meeting with external community...)	“LE FRONTIERE DELL’INNOVAZIONE: Tecnologie del futuro per il manifatturiero” Conference
Date / Location	12/10/2015 Università Carlo Cattaneo LIUC (Castellanza Italy)
Name(s) of the FITMAN person(s) who travelled	TXT : Sergio Gusmeroli, Michele Sesane, Claudia Guglielmina Fratelli Piacenza SpA : Alesandro Canepa Whirlpool Europe : Pierluigi Petralli AgustaWestland : Roberto Sanguini

Short description (purpose / objective)	<p>The event has been organised with the collaboration of UNIVA and Lombardia Aerospace Cluster.</p> <p>UNIVA "Unione degli Industriali della Provincia di Varese" is the local branch of Confindustria. Confindustria system is the most important Italian entrepreneurial association, with more than 144 190 member companies employing about 5 400 000 employees.</p> <p>The "Unione degli Industriali della Provincia di Varese" is the territorial association of the Province of Varese; it has 1.251 member companies, employing about 67.000 employees.</p> <p>Member companies range from the micro to small, medium sized and large enterprises: 90% of companies has an average of 100 employees. Members include subsidiaries of multinational based in the province of Varese. All sectors of the manufacturing system are represented. The most important specialisations are: textile and clothing, mechanical sector, plastic manufacture; chemical and pharmaceutical sector; publishing and paper; food and beverage.</p> <p>Lombardia Aerospace Cluster is an integrated system of companies, technological expertise and advanced scientific capabilities in the aerospace industry located in the Lombardia Region. One of the birthplaces of Italian flight, able to integrate many skills from the production of fixed to rotating wings, satellite avionics, the most qualified materials and equipment systems for flight. Lombardia Aerospace Cluster represents the state of the art in the regional aerospace industry and research sector. The cluster was founded in February 2009 by 8 companies and 1 association. Over the years it has opened itself into the environment, to the other productive and service organizations and to the knowledge system.</p> <p>Now there are 81 cluster members:</p> <ul style="list-style-type: none"> • 74 companies • 6 R&D institutions (universities and R&D centres) • 1 institutional organizations <p>These subjects share the same objective: to develop and to enhance aerospace excellence present in Lombardia.</p>
Website (if any)	<p>http://www.univa.va.it/web_v3/agenda.nsf/be0cf5e60d71717ec125717e002b2f68/0b788ab7abc7b880c1257eca00464707?OpenDocument</p> <p>http://www.afil.it/in-evidenza/castellanza-12-ottobre-2015-convegno-le-frontiere-dellinnovazione-tecnologie-del-futuro-per-il-manfatturiero/</p> <p>http://www.aerospacelombardia.it/aerospace/cms2.nsf/doc?Readform&id=5F8E9CE11652A3B9C1257D1200444DC7</p> <p>http://www.afil.it/in-evidenza/castellanza-12-ottobre-2015-convegno-le-frontiere-dellinnovazione-tecnologie-del-futuro-per-il-manfatturiero/</p>
FITMAN related scientific aspects	

Target audience and dissemination level (international, national, local)	Industry
Benefits for FITMAN	<p>The presentation on FITMANovationLab has generated a lot of interest about the possibility to access to technologies developed by the project.</p> 
Impact of the dissemination action (number of flyers printed, number of participants...)	Total registered for the event: about 32 people. Number of audience: about 31 people.
Other relevant information (Proceedings link...)	Conference Program, Press release, Press review



2.3. Publications

Based on the FITMAN results, the partners have published scientific papers presented at the most appropriate international events that have been identified in the dissemination plan defined at the beginning of the project.

1. 22nd CIRP conference on Life Cycle Engineering (POLIMI) – Sydney, Australia, 7-9/04/2015
2. IST-Africa: "Assessing benefits and impact creation in IST research projects" (VTT, POLIMI, NTUA) – Lilongwe, Malawi, 05-08/05/2015
3. IWEI 2015: FITMAN on performance indicators of Virtual Factory trials (UBI) – Nîmes, France, 25-27/05/2015
4. IWEI 2015: Opportunity Analysis for Enterprise Collaboration between Network of SMEs (Lyon2) – Nîmes, France, 25-27/05/2015
5. IWEI 2015: "FITMAN Future Internet Enablers for the Sensing Enterprise: A FIWARE Approach & Industrial Trialling", (INNOVALIA, TXT, ENG, ATOS) – Nîmes, France, 28-29/05/2015
6. IWEI 2015: "Service Networks Monitoring for better Quality of Service" (Lyon2) – Nîmes, France, 28-29/05/2015
7. ICE 2015: Paper "Forecasting Impact of Technology Developed in R&D projects: the FITMAN Approach" (VTT, IT-Innovation) – Belfast, North Ireland, 22-24/06/2015
8. ICE 2015: Proceedings "Model-based control for collaborative Innovation Projects concept and first case study (DITF, MR) – Belfast, North Ireland, 22-24/06/2015
9. ICCS 2015: "Dynamic Execution of a Business Process via Web Service Selection and orchestration" (Lyon2), Reykjavík, Iceland, 01-03/06/2015
10. DEBS '15: 9th ACM International proceedings (FZI) – Oslo, Norway, 06/2015
11. IERC Book 2015 (INNOVALIA, TXT, ENG, ATOS) – June 2015
12. IIIE Conference 2015, proceedings (UPVLC) – Aveiro, Portugal, 6-8/07/2015
13. PLM 2015: 12th International Conference on Product Lifecycle Management: "Big Data Perspective with Ontological Modeling for the Traceability of Cultural Heritage" (Lyon2) – Doha, Qatar, 19-21/10/2015
14. PLM 2015: 12th International Conference on Product Lifecycle Management: "A Maturity Model to promote the performance of Collaborative Business Processes", (Lyon2) - Doha, Qatar, 19-21/10/2015

These actions are detailed in the following pages:

1. 22nd CIRP conference on Life Cycle Engineering (POLIMI) – Sydney, Australia, 7-9/04/2015

Paper type	Title	Author(s)	Date of publication	Related deliverable / WP	Event, location Or Journal title	DOI number (for papers) *
conference paper	The conceptualization of sustainability in Operations Management	David Opresnik, Marco Taisch	07-09/04/2015		22th CIRP	10.1016/j.procir.2015.01.038

2. IST-Africa: "Assessing benefits and impact creation in IST research projects" (VTT, POLIMI, NTUA) – Lilongwe, Malawi, 05-08/05/2015

Paper type	Title	Author(s)	Date of publication	Related deliverable / WP	Event, location Or Journal title	DOI number (for papers) *

conference paper	Assessing Benefits and Impact Creation in IST Research Projects	Kim JANSSON, Iris KARVONEN, Outi KETTUNEN, Martin OLLUS, Chiara GALBUSERA, Stefano PERINI, Giacomo TAVOLA, Fenareti LAMPATHAKI, Dimitrios PANOPOULOS	05-08/05/2015		IST	10.1109/ISTAFRI CA.2015.7190519
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3. IWEI 2015: FITMAN on performance indicators of Virtual Factory trials (UBI) – Nîmes, France, 25-27/05/2015

Paper type	Title	Author(s)	Date of publication	Related deliverable / WP	Event, location Or Journal title	DOI number (for papers) *
Book chapter	Validation and Verification of Interoperability Requirements	Yves Ducq Mamadou Samba Camara	20 May 2015		IWEI 2015	10.1007/978-3-662-47157-9_4

4. IWEI 2015: “Opportunity Analysis for Enterprise Collaboration between Network of SMEs” (Lyon2) – Nîmes, France, 25-27/05/2015

Paper type	Title	Author(s)	Date of publication	Related deliverable / WP	Event, location Or Journal title
Article	Opportunity Analysis for Enterprise Collaboration between Network of SMEs http://ceur-ws.org/Vol-1414/paper3.pdf	Muhammad Naeem, Nejib Moalla, Yacine Ouzrout and Abdelaziz Bouras	28-29/05/2015		IWEI 2015

5. IWEI 2015: “FITMAN Future Internet Enablers for the Sensing Enterprise: A FIWARE Approach & Industrial Trialling”, (INNOVALIA, TXT, ENG, ATOS) – Nîmes, France, 28-29/05/2015

Paper type	Title	Author(s)	Date of publication	Related deliverable / WP	Event, location Or Journal title
Article	FITMAN Future Internet Enablers for the Sensing Enterprise: A FIWARE Approach & Industrial Trialling http://ceur-ws.org/Vol-1414/paper7.pdf	Oscar Lazaro Ainaro Gonzalez June Sola	28-29/05/2015		IWEI 2015

6. IWEI 2015: “Service Networks Monitoring for better Quality of Service” (Lyon2) – Nîmes, France, 28-29/05/2015

Paper type	Title	Author(s)	Date of publication	Related deliverable / WP	Event, location Or Journal title
Article	Service Networks Monitoring for better Quality of Service http://arxiv.org/ftp/arxiv/papers/1506/1506.01491.pdf	Tehreem Masood, Chantal Bonner Cherifi, Néjib Moalla	28-29/05/2015		IWEI 2015

7. ICE 2015: Paper "Forecasting Impact of Technology Developed in R&D projects: the FITMAN Approach" (*VTT, IT-Innovation*) – Belfast, North Ireland, 22-24/06/2015

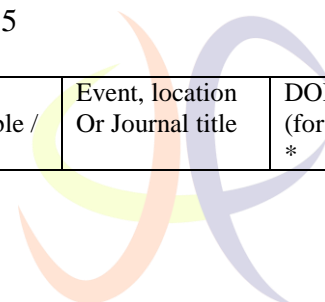
Paper type	Title	Author(s)	Date of publication	Related deliverable / WP	Event, location Or Journal title
conference paper	Forecasting Methodology for Impact of Technology Developed in R&D projects http://eprints.soton.ac.uk/379716/1/379716.pdf	Kim JANSSON, Iris KARVONEN, Outi KETTUNEN, Martin OLLUS, Chiara GALBUSERA, Stefano PERINI, Giacomo TAVOLA, Fenareti LAMPATHAKI, Dimitrios PANOPOULOS	22-24.6.2015		21th ICE Conference – IEEE Conference

8. ICE 2015: Proceedings "Model-based control for collaborative Innovation Projects concept and first case study (*DITF, MR*) – Belfast, North Ireland, 22-24/06/2015

	Description of the dissemination action
Title and context (event, conference, workshop, meeting with external community...)	Paper presentation at ICE-Conference 2015; Paper title: Model-based control for collaborative Innovation Projects – concept and first case study
Date / Location	22.04. – 24.06.2015
Name(s) of the FITMAN person(s) who travelled	Heiko Matheis
Short description (purpose / objective)	The paper presented a model-based approach to manage collaborative innovation projects by the use of Future Internet Technologies and the management of virtualised tangible and intangible Assets
Website (if any)	http://www.ice-conference.org/
FITMAN related scientific aspects	Application of the virtualised asset management concept of the MoVA Specific Enabler
Target audience and dissemination level (international, national, local)	International scientific audience
Benefits for FITMAN	Introducing the SE MoVA to the scientific community.
Impact of the dissemination action (number of flyers printed, number of participants...)	The conference had around 120 participants.
Other relevant information (Proceedings link...)	The proceedings will be published at IEEE-Explore in September 2015.

9. ICCS 2015: "Dynamic Execution of a Business Process via Web Service Selection and orchestration" (**Lyon2**), Reykjavík, Iceland, 01-03/06/2015

Paper type	Title	Author(s)	Date of publication	Related deliverable / WP	Event, location Or Journal title	DOI number (for papers) *



Conference Proceedings Paper	Dynamic Execution of a Business Process via Web Service Selection and orchestration http://www.sciencedirect.com/science/article/pii/S1877050915011072	Muhammad Fahad, Néjib Moalla, Yacine Ouzrout	01-03/06/2015		The International Conference on Computational Science - ICCS 2015	10.1016/j.procs.2015.05.299
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10. DEBS '15: 9th ACM International proceedings (*FZI*) – Oslo, Norway, 06/2015

Paper type	Title	Author(s)	Date of publication	Related deliverable / WP	Event, location Or Journal title	DOI number (for papers) *
Conference paper	Dynamic Monitoring for Improving Worker Safety at the Workplace: Use Case from a Manufacturing Shop Floor	Aleksandar Stojadinović Nenad Stojanović Ljiljana Stojanović	June 2015	WP12	DEBS 2015, Oslo, Norway	http://dx.doi.org/10.1145/2675743.2771881

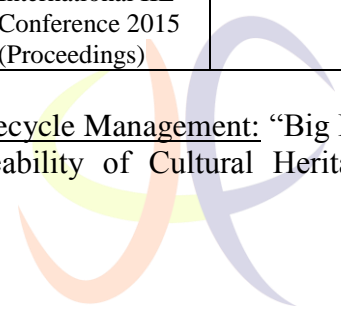
11. IERC Book 2015 chapter 5 : “Industrial Internet of Things and the Innovation Processes in Smart Manufacturing” (*INNOVALIA, TXT, ENG, ATOS*) – June 2015

Paper type	Title	Author(s)	Date of publication	Related deliverable / WP	Event, location Or Journal title	DOI number (for papers) *
Book Chapter	Industrial Internet of Things and the Innovation Processes in Smart Manufacturing http://www.internet-of-things-research.eu/pdf/Building_the_Hyperconnected_Society_IERC_2015_Cluster_eBook_978-87-93237-98-8_P_Web.pdf	Sergio Gusmeroli, Oscar Lazaro, Daniele Cerri, Sergio Terzi, June Sola, Jacopo Cassina, Ignacio Arconada, Klaus Fischer, Michele Sesana, Roberto Sanguini, Domenico Rotondi	June 2015		DEBS 2015, Oslo, Norway	

12. IIE Conference 2015, proceedings (*UPVLC*) – Aveiro, Portugal, 6-8/07/2015

Paper type	Title	Author(s)	Date of publication	Related deliverable / WP	Event, location Or Journal title	DOI number (for papers) *
Conference paper	Applying social opinion mining to the innovative product design through the use of FITMAN / FIWARE technology.	Víctor Anaya and Ángel Ortiz	Not available yet	WP5	9th International Conference on Industrial Engineering and Industrial Management. International IIE Conference 2015 (Proceedings)	Not available yet

13. PLM 2015: 12th International Conference on Product Lifecycle Management: “Big Data Perspective with Ontological Modeling for the Traceability of Cultural Heritage” (*Lyon2*) – Doha, Qatar, 19-21/10/2015



Paper type	Title	Author(s)	Date of publication	Related deliverable / WP	Event, location Or Journal title	DOI number (for papers) *
Conference Proceedings Paper	Big Data Perspective with Ontological Modeling for the Traceability of Cultural Heritage	Muhammad Naeem, Muhammad Fahad, Nejib Moalla, Yacine Ouzrout and Abdelaziz Bouras	19-21/10/2015		The IFIP WG5.1 12th International Conference on Product Lifecycle Management	

14. PLM 2015: 12th International Conference on Product Lifecycle Management: “A Maturity Model to promote the performance of Collaborative Business Processes”, (Lyon2) - Doha, Qatar, 19-21/10/2015

Paper type	Title	Author(s)	Date of publication	Related deliverable / WP	Event, location Or Journal title	DOI number (for papers) *
Conference Proceedings Paper	A Maturity Model to promote the performance of Collaborative Business Processes	Maroua HACHICHA, Néjib MOALLA, Muhammad Fahad, Yacine OUZROUT	19-21/10/2015		The IFIP WG5.1 12th International Conference on Product Lifecycle Management	

2.4. FITMAN webinars

Two series of webinars were held during this third period to provide information on three FITMAN methodologies and technical information on the FITMAN specific enablers. The webinars were hosted by ITInnov and each webinar was presented by a technical expert from the asset’s owner (e.g. the software developer). More detailed information can be found in D8.8 “FITMAN Experiences and Lessons Learned from Phase III Support”.

On 16 June 2015, FITMAN held a series of webinars over one day, which was open to any FI-PPP Phase III participants. Each webinar was 30 minutes long, and participants could drop in and out throughout the day to attend the ones they were interested in.

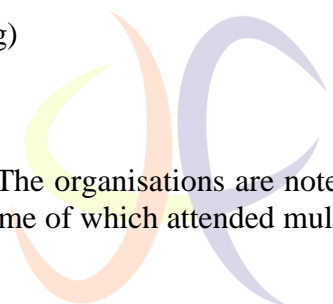
Three webinars were held for non-technical FITMAN assets:

- Verification & Validation Methodology (NTUA)
- SME Engagement Methodology (Innovalia)
- Socio-economic Analysis Methodology (IT Innovation)

Four webinars were held for technical FITMAN assets (SEs):

- Collaborative Asset Management (Engineering)
- Collaborative Business Process Management (Engineering)
- DynamicCEP (Nissatech and FZI)
- Unstructured and Social Data Analytics (NTUA)

Seven FITMAN partners were involved in presenting the webinars. The organisations are noted in brackets above. In total, 15 different people attended the webinars; some of which attended multiple webinars.



On 21 September 2015, FITMAN held a series of webinars over one day, which was open to any FI-PPP Phase III participants. Like the webinar series held in June, each webinar was 30 minutes long, and participants could drop in and out throughout the day to attend as many webinars they were interested in.

The webinars in this series covered the FITMAN SEs not presented in June:

- 3DScan (DataPixel)
- Data Interoperability Platform Services (TXT)
- Supply Chain & Business Ecosystem Apps (TXT)
- Secure Event Management (TXT)
- Advanced Management of Virtualized Assets (DITF)
- Shopfloor Data Collection (Atos and UNINOVA)
- Generation and Transformation of Virtualized Assets (STI)
- SEMed (BIBA)
- Metadata and Ontologies Semantic Matching (NTUA)

The webinars were promoted directly to the FABulous project, through the FITMAN website and to the FIWARE community via the Basecamp mailing list. The 16 webinars had 24 unique attendees with most people attending multiple webinars. The participants came from FIWARE, including open call winners from FABulous and FInish. Given the small representation of manufacturing in Phase III as a whole, the attendance exceeded expectations. The videos of the webinars were published on YouTube and the slides on SlideShare and have received several hundred views. The provision of these webinars has raised awareness of FITMAN's assets and may have both increased uptake and reduced direct support needs.

2.5. Liaisons with research communities, projects

For this last period, FITMAN focused its collaboration with the following communities:

IERC cluster

FITMAN contributed in the 2015 edition of the IoT Cluster Book *"Building the Hyperconnected Society - Internet of Things Research and Innovation - Value Chains, Ecosystem and Markets"*.

First with a specific emphasis on the FITMAN Smart Factory Platform as well as the TRW trial in the Chapter "Industrial Internet of Things and the Innovation Processes in Smart Manufacturing".

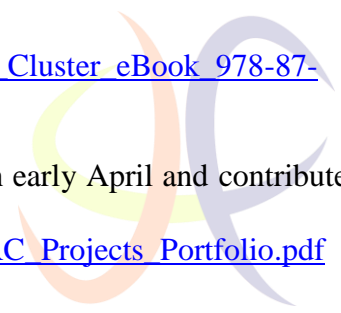
Second, Activity Chain 3 (AC3) "IoT innovation and pilots" has coordinated an entire chapter entitled "Market and Technology Readiness Levels in Internet of Things Research and Innovation Applications" working with various IERC projects and collecting ideas and plans on how projects outcomes can be used to outreach beyond and outside the IERC Cluster community.

All of the FITMAN trials have contributed to this chapter by providing for each a comprehensive analysis including the description of their trial, their Technology Readiness Level (TRL), an analysis of the potential gaps towards commercialisation, the addressed markets, stakeholders and end-users.

http://www.internet-of-things-research.eu/pdf/Building_the_Hyperconnected_Society_IERC_2015_Cluster_eBook_978-87-93237-98-8_P_Web.pdf

FITMAN also participated in the SIdO event that took place in Lyon early April and contributed to the IERC projects' Portfolio as mentioned on the following link:

https://www.smart-action.eu/fileadmin/smart-action/publications/IERC_Projects_Portfolio.pdf



FITMAN collaborations with FoF projects

FITMAN continued to have a close collaboration with FABulous participating in one of their webinars but also promoting ours through their communications channels.

Webinars also brought us participation from FIWARE, including open call winners from FABulous and Finish.

The event Infoday on Future Internet and FIWARE (Lisbon, Portugal, 02/07/2015) for which Consulgal presented FITMAN and the Consulgal case was organized in cooperation with IPN, managers of the Phase III project SOUL-FI.

FITMAN collaborations with FI-PPP projects

Despite the shorter time frame of this period FITMAN collaborated with FI-PPP projects on the following events:

- ECFI Brussels, Belgium, April 2015
- Infoday on Future Internet and FIWARE: (CONSULGAL) - Lisbon, Portugal, 02/07/2015
- IIIE Conference 2015 (UPVLC) – Aveiro, Portugal, 6-8/07/2015
- FITMAN workshop Alliance for IOT Innovation: Brussels, Belgium, 08/09/2015

2.6. FITMAN social media report in period 3

Following the first and second year's emerging presence in social media, the FITMAN social media accounts achieved, during the 3rd year of the FITMAN project, to establish an active and strong presence, gain visibility and engage a more targeted audience.

The following table presents the metrics regarding social media dissemination activities performed by FITMAN during the three years of the project and a comparison with the metrics of the 2nd year, based on the Social Media strategy described in Section 1.

For the calculation of the metrics, the integrated insights and analytics of Twitter, LinkedIn and Facebook were used, as well as data derived directly from each FITMAN account and a dedicated Twitter analytics tool, called Tweetchup².

Activity	Achieved until October 26 th , 2015	Increase (%) Y2 → Y3	Comments
How many FITMAN entries in the social media accounts?	1061	25%	Photos, Videos, News Items, Discussions, Presentations
How many followers in the different FITMAN social media accounts?	1164	77%	Twitter, LinkedIn, Facebook, SlideShare, YouTube
How many comments posted by followers in the various FITMAN's social media accounts?	68	17%	LinkedIn, Twitter and Facebook Discussions
How many times a FITMAN message was reproduced in the Web 2.0 (re-tweets, shares, etc.)?	717	209%	Re-tweets, Shares
How many followers do the persons who reproduced a FITMAN messages have in	2.649.800	920%	No of Followers of the Followers who

² <http://tweetchup.com>



total?		have reproduced FITMAN messages
Number of posts/tweets/messages quoting or linking to FITMAN	286	24%

Table 2. Social Media Dissemination Metrics

As the table reveals, an increase from Year 2 is recorded in all social media dissemination metrics, and in fact presenting high rates in most of them. These numbers can be attributed to: (a) the **continuous effort invested on social media** to efficiently share FITMAN information and material over the Internet; (b) the fact that **during the 3rd year** of the project the public distribution and promotion of **concrete FITMAN results (regarding the methodologies, the SF-VF-DF platforms, the Specific Enablers and the trials)** through FITMAN's social media accounts continued, following the FITMAN social media strategy, **further attracting the interest** of the public and especially of **top influencers** in the FITMAN-related domains; and (c) the **increased visibility of FITMAN in various dissemination events** and (d) the **continuously expanding audience outreach of the FIWARE programme** during Phase 3. In particular, it needs to be noted that the huge increase of the total FITMAN outreach (i.e. How many followers do the persons who reproduced a FITMAN messages have in total?) can be justified by the engagement and interaction with various domains influencers on FITMAN's social media accounts.

During the 3rd year of the project, the FITMAN twitter account has achieved a **Klout³ score of 46** (which has also increased in comparison to the 42 Klout score in the 2nd year), reflecting once more its **active and constant presence** in the twitter landscape and acknowledging its expertise on Innovation, Future Internet and Manufacturing in Europe. Looking in more depth at the location of the FITMAN followers in Twitter from Twitter Analytics, the followers mainly come from the US (27%), Portugal (11%), Spain (10%), Greece (7%), Italy (6%), Germany (6%), Belgium (6%), UK (5%), France (4%) and Switzerland (2%). With regard to the followers' interests, Twitter Analytics reveals that they are broadly interested in Business and news (76%), Tech news (56%), Technology (51%), and Entrepreneurship (46%).

Concerning the profiles of the followers of FITMAN social media accounts, detailed metrics can be drawn both from Facebook and from Twitter. It needs to be noted that most followers are men (56%) and belong to the so-called joint Generations X and Y (in the age groups 25-34 and 35-44) at 36%.

In summary, the successful presence of the FITMAN project in Social Media has been in line with the strategy followed since the beginning of the project, confirming the project's initial belief that publishing the ongoing outcomes and results from the adoption of the FIWARE Generic Enablers and the FITMAN Specific Enablers to the trials would strengthen the interest of the European IT and Manufacturing industry, as reflected to FITMAN Social Media channels. During the final year of the FITMAN project implementation, the consortium continued its effective social media strategy and managed to further attract and interact with influencers in the social web, culminating the visibility of the project.

2.7. Assessment of the impact of dissemination actions at the end of period 3

As explained in D11.1, the simplified ECOGRAI Method has been used to determine the performance indicators and to assess the impact of the dissemination.

Therefore objectives, actions and Performance Indicators (PIs) have been defined.

The table below shows the Performance indicators and the targets and values for Period 2 and 3.

Objectives	Dissemination	Performance	Target in	Values in	Target in	Value in
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³ <http://klout.com>

of the dissemination	activities	indicators	Period 2	Period 2	Period 3	Period 3
Enable a continuous communication between the partners and the various stakeholders	Creation of a project website for online communication, regularly updated.	Number of visits	20000 visit sessions	24 862 visit sessions - 45% new visits - Avg 5 pages visited per session	30000 visit sessions	31479 visit sessions
Provide general information about the project	Creation of dissemination material to be used by the partners (flyer, poster, slideshow presentation, newsletter) updated along the project	Number of flyer versions Number of posters Number of slideshow versions Number of newsletters	2 flyer versions 2 posters 2 slideshow presentations 1 newsletter	2 flyer versions 11 posters 2 slideshow presentations 1 newsletter	1 flyer version 1 newsletter	0 flyer 1 participation to an FI-PPP newsletter
Create awareness around FITMAN among the relevant targets (tailored communication)	Select events and journals where FITMAN must be present	Number of presentations on events	14	17	6	12
Create synergies with FI / FoF projects and communities in the domain	Identify the projects and initiatives to contact and propose joint actions	Number of joint actions with other projects	10	3	2	2
Share expertise and knowledge and contribute to the transfer of project achievements and use cases	Publish results through different channels (present papers at conferences, articles in books, project website library, newsletter, alerts on social media)	Number of scientific papers in conferences and in journals Number of webinars	10 20	11 2	6 5	14 16
Meet stakeholders and final users to receive feedbacks	Contribute in face-to-face meetings, round tables, workshops	Number of face to face meetings Roundtables and workshops	9	14	5	9
Contribute	Be active in all	Participants in	8	N/A (see		

and use the progress and scientific advances in the FI/PPP programme	FI/PPP working group and governance bodies. Participate in all FI/PPP public events	WG and governance bodies Number of participations in FI/PPP public events	3 participations	Section II) 11 participations	3	4
Create a community of interested parties around FITMAN interaction with external parties).	Creation of FITMAN profiles on social network to publish news and topics	Number of news published in social networks	600 entries and 500 followers	850 entries 650 followers	1200 entries and 1000 followers	1061 entries and 1164 followers

Table 3. List of Performance Indicators including targets and values for year 3

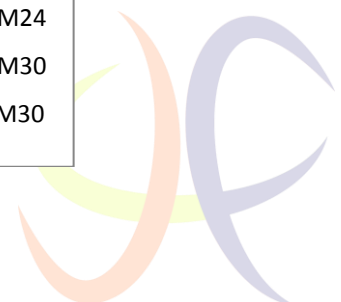
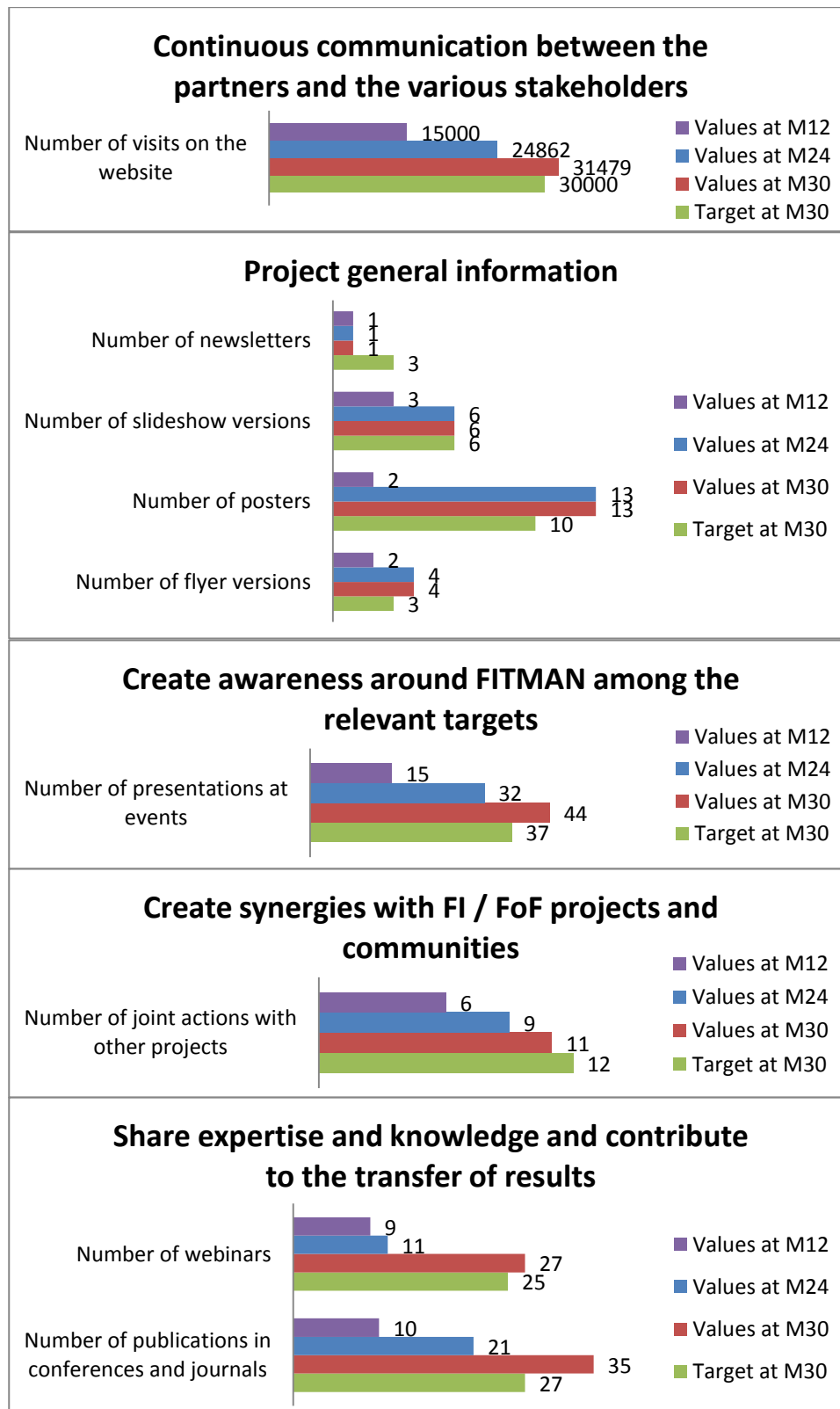
For this last shorter period, FITMAN has mostly reached or exceeded its targets. Since the tools had been set in place already, the effort was concentrated towards meeting the audience and potential future customers through events, workshops and webinars. A lot of publications came through as well to help spread the word around use cases and the projects' results.

Collaborations were still maintained, whether with other FoF projects or through the FIWARE community.



3. Full Project assessment

Using the Performance Indicators applied since year one, the following tables show all the values from the 3 periods as well as the final target of M30.



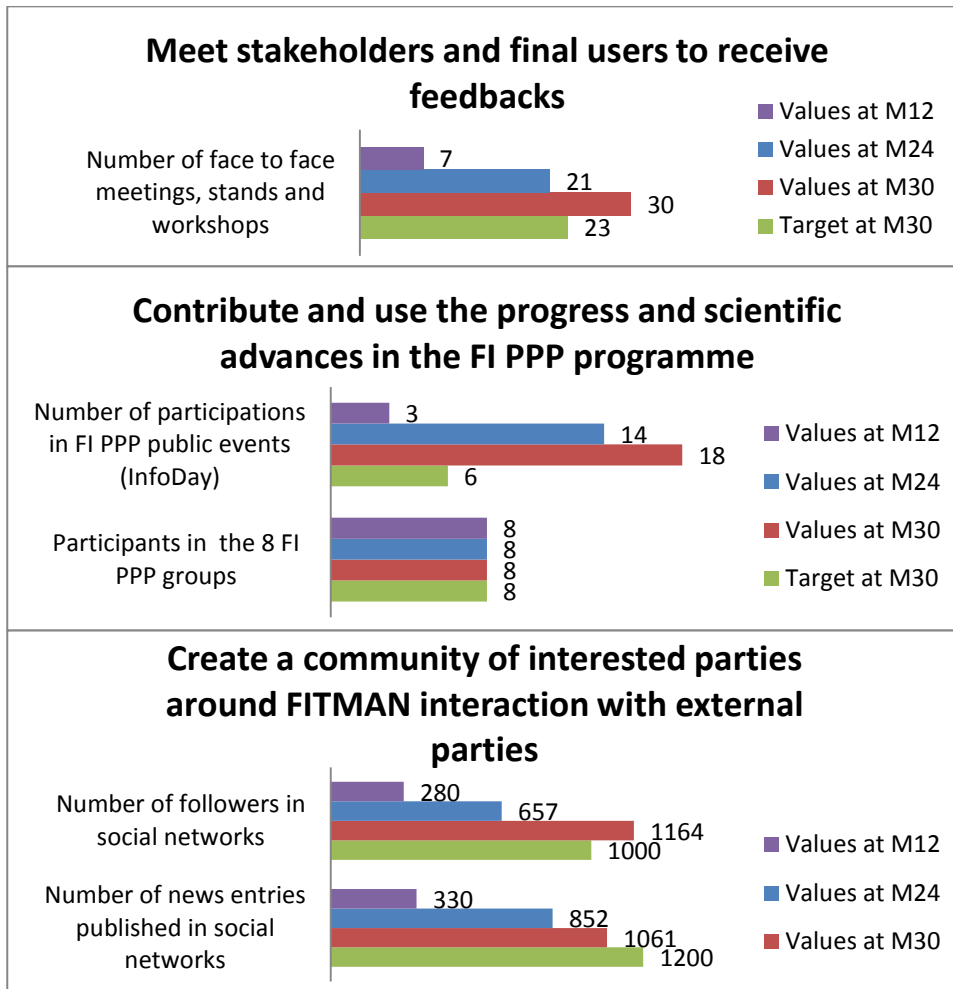


Figure 1: Assessment of the project M1-M30

The global dissemination outcome of the project is very positive. Almost all the targets were reached, most of them exceeded.

Except for the dissemination tools which did not need upgrading in the last period, we can see a regular growth for the three periods of the project.

The areas that did not fully match the targets were:

- the flyer and the newsletter: a new flyer was not a relevant tool for the last 6 months and was therefore not created despite the target. The newsletter was slightly trickier given the turn of the exploitation to the FML and was not achieved in time but will still be created as part of the FML structure.
- the collaboration with other projects came really close to its target as there is only one collaboration missing.
- the number of entries in Social Medias: the target set for the last short period was fairly high and difficult to achieve. The goal has been to focus on quality content to reach to new followers (which did exceed the target) instead of quantity content.

The strong areas have been the events, workshops, publications and followers in social media, allowing for a strong outreach of the project.



4. Dissemination plan for the afterlife of the Project

Given the many results of the project and the strength of the FIWARE community it belongs to, FITMAN is not a project that could simply end at M30. Therefore, on top of the individual exploitation plans, thoughts were put collectively into the afterlife of the project, effectively planning on a future organisation, tools and activities.

4.1. FITMANovationLab

The consortium has worked on the after-project. Creating a value proposition around FITMAN's assets (see D9.4) the consortium chose a joint vehicle for the exploitation of those FITMAN assets: the FITMANovationLab (FML). FITMAN worked with INTEROP-VLab to establish the FML as a Community Group inside of INTEROP-VLab, thus allowing multiple possibilities commercially and internationally.

The FML has already identified an initial set of 4 services:

- Communication, marketing and community expansion services.
- Awareness, training and education services.
- Assets evolution, validation and testing services (FIWARE for Industry Portal & Catalogue).
- Contests, awards and challenges services (FIWARE for Industry EU Challenges).

Those will be instigated in the first phases of FML implementation and were already discussed in some dissemination events such as the Infoday on Future Internet and FIWARE, INTEROP-VLab General Assembly, AIDIMA workshops, “LE FRONTIERE DELL’INNOVAZIONE: Technologie del futuro per il manifatturiero”:

4.2. FML Dissemination tools

FML portal

A new website has been developed: the FML portal. This portal is a large repository for information, ranging from the more generic information regarding the FITMAN services to technical support to SMEs.

The access is upon registration only but anybody can register on the FML Portal, provided they have a valid email address. Registered users, by default have access to an email address for general queries. Phase III participants and other paid users (clients) will have a different role, and will have access to enhanced, technical, support.

The portal also includes a forum.

The support provided by the FML portal is detailed in D8.8 Section 6.2

FML dissemination

It is explained in the signed constitution of the FML Community Group that “the FML will coordinate the generation of communication/marketing material to be made available to INTEROP-VLab regional poles (and in particular here to those partners of an I-VLab Pole who choose to join the FML CG) to support their local dissemination (even in local languages) and transfer to local industry through enterprise and entrepreneurship networks events (brokering, workshops, cluster activities...). Thus the organisation of regional and national activities can be coordinated and supported to ensure that local industry appreciates the possibility to “connect” with other industries

in other European regions increasing their business possibilities. The final aim would be to create the FML network and therefore increase the “customer” base of manufacturing and ICT SMEs and industry that is connected and engaged in FIWARE for Industry activities.

4.3. FML Dissemination activities & publications planned

Events:

1. ICT Group meeting @Portuguese Technological Platform for Construction (Consulgal) – 14/10/2015
2. The Connected Business Community - Service Based Economy (TANet) – 19/11/2015
3. I-ESA 2016, (I-VLab, TXT) - Guimarães, Portugal 30/03/2016
4. World Manufacturing Forum (Polimi), Barcelona, Spain, 3-4/05/2016

Publications already accepted:

1. 11th IEEE International Conference on Signal-Image Technology and Internet-Based Systems (SITIS 2015): *A Web Service Composition Framework based on Centrality and Community Structure*, Sophea Chhun, Kanokwan Malang, Chantal Cherifi, Néjib Moalla, Yacine Ouzrout (Lyon2) 11/2015 (WP6 – Trial 6)
2. International journal of Data & Knowledge Engineering: *Performance assessment architecture for collaborative business processes in BPM-SOA based environments*, Maroua Hachicha, Néjib Moalla, Muhammad Fahad, Yacine Ouzrout, (Lyon2) publishing date planned: Begin of 2016 (WP6 – Trial 6)
3. International journal of Artificial Intelligence Review: *Ontology Merging: State-of-the-Art and Benchmark for the merging of heterogeneous ontologies*, Muhammad Fahad, Nejib Moalla, Yacine Ouzrout, Abdelaziz Bouras (Lyon2) publishing date planned: Begin of 2016 (WP6 – Trial 6)



SECTION II. FI-PPP Programme Collaborations

FITMAN was involved in the FI-PPP governance bodies. Following the restructuring of the FI-PPP activities in Phase 3, a working group including the 16 accelerators, specialized task forces and Organizing Committee, has been created to coordinate the future FI-PPP activities. Therefore, the previously established working groups have been cancelled.

However, to ensure a strong communication with FI-PPP, the Steering Board was maintained:

- Steering Board (SB): S. Gusmeroli (TXT#1); O. Lazaro (INNOVALIA#10).

During this final period, the following meetings were attended by at least one of the members of the Steering Board:

- 28 May 2015 (Vienna)
- 16 July 2015 (Telco)
- 22 September 2015 (Frankfurt)
- 4 November 2015 (Hamburg)



Conclusions

The dissemination activities during the third period of FITMAN were very satisfying, especially given the shorter time frame.

A total of 21 events have been attended for this third period; mainly presentations and workshops with amongst them renowned events such as SIIdO, ECFI, ICE, ICT or IIIIE.

14 publications appeared with most notably proceedings for ICE, DEBS, IIIIE, IWEI or the IERC book.

There has been a strong outreach through social media with a total of 1164 followers and 1061 entries throughout the various social media accounts.

For the full project, FITMAN has totalled:

- 44 presentations
- 30 workshops/demos
- 27 webinars
- 35 publications

Amongst them 18 FI-PPP collaborations and 11 actions with other FoF projects.

The social media dissemination managed to give a good visibility to the project and to offer an excellent outreach through the final period. It has been a solid communication mean for the project.

All of these achievements created a strong awareness around the project and enabled FITMAN to reach the industrial target initially set for the project.

There has been a good involvement of all the Partners during the project. Involvement that is being continued in the frame of the FITMANovationLAB in order to leverage the potential of the FITMAN solutions.

