DiMAT

D8.1 TARGET-DRIVEN DISSEMINATION STRATEGY AND PLAN

30/06/2023

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D8.1 Target-Driven Dissemination Strategy and Plan

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Abstract	This deliverable, named D8.1 Target-Driven Dissemination Strategy and Plan aims to present the communication and dissemination plan for the DiMAT project. The presented plan encompasses all the related communication and dissemination activities on a structured basis. It also sets up the main tools that will enable the consortium to address relevant audiences with appropriate activities, promote project results and contribute to the exploitation activities. The purpose of this document is to guide consortium partners in communication and dissemination activities during implementation of DiMAT project.
Keywords	COMMUNICATION, DISSEMINATION, COMMUNICATION PLAN

Document Revision History

Version	Date	Description of change	List of contributor(s)
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0.4	23-Jun-2023	2nd Draft addressing the comments from internal reviewers	F6S
1.0	30-Jun-2023	Final quality check and issue of final document	CERTH

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EXECUTIVE SUMMARY

This deliverable, named D8.1 Target-Driven Dissemination Strategy and Plan aims to present the communication and dissemination plan for the DiMAT project.

This deliverable, D8.1 Target-Driven Dissemination Strategy and Plan, provides a comprehensive communication and dissemination plan for the DiMAT project. The plan outlines a structured approach to engaging relevant audiences, promoting project results, and facilitating exploitation activities. Its primary objective is to guide consortium partners in implementing effective communication and dissemination activities throughout the DiMAT project.

The DIMAT project, communication and dissemination plan is organized into three phases, each employing a specific methodology. These phases are designed to ensure the efficient promotion of the DiMAT project, its objectives, and its results to the various identified target audiences. Key goals of the deliverable include:

- **Raising awareness of DiMAT** activities among different stakeholders: The plan aims to effectively communicate the purpose, progress, and outcomes of the DiMAT project to stakeholders who have an interest in open digital tools for manufacturing industry.
- **Establishing potential collaborations** and engagement with other European initiatives, particularly other RESILIENCE projects: The plan recognizes the importance of fostering partnerships and collaborations with relevant European initiatives, contributing to the overall resilience efforts in the region.
- **Addressing the specific needs of targeted stakeholders**: The plan takes into account the diverse range of stakeholders and their unique requirements, ensuring that the communication and dissemination activities are tailored to effectively engage each group.

Additionally, the plan incorporates strategies for project branding and the development of offline materials. These elements will enhance the visibility and recognition of the DiMAT project among its target audiences, further strengthening its impact and reach.

Furthermore, extensive dissemination efforts will be carried out through workshops, webinars, and other events. These activities will serve as platforms to showcase the project's progress, share findings, and foster knowledge exchange among stakeholders.

By implementing the Target-Driven Dissemination Strategy and Plan outlined in this deliverable, the DiMAT consortium partners will have a clear roadmap for executing communication and dissemination activities effectively. This will maximize the project's

visibility, impact, and collaboration potential, ultimately contributing to the overall success and long-term sustainability of the DiMAT project.

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ABBREVIATIONS

AI	Artificial Intelligence
CERN	European Organisation for Nuclear Research
DEL	Deliverable
DIHs	Digital Innovation Hubs
DMP	Data Management Plan
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
JCR	Journal Citation Report
KPI	Key Performance Indicator
M#	Month (number)
ML	Machine Learning
ODTs	Open Digital Tools
PPPs	Public-Private Partnerships
PPT	Power Point Template
SMEs	Small and Medium Sized Enterprises
WP	Work Package

1. INTRODUCTION

The DiMAT project is poised to revolutionise the European materials industry by offering an innovative set of advanced technologies through its Open Digital Tools. These tools will provide European small and medium-sized enterprises (SMEs) and mid-cap businesses with an affordable system for full modelling, simulation, and optimisation at every stage of the material value chain, from design to processing and manufacturing. By implementing these Open Digital Tools (ODTs), the DiMAT project seeks to facilitate innovation and collaboration in the European materials industry, ultimately making it more competitive and sustainable.

The aim of the communication and dissemination plan is to establish a strategy for communication and dissemination activities to achieve the overall goal and objectives of the DiMAT project. The plan is a strategic document that will enable consortium partners to maximize the project impact.

According to Horizon Europe guidelines the implementation of the communication and dissemination activities is a mandatory requirement. In this context and for the purposes of this document, **communication** is *taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange* [1] while **dissemination** is *the public disclosure of the results by appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium[2].*

Target-Driven Dissemination Strategy and Plan has been established considering legal obligations included in Grant Agreement and will elaborate how both communication and dissemination activities will be managed to increase the impact of DiMAT project results and contribute to fulfilling its objectives.

This document is comprised of the following chapters:

Chapter 1- Introduction

Chapter 2 - Strategy

Chapter 3 – Channels, Tools, and Activities

Chapter 4 – Key Performance Indicators and monitoring

Chapter 5 – Schedule and Timing

Chapter 6 – Role of Partners

Chapter 7- Conclusions

2. STRATEGY

The objective of the strategy chapter is to describe the concept of the communication and dissemination plan, its methodology and objectives.

The strategy behind the communication and dissemination outlines the methods to effectively communicate the appropriate messages to the targeted stakeholders and establishes specific, relevant, and achievable goals. Successful communication occurs when it precisely reaches the intended audience, considering the suitable style and tone for stakeholder-specific communication. A well-organized communication framework such as carefully selected channels and tools guarantees the efficient implementation of the planned activities.

The communication and dissemination activities will be adapted according to the project's progress and will be followed by reaching milestones and deliverables of DiMAT project deliverables concerning implementation of dedicated activities set out in the Grant Agreement (GA).

MILESTONE	MILESTONE NAME	MEANS OF VERIFICATION	MONTH
MS3	Project Dissemination Strategy implemented	- Project Dissemination Strategy defined; - DiMAT website set-up and running; - Initial release of the public part of the dissemination materials available;	M3

Table 1. Milestones of DiMAT communication and dissemination

DELIVERABLE	DELIVERABLE NAME	MONTH	DUE DATE
D8.1	Target-Driven Dissemination Strategy and Plan	M6	June 2023

D8.2	Target-Driven Dissemination Strategy and Plan – version 2	M18	June 2024
D8.3	Target-Driven Dissemination Strategy and Plan – version 3	M36	December 2025
D8.4	Dissemination Materials. Website, Social Networks and Dissemination Activities	M18	June 2024
D8.5	Dissemination Materials. Website, Social Networks and Dissemination Activities – version 2	M36	December 2025

Table 2. Deliverables of DiMAT communication and dissemination

This deliverable (DEL) was developed as part of the DiMAT project. It is named **D8.1 Target-Driven Dissemination Strategy and Plan"** and is included in "WP8 – IMPACT: Dissemination, Exploitation and Standardisation". This deliverable will be used to set the route towards communication and dissemination activities which are going to be reported in D8.4 – Dissemination Materials. Website, Social Networks and Dissemination Activities (Due M18).

2.1. METHODOLOGY

The DiMAT project's awareness generation, public outreach, communication, and dissemination efforts will be guided by the principles of growth hacking, with a focus on engaging and serving the project's target groups and stakeholders. To this end, proven growth-hacking methodologies will be used throughout the implementation of the communication and dissemination plan.

Growth hacking [3] – Identification of the most efficient ways to fuel growth through the usage of analytical, inexpensive, creative, and innovative methods.

Growth hacking, as it is applied to DiMAT project, involves experimenting with different marketing tools, channels, activities through validation and iterative cycles to identify the most efficient ways to reach and engage key stakeholders. It will also ensure that market challenges are captured and acted upon.

Content marketing [4] – *"The strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action."*

Taking into consideration the above, DiMAT communication plan involves identification of key stakeholders, preparation of projects' visual identity and appealing content to attract, engage, delight identified key stakeholders.

During the implementation of DiMAT project, communication and dissemination plan will be divided into three phases. Each phase contributes to the project's objectives by progressively building awareness, attracting interest, and promoting the sustainability of the DiMAT project outputs. The phases are designed to create a route that starts with introducing the project to the public, progresses to attracting stakeholders and showcasing results, and culminates in extensive communication and dissemination of the project's outcomes. This strategic approach maximizes the project's impact and ensures its long-term success.

DIMAT's communication and dissemination plan phases:

- **Phase 1 "awareness building" (M1 - M12)** – dedicated to building awareness of DiMAT project and introduction of DiMAT project to the public**.** During this stage activities will embrace visibility, establishing and running social media and its campaign, introducing project and consortium partners, storytelling about main goals and activities. The aim of phase 1 is to generate the interest and attract stakeholders. This phase sets the stage for subsequent phases by establishing a baseline understanding of the project and creating initial engagement.
- **Phase 2 "attracting interest" (M12 - M24) –** dedicated to proper implementation and to show the preliminary results of DiMAT projects and the status of development of ODTs. This phase will be dedicated to attract targeted stakeholders as much as possible and will focus on scaling up communication and dissemination activities. Activities will be dedicated to extensive visibility of DiMAT project online and offline – series of dedicated interviews, videos as well as events, webinars, workshops will be conducted. By properly implementing the project and demonstrating the development of the ODTs, the project gains credibility and interest from potential collaborators, investors, and beneficiaries. Attracting interest is crucial for securing partnerships, collaborations, and additional resources necessary for the project's overall success and successful exploitation.

Phase 3 "improvement and sustainability" (M24 – 36) – dedicated to extensive communication and dissemination of DiMAT project and extensive disclosure of projects' results. This phase will be focused on promoting campaigns dedicated to show the usability of digital tools, and demonstration of planned four pilots under the DIMAT project. Activities

will be focused on participation to various events and as well as on enhancing the visibility of the DiMAT project which will lay a solid foundation to exploitation activities. The aim of this phase is to maximize the impact and sustainability of the DiMAT project, and it will contribute to paving the way for broad adoption of DiMAT Toolkits in the industry.

2.2. OBJECTIVES

The objective of the communication and dissemination plan of the DIMAT project is to ensure that DiMAT objectives, results, and final outcomes are effectively communicated and disseminated to the targeted audience. Additionally, the communication and dissemination plan has been strategically designed to enhance its visibility within the EU funded project landscape. The aim is to engage with key stakeholders at the highest level to ensure that the DIMAT project is well recognized, and final outcomes are utilized. Successful communication and dissemination will ensure the exploitation of its results.

The main objectives of the Target-Driven Dissemination Strategy and Plan identified in the GA are:

1) **the promotion of DiMAT project**, objectives, and results to the identified target audiences,
2) **raising awareness of DiMAT activities among different stakeholders**,
3) **establishing potential collaborations** and engagement with other European initiatives, especially other RESILIENCE projects.

Objectives of the communication and dissemination plan will be achieved by mapping relevant key stakeholders, adjusting activities and tools to identified stakeholders, planning activities that build mutual development and synergies between all projects funded under the RESILIENCE call. Additionally, objectives will be fulfilled by supporting and facilitating the dissemination of scientific papers, attendance to scientific conferences, seminars, and workshops.

2.3. TARGETED AUDIENCE AND KEY MESSAGE

To enhance community growth, all potential stakeholders within the DiMAT ecosystem have been identified and mapped. Potential stakeholders can play different roles within the DiMAT project and different key messages as well as communication channels will be used to attract the potential targeted groups.

The table below describe the project's target groups, their needs, and expectations regarding the DiMAT project, provided key messages, and the most relevant channels and tools per target group to convey these messages:

INDUSTRIAL AUDIENCE – MATERIALS DESIGNERS	
European Materials Designers, Machine Tools Manufacturers, Ceramic Tiles Manufacturers, Polymer Designers, Composite Prepreg Manufacturers, Sheet Moulding Compound Producers, Compounding Industry	
NEEDS/INTEREST	Digitalisation of the European materials industry; Affordable full modelling, simulation, and optimisation system for Small and Medium-sized Enterprises (SMEs) and Mid-Cap companies; Access to solutions that are cost-effective and straightforward in terms of implementation and usability; Show how current material designers challenges such as improvements of quality, sustainability and effectiveness of materials will be tackled by DiMAT Suites.
KEY MESSAGE	Access to custom-made solutions for companies; New digital tools on the market to tackle sectoral challenges;
CHANNELS	Website, social media channels, newsletter, F6S platform, webinars and workshops, industrial conferences, press and journals;
INDUSTRIAL AUDIENCE – MATERIALS PRODUCERS	
Materials Producers, Graphite Producers, Compounding Producers, Resin Producers, Fibres Producers, Spinning Producers, Glass Producers	

NEEDS/INTEREST	Digitalisation of the European materials industry; Low initial investments in infrastructure setup and maintenance; Better process and manufacture advanced materials which outperform conventional materials and have far superior properties, such as increased toughness, hardness, durability etc; Design of entirely new products and increasing competitiveness by offering materials of superior performance in one or more characteristics that are of high value for the manufacturing industry; Improvements in materials data safety, mechanical and thermal properties of materials, traceability, and design of materials facilitated by the digital tools;
KEY MESSAGE	Access to custom-made solutions for companies; New digital tools on the market to tackle sectoral challenges;
CHANNELS	Website, social media channels, newsletter, F6S platform, webinars and workshops, industrial conferences, press and journals;
INDUSTRIAL AUDIENCE – MANUFACTURING INDUSTRY	
Automotive Industry, Glass Industry, Ceramics Industry, Metal Industry, Composite Industry, Plastic Industry, Footwear Industry, Stone Industry, Furniture Industry, Textile Industry	
NEEDS/INTEREST	Digitalisation of the European manufacturing industry; Use of advanced materials, designed and produced by the digital tools, better designed, and produced, with optimised characteristics and the lowest possible environmental impact, Produce more competitive and sustainable products, supporting Europe's position as a manufacturing leader;

	Environmental and economic impact of the available new products and digital tools which allow to support sustainable decision during production;
KEY MESSAGE	Access to custom-made solutions for companies; New digital tools on the market to tackle sectoral challenges;
CHANNELS	Website, social media channels, newsletter, F6S platform, webinars and workshops, industrial conferences, press and journals;
INDUSTRIAL AUDIENCE – DIGITAL TECHNOLOGY PROVIDERS	
Digital Technologies Providers, Sensors Manufacturers, Actuators Manufacturers, Data Scientists, AI Engineers, Software Developers, Hardware Developers	
NEEDS/INTEREST	Interoperability of digital tools; Access to solutions that are cost-effective and straightforward in terms of implementation and usability; Integrate the DiMAT technologies into systems, facilitating their adoption by the manufacturing industry;
KEY MESSAGE	Access to custom-made solutions for companies; New digital tools on the market to tackle sectoral challenges;
CHANNELS	Website, social media channels, newsletter, F6S platform, webinars and workshops, industrial conferences, press and journals;
CERTIFICATION/ STANDARDISATION AGENTS	

Standardisation bodies, platforms, committees, associations	
NEEDS/INTEREST	Raise awareness about new digital tools; Understanding of new tools and technologies that can be standardised for wider use; Leverage the potential of DiMAT suites.
KEY MESSAGE	New digital tools available at the market;
CHANNELS	Website, social media channels, webinars, workshops;
SCIENTIFIC & RESEARCH AUDIENCE	
European universities, research institutes, scientific foundations, students, researchers, trainees	
NEEDS/INTEREST	Access to open results and possibilities for further research projects; Access to new research approach and scientific outcomes; Participation and learning about new digital tools; Training in the use of digital technologies and improving their competences;
KEY MESSAGE	Opportunity to foster collaboration and accelerate innovation in the materials science, including material modelling and simulation;
CHANNELS	Website, DiMAT Zenodo account, research conferences, scientific and technical publications; project deliverables;
EUROPEAN AUDIENCE	

EU funded projects, projects funded under RISILIENCE topic, digital innovations hubs (DIH)	
NEEDS/INTEREST	Synergies with other projects; Joint workshops and webinars; Fostering the adoption of new technologies across the industry;
KEY MESSAGE	Opportunity to achieve greater impact via cross-dissemination and co-organisation of activities;
CHANNELS	Website, social media, press releases, newsletters, joint webinars and events, one-to-one meetings;
GENERAL AUDIENCE	
Individuals and society	
NEEDS/INTEREST	Inform and create awareness; Demonstrate its key assets for the economy and society; Attract potential beneficiaries/users of the project results;
KEY MESSAGE	Showcase how DiMAT project tackles current challenges and its positive impact on society;
CHANNELS	Website, social media, leaflets;

Table 3. Potential stakeholders

2.4. COLLABORATION WITH OTHER PROJECTS

The DiMAT project consortium during the project implementation will establish potential collaboration with projects funded under the same topic and other relevant EU funded projects. Established collaborations will create synergies and will have a noticeable impact

on ecosystems of funded projects. It will allow to see how other similar projects are implemented and will allow to find complementariness among DiMAT and other projects.

Potential collaborations might be beneficial for DIMAT for several reasons:

- Provide an opportunity for DIMAT project to exchange knowledge and learn from experience in similar projects.
- Allow the DiMAT project to understand the scope and activities of other similar projects. By cooperating with other projects, the DiMAT consortium can ensure that their work is complementary and focuses on unique aspects, thus maximizing the impact.
- Enable access to a broader range of expertise, enabling the DiMAT project to tap into specialized knowledge and skills that may not be available within their own consortium. This can enhance the overall quality and effectiveness of the DiMAT project.
- By working together, projects can leverage each other's strengths, combine efforts, and achieve collective goals more effectively. This collaboration not only benefits individual projects but also contributes to the overall ecosystem of funded projects.

Consortium partners are well recognized and have a wide network of contacts. Potential cooperation will be established with:

- **Projects funded under topic HORIZON-CL4-2022-RESILIENCE-01-25** where, except DIMAT project, 2 other projects received funding, namely:

  METAFacturing [5] which focuses on digitized toolchain for metal part production which will lead to a more resilient production process with respect to the raw materials used reduces operator effort and cost and reduces scrap due to out-of-specification parts and **PIONEER** [6] which aims to the development of an open innovation platform and interoperable digital pipeline for addressing a design-by-simulation optimisation framework.

- **Other EU funded projects and initiatives** which are correlated to DiMAT topics, namely manufacturing, digital technologies, materials engineering, artificial intelligence (AI) and machine learning (ML), e.g., **i4Q** [7] which aims to support SMEs form manufacturing sector**, ZDMP** [8] providing platform to support concept of connected factories**, DIH4CPS** [9] creating the network of DIHs and solution providers focussed on cyber-physical and embedded systems**,** etc.

- **EU research and innovation projects and initiatives**, in which DiMAT partners are involved. DiMAT consortium partners' collaborations and synergies with relevant projects for joint dissemination actions will be investigated.

Established collaboration will build on following activities:

- knowledge and information exchange;
- joint workshops and events helping to reach to the wider audience;
- cross promotion of events, webinars and produced communication materials;
- other relevant opportunities.

Activities within established cooperation will be determined individually according to mutual needs and expectations. Above mentioned activities will allow to create synergies, which will lead to increased visibility, broader audience reach, and potential collaborations for future funded projects.

3. CHANNELS, TOOLS AND ACTIVITIES

This chapter of the deliverable provides information about the following items:

- Name
- Logo
- Colour palette
- Typography
- EU funding information
- Templates
- Marketing materials

3.1. BRAND AND VISUAL IDENTITY

Elaborate instructions of the visual identity are provided in the DiMAT Visual Identity, available to all partners in the project folder.

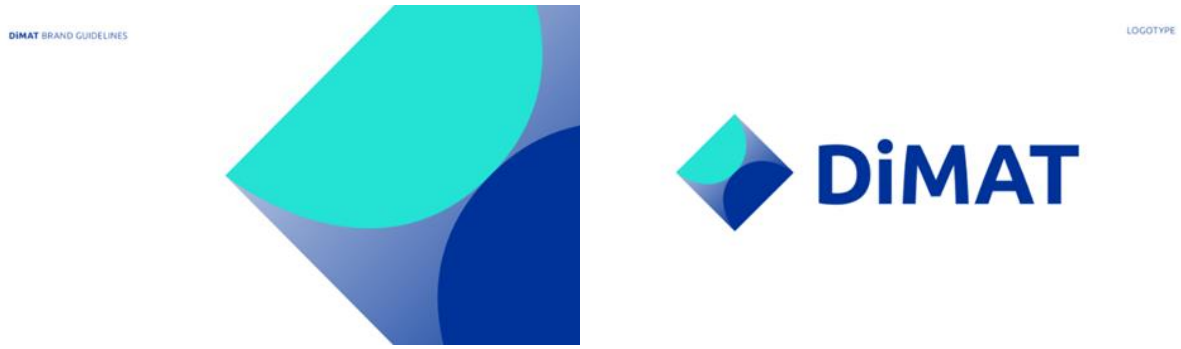


Figure 1: Screenshot of DiMAT Brand Guideline

3.1.1. PROJECT NAME

The project's name "Digital Modelling and Simulation for Design, Processing and Manufacturing of Advanced Materials" stands for **DiMAT**. The project name should be used correctly at all times to ensure consistent project branding. However, for marketing purposes, such as on the website, social media, and in general communication, DiMAT will utilize a project positioning statement -project slogan: "Holistic digital transformation of the SMEs manufacturing industry".

3.1.2. DIMAT LOGO

The DiMAT logo from the proposal stage was redesigned in a way to portray the strong brand of the project while being simple, clean, and structured.

The design elements and symbolism can be described as follows:

- **3D Effect:** The symbol used in the design projects a 3D effect. This effect is likely employed to visually communicate DiMAT's focus on researching material digital properties. The 3D effect suggests depth and dimension, alluding to the exploration of digital manufacturing technologies and their impact on materials.
- **Oblique Square Base:** The base of the symbol is described as an oblique square, resembling a plane in a 3D program. This choice of shape further emphasizes the connection to digital design and modelling. It symbolizes the project's involvement in the virtual realm and its focus on the digital aspects of manufacturing.
- **Mirrored Letterforms:** Inside the oblique square base, there are three mirrored letterforms, specifically the letter "D." This design element symbolically connects to

the project's name, DiMAT. The mirrored and overlapping nature of the letterforms adds complexity to the symbol, reflecting the extensive research and depth of the project's objectives.

Overall, the design elements and symbolism of the website reflect DiMAT's objectives by combining credible institutional tones with vibrant teal tones to represent innovation. The 3D effect and the oblique square base communicate the project's connection to digital manufacturing and its focus on material digital properties. The mirrored letterforms reinforce the project's name and convey the complexity and dimensionality of the research being conducted.

Eight logo versions (horizontal, horizontal with signature, black, white, monochromatic on two different backgrounds, on dark and bright colours background) were produced by the communication team.

Figure 2: DiMAT Logotype

Figure 3: DiMAT Logotype with signature

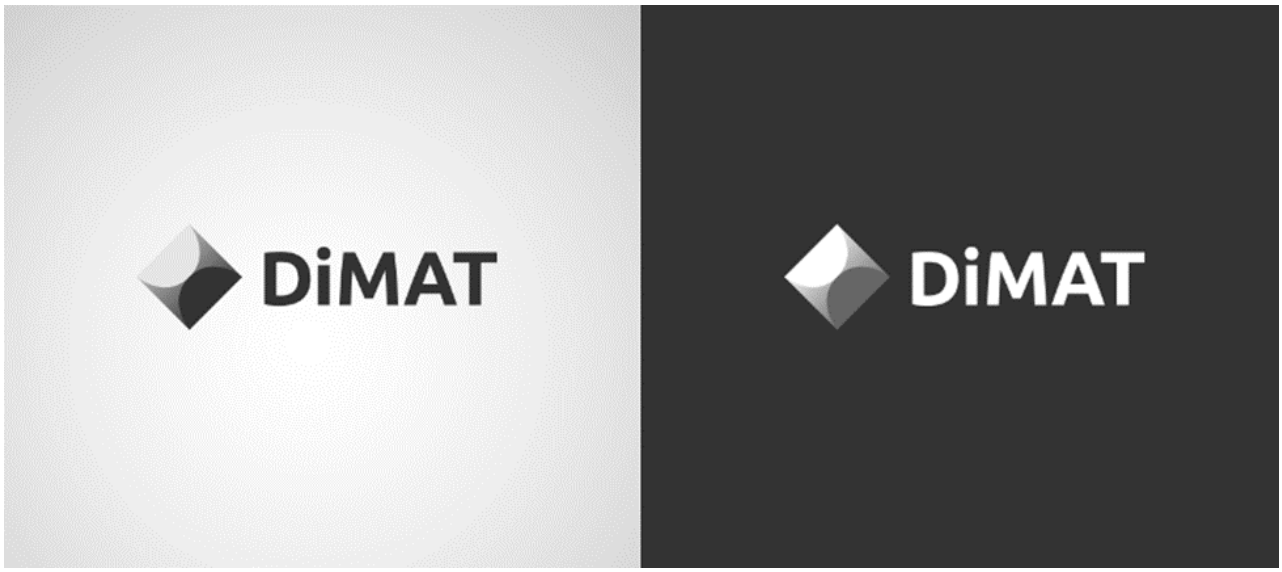


Figure 4: DiMAT logo in black and white version

Figure 5: DiMAT logo on bright and dark colours background

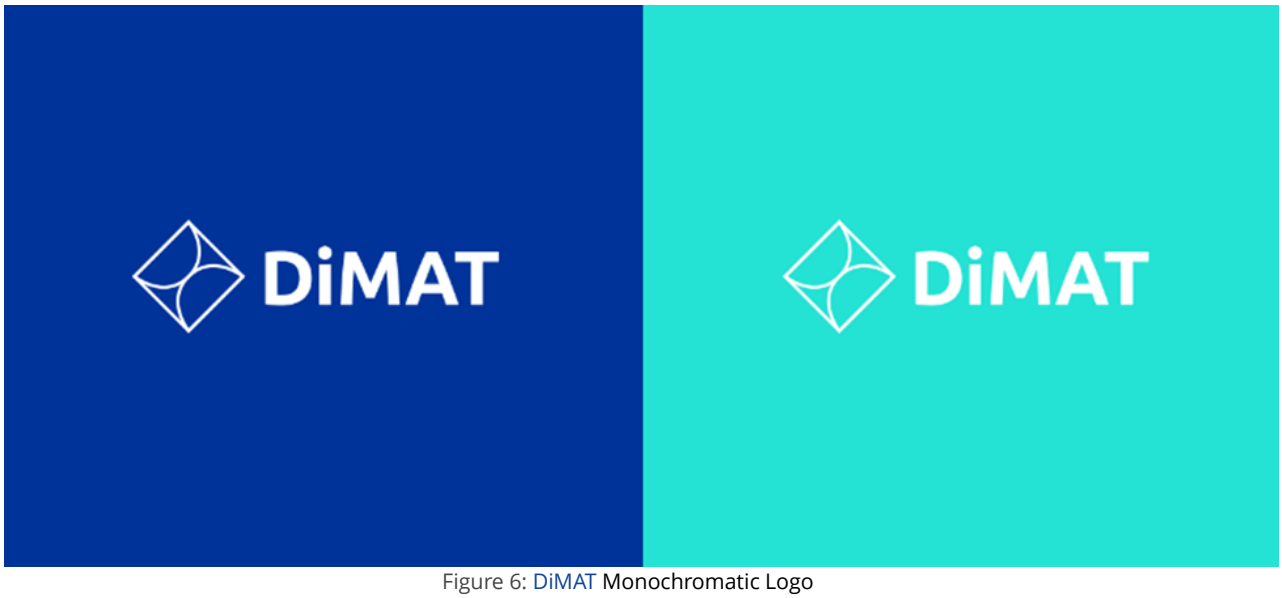


Figure 6: DiMAT Monochromatic Logo

To prevent incorrect usage of the DiMAT logo, the Brand Guidelines include a recommendation section, which showcases the designing exclusion zone and examples of inappropriate ways of using the logo.

Figure 7: Recommended minimum size in print

Figure 8: Examples of an inappropriate logo usage

3.1.3. COLOR PALETTE

The DiMAT project is using the following colour palette with 3 colours in total:

Figure 9: DiMAT Colour Palette

- Dark Blue: The use of dark blue as a primary colour conveys a credible and institutional tone. This colour choice signifies the project's aim to establish a standard in digital manufacturing research. It suggests reliability, professionalism, and expertise, positioning DiMAT as a reference in the field.

- **Light Tone in Vibrant Teal**: The inclusion of a light tone in vibrant teal serves to complement the institutional side with an innovative touch. Teal is often associated with technology and the digital world. By incorporating this colour, the website symbolically contextualizes DiMAT's quest for innovation and its connection to the digital realm.

3.1.4. DIMAT TYPOGRAPHY

The DiMAT project is using **Ubuntu Bold** and **Open Sans Semibold font.**

Figure 10: DiMAT Typography

The typography choices of the project can be described as follows:

- Simple and Clean Font: The project opts for a simple and clean font, which reflects a brand that operates with focus, professionalism, and a methodical approach. Such typography suggests clarity, precision, and an attention to detail. It aligns with the project's objectives of establishing itself as a credible reference in the digital manufacturing research field.

- Slight Curves in Font: The inclusion of slight curves in the font, particularly in places where straight lines would be expected, adds a touch of innovation and improvement. These curves serve as an ode to the project's commitment to pushing boundaries, exploring new ideas, and constantly evolving. The subtle deviation from straight lines communicates a sense of creativity, flexibility, and forward-thinking.

By combining a simple and clean font with slight curves, the typography contributes to the project's visual identity by presenting a balanced blend of professionalism and innovation. It conveys a message of focused expertise while also signalling a willingness to embrace change and drive advancements in the digital manufacturing research field.

3.1.5. EU FUNDING ACKNOWLEDGEMENT

All communication materials and dissemination of results should demonstrate the visibility of EU funding, by displaying the EU emblem and including the following text:

Co-funded by
the European Union

This project has received funding from the European Union's Horizon Europe research and innovation programme under the Grant Agreement 101091496. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Health and Digital Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

3.1.6. DOCUMENT TEMPLATES

To maintain a coherent visual identity, all partners should adopt the uniform templates:

- **General Word template**, created for purposes such as writing meeting minutes, writing press releases, blog posts, simple reporting and similar.
- **Deliverable Word Template**, created for the purpose of writing complex reports, strategies, and deliverables.
- **Power Point template (PPT)**, created for the purpose of visual aid in terms of presenting project's main objectives, values, strategies, both internally and externally.

Figure 11: Screenshot of DiMAT General Word Template

Figure 12: Screenshot of DiMAT Deliverable Word Template

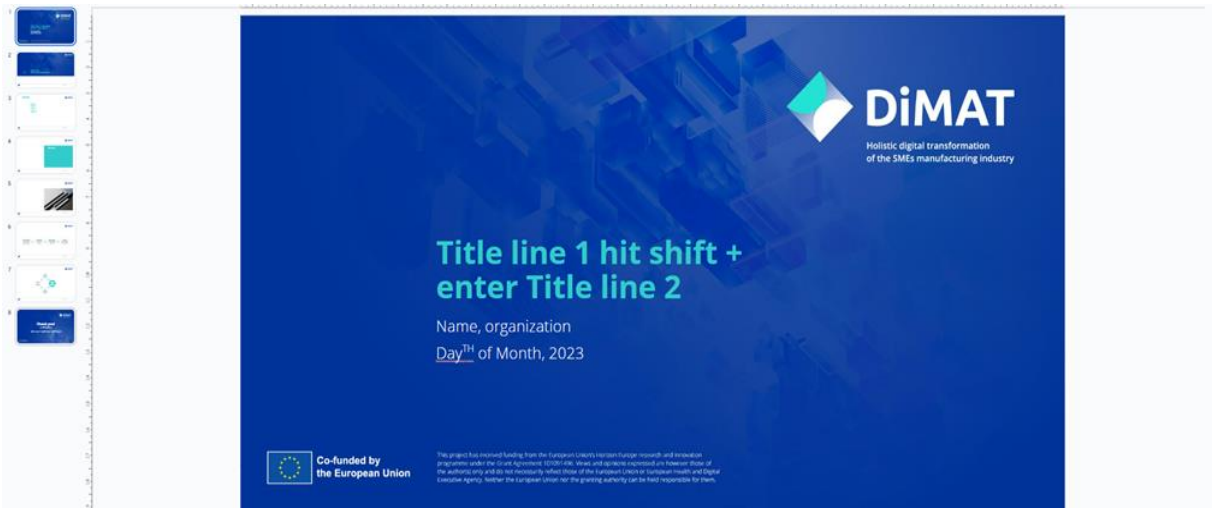


Figure 13: Screenshot of DiMAT PowerPoint Template

3.1.7. MARKETING MATERIALS

DiMAT promotional strategy is supported with the use of the following promotional materials:

- Two-Pager/ Online flyer
- Roll-up
- Poster
- Power Point presentation with key message

The DiMAT Media Kit is publicly available on the project website (section Resources) and it contains the Project logo, Visual identity (brand guideline), listed printing materials, pitch presentation and branded visuals for social media.

Figure 14: DiMAT Two Pager/Flyer

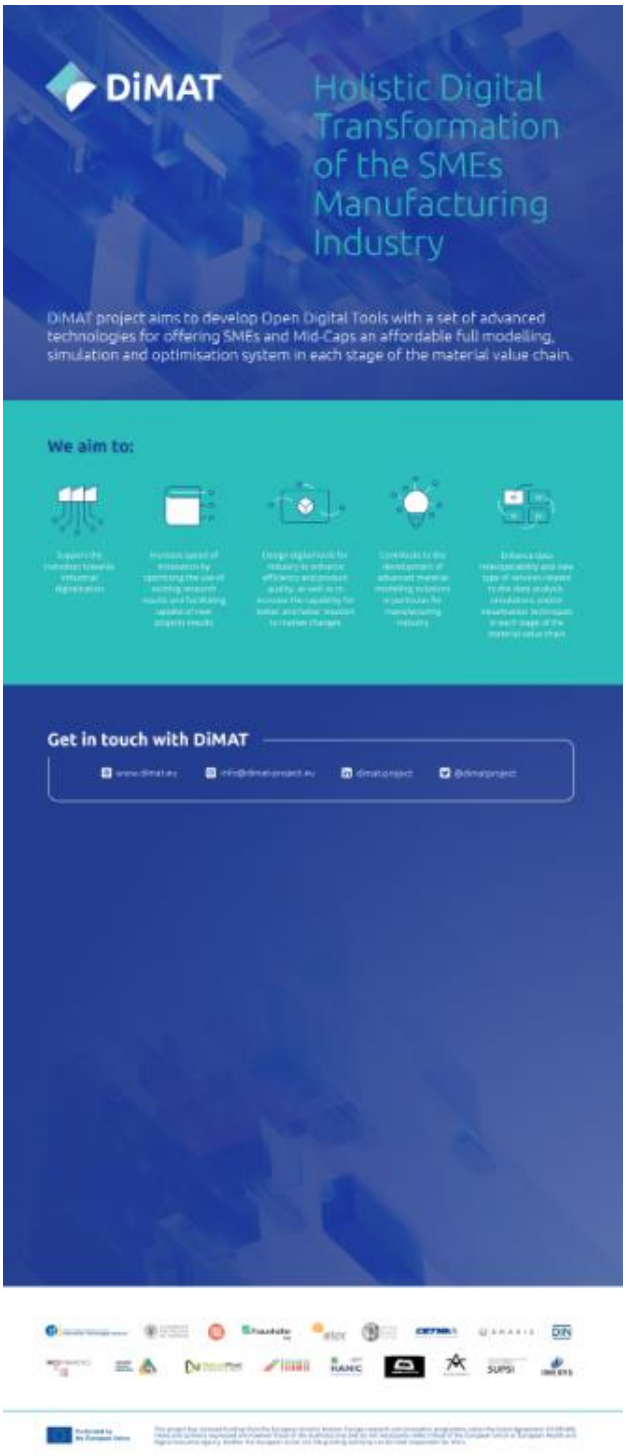


Figure 15: DiMAT Roll-up

Figure 16: DiMAT Poster developed for Euro Nano Forum 2023

3.2. COMMUNICATION

Virtual presence of the DiMAT project ensures greater outreach to focal stakeholders. The following channels will help create a high impact online:

- Project website
- Social media
- Newsletter and Mailing
- F6S platform

3.2.1. PROJECT WEBSITE

The DiMAT website is available on **www.dimat-project.eu .** The website is designed in a way to introduce the project, as well as to provide all relevant, up-to-date information to the main target audience and the general public. It is connected to the other communication tools such as the F6S platform and social networks by serving as their main support system and information repository.

The following elements within the project website are crucial for communication and are regularly updated by F6S with the support of the whole consortium:

- **Home** section representing an overview of the project, goals and objectives, latest news and a call to action to the project's newsletter.
- **Team** section featuring introduction of all the consortium partners involved in the project.
- **News** section as a designated base for the following subpages: a) Articles b) Newsletter
- **Pilots** section dedicated to DiMAT's pilots representing 4 relevant material manufacturing sectors: Polymer, Composite, Glass and Graphite.
- **Suites** section showcasing DiMAT's solutions: Data and Assessment Suite, Modelling and Design Suite and Simulation and Optimisation Suite.
- **Resources** section which will store information and access to:
  - DiMAT Media Kit materials (press releases and branding materials)
  - Public deliverables
  - Scientific Publications
  - Videos
- **Contact** section represents the possibility for all interested parties to contact us and leave any comment they feel is relevant.

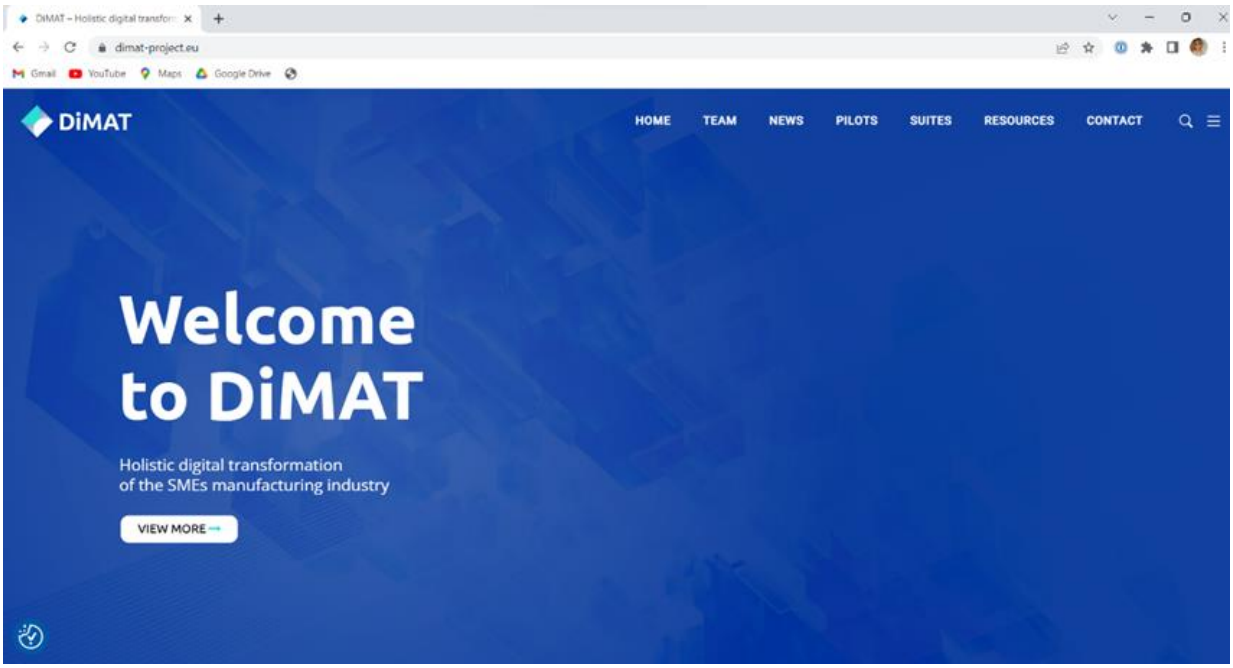


Figure 17: Screenshot of the DiMAT Website

F6S as a work package (WP) Lead will regularly update the project website with new materials and technically maintain. Further progress of website activities will be reported in the **D8.4 Dissemination Materials. Website, Social Networks and Dissemination Activities** planned on M18 and **D8.5 Dissemination Materials. Website, Social Networks and Dissemination Activities** M36.

Pilots

The DiMAT Solutions will be demonstrated in 4 pilots representing 4 relevant material manufacturing sectors such as: Polymer, Composite, Glass and Graphite.

The pilots will be implemented to show the applicability and impact of the project and its results into the market environment under real-world conditions.

The case studies will summarise the context and situations before and after the use of DiMAT Solutions, along with an estimate of the improvement in the KPIs.

Pilot 1

NATUREPLAST SAS & TECNORED

Synthetic Textiles Production (Polymer)

The pilot will be run by **NaturePlast SAS (NTP)** which produces renewable plastic compounds with the aim to solve a certain number of issues not resolved by biosourced or biodegradable and unprocessed compostable plastics and **Tecnología Redera SL (TECNORED)** which manufactures a wide range of fishing nets, construction safety nets, threads and ropes.

DiMAT solutions will support the development of new polymers and other materials in the manufacturing industry. **The DiMAT Materials Designer (MD)** solution will be used to design new polymers and the **DiMAT Materials Processing Simulator (MPS)** solution will simulate the production process, allowing cost reduction and improving the generation of new compounds. The simulation will provide a high level of certainty for companies to invest in the development of a new product. The simulation and modelling activities will be further validated with real tests and compared with the results obtained by the **DiMAT Materials Mechanical Properties Simulator (MMS).** After the simulations, a validation process and material testing will be conducted to verify that the results match the simulation outcomes.

Pilot 2

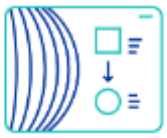
ACCELI & CETCOMP – UAVs Manufacturing with

Advanced Composite Materials (Composite)

The pilot will be run by **Acceligence LTD (ACCELI)**, Cyprus-based company specializing in cutting-edge R&D activities focused on Unmanned Aerial Vehicles (UAVs), haptics and other robotic solutions and **Cetma Composites Srl (CETCOMP)**, SME that leverages the multiannual expertise of CETMA Research Centre on carbon fibre, thermoplastics and recycling and whose mission includes the production and sale of composite material products for sport, furniture and leisure sectors and also aeronautic sectors.

In this pilot, The **DiMAT Suites** will be used to investigate the potential use of renewable and recyclable materials for drone structures.

The **DiMAT Materials Design Framework (MDF)** and **DiMAT Materials Modeler (MM)** will be employed to design and evaluate these materials. The **DiMAT Materials Designer (MD)** will analyze requirements and identify the best solution and technology for the sub-components. The **DiMAT Digital Twin for Process Control (DTPC)** will reduce environmental impact by monitoring key material processes in real-time and optimising them for efficiency. Analytical and numerical models will be utilised to optimise structures and processes. Quality will be determined through a prototyping phase and critical analysis of results, including performance analysis, Life Cycle Cost (LCC) and Life Cycle Assessment (LCA) using the **DiMAT Materials Environmental and Cost Life Cycle Assessment (MEC-LCA).**



Pilot 3

Hegla-Hanic – Innovative Glass Forming Process in Digital Environment (Glass)

The pilot will be run by **Hegla-Hanic GmbH (HEGLA)**, German company specializing in the development of digital tools for glass manufacturing processes, with a focus on logistics, ERP and control systems.

The goal of this pilot is to demonstrate how to facilitate digital tools and incorporate data-driven approaches to accelerate the innovative design and implementation of the glass forming process.

The pilot will validate various toolkits including the **DiMAT Materials Designer (MD), DiMAT Materials Processing Simulator (MPS), DiMAT Materials Mechanical Properties Simulator (MMS), DiMAT Materials Modeler (MM) and DiMAT Digital Twin for Process Control (DTPC)**, as well as the **DiMAT Cloud Materials Database (CMDB) and DiMAT Knowledge Acquisition Framework (KAF).** Key performance indicators (KPIs) will be used to measure the success of the developed solutions, including improvements in data consistency and safety, thermal properties, material design, on-time completion of products, resilience against economic impact and reduction in prototyping procedures.

Pilot 4

Imerys Graphite & Carbon – Speeding-up the New Product Development Process (Graphite)

The pilot will be run by **Imerys Graphite & Carbon**, Swiss company with a history of delivering high-tech carbon-based solutions to manufacturing and industry, producing synthetic and natural graphite, as well as conductive carbon black for mobile energy applications.

The goal of this pilot is to improve and speed-up the product development process. The pilot will emphasize that process and application development as well as LCA information can be more efficient and affordable.

The pilot will validate the **DiMAT Materials Knowledge Acquisition Framework (KAF), The DiMAT Materials Modeler (MM) and DiMAT Materials Designer (MD)** for speeding up new product development and reducing the need for physical samples and application tests. **The DiMAT Materials Processing Simulator (MPS)** will help identify key process parameters on finished product characteristics and suitability for specific applications. The **DiMAT Materials Environmental and Cost Life Cycle Assessment (MEC-LCA)** will enable new product development managers to accurately consider sustainable impacts throughout the design process.

Figure 18: Screenshot of the DiMAT's "Pilot" page

Suites

DiMAT Project will develop 3 solutions called DiMAT Suites.

Each DiMAT Suite will consist of 3 toolkits:

Data and Assessment Suite – Di^{DAS}	Modelling and Design Suite – Di^{DAS}	Simulation and Optimisation Suite – Di^{DOS}
Cloud Materials Database	Material Design Framework	Materials Mechanical Properties Simulator
Knowledge Acquisition Framework	Materials Modeler	Materials Processing Simulator
Materials Environmental and Cost Life Life Cycle Assessment	Materials Designer	Digital Twin for Process Control

The DiMAT Data and Assessment Suite – Di^{DAS}

set of digital tools powered by semantic technologies that provide data storage, management and utilization solutions.

The main goal of this suite is to improve the material data safety and material traceability, increase the use of materials from renewable resources and personnel digital skills, reduce material design cost, material economic and environmental impact and time to market.

These set of tools will work together to offer a centralized repository for materials data, enable knowledge acquisition and assess materials based on their environmental impact and cost over their life cycle.

Data and Assessment Suite will consist of:

DiMAT Cloud Materials Database – Di^{CMDB}

system for storing, sharing, and exploration of relevant material data for the material design, processing, and manufacturing processes.

DiMAT Knowledge Acquisition Framework – Di^{KAF}

toolkit for representing and managing information related to the materials along with their characteristics and their relationships in the form of a Knowledge Graph (KG).

DiMAT Materials Environmental and Cost Life Cycle Assessment – $Di^{MEC-LCA}$

tool for providing a high-level assessment on the environmental and economic impact of the pilot cases.

The DiMAT Modelling and Design Suite – Di^{DAS}

set of digital technologies for material design that allows for prediction of material behaviour before manufacturing.

The main goal of this suite is to improve material designs and personnel training ROI, to reduce material design errors and use of material during designing and modelling, to increase personnel productivity.

These set of tools will work together to enable material design in terms of internal structure, properties and performance.

Modelling and Design Suite will consist of:

DiMAT Materials Design Framework – Di^{MDF}

ontology-based open knowledge system to support the material design process, an App running on **DiMAT** Open Cloud Materials.

DiMAT Materials Modeler – Di^{MP}

toolkit to assist in discovering and designing competitive materials rapidly and effectively by modelling.

DiMAT Materials Designer – Di^{MD}

tool for providing a high-level assessment on the environmental and economic impact of the pilot cases.

The DiMAT Simulation and Optimization Suite – Di^{SOS}

set of digital tools for material manufacturing simulation and material behaviour prediction.

The main goal of this suite is to improve material mechanical properties and material performance, to increase of on-time completion and material operational characteristics, to reduce material for testing and prototyping procedures and material production cost.

These set of tools will work together to create efficient simulation processes and determine the behaviour of mechanical characterization models for use in AI training and prediction.

The DiMAT Simulation and Optimization Suite will consist of:

DiMAT Materials Mechanical Properties Simulator Di^{MMS}

toolkit for determining numerically mechanical properties such as stiffness, tensile strength, plasticity, viscoelastic and viscoplastic properties, damage, fracture, fatigue, etc.

DiMAT Materials Processing Simulator Di^{MPS}

toolkit for determining manufacturing conditions and concepts while simulating their application, results and requirements, in each one of the materials, processes, and processing conditions found at the **DiMAT** Open Cloud Materials Database.

DiMAT Digital Twin for Process Control Di^{DTPC}

digital counterpart of the IoT devices considered within **DiMAT** that provides a set of abstractions, virtualized functions, and APIs to support real and simulated manufacturing processes.

Figure 19: Screenshot of DiMAT's "Suites" Page

Digital Modelling and Simulation for Design, Processing and Manufacturing of Advanced Materials

Jan 26, 2023 sara@f6s.com

DiMAT project aims to develop Open Digital Tools with a set of advanced technologies for offering SMEs and Mid-Caps an affordable full modelling, simulation and optimisation system in each stage of the material value chain for improving quality, sustainability, effectiveness, and competitiveness of materials.

DiMAT will deploy 3 integrated Suites: DiMAT Data and Assessment Suite, DiMAT Modelling and Design Suite & DiMAT Simulation and Optimisation Suite. The DiMAT Suites will be demonstrated in 4 Pilots of European designers and producers of different materials: textile, composite, glass and graphite.

What are the main objectives of the project?

- Support the transition towards industrial digitalisation
- Increase speed of innovation by optimising the use of existing research results and facilitating uptake of new projects results
- Design digital tools for industry to enhance efficiency and product quality, as well as to increase the capability for better and faster reaction to market changes
- Contribute to the development of advanced material modelling solutions in particular for manufacturing industry
- Enhance data interoperability and new type of services related to the data analysis, simulations and/or visualisation techniques in each stage of the material value chain using FAIR data principles

Running from January 2023 until January 2026, DiMAT project is led by a consortium that is a multidisciplinary team comprised of the following partners: CERTH, F6S, UPV, Fraunhofer, AITEX, NTUA, CETMA, DRAXIS, AMS, DIN, ROPARDO, NATUREPLAST SAS, TECNORED, ACCELIGENCE LTD, Hegla, CETCOMP, SUPSI and IMERYS.

Follow DiMAT's journey and stay up to date with the new developments and upcoming results.

Visit the project website: www.dimat-project.eu

Join DiMAT's community on Twitter (@dimatproject), LinkedIn (@dimat-project) & Youtube (@dimatproject)

Figure 20: Screenshot of DiMAT Website Blog Post

3.2.2. SOCIAL MEDIA CHANNELS

DiMAT is present in the following social networks, to increase the visibility of the projects' development, activities, and results:

- LinkedIn - dimat-project
- Twitter - @dimatproject

- YouTube - @dimatproject

During the project kick-off meeting, the partners agreed to use Twitter, LinkedIn and YouTube as the chosen social media platforms for project's promotion.

In the context of the communication and dissemination strategy for the DiMAT project, social media channels play a crucial role in increasing the visibility of the project's development, activities, and results. Here's a brief explanation of the importance of social media channels in this context:

- **LinkedIn**: LinkedIn is a professional networking platform that allows DiMAT to showcase its expertise, connect with professionals in the field, and share updates related to the project. It provides a platform for networking, collaboration, and knowledge exchange, helping to establish DiMAT as a credible player in the digital manufacturing research domain.

- **Twitter**: Twitter serves as a real-time microblogging platform, allowing DiMAT to share concise updates, news, and insights related to its research and development. Through the use of relevant hashtags and engaging with the community, Twitter enables DiMAT to reach a wider audience, including researchers, industry professionals, and stakeholders interested in digital technologies and material value chain optimisation.

- **YouTube**: As a video-sharing platform, YouTube offers DiMAT the opportunity to create and share visual content, such as project presentations, demonstrations, event recaps, and interviews. By leveraging visual and multimedia content, DiMAT can effectively communicate complex concepts, showcase research findings, and engage with a broader audience interested in digital technologies and material value chain optimisation.

By utilizing these social media channels, DiMAT can disseminate information about its research, highlight the benefits of digital technologies for material value chain optimisation, and engage with relevant communities. The platforms enable DiMAT to reach a wider audience, build connections, foster collaborations, and contribute to the ongoing dialogue in the field. Ultimately, social media channels play a vital role in enhancing the visibility, effectiveness, and competitiveness of the DiMAT project by leveraging the power of online networking and communication.

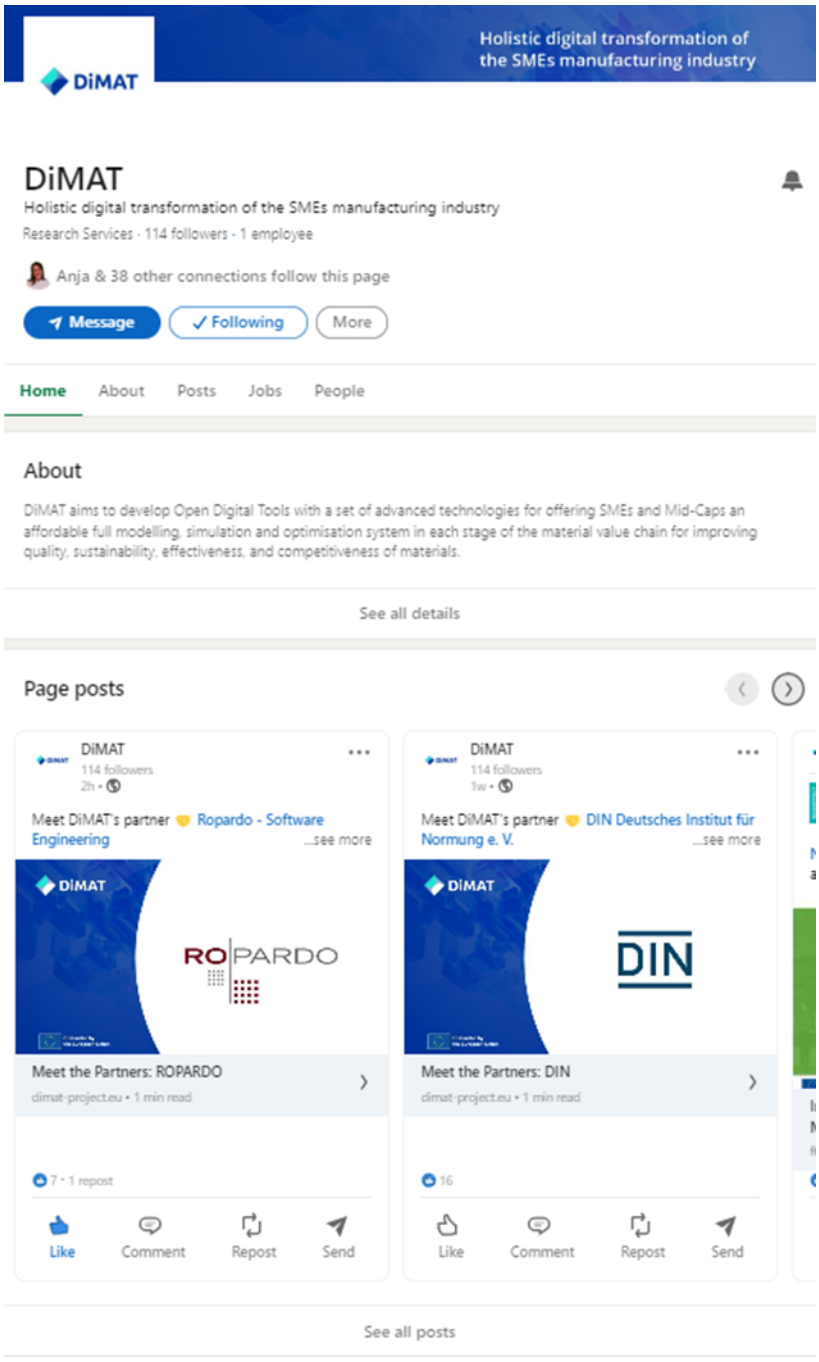


Figure 21: Screenshot of DiMAT LinkedIn Page

Figure 22: Screenshot of DiMAT Twitter Page

Figure 23: Screenshot of DiMAT YouTube Page

DiMAT social media accounts are managed by F6S.

F6S's role include tasks such as content creation, scheduling and publishing posts, monitoring engagement and interactions, and analysing social media metrics. The partner is responsible for maintaining a consistent and strategic social media presence for the DiMAT project across platforms like LinkedIn, Twitter, and YouTube. F6S can help ensure that the project's social media channels align with its communication and dissemination strategy, effectively reaching the target audience, and maximizing the impact of their online presence.

Overall, F6S plays a leading role in managing the social media accounts of the DiMAT project, allowing the project team to focus on their research and development activities while leveraging F6S's experience and resources to maintain an active and engaging social media presence.

To keep up with the project development, all DiMAT partners will keep F6S updated about the content and news of their project activities, as well as using their own social media accounts to re-share posts of the DiMAT page and social media accounts and to promote the DiMAT project, developments, results and other activities.

Social Media Engagement Strategy will be based on key elements:

- **Frequency:** Bi-Weekly activity plus whenever there is something relevant to post;
- **Content:**
  - News articles on the project website, related to: Project updates and success stories distribution in the form of feature interviews and Networking activities descriptions and invitations;
  - Information about project development updates;
  - Re-posts and re-tweets of partners' activities as well as of relevant networks.
  - Audio-visual material such as images, infographics and videos will be incorporated in Twitter and LinkedIn posts; Photos from DiMAT and other international industrial events will be used whenever possible;
- **Tagging:** each social media post, consortium LinkedIn and Twitter pages are tagged accordingly;
- **Typical Form of posts:** Copy as description + link + hashtags (if applicable) + visual materials + tagging.

To run and maintain users on social media it will be crucial to engage all consortium partners. Partners will be obliged to engage corporate social media as much as possible. Partners will:

- Engage with the posts shared on the DiMAT social media on a weekly basis;
- Tag the project and other relevant accounts;

- Try to always use one link, as relevant: the project website, news articles or other relevant link;

3.2.3. NEWSLETTER AND MAILING

At the home page of the website, interested parties will have a possibility to subscribe to the DiMAT newsletter and get the latest insights of the project. An electronic newsletter will be sent twice a year to interested stakeholders, managed through the DiMAT website. A mailing distribution list will be defined to distribute information related to DiMAT via email to increase the availability and visibility of DiMAT findings. The first newsletter will be sent in the M7 of the project with an aim to increase the project's awareness and promote the DiMAT website.

The structure of the newsletter will be developed according to the project's up-to-date activities, and it may contain the following information:

- DiMAT Newsletter banner,
- Newsletter title,
- Project highlights,
- Project updates,
- Partner's introduction,
- Social media call to action,

Note: Due to the agility of the project, the list above might be subject to changes.

Regularly, the core partners will be requested to make contributions to the newsletter, to showcase their activities under different work packages. The research partners within the consortium will be also encouraged to offer suitable material for inclusion in the newsletter.

Visitors to the DIMAT project website have the option to subscribe to the project newsletter. Subscribers will receive the newsletter via email, and they will also have the opportunity to access the subscription option on the project website. Additionally, the newsletter will be shared across the DiMAT platform and the social networks of the project partners.

Note: All the collected data will be stored and saved in accordance with the GDPR compliance (reference to Data Management Plan (DMP). Existing networks of all consortium members play an essential role in reaching the target audiences. Additionally, each stakeholder who contributes to the project platform or in any other way participates in project activities will also use their networks and social media channels to share their experiences, gather information and promote the project.

3.2.4. F6S PLATFORM

F6S (www.f6s.com) is the largest and fastest growing social platform for founders and startups/SME. With over 1,7 million users and over 200.000 startups/SME F6S has become the #1 startup/SME community globally. Additionally, F6S platform provides a possibility to reach 250.000 users and 30.000 startups/SMEs in Europe and more than 7.000 investors.

A page will be created at F6S platform concerning DiMAT overall project and it will serve as a Community Platform. DiMAT page on F6S platform will be used to build a DIMAT's rich and dynamic ecosystem of active members, representing all relevant stakeholders, fostering them to interact, chat, exchange knowledge, find synergies and get value from a community of peers in the materials design, modelling and simulation domains.

It will also provide information about the project, including the project website and the team. F6S Platform will be used to attract stakeholders of DIMAT Suites. Workshops and webinars for potential stakeholders will be conducted on the F6S Platform.

3.3. DISSEMINATION ACTIVITIES

To raise awareness, DiMAT will target a set of offline dissemination opportunities, such as events, scientific dissemination, workshops and webinars and networks with other relevant initiatives.

3.3.1. EVENTS

DiMAT will maximize its visibility and impact by actively participating in various events organized by key industrial leaders, the European Commission, Horizon Europe EU projects, relevant Technological Platforms, and Public-Private Partnerships (PPPs). These events provide valuable opportunities to showcase the project's results, engage with stakeholders, foster collaborations within related domains, particularly in the field of materials modelling, design and processing optimisation.

DiMAT places a strong emphasis on establishing a vital science-business connection as a primary focus of its communication and dissemination activities, aiming to effectively transmit key research results to the market. This objective is supported through active participation in a diverse range of scientific and business collaborative events. By engaging in these events, the project not only advances its goal of promoting the digitalisation of material production but also facilitates the translation of research outcomes into practical applications and commercialisation opportunities. These events provide a unique platform

to not only share research findings but also establish meaningful connections with industry leaders, entrepreneurs, and investors. Additionally, by engaging with the larger scientific community, the project will share and gain valuable insights, receive feedback, and refine its research methodologies to meet industry needs effectively. This multifaceted approach ensures that the project results are not confined but instead have a direct path towards market adoption, thereby driving the digital transformation of material production processes and contributing to the overall advancement of the industry.

Additionally, DiMAT recognizes the significance of engaging with industry players directly involved in the sectors covered by its use cases, namely polymer, composite, glass, and graphite. In this regard, the project plans to actively participate in industrial events specific to these sectors. By doing so, it can effectively disseminate its results, gather feedback, leverage its exploitation strategy and establish connections with key stakeholders in these domains.

To ensure effective representation at these events, a comprehensive list of key events has been compiled. This list includes prominent conferences, exhibitions, and symposiums relevant to the project's scope. The project consortium members are engaged in thorough discussions to identify the most suitable events and representatives who will attend on behalf of the project. This approach guarantees that the project's presence at each event is aligned with its goals and objectives.

The indicative table below provides an overview of some of the key events in which the project can participate:

CONFERENCES AND EVENTS				
TITLE	**OUTLINE**	**TYPE**	**DATE**	**LOCATION**
JEC World[10]	JEC World is the global trade show for composite materials and their applications.	Business	25 – 27 APR 2023	Paris, France
JEC Forum Italy [11]	JEC Forum ITALY is an event gathering the composite materials community from	Business	6 – 7 JUN 2023	Bologna, Italy

	Italy. The event promotes the regional ecosystem of composites and enable closer connections with the local companies, research & development centers and applications sectors industries.			
EURO NANO FORUM[12]	Euro nano forum brings industry, academia, policy makers and other stakeholders together to discuss developments on nanotechnologies in an open forum.	Science	11 – 13 JUN 2023	Lund, Sweden
OntoCommons Second Global Workshop[13]	Global Workshop Ontology Commons addresses challenges of Industry 5.0 as a hybrid event in Oslo, Norway. The Global Workshop will focus on ontologies, standardisation and data harmonisation in the industrial sector.	Science-Business	13 – 16 JUN 2023	Oslo, Norway
International Conference on Materials Modelling, Design and Simulation Techniques[14]	Annual conference organised by World Academy of Science, Engineering and Technology, focused on the field of materials modelling and simulation techniques.	Science	24 – 25 AUG 2023	Rome, Italy

FEMS EUROMAT[15]	FEMS EUROMAT is the premier international congress in the field of materials science and technology in Europe. It fosters knowledge transfer and exchange of experiences amongst delegates with academic and industrial backgrounds.	Science / business	3 - 7 SEPT 2023	Frankfurt, Germany
XVII International Conference on Computationally Plasticity Fundamentals and Applications[16]	The COMPLAS conference is an established event in the field of computational plasticity and related topics. COMPLAS 2023 aims to act as a forum for practitioners in the nonlinear structural mechanics field to discuss recent advances and identify future research directions.	Science	5 – 7 Sept 2023	Barcelona, Spain
PLAST[17]	PLAST, held in Milan every three years, is one of the most important exhibitions for plastics and rubber industry worldwide.	Business	5 – 8 Sept 2023	Milan, Italy
VITRUM 2023[18]	VITRUM held in Milan is one of the most important trade fair for glass.	Business	5 – 8 Sept 2023	Milan, Italy

MetalBarcelona[19]	MetalBarcelona - the leading event in industrial innovation, manufacturing, machining and metal processing, robotics and automation, will present in just 2 days, the latest developments and innovations for the industry of today and tomorrow.	Business	13 – 14 Sept 2023	Barcelona, Spain
European Advanced Materials Congress[20]	The European Advanced Materials Congress contributes to the advancement in the field and the creation of novel materials and technologies that can tackle global challenges. Its main aim is to scrutinize the most recent breakthroughs in cutting-edge research, innovation, and technology, with a specific focus on material insights and discoveries.	Science - business	23 – 26 Sept 2023	Southampton, United Kingdom
FAKUMA[21]	The world's leading trade event for industrial plastics processing, it offers a comprehensive overview of all plastics technologies.	Business	17 – 21 OCT 2023	Friedrichshafen, Germany

KOMPOZYT EXPO[22]	International Trade Fair for Composite Materials, Technologies and Products. KOMPOZYT-EXPO is the only trade fair in Poland devoted entirely to the composite materials industry. Exhibitors from all over the world at the fair present innovative technologies, materials and new products.	Business	4 – 5 OCT 2023	Krakow, Poland
POLYMER CONNECT[23]	International Conference on advanced polymer science and engineering	Science	23 – 25 OCT 2023	Valencia, Spain
Gulf Glass / Big 5[24]	Big 5 is the largest and most influential event for the construction industry with its global hub in Dubai acting as the gateway between East and West.	Business	4-7 DECEMBER 2023	Dubai
International Conference on Computational Methods for Materials Science[25]	The conference aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Computational Methods for Materials Science. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present	Science	29 – 30 MAR 2024	Paris, France

	and discuss the most recent innovations, trends, and concerns and solutions adopted in the fields of Computational Methods for Materials Science.			
Advanced Factories Expo & congress[26]	International congress on industry 4.0	Business	9 – 11 APR 2024	Barcelona, Spain
glasstec[27]	Leading trade fair for the glass industry	Business	22 – 25 OCT 2024	Düsseldorf, Germany
International Conference on Computational Methods for Materials Science[28]	International Conference on Computational Methods for Materials Science aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Computational Methods for Materials Science.	Science	29 – 30 MAR 2025	Paris, France

International Conference on Materials Modelling, Design and Simulation Techniques[29]	International Conference on Materials Modelling, Design and Simulation Techniques aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Materials Modelling, Design and Simulation Techniques.	Science	18 – 19 JAN 2025	Rome, Italy

Table 4. Conferences and events with DiMAT added value

This table represents a starting point for the project's participation opportunities in relevant events. The list will be continuously reviewed and updated to ensure the project's active involvement in events that align with its objectives and target audience. By leveraging these opportunities, DiMAT aims to enhance its visibility, foster collaborations, and maximize the dissemination of its findings to all relevant stakeholders.

3.3.2. WEBINARS, WORKSHOPS AND TRAININGS

WEBINARS

DiMAT will run a series of engaging and collaborative webinars each year. These webinars are categorized into two distinct domains to cater to different audiences: specialized sessions tailored for professionals and knowledge-sharing sessions aimed at raising awareness among the general audience.

Part of the sessions will be organized by the project, taking the advantage and leveraging on the DiMAT Community Platform established on F6S website and others will be led in conjunction with leading events identified in the previous section.

These webinars will serve as a key communication tool to disseminate project results, knowledge around the DiMAT Suite, insights, and foster knowledge exchange among participants. With a target attendance of an average of 50 attendees per webinar, these sessions aim to reach a broad audience and facilitate engagement on critical aspects of materials design, modelling, and simulation.

The professional webinars are tailored for experts and practitioners, providing in-depth discussions and insights into advanced concepts and applications. Three dedicated webinars will be allocated to showcase the suites and provide comprehensive training specifically tailored for professionals in the field. These webinars will serve as valuable platforms to demonstrate the capabilities of the suites and equip industry experts with the necessary knowledge and skills to effectively utilize them.

Through this comprehensive webinar series, the project aims to disseminate its work effectively, promote collaboration, inspire active participation from a wide range of stakeholders and lay down the foundation for its exploitation activities. By engaging both the general public and professionals, the project will create a dynamic dialogue, gather feedback, and foster a vibrant community around materials design, modelling, and simulation. The communication and dissemination plan, anchored by the webinar series, aims to maximize the project's visibility and impact while ensuring effective knowledge transfer to relevant audiences.

The active participation will allow to gather feedback and foster a vibrant community during above mentioned webinars. During the webinars it is planned to implement interactive Q&A sessions, polls, virtual breakout rooms, and post-webinar surveys. All those activities will allow to promote audience active engagement. It won't only enhance the effectiveness of webinars but also will build a supportive network of stakeholders involved in the DIMAT'S impact.

WORKSHOPS

Workshops will be conducted throughout the entire 36-month duration of the project, with a planned frequency of two workshops per year, one catering to industrial professionals and the other targeting the wider public.

The professionals' workshops will be held with key industrial representatives aiming to establish a comprehensive understanding of the market needs pertaining to the digitalisation of SME manufacturing industries.

The wider-audience workshops will be specifically focused on dissemination, aiming to reach out to various stakeholders and expand the project's ecosystem. These workshops will be carefully designed to be transmitted in an attention-grabbing manner to vividly engage participants, share project insights, and foster collaboration and adoption of project results. Techniques such as gamification, storytelling, breakout sessions, and panel discussions will be thoughtfully employed, selecting the most suitable style that aligns with the workshop's objectives and audience.

To reach maximum impact these public workshops are planned to be held in conjunction with international conferences related with DiMAT knowledge domains. The end goal is to increase the number of potential providers and consumers. By leveraging these conferences, the workshops will benefit from a wider audience, facilitating knowledge exchange and creating networking opportunities. Additionally, and where relevant, industrial booths will be set up during these events to provide demonstrations of the project's results, showcasing the practical applications and innovations achieved throughout the project.

The timing and suitability of the workshops will be carefully planned, taking into consideration the stage of development of the tools and the timeline of relevant major events.

TRAININGS

Training sessions are an integral part of DiMAT communication and dissemination plan. Internally, training sessions will be organized to support project partners in agile iteration and product development. Training sessions will be as well further conducted as part of the use-cases, towards the proper adoption and exploitation of the DiMAT suites. These sessions aim to enhance collaboration and facilitate the iterative development process, equipping partners with the necessary skills and knowledge to effectively utilize the project's tools and methodologies. Externally, the project recognizes the importance of empowering key stakeholders, including the human workforce, by improving their digital competences. Training sessions will be tailored with the project partners and will be designed to familiarize external stakeholders, including young professionals, trainees and students with the project's tools, enabling them to effectively leverage digital technologies in their respective roles. An agenda will be created to align the training activities with the overall project event programme.

3.3.3. SCIENTIFIC DISSEMINATION

Scientific and technical results will be published at workshops and conferences and in leading scientific journals on materials modelling and simulation and related technologies such as AI, Data Analytics and Digital Twins, in accordance with the principles of open access. Additionally, project results will be published in Industrial Specialized Press and Forums.

Below is a table of identified scientific journals and specialized press for scientific dissemination, which will be updated periodically.

SCIENTIFIC JOURNALS AND SPECIALIZED PRESS	
Modelling and Simulation in Engineering	Open access journal published by Hindawi LTD and indexed by JCR category: Materials Science, Multidisciplinary (Category Rank: 259/334)
Modelling and Simulation in Materials Science and Engineering	Open access journal published by Iop publishing LTD and indexed by JCR category: Materials Science, Multidisciplinary (Category Rank: 230/334)
Journal of Materials Processing Technology	Journal published by Elsevier SCI LTD and indexed by JCR category: Engineering Manufacturing (Category Rank: 13/50)
Composites Science and Technology	Journal published by Elsevier SCI LTD and indexed by JCR category: Materials Science, Composites (Category Rank: 2/33)
Computational Materials Science	Journal published by Elsevier SCI LTD and indexed by JCR category: Materials Science, Multidisciplinary (Category Rank: 173/334)
Journal of Materials Engineering and Performance	Journal published by Springer and indexed by JCR category: Materials Science, Multidisciplinary (Category Rank: 259/334)
AITEX Review	The Textile Industry Research Association – AITEX corporate journal dedicated to technical innovation

Table 5. Scientific journals and specialized press

Partners that publish scientific papers or publications must acknowledge the project using the phrase "This [data/work/paper/event...] was supported by the European Union's Horizon

Europe research and innovation programme under the Grant Agreement 101091496 – DiMAT".

Papers and publications meant to be open access in accordance with the DMP will be available via the project website and they will also be uploaded in Zenodo – a general-purpose open repository developed under the European OpenAIRE program and operated by CERN. An account has been created for this purpose and is accessible here.

Additionally, DiMAT will ensure open access to the data under a license that allows for a wide reuse (e.g., CC BY). This will be done no later than the publication date during and after the project's life following Article 17 and Annex 5 of the GA.

3.3.4. CLUSTERS & NETWORKS

DiMAT will capitalize on its existing well-established connections with clusters and networks while strategically expanding its presence in other relevant initiatives. The project partners will actively engage in a collaborative process to establish robust connections with identified networks. The project will participate in and contribute to targeted initiatives, sharing project results, fostering collaboration, and cultivating opportunities for collaboration and exploitation. These efforts will be closely aligned with the project's dissemination plan and listed activities, ensuring a cohesive approach towards maximizing impact.

NETWORKS AND CLUSTERS WITH DIRECT ACCESS	
EMMC	The European Materials Modelling Council
EMCC	European Materials Characterisation Council
NAFEMS	International Association for the Engineering Modelling, Analysis & Simulation Community
EFFRA	The European Factories of the Future Research Association
NESSI	The European Association Promoting Research, Development & Innovation in Software, Data and Digital Services
AIOTI	Alliance for IoT and Edge Computing Innovation
BDVA	Big Data Value Association

ETP	The European Technology Platform for the Future of Textiles and Clothing (Textile ETP)
EIT Raw Materials	EIT Raw Materials

Table 6. International networks with DiMAT consortia members' presence

NETWORKS AND CLUSTERS KEY CONNECTIONS TO ESTABLISH	
IOT FORUM	IoT Forum
MIDIH	Manufacturing Industry Digital Innovation Hubs
BDIH	The Basque Digital Innovation Hub
IMEC	Interuniversity Microelectronics Centre
EIT MANUFACTURING	EIT Manufacturing
EIT DIGITAL	EIT Digital

Table 7. Other DiMAT relevant networks and associations

The project will actively monitor and update the list of clusters and networks to maintain alignment with its goals and objectives. Ongoing tracking of events and initiatives organized by these clusters and networks will enable the project to identify and target those that are most relevant and valuable for both its results and its targeted audience.

4. KEY PERFORMANCE INDICATORS AND MONITORING

To measure the impact of communication and dissemination activities a set of Key Performance Indicators (KPIs) have been established. The following table presents KPI and average values of each activity.

KPI			
ACTIVITY	**TOOL**	**METRICS**	**TARGET KPI**
communication	website	Average number of website unique visitors	50 000
	video	Number of videos produced	18
		Average number of views	500
	virtual consulting room	Average number of queries	360
	blog	Average number of produced podcasts	9
	Newsletter	Average number of sent newsletters	6
		Average number of subscriptions	200
	Social media	Average number of followers	1000
		Average number of publications	72
		Average number of interactions	20
dissemination	Workshops	Average number of organized workshops	6
	Webinars	Average number of co-organised webinars	18

		Average number of attendees per event	50
	Scientific papers	Average number of papers	10
	scientific presentation	Average number of presentations	10
	Journalism papers	Average number of papers	20
	Press releases	Average number of press releases	12

Table 8. Dissemination and Communication KPIs throughout the lifetime of DiMAT

Communication and dissemination KPIs will be measured on a regular basis through internal reporting. Each partner will be obliged to inform the Communication and Dissemination Manager about performed activities, especially attendance to events, conferences, and congresses and prepared and submitted scientific and journalism papers. All information will be registered in an excel file stored on DiMAT project SharePoint.

Additionally, to measure the website and social media metrics, the following tools will be used:

- Google Analytics – to track and report the project website traffic,
- Social Media Metrics – to track the engagement on LinkedIn, Twitter and YouTube.

5. SCHEDULE AND TIMING

This section provides information regarding the timeline for the production and development of the main communication and promotion tools and materials as well as the frequency of social media and press engagement for the first year of DiMAT implementation. The table will be consulted and updated frequently, based on the activities, and needs of the project.

Y1	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
PROJECT COMMUNICATION TOOLS AND MATERIALS												
Website												
Identity and Stationery												
Promotional materials												
ONLINE AND MEDIA DISSEMINATION TOOLS												
LinkedIn												
Twitter												
YouTube channel												
F6S Platform												
ONLINE SOCIAL AND MEDIA INTERACTION												
Social media posts												

Interview						■						■
Press release		■				■			■			■
Newsletter						■						■
Video		■		■		■		■		■		■
Events participation	Ad hoc based on the events calendar											

Table 9. Indicative Timeline communication and dissemination activities

6. ROLE OF PARTNERS

Communication and dissemination activities require engagement of all consortium partners. Partners will work together to reach the objective of communication and dissemination strategy and implement WP 8 - IMPACT: Dissemination, Exploitation and Standardisation with highest standard. F6S as a WP 8 Leader will lead all activities. All partners will ensure that project is visible and properly promoted. The table below provides an overview of partners' support to communication and dissemination activities.

PARTNER AND SPECIFIC ROLE	RESPONSIBILITIES
SPECIALIST PARTNER **F6S**	• Leader of WP 8 dedicated to communication and dissemination activities; • Overall management of all activities with a strong contribution from all partners; • Development of Target-Driven Dissemination Strategy and Plan and reports; • Preparation of DiMAT brand and visual identity; • Preparation of offline materials such as: communication templates, a project brochure, a roll-up, banner, a set of social media visuals, a standard presentation with key message and a one-pager; • Management of social media (linkedin, Twitter and youtube) and raising awareness about DiMAT through effective campaign; • Development of DiMAT project website and preparation of valuable content – news, articles, projects resources; • Conducting a series of interviews and feature articles about Suites and Pilots; • Co-organizing events and webinars concerning DiMAT project and solutions; • Attendance to industrial conferences; • Building ecosystem of stakeholders around DiMAT project; • Synergy creation with sister projects;

Scientific partners and Technology providers: **CERTH** **UPV** **FRAUNHOFER** **SUPSI** **AITEX** **University of Athens** **CETMA** **DRAXIS** **AMS** **ROPARDO**	• Supporting WP leader by identifying and providing key project results and key information about DiMAT project; • Dissemination of scientific results through publishing in scientific articles and journals; • Identification and attendance to scientific conferences; • Co-organizing events, workshops and webinars concerning DiMAT project and its solutions; • Identification and attendance to relevant scientific and industrial conferences and events; • Podcast production on topics related to DiMAT project;
Industrial partners: **HEGLA – HANIC** **IMERYS** **NATUREPLAST** **TECHNORED** **CETMA COMPOSITES** **ACCELIGENCE**	• Support in content creation for social media and website • Communication activities related to implementation and validation of suites – contribution to articles and videos production about pilots • Attendance to industrial events and market-oriented events where results of pilots might be presented • Publish reports on successful case studies in industry press/forums.
Specific partners: **DIN**	• Leader of standardisation activities, • Creating synergies with standardisation bodies
All partners	• Engage with stakeholders and raise awareness about DiMAT project using social media and institutional websites; • Provide relevant content to the project website, social media and newsletters.

	• Support to reach project relevant stakeholders

Table 10. Roles and responsibilities of DiMAT project partners

7. CONCLUSIONS

The Communication and dissemination plan of the DIMAT project will play a crucial role in ensuring the widespread awareness and understanding of its objectives, outcomes, and impact. Through a comprehensive and strategic approach, it will effectively engage diverse stakeholders, including researchers, policymakers, industry professionals, and the general public.

The plan incorporates a common narrative, appealing project branding, and a range of communication tools and channels such as social media, a dedicated website, an integrated community platform, webinars, workshops, and events. By utilizing these resources, it integrates its activities and effectively disseminates its objectives, best practices, and results to key stakeholders. This approach not only promotes knowledge exchange and collaboration but also fosters a sense of ownership and active participation among the target audience.

Recognizing the dynamic nature and yet early stage of the project development, the communication and dissemination plan outlined in this deliverable is considered a living document. Despite the comprehensive plan, the project partners acknowledge potential challenges in reaching the intended stakeholders or unforeseen circumstances in implementing the communication and dissemination activities. As a result, two iterations are anticipated throughout the project's implementation, allowing for adjustments and improvements as needed. This agile approach ensures that the project develops the necessary tools to achieve maximum impact while maintaining a holistic communication and dissemination strategy.

To assess the effectiveness of the plan, both direct and indirect interactions with the target audience will be measured using analytical and engagement assessment tools, such as Google Analytics, disseminated surveys, and immediate feedback. Workshops and webinars will also incorporate easy-to-fill surveys to address key communication needs. Additionally, the valuable feedback and input from the consortia partners are actively sought and considered in the refinement of the communication and dissemination plan and activities. By incorporating input from both the consortia and the external environment the plan will be continuously enhanced for truly reaching a holistic digital transformation of the SMEs manufacturing industry.

DiMAT Communication and dissemination plan serves as a strategic framework for engaging stakeholders, promoting collaboration, and maximizing the impact of the project. With its iterative nature and ongoing evaluation, the plan will continuously adapt and evolve, ensuring effective communication and dissemination throughout the project's lifecycle.

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