DiMAT

D8.2 TARGET-DRIVEN DISSEMINATION STRATEGY AND PLAN VERSION 2

08/11/2024

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D8.2 Target-Driven Dissemination Strategy and Plan version 2

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Abstract	This deliverable, titled D8.2 Target-Driven Dissemination Strategy and Plan Version 2, provides an updated version of the DiMAT Communication and Dissemination Strategy and Plan, following the initial document submitted in month six. It adds the activities conducted from month six to month eighteen and outlines the primary tools enabling the consortium to engage relevant audiences effectively, promote project results, and support exploitation activities. The document provides the strategy for executing communication and dissemination activities in alignment with the project's values and established branding. The strategy is designed to be flexible, adapting to the project's development phases by utilising the most appropriate tools and channels to maximise impact.
Keywords	COMMUNICATION, DISSEMINATION, COMMUNICATION PLAN

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Document Revision History

Version	Date	Description of change	List of contributor(s)
0.1	09-May-2024	ToC	F6S
0.2	07-Jun-2024	1st Draft Available for Internal Review	F6S, SUPSI
0.3	14-Jun-2024	Internal Review Process	ROPARDO, CETMA, UPV
0.4	21-Jun-2024	2nd Draft addressing the comments from internal reviewers	F6S
1.0	28-Jun-2024	Quality check and issue of final document	CERTH
1.1	08-Nov-2024	Update of deliverable according to PO/reviewers comments and quality check	F6S, CERTH

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EXECUTIVE SUMMARY

This deliverable, named D8.2 Target-Driven Dissemination Strategy and Plan version 2 presents the updated version of the communication and dissemination plan of the DiMAT project. It is a comprehensive and living document that outlines the tools, channels, and activities conducted and put in place throughout the project to ensure successful and consistent communication and dissemination of the DiMAT results. This deliverable also identifies and presents the link between dissemination and communication activities and those of other work packages and is important in terms of ensuring unified and successful marketing of the project. It aligns with the development of the exploitation results and structures its activities towards utilising the most appropriate tools for proper awareness creation and engagement with the key stakeholders.

As per the initial version of the document, the Target-Driven Dissemination Strategy and Plan is implemented in three successive phases corresponding to the specific time range and deployment of the project. All activities within are responsible for the fulfilment of three main goals, ensuring the efficient positioning of the DiMAT project.

The three goals 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 the manufacturing industry.

• **Establishing 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 considers the diverse range of stakeholders and their unique requirements, ensuring that the communication and dissemination activities are tailored to effectively engage each group.

This updated document adds and outlines the strategic actions developed in response to key insights gained during the first year of project implementation. New sections are added, highlighting the structured media campaigns designed to enhance DiMAT's social media presence, as well as the monthly opinion article initiative aimed at boosting expert contributions and knowledge-sharing from the consortium. Additionally, an emphasize is put on the strengthened collaboration with projects and networks, which is crucial for generating the desired impact in a highly specialized and traditionally more rigid communication landscape. In this version of the DiMAT Target-Driven Dissemination Strategy and Plan, the latest initiatives, materials and activities are showcased in line with the strategy's flexible nature and ability to respond to the evolvement of the project, as well as feedback coming from the targeted stakeholders.

The strategy guides the DiMAT consortium, providing the partners with a clear roadmap for executing communication and dissemination activities effectively. It aims to maximise the project's visibility, impact, and collaboration potential, ultimately contributing to the overall success and sustainability of the DiMAT project.

This strategy is continuously monitored, updated, and reported during the project.

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ABBREVIATIONS

AI	Artificial Intelligence
CC BY	Creative Commons, credit must be given to the creator
CERN	European Organization for Nuclear Research
CHADA	Characterization Data
CTA	Call to Action
D	Deliverable
DIH	Digital Innovation Hub
DMP	Data Management Plan
EIT	European Institute of Innovation & Technology
ESA	Enterprise Systems and Applications
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
IP	Intellectual Property
IPR	Intellectual property rights
JCR	Journal Citation Report
KPI	Key Performance Indicator
M	Month
ML	Machine Learning
MODA	Modelling Data
MS	Milestone
ODTs	Open Digital Tools
PPPs	Public-Private Partnerships
PPT	PowerPoint Template
Q	Quarter
SME	Small-Medium Enterprise
WP	Work Package

1. INTRODUCTION (UPDATED)

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 Target-Driven Dissemination Strategy and Plan Version 2 is to present the latest roadmap for communication and dissemination activities to achieve the DiMAT project's overall goals and objectives. Its purpose is to show the direction and enable consortium partners to maximise the project's visibility and impact.

It explicitly adds and outlines the updated activities planned for the second half of the project stemming from the learning curve and expertise gained during the first half of project implementation. A careful analysis on what works well and what needs improvement has been conducted and the following updates have been put in place: a new subsection 2.4 titled “Strategical activities for the second phase of DiMAT”, explaining the novel actions introduced and the logic behind them and designated subsections in section 4, giving details on each of the newly introduced activities. The latter include targeted monthly campaigns; prominent online positioning via dedicated video content; issue of monthly expert opinion articles; solidification of the partnership with the DiMAT sister projects and larger material manufacturing networks; concrete planning for conducting webinars and strategical planning for the upcoming call for early adopters, where via the F6S platform external companies will be attracted to provide feedback and evaluate the DiMAT solutions.

The target-Driven Dissemination Strategy and Plan has been established considering legal obligations included in the Grant Agreement and elaborates how both communication and dissemination activities are being managed to increase the impact of the DiMAT project results and contribute to fulfilling its objectives.

The document is comprised of the following chapters:

Chapter 1- Introduction

Chapter 2 - Updated Strategy

Chapter 3 - Brand, Visual identity and marketing materials

Chapter 4 - Channels, Tools, and Activities

Chapter 5 - Key Performance Indicators and monitoring

Chapter 6 - Schedule and Timing

Chapter 7 - Role of Partners

Chapter 8- Conclusions

2. UPDATED STRATEGY

The strategy outlines the methods to effectively communicate the appropriate messages and disseminate the results to the targeted stakeholders, by establishing specific, relevant, and achievable goals. Successful communication is achieved when it reaches the intended audience and fosters interaction, considering the suitable style and tone for stakeholder-specific communication. A well-organised communication framework such as carefully selected channels and tools guarantees the efficient implementation of the planned activities.

The communication and dissemination activities are adapted and presented according to the project's progress, following the completion of the relevant milestones and deliverables 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 • Initial release of the public part of the dissemination materials available	M3

Table 1: Milestones - DiMAT communication and dissemination activities

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 - DiMAT communication and dissemination activities

2.1. METHODOLOGY

The DiMAT project awareness generation, public outreach, communication, and dissemination efforts are guided by the principles of growth hacking and content marketing, with a focus on engaging and serving the project target groups and stakeholders.

To this end, proven growth-hacking methodologies are 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 the DiMAT project, involves experimenting with different marketing tools, channels, activities through validation and iterative cycles to reach and engage key stakeholders. It is also ensuring 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 and dissemination plan involves the identification of key stakeholders, preparation of project's visual identity, appealing content and activities to attract and engage identified key stakeholders. The DiMAT communication materials and activities are constantly evolving, and new versions are released considering the stakeholders' and consortium partners' needs and requests.

The communication and dissemination plan is divided into **three phases**. Each phase contributes to the project's objectives by 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, interacting with and showcasing results, and culminates in extensive communication and dissemination of the project's outcomes. This strategic approach maximises 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 embraced visibility, establishing, and running social media and its campaigns, introducing project and consortium partners, storytelling about main goals and activities. The aim of phase 1 was to generate interest and attract stakeholders. This phase set 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 the DiMAT projects and the status of development of results. This phase is dedicated to attracting targeted stakeholders as much as possible and focused on scaling up communication and dissemination activities. Activities are dedicated to extensive visibility of the DiMAT project online and offline via events, webinars and workshops. By implementing the project and demonstrating the development of the open digital tools (ODTs), the project gains credibility. 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 the extensive communication and dissemination of the DiMAT project and disclosure of project results. This phase will be focused on promoting campaigns dedicated to show the usability of the DiMAT Suites and demonstration of the four showcasing pilots. Activities will continue to be focused on participation in various events and enhancing the visibility of the DiMAT project which will lay a solid foundation for the exploitation activities – e.g. dedicated interviews to pilots and suit leaders, project videos, as well as events (business and scientific), webinars, and workshops. The aim of this phase is to maximise the impact and sustainability of the DiMAT project. It will contribute to paving the way for broad adoption of the DiMAT Toolkits in the industry.

At this stage - M18, the project is halfway through implementing phase 2 of the current strategy.

2.2. OBJECTIVES

The objective of the communication and dissemination plan of the DIMAT project is to ensure that the DiMAT goals, results and 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 utilised. 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 the 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.

The objectives of the communication and dissemination plan are being achieved by mapping relevant target groups, adjusting activities and tools to the identified stakeholders and planning activities that build mutual development and synergies between DiMAT and its Sister Projects. Additionally, the objectives will be fulfilled by supporting and facilitating the dissemination of scientific papers, attendance at scientific and business conferences, seminars, and workshops.

2.3. TARGETED AUDIENCE AND KEY MESSAGE

To enhance community growth, **stakeholders** within the DiMAT ecosystem have been identified and mapped. Stakeholders play different roles within the DiMAT project and different key messages as well as communication channels are being used to reach the targeted groups.

Table 3 below describes the project 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, interviews, videos, 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; Acquired knowledge on material properties, suitability, and interactions, combined with a comprehensive set of digital tools spanning from design to manufacturing of the material in question.

	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, interviews, videos, 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 decisions during production;

KEY MESSAGE	Access to custom-made solutions for companies; New digital tools on the market to tackle sectoral challenges;
CHANNELS	Website, interviews, videos, 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, interviews, videos, 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 STAKEHOLDERS	
EU FUNDED PROJECTS, PROJECTS FUNDED UNDER RESILIENCE 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 THROUGH INNOVATION;
CHANNELS	WEBSITE, SOCIAL MEDIA, LEAFLETS.

Table 3: DiMAT – Stakeholders

2.4. NEW STRATEGICAL ACTIVITIES FOR THE SECOND PHASE OF DIMAT (UPDATED)

In response to the analysis conducted on the communication and dissemination activities during the first year of project implementation and as part of our efforts to enhance the visibility and impact of the project, we have introduced a series of novel targeted actions as part of our updated Communication and Dissemination strategy. These initiatives aim to increase engagement with our stakeholders, showcase partner contributions, and expand our reach across the material manufacturing field. These include:

- Targeted interactive online campaigns
- Monthly Opinion Articles “Hot topics” in the material manufacturing industry
- Partnerships with sister projects and networks

- Targeted planning for upcoming workshops and webinars

Each one of the mentioned updated activities is presented as a subsection of Section 4 “Channels, Tools and Activities” and is indicated as “updated” to distinguish from version 1 of DiMAT Communication and Dissemination Strategy.

3. BRAND, VISUAL IDENTITY AND MARKETING MATERIALS

This chapter of the deliverable provides information on the brand and visual identity of the project, including:

- 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 Guidelines, available to all partners in the project folder.

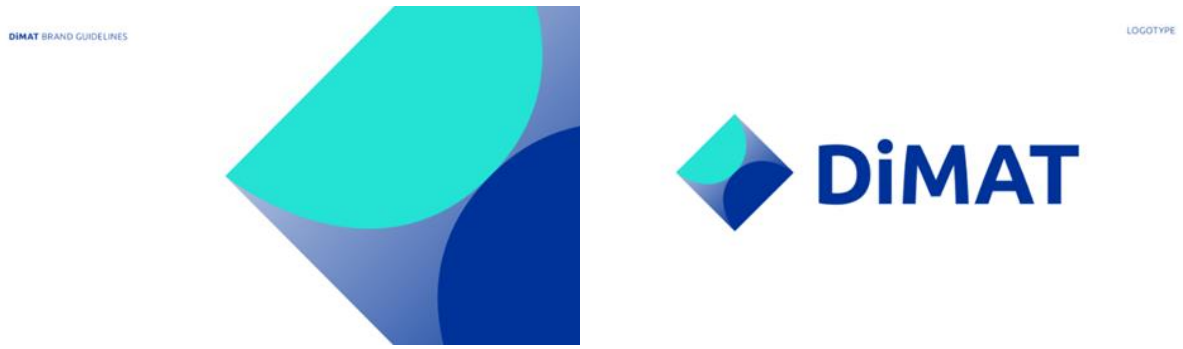


Figure 1: Screenshot of DiMAT Brand Guideline

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 always used correctly to ensure consistent project branding. However, for marketing purposes, such as on the website, social media, and in general communication, DiMAT utilises a project

positioning statement - project slogan: “Holistic digital transformation of the SMEs manufacturing industry”.

3.1.2. DIMAT LOGO

The DiMAT logo was redesigned from the proposal stage 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 emphasises the connection to digital design and modelling. It symbolises the project 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.**

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

Figure 2: DIMAT LOGOTYPE WITH SIGNATURE

Figure 3: DIMAT LOGOTYPE

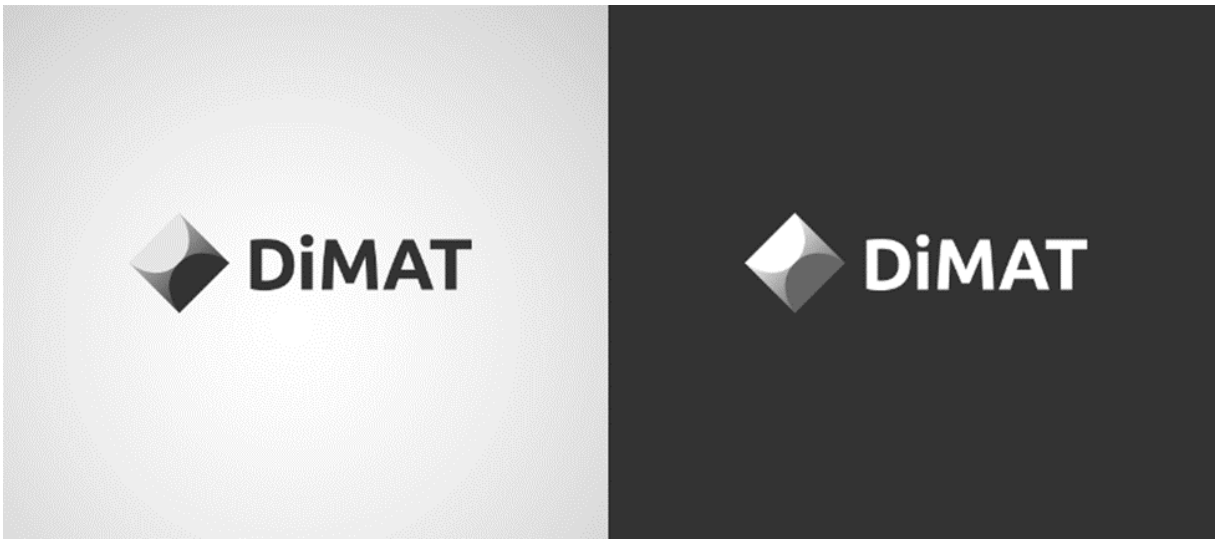


Figure 4: DiMAT logo in black and white version

Figure 5: DiMAT logo on bright and dark colours background

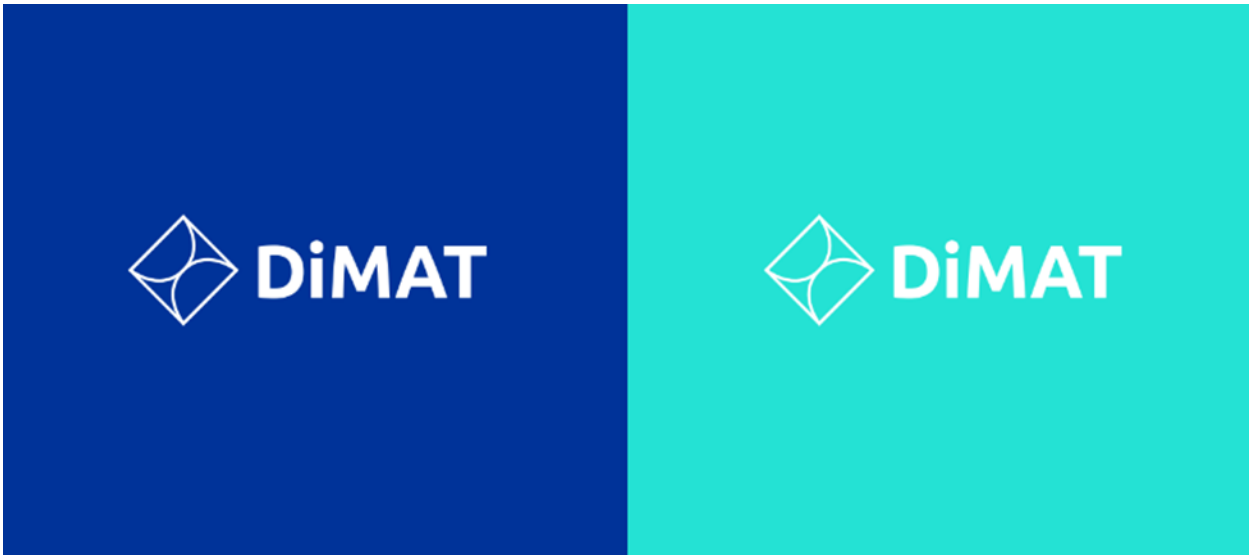


Figure 6:DiMAT Monochromatic Logo

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. COLOUR 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 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 contextualises 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 attention to detail. It aligns with the project 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 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 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 adopted the uniform templates:

- **General Word template**, created for purposes such as 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.
- **PowerPoint 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

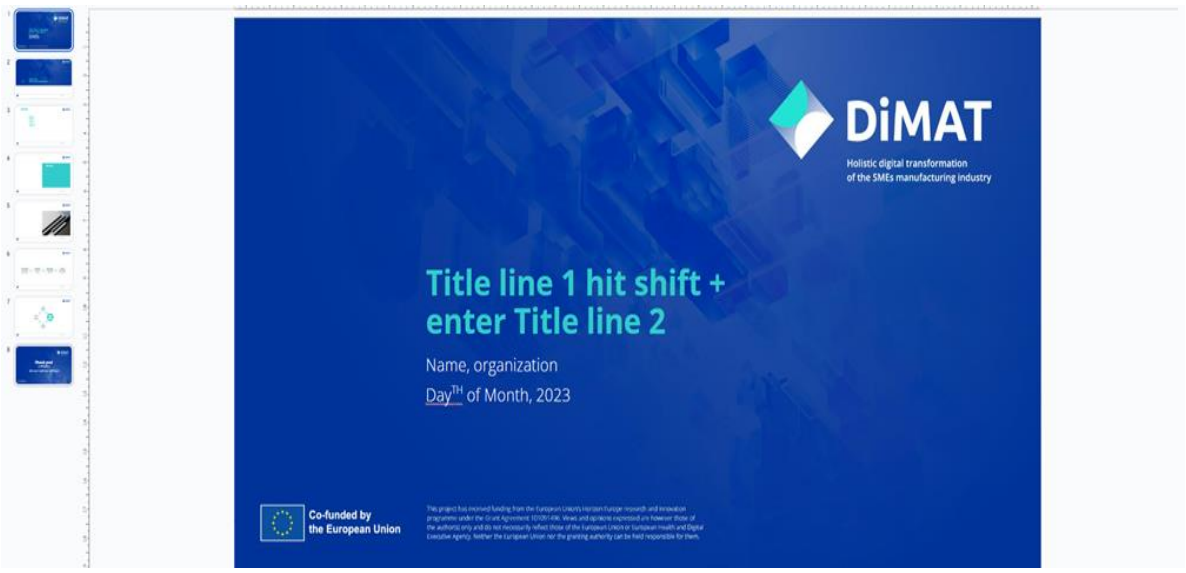


Figure 13: Screenshot of DiMAT PowerPoint Template

3.1.7. MARKETING MATERIALS

DiMAT promotional strategy is supported by using the following promotional materials:

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

The DiMAT Media Kit is publicly available on the project website 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

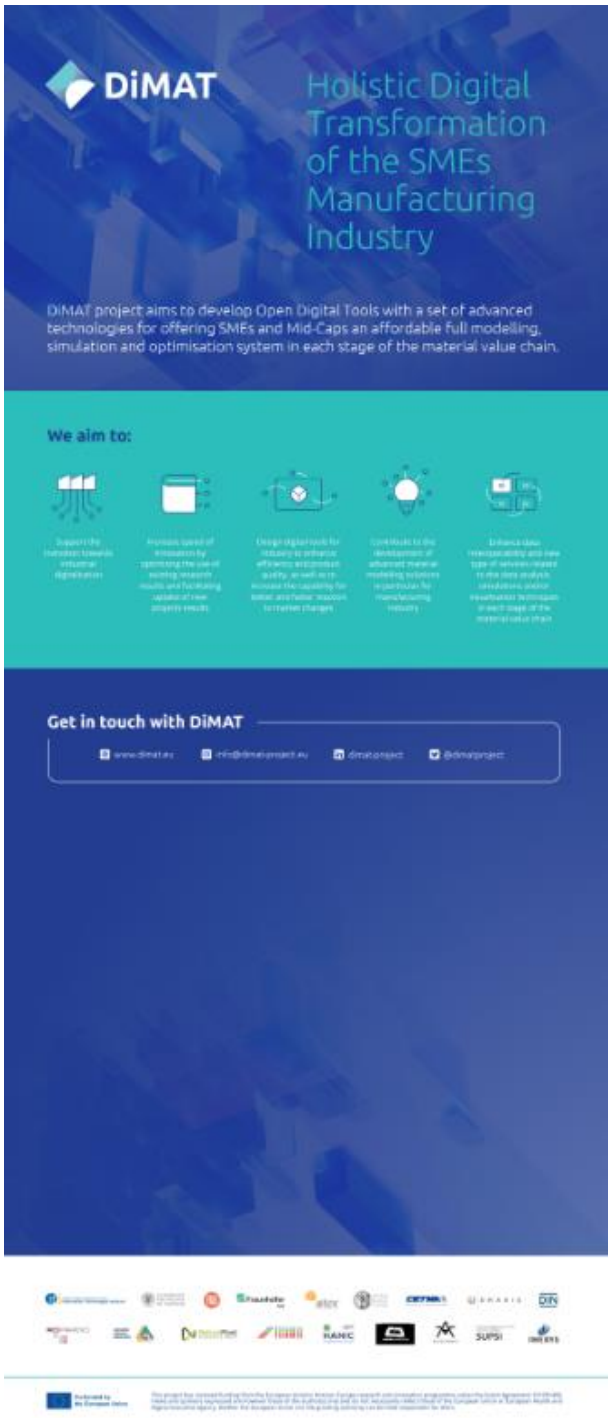


Figure 15: DiMAT Roll-up

Figure 17: DiMAT Poster developed for Euro Nano Forum 2023

4. CHANNELS, TOOLS, AND ACTIVITIES

The current section provides details on the different communication channels and their purpose, tools utilized to track statistics and executable actions adopted in order to fulfil the projects communication and dissemination strategy.

4.1. COMMUNICATION CHANNELS

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

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

4.1.1. PROJECT WEBSITE

The DiMAT website is available on - **www.dimat-project.eu** and it serves as a comprehensive platform offering vital information regarding the project. Here, visitors can delve into various aspects of the initiative, including its identity, mission, team composition, statistical insights, latest news, press releases, media kit, and additional pertinent details. Accessing the website is essential for gaining a thorough understanding of the DiMAT project and its objectives.

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 other communication tools such as the F6S platform and social networks by serving as the 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 showcasing of the project, goals and objectives, latest news and a call to action to the project newsletter, as represented by Figure 16.
- **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 as represented by Figure 19.

- **Pilots** section dedicated to DiMAT's pilots representing 4 relevant material manufacturing sectors: Polymer, Composite, Glass, and Graphite, as represented by Figure 17.
- **Suites** section showcasing DiMAT's solutions: Data and Assessment Suite, Modelling and Design Suite and Simulation and Optimisation Suite, as represented by Figure 18.
- **Community (UPDATED V2)** section is designed to connect DiMAT with key external stakeholders. It thoroughly explains the added value for stakeholders joining the DiMAT community. Established on the F6S platform, the Community aims to create a pool of interested parties and early adopters who will interact with the solutions, provide feedback, and help update and implement these solutions in their business and operational processes, as represented by Figure 20.
- **Synergies section (UPDATED V2)** is dedicated to introducing the synergies and latest news behind the joint initiatives of the three Sister Projects - DiMAT, metaFacturing and Pioneer, as represented by Figure 21.
- **Resources** section which stores 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.

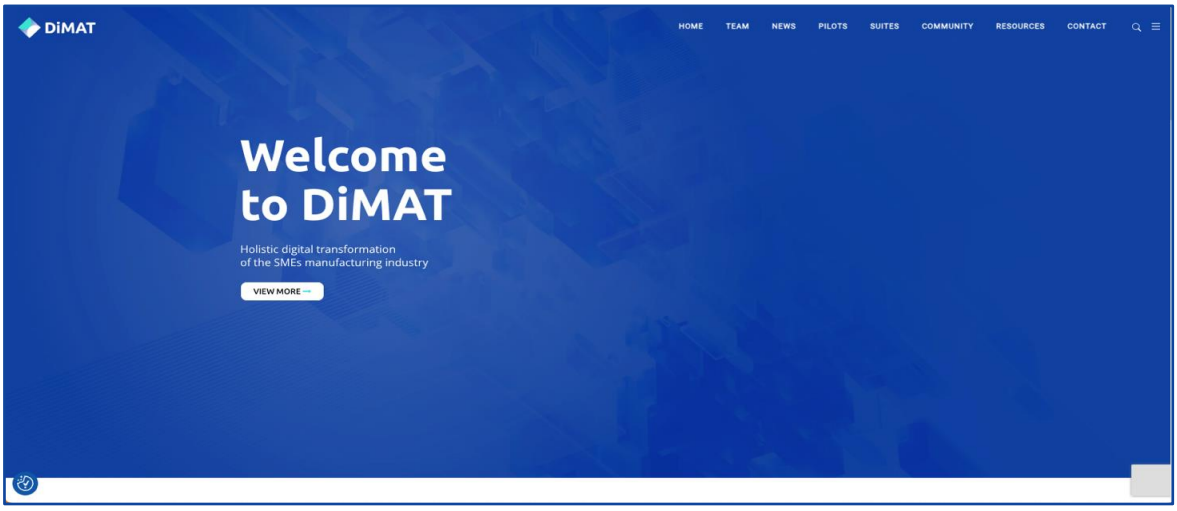
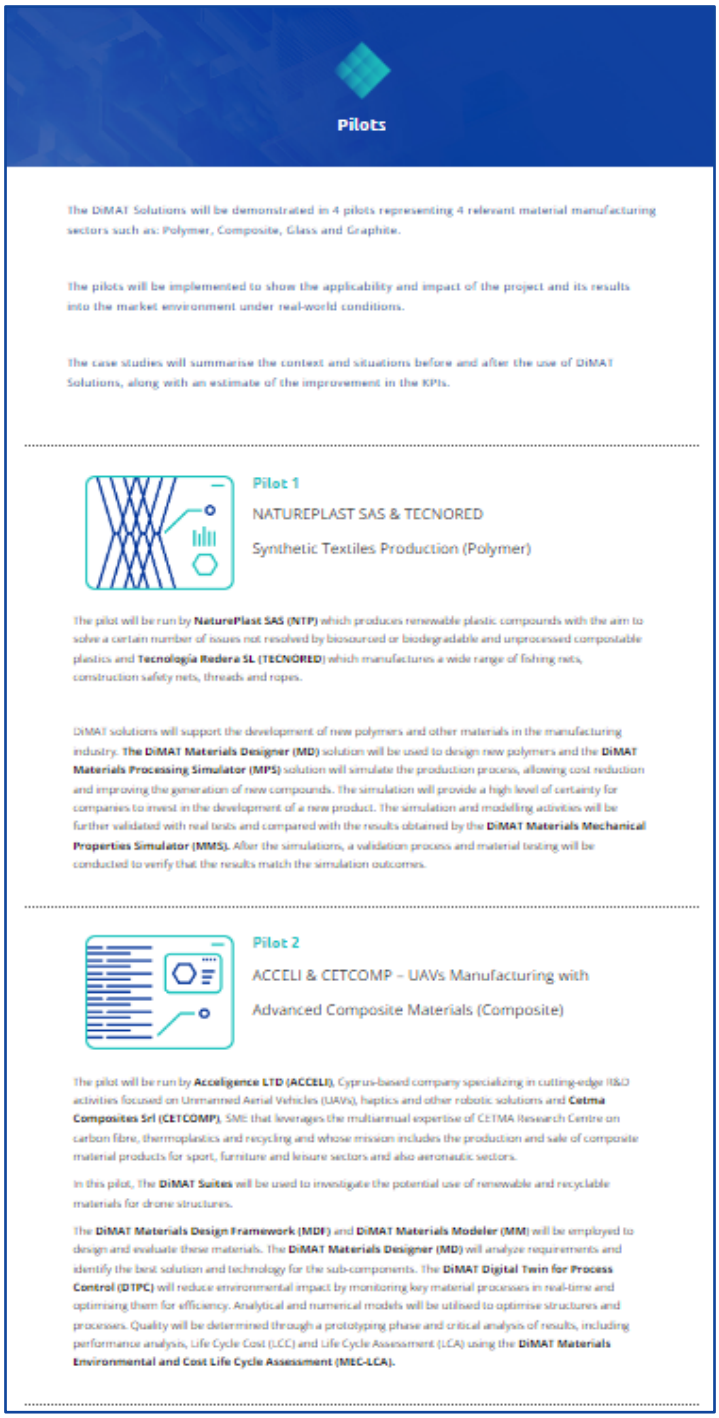


Figure 16: Screenshot of the DiMAT Website

F6S as a communication and dissemination lead is regularly updating the project website with new materials and technically maintaining it. Further progress of website activities is reported in the **D8.4 Dissemination Materials. Website, Social Networks and Dissemination Activities** and **D8.5 Dissemination Materials. Website, Social Networks and Dissemination Activities planned for** 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).**

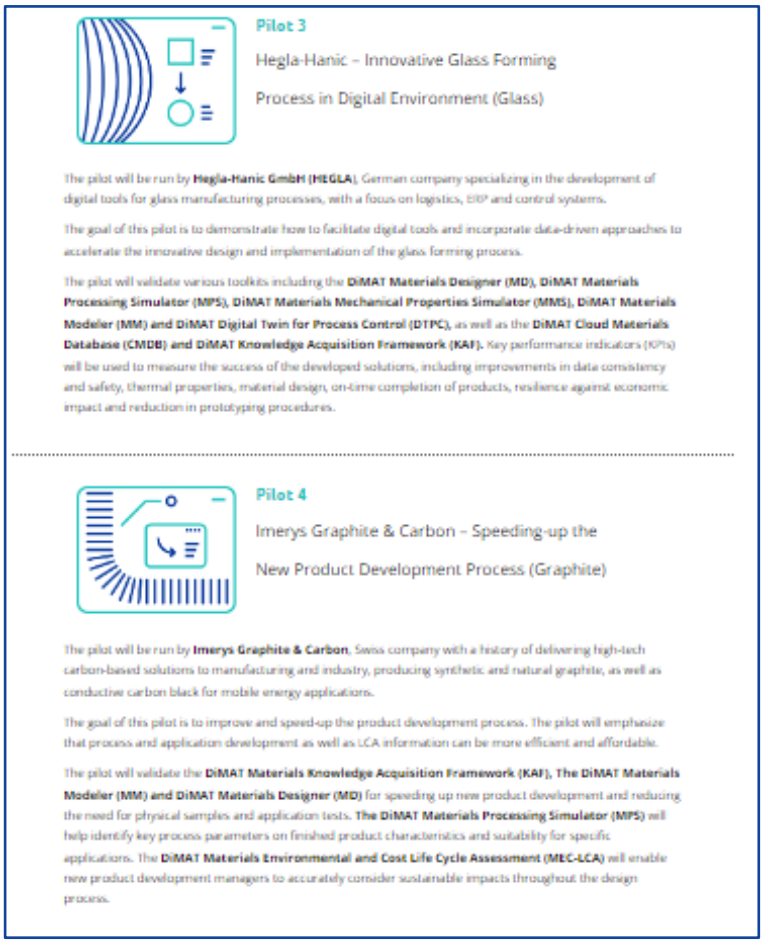


Figure 17: Screenshot of the DiMAT's "Pilot" page

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 18: Screenshot of DiMAT's "Suites" Page

NTUA and Fraunhofer IWM new article: "Digital Twin Meets Knowledge Graph for Intelligent Manufacturing Processes"

May 13, 2024 Sara Canedo

Exciting news emerges from the **National Technical University of Athens (NTUA)** and **Fraunhofer IWM.** They unveiled their latest article, "Digital Twin Meets Knowledge Graph for Intelligent Manufacturing Processes", published in the **Sensors Journal** on the 19th of April.

The article introduces an innovative concept: combining knowledge graphs (KG) with digital twins (DTs). This approach could revolutionise manufacturing by providing a comprehensive overview of how materials are utilised in industrial processes. By integrating these technologies, businesses can make more informed decisions and optimize their operations for greater efficiency and effectiveness.

Importantly, the work presented in the article represents a significant milestone in the ongoing research efforts within the DiMAT project, specifically focusing on the development of two key toolkits, part of the DiMAT Suites: The Digital Twin for Process Control (digital version of IoT devices, providing abstracted functions and interfaces to support both real and simulated manufacturing processes), and the Knowledge Acquisition Framework (process of structuring and managing data about materials, their attributes, and connections in a Knowledge Graph format). By delivering open-source software solutions, DiMAT is helping small businesses overcome obstacles and is promoting innovation and competitiveness in manufacturing.

The publication of this article marks a crucial step forward in the quest for intelligent manufacturing processes, driven by collaboration, innovation, and a commitment to open access and inclusivity. As the industry continues to embrace digital transformation, initiatives like DiMAT stand at the forefront, shaping the future of manufacturing through cutting-edge research and technology.

For more details of this pioneering work, the article is available in the button below:

Read the Article

Figure 19: Screenshot of DiMAT Website Blog Post

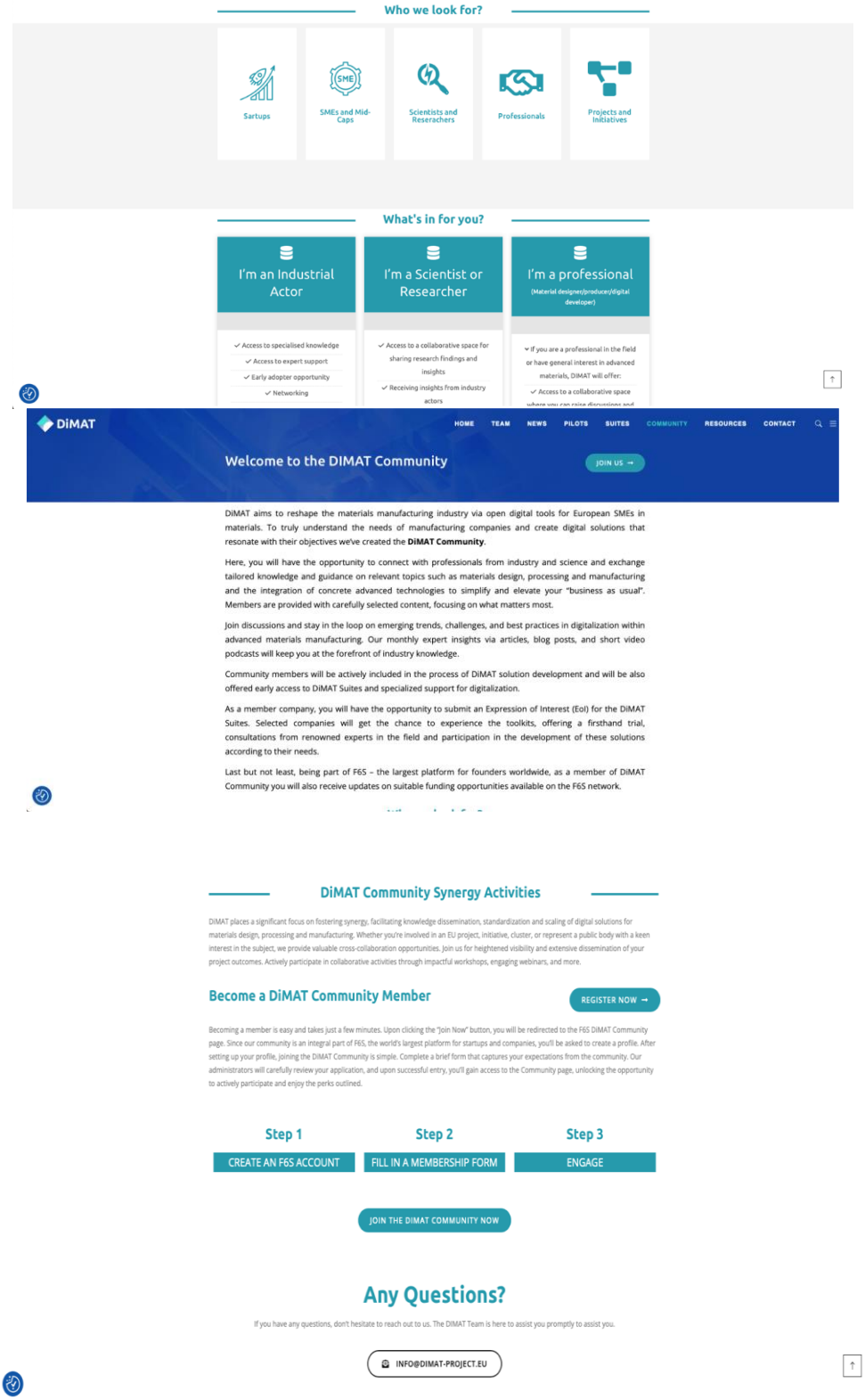


Figure 20: Screenshots of DiMAT Community Page

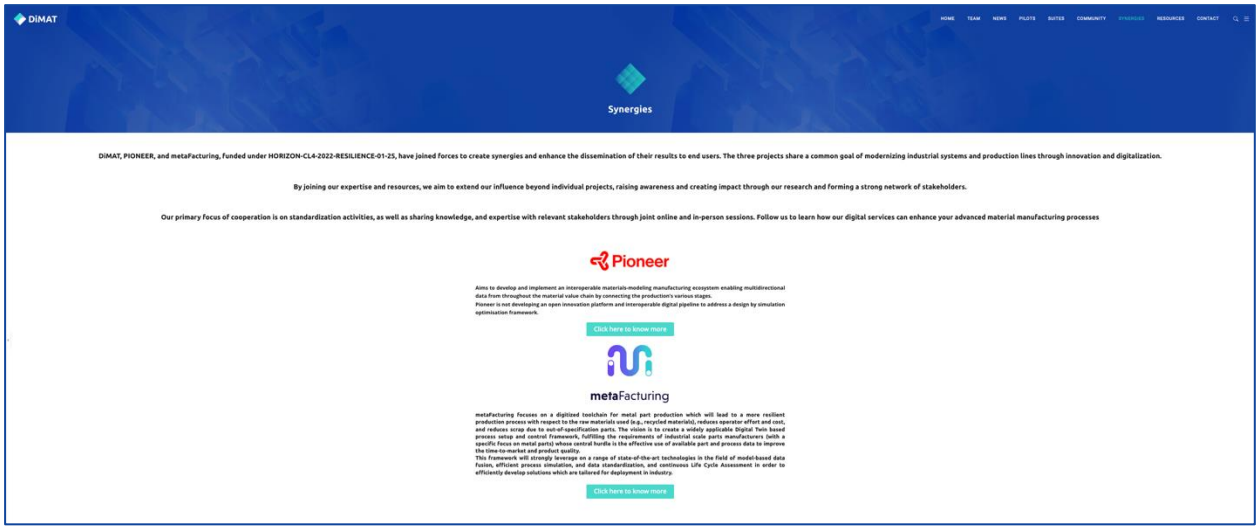


Figure 21: DiMAT Synergies Page

4.1.2. SOCIAL MEDIA CHANNELS

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

- LinkedIn - dimat-project
- X - @dimatproject
- YouTube - @dimatproject

The above-mentioned channels were agreed upon during the project kick-off meeting as the chosen social media platforms for the project's promotion.

In the context of the communication and dissemination strategy of 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.

- **X**: Twitter serves as a real-time microblogging platform, allowing DiMAT to share concise updates, news, and insights related to its research and development. By using 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 effectively communicates complex concepts, showcases research findings, and engages with a broader audience interested in digital technologies and material value chain optimisation.

By month 18 DiMAT effectively leverages its prominent networks. Each of these platforms serves distinct functions within the project's outreach strategy:

- **LinkedIn:** Emerges as the most efficacious platform, exhibiting a higher performance and holding more robust data analysis outcomes.
- **Twitter:** Demonstrates comparatively lower efficacy but keeps maintaining a level of engagement. The job of following other EU-related projects, interested SMEs and organisations was done to achieve more engagement.
- **YouTube:** serves as a video repository where DiMAT promotional videos as well as recorded webinars are shared for easier access apart from their dissemination via LinkedIn, the F6S community page and the project website.

By utilising these social media channels, DiMAT is disseminating information about its research, highlighting the benefits of digital technologies for material value chain optimization, and engaging 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.

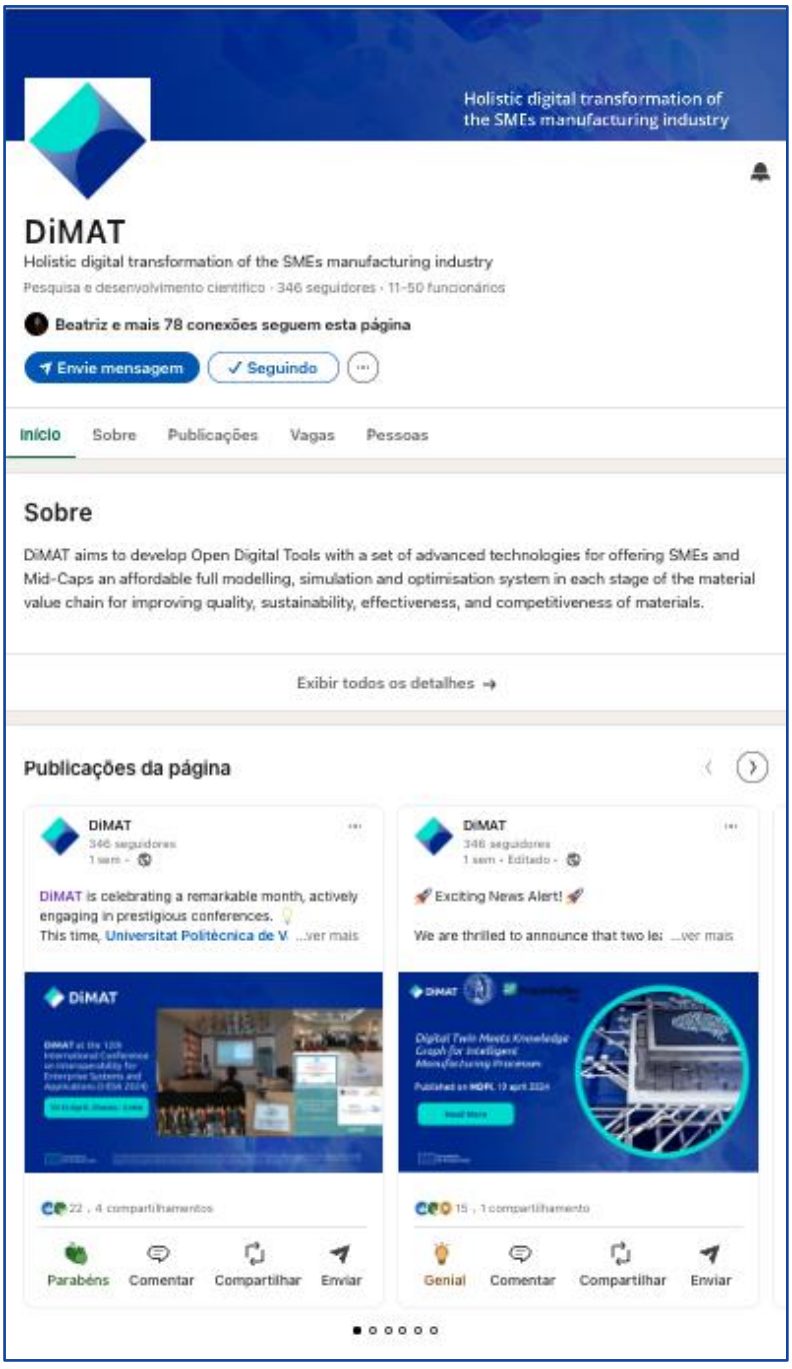


Figure 22:Screenshot of DiMAT LinkedIn Page

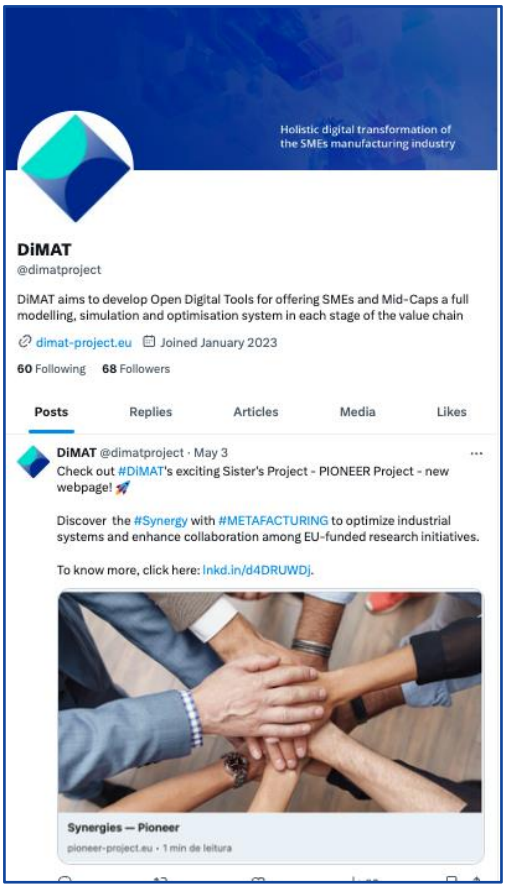


Figure 23:Screenshot of DiMAT X Page

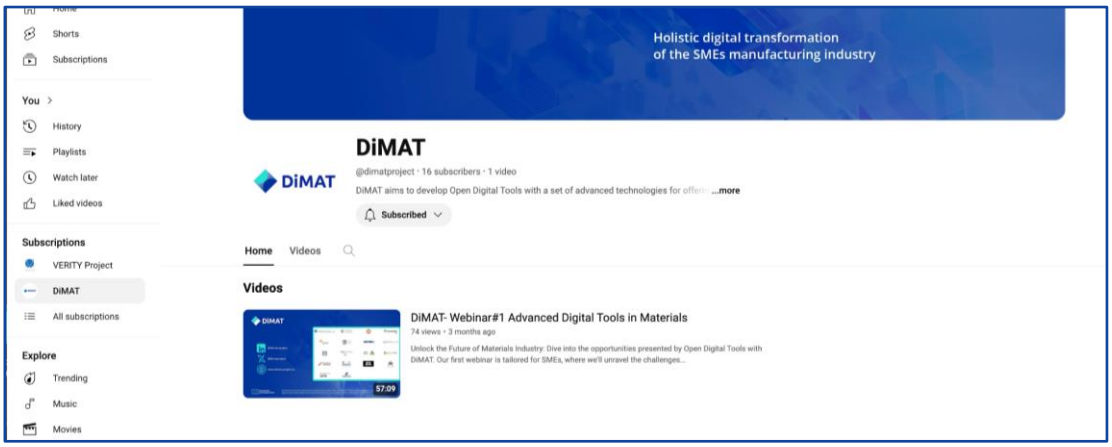


Figure 24:Screenshot of DiMAT YouTube Page

F6S's role includes 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 the social platforms. F6S helps ensure that the project's social media channels align with its communication and dissemination strategy, effectively reaching the target audience, and maximising the impact of its 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 keep F6S updated about the content and news of their project activities via filling in the DiMAT communication and dissemination tracker, available on the repository monthly. The partners are as well using their own social media accounts to re-share posts of the DiMAT page and social media accounts and to promote the DiMAT project, its developments and results.

The Social Media Engagement Strategy is based on the following key elements:

- **Frequency:** DiMAT engages with its audience at least once every week, and posts more frequently when needed and in line with its internal activities and event participation.
- **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 incorporated in Twitter and LinkedIn posts.
  - Photos from DiMAT and other international industrial events.
- **Tagging:** Each social media post, consortium LinkedIn and Twitter pages are tagged accordingly.
- **Typical Form of posts:** Visual materials + copy as description + link + hashtags + tagging.

To run and maintain users on social media, it is crucial to engage all consortium partners. Partners are obliged to engage in corporate social media as much as possible.

Partners:

- Inform F6S of upcoming relevant initiatives, events and content populating the project's Communication and Dissemination tracker monthly.

- 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.

4.2. COMMUNICATION ACTIVITIES (UPDATES)

The listed activities in this section include the ones that are implemented in line with the initial communication and dissemination strategy of the project and the newly introduced ones for enhancing the targeted results measured by the designated KPIs metrics.

4.2.1. SOCIAL MEDIA CAMPAIGNS (UPDATED)

In the context of the DiMAT project, social media campaigns are strategically categorised to promote specific actions at the most appropriate time. The goals of these campaigns include increasing brand awareness, growing the follower base, boosting engagement, creating a pool of early adopters, and promoting DiMAT activities, with a particular focus on the DiMAT Suites. Each campaign is carefully monitored and analysed. Optimizations are made based on the results to enhance effectiveness.

The social media and website campaigns are broadly divided in the following topics:

- Pilot videos and Suite Leader videos: These campaigns allow partners to present their work in a more personal and engaging way, enhancing public's understanding of the DiMAT's scope and objectives. By giving a voice and a face to the partners, these videos have created a stronger connection with the project's stakeholders. Viewers are able to associate faces with the work being done, making the project more relatable and people oriented. This approach not only helps to convey complex ideas more clearly but also deepens the overall engagement with the DiMAT public.
- DiMAT Early Adopters Campaign: The aim of this campaign is to direct stakeholders to the DiMAT community and call for early adopters. It will focus on the creation of a multi-channel campaign to attract and onboard relevant actors and stakeholders from the materials manufacturing sector. The campaign will be launched on the project's website, social media platforms (LinkedIn and X), and via direct communication through the F6S network. This plan will ensure broad visibility of the Expression of Interest (EoI) for early adopters, showing the added value of joining the DiMAT community, such as early access to innovative digitalization tools for materials design, modelling, simulation, and also optimization. The campaign will direct potential participants to the F6S community platform through its link, where detailed

information about the benefits of becoming an early adopter, including testing the DiMAT solutions and receiving specialized consultation support from the DiMAT partners, will be explained. The dissemination plan includes the creation of informative posts where we will reinforce the opportunity for SMEs to engage directly with cutting-edge solutions and expert support. Additionally, 3 webinars are planned to support the attraction of early adopters by directly inviting them to learn firsthand from the developers of the solutions the added value and why they should participate in the programme.

- Events Campaign: Promotion on partner participation in key events, providing updates with photos, detailed attendance information, and a description of DiMAT's role in those events. This also covers the organizers, speakers, and thematic focus of the event.
- Launch of the Opinion Article Campaign
- PR Campaign to share project updates, highlight partner contributions, and cover new developments in the manufacturing industry.

Below is an overview of past and upcoming campaigns, organised by category.

SOCIAL MEDIA CATEGORIES		TIMELINE
MEET THE PARTNERS	**PARTNERS PRESENTATIONS:** THIS CATEGORY INTRODUCES AND CELEBRATES THE DIVERSE PARTNERS OF THE DIMAT PROJECT. THROUGH ENGAGING CONTENT AND INTERVIEWS, THE AUDIENCE GETS A CLOSER LOOK AT THE EXPERTISE AND CONTRIBUTIONS OF EACH PARTNER, FOSTERING A STRONGER SENSE OF COMMUNITY WITHIN THE DIMAT ECOSYSTEM.	**M2-M9**
PARTNER INTERVIEWS AND VIDEO TESTIMONIALS	**INTERVIEWS RECORDED WITH PARTNERS ALONGSIDE WRITTEN TESTIMONIALS, PUBLISHED ON SOCIAL MEDIA AND ON THE DIMAT WEBSITE.** THE FIRST INTERVIEW WAS HELD WITH THE PROJECT COORDINATOR AT THE BEGINNING OF THE PROJECT, SETTING THE TONE AND GIVING AN OVERVIEW OF THE DIMAT OBJECTIVES. FOLLOWING, INTERVIEWS ARE ORGANISED WITH THE SUITE LEADS TO GIVE A BETTER GLIMPSE ON WHAT ARE THE DIMAT SOLUTIONS AND HOW THEY CAN SUPPORT SMES IN MATERIALS MANUFACTURING TO ACHIEVE THEIR GOALS. FINALLY INTERVIEWS WITH THE PILOT USERS ARE ORGANISED TO SHARE FIRST-HAND EXPERIENCE IN THE	**M17-M20**

	IMPLEMENTATION OF THE SOLUTIONS AND WHAT ARE THE EXPECTATIONS FOR SPECIFIC IMPROVEMENTS. THE INTERVIEWS ARE SHARED AS SHORT VIDEOS AND BLOG POSTS ON DIMAT SOCIAL MEDIA PLATFORM AS WELL AS ON THE DIMAT WEBSITE.	
ENGAGEMENT WITH EARLY ADOPTERS STAGE 1	THE CAMPAIGN WILL BE FOCUSED ON THE PUBLICATION OF THE EXPRESSION OF INTEREST FOR EARLY ADOPTERS, LINKING IT TO THE DIMAT COMMUNITY ON THE F6S PAGE AND ESTABLISHING A POOL OF INTERESTED USERS WHO WILL ENGAGE WITH THE DIMAT SOLUTIONS AND PROVIDE MARKET FEEDBACK ON THE NEEDS, EXPECTATIONS AND USER SATISFACTION.	**M18 - M24**
ENGAGEMENT WITH EARLY ADOPTERS STAGE 2	SIMPLE LANDING PAGE CAMPAIGNS WILL BE LAUNCHED WHERE ENGAGEMENT AND USER INTERACTIONS WILL BE CAPTURED.	**M24 - M30**
EVENTS	EVERY EVENT RELATED TO DIMAT IS PRESENTED IN TABLE 7 OF THIS DELIVERABLE, INCLUDING SCIENTIFIC CONFERENCES, BUSINESS AND CONSORTIUM MEETINGS.	**M1 - M36**
NEWS ABOUT THE PROJECT	UPDATES ON THE WEBSITE - CONTENT ADDED - E.G. BLOG POSTS, LAUNCH OF THE DIMAT COMMUNITY, EVENT ATTENDANCE, NEWSLETTER RELEASES, SCIENTIFIC PAPERS PUBLICATION, SISTER PROJECT SYNERGY ANNOUNCEMENT, ETC.	**M1 - M36**
CALL TO ACTION	CTA (GENERAL PUBLIC) NEWSLETTER SUBSCRIPTION, WEBSITE NEWS, ARTICLES ENGAGEMENT, AWARENESS ABOUT UPCOMING EVENTS, COMMUNITY LAUNCH, EVENTS OF INTEREST, ENGAGEMENT WITH PARTNERS ON EVENTS WHERE DIMAT IS PRESENT, ETC.	**M1 - M36**

RESHARE PARTNER CONTENTS	DiMAT SUPPORTS PARTNER ACTIVITIES, BOTH DIRECTLY AND INDIRECTLY RELATED TO PROJECT ACTIONS, BY RESHARING AND POSTING ON SOCIAL MEDIA ACROSS SPECIFIC CHANNELS, GROUPS, AND COMMUNITIES TARGETED AT RELEVANT STAKEHOLDERS.	**M1 - M36**

Table 4: Social Media Categories

4.2.2. OPINION ARTICLES (UPDATED)

Each of the 16 partners will write an opinion article, published monthly, focusing on their role in the DiMAT project, and relevant developments in manufacturing with particular focus on digitalization, so called "hot topics" in the field. The content of these articles highlights key areas such as: milestones achieved in relation to DiMAT, involvement in relevant research or collaborative projects, industrial insights or emerging trends within the field, challenges and opportunities.

These articles will be disseminated both via DiMAT online channels and via media outlets related to manufacturing such as distinguished European magazines, ensuring broader outreach to targeted stakeholders. As part of the strategy collaborations are sought with online sectoral media for featured publications of the expert articles.

4.2.3. NEWSLETTER AND MAILING

DiMAT followers have the possibility to subscribe to the DiMAT newsletter and get the latest insights of the project. Subscription information is available on the homepage of the project website (https://dimat-project.eu).

Electronic newsletters are sent to the subscribers via email every six months, providing a summary of the latest achievements, curiosities and opportunities around the DiMAT project. Relevant news regarding the sister projects - metaFacturing and Pioneer are also disseminated. A mailing distribution list is defined to distribute information related to DiMAT via email to increase the availability and visibility of DiMAT findings.

The structure of the newsletter is developed according to the project activities, and it contains the following information:

- DiMAT Newsletter banner,
- Newsletter title,
- Project highlights,

- Project updates,
- Call to action.

Note: Due to the agility of the project, the list above is always subject to changes.

Regularly, the partners are requested to make contributions to the newsletter, to showcase their activities under different work packages.

All the collected data is being stored and saved in accordance with the GDPR compliance, duly explained in DiMAT 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 can use their networks and social media channels to share their experiences, gather information and promote the DiMAT project.

4.3. F6S PLATFORM AND DIMAT COMMUNITY (UPDATED)

F6S (www.f6s.com) is a leading network and platform for growth in the commercial, corporate, government, university and other innovation spaces, helping thousands of such initiatives worldwide. We help the right startups, SMEs, researchers, innovators and founders connect with these opportunities to increase project impact. F6S is experienced in creating effective recruitment campaigns to disseminate open calls far and wide, while managing a compliant and best practice selection process of applicants. F6S tracks emerging trends across industries with insights based on internal expertise and its strong network of project partners, corporates, universities & startups. F6S' communication team leverages these assets and a strong experience in community building to deliver high-impact strategies that promote, communicate, and disseminate research activities and achievements. We connect projects to their target markets to maximise exploitation impact and design future sustainability pathways.

Leveraging on the F6S network a DiMAT Community is set on the F6S platform (https://www.f6s.com/dimat/connect).

The DiMAT community is presented in a dedicated subsection on the project's website: https://dimat-project.eu/community/, where interested parties can acquire information on the added benefits of joining the community. A direct link to the community on the F6S page is as well provided.

The Community's main goal is to engage members actively in the development of the DiMAT solutions, starting from the second half of the project. An expression of interest for early adopters will be launched in Q3 2024.

The Community has four main goals:

- Identify individuals and organisations active in advanced materials manufacturing and attract them to the community.
- Create value-added content on the topics of material design, modelling, simulation and optimization via digitalisation.
- Establish a pool of early adopters to test and provide feedback to the DiMAT solutions.

The following functionalities are currently available:

1. **User Profiles and Registration:** Allow users to create profiles, providing information about their background, expertise, and interests, fostering a sense of community and personalised engagement.

2. **Discussion Forum:** The platform offers a dedicated space for discussions, enabling participants to share ideas, insights, and questions related to material design, processing and manufacturing and the ways digitalization can support these processes, fostering collaborative problem-solving and knowledge exchange. The discussion space also serves as a virtual consulting room where DiMAT experts can provide targeted responses to incoming queries from community members.

3. **Resource sharing:** Share and upload articles, reports, videos, questionnaires and other relevant resources that will enhance collaboration, inspire discussions and contribute to DiMAT impact assessment.

4. **Networking and Connections:** Allows users to connect with others, fostering networking opportunities and potential collaborations. This includes member directory to facilitate connections between stakeholders and as well enabled private messaging for focused discussions.

5. **Call for EoI for Early adopters** will be launched in Q3 of 2024 through the community. This includes the attraction, evaluation and selection of the community of Early adopters.

6. **Event management:** Includes the creation and dissemination of DiMAT curated events (webinars, workshops, etc.). Additionally external partner organisations events that might be suitable to the community will be as well disseminated.

As a main outcome of stakeholder involvement, members will have the opportunity to express interest in testing the DiMAT solutions, participate in focus groups, and gain early

access to trials. Selected entities will also receive consultations from DiMAT partners on implementing the Suites and optimising their processes.

The platform will facilitate knowledge exchange and discussions, shares expert insights, and will provide a forum for inquiries related to material manufacturing, with DiMAT consortium experts offering support and responses. It will keep members informed about emerging trends, challenges, and best practices in digitalization within advanced materials manufacturing.

Additionally, via the platform members will receive news about relevant funding opportunities.

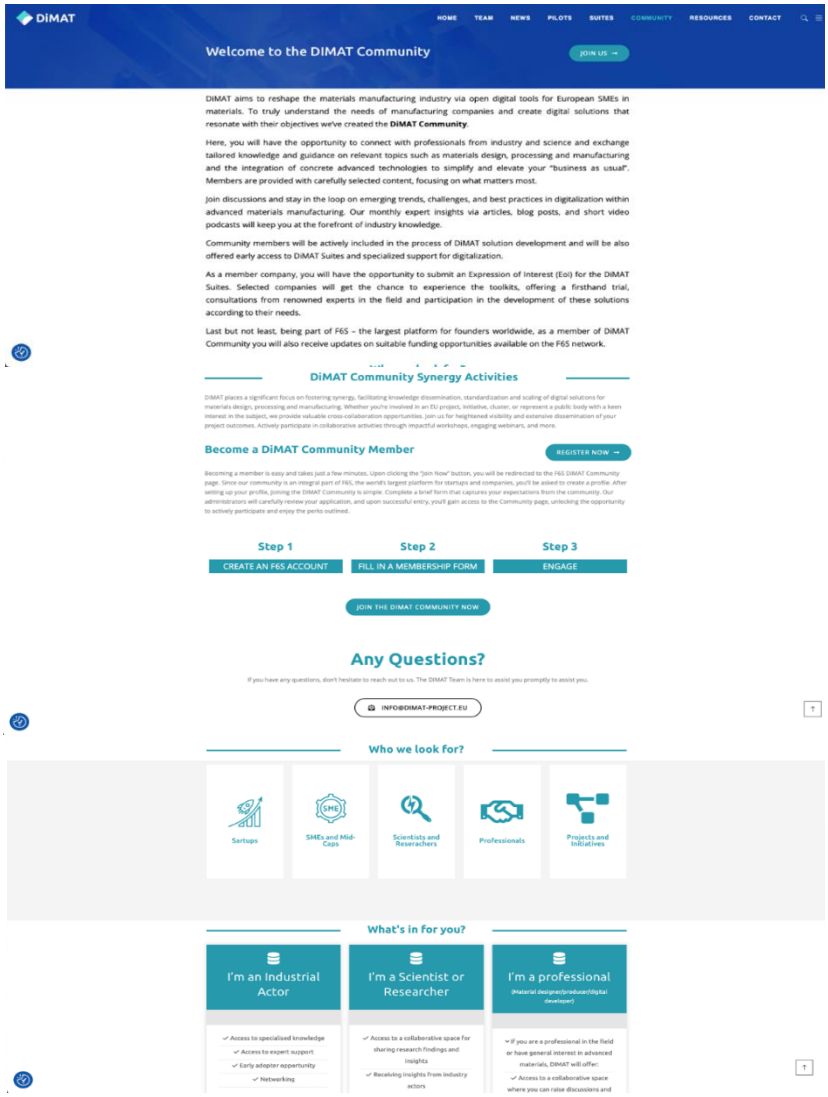


Figure 25: Screenshots of DiMAT Community Page

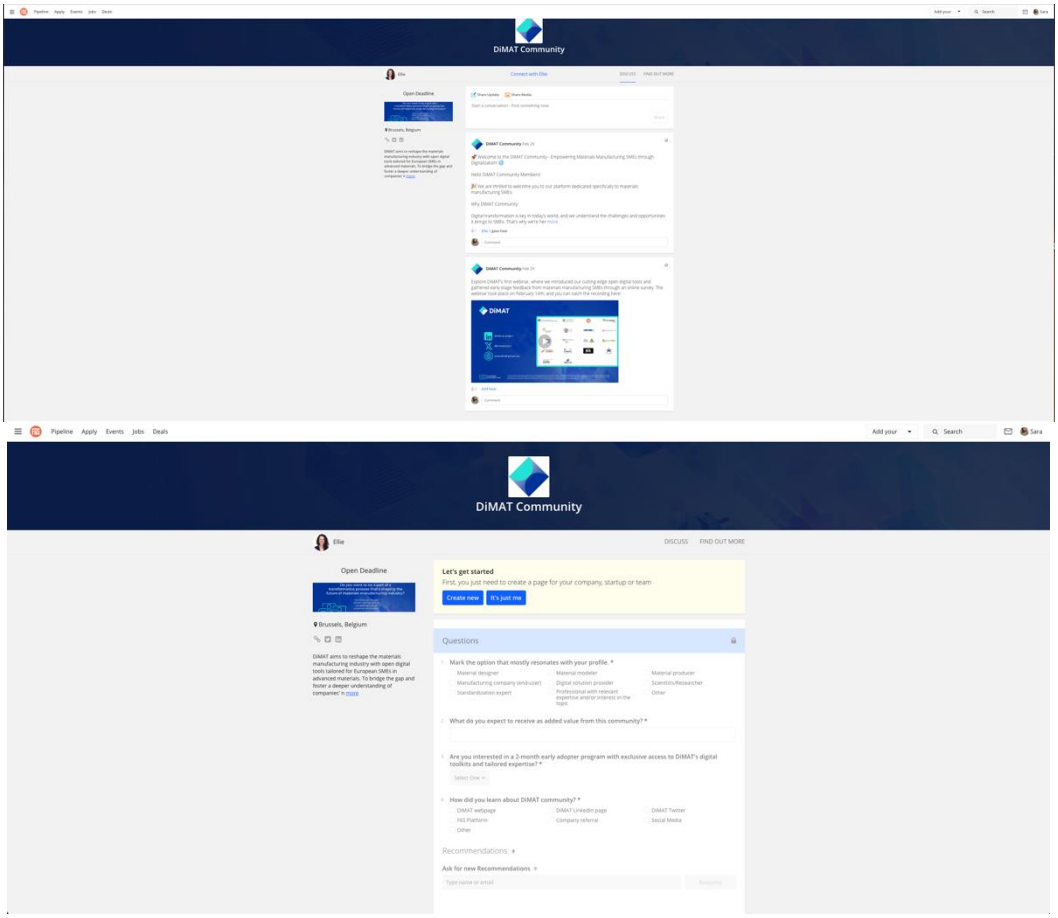


Figure 26: Screenshots of DiMAT Community Page on the F6S website

4.4. DISSEMINATION ACTIVITIES

To raise awareness, DiMAT targets a set of dissemination opportunities, such as events, scientific dissemination, workshops, webinars and networks with other relevant initiatives, where the project's results are positioned and presented.

4.4.1. EVENTS (UPDATED)

DiMAT is maximising its visibility and impact by actively participating in various events organised 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 results, engage with stakeholders,

foster collaborations within related domains, particularly in the field of materials modelling, design, and processing optimization.

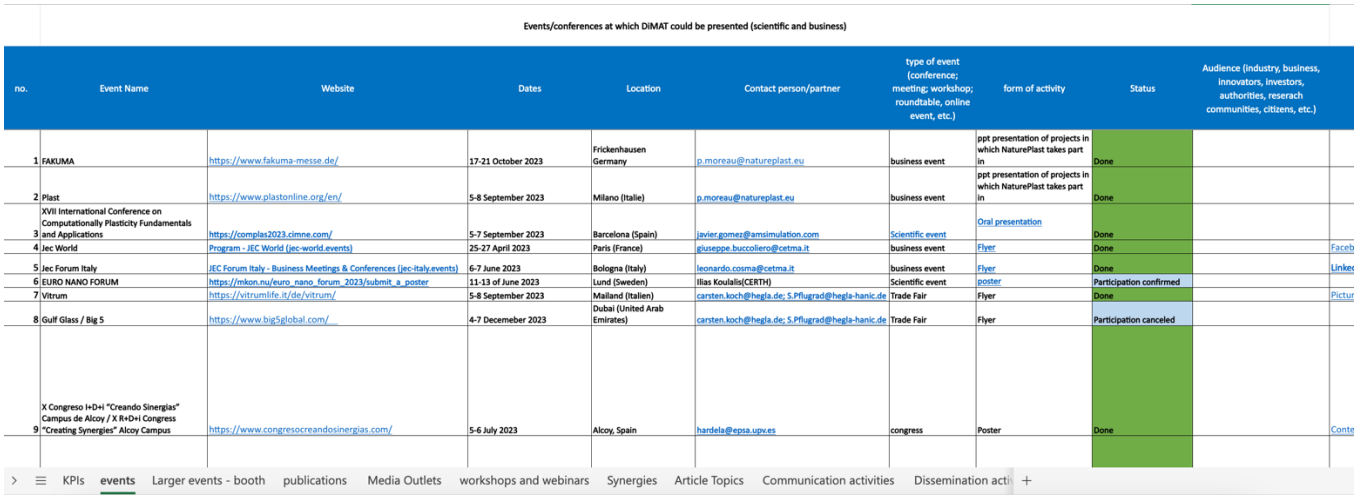
DiMAT places a strong emphasis on establishing a vital science-business connection as a primary focus of its communication and dissemination activities, aiming to effectively transmit key research results to the market. This objective is supported through active participation in a diverse range of scientific 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 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.

Finally, these events are used to directly interact with relevant stakeholders by holding presentation sessions, workshops and where relevant, setting booths and promoting DiMAT results.

To ensure effective tracking of the partners presence at these events, a dedicated section on the project communication and dissemination tracker is maintained, available on the repository. Additionally, upcoming events are as well shared there and partners can express interest in attending. The list includes prominent conferences, exhibitions, and symposiums relevant to the project's scope.



Events/conferences at which DiMAT could be presented (scientific and business)

no.	Event Name	Website	Dates	Location	Contact person/partner	type of event (conference; meeting; workshop; roundtable, online event, etc.)	form of activity	Status	Audience (industry, business, innovators, investors, authorities, reserach communities, citizens, etc.)	
1	FAKUMA	https://www.fakuma-messe.de/	17-21 October 2023	Frickenhausen Germany	p.moreau@natureplast.eu	business event	ppt presentation of projects in which NaturePlast takes part in	Done		
2	Plast	https://www.plastonline.org/en/	5-8 September 2023	Milano (Italie)	p.moreau@natureplast.eu	business event	ppt presentation of projects in which NaturePlast takes part in	Done		
3	XVII International Conference on Computationally Plasticity Fundamentals and Applications	https://complas2023.cimne.com/	5-7 September 2023	Barcelona (Spain)	javier.gomez@amsimulation.com	Scientific event	Oral presentation	Done		
4	Jec World	Program - JEC World (jec-world.events)	25-27 April 2023	Paris (France)	giuseppe.buccoliero@cetma.it	business event	Flyer	Done		Faceb
5	Jec Forum Italy	JEC Forum Italy - Business Meetings & Conferences (jec-italy.events)	6-7 June 2023	Bologna (Italy)	leonardo.cosma@cetma.it	business event	Flyer	Done		Linke
6	EURO NANO FORUM	https://mkon.nu/euro_nano_forum_2023/submit_a_poster	11-13 of June 2023	Lund (Sweden)	Ilias Koulalis(CERTH)	Scientific event	poster	Participation confirmed		
7	Vitrum	https://vitrumlife.it/de/vitrum/	5-8 September 2023	Mailand (Italien)	carsten.koch@hegla.de; S.Pflugrad@hegla-hanic.de	Trade Fair	Flyer	Done		Pictur
8	Gulf Glass / Big 5	https://www.big5global.com/__	4-7 Decemeber 2023	Dubai (United Arab Emirates)	carsten.koch@hegla.de; S.Pflugrad@hegla-hanic.de	Trade Fair	Flyer	Participation canceled		
9	X Congreso I+D+i "Creando Sinergias" Campus de Alcoy / X R+D+I Congress "Creating Synergies" Alcoy Campus	https://www.congresocreandosinergias.com/	5-6 July 2023	Alcoy, Spain	hardela@epsa.upv.es	congress	Poster	Done		Conte

KPIs | events | Larger events - booth | publications | Media Outlets | workshops and webinars | Synergies | Article Topics | Communication activities | Dissemination acti

Figure 27 Screenshots of the DiMAT C&D tracker

4.4.2. WEBINARS, WORKSHOPS AND TRAININGS (UPDATED)

WEBINARS

The strategy behind the Webinars in the DiMAT project consists of a series of Webinars with a specific storyline.

- Introductory webinar (introducing DiMAT to relevant stakeholders
- Call for early adopters' webinar (at least 3 webinars – directly targeting early adopters – SMEs and professionals who can participate in the call and provide relevant feedback to the DiMAT solutions building and integration
- Internal webinars for the participants in the programme for early adopters where through demos, interviews and focus groups feedback to the solutions will be provided and assessed
- Collaboration webinars with DiMAT's sister projects.
- Participation of DiMAT project partners in established webinars organized by third party relevant networks and organizations

We can categorise these Webinars into two distinct domains to cater to different audiences: specialised sessions tailored for professionals and knowledge-sharing sessions aimed at raising awareness among the general audience.

These webinars 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.

Through its 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 creates a dynamic dialogue, gathers feedback, and fosters a vibrant community around materials design, modelling, and simulation.

WORKSHOPS

Workshops are 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 are 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 are specifically focused on dissemination, aiming to reach out to various stakeholders and expand the project's ecosystem. These workshops are 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 are thoughtfully employed, selecting the most suitable style that aligns with the workshop's objectives and audience.

To reach maximum impact the public workshops are planned to be held in conjunction with international conferences related to DiMAT knowledge domains. The end goal is to increase the number of potential providers and consumers. By leveraging these conferences, the workshops benefit from a wider audience, facilitating knowledge exchange and creating networking opportunities. Additionally, and where relevant, industrial booths are 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 are 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 are organised to support project partners in agile iteration and product development. Training sessions will be 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 utilise 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 familiarise external stakeholders, including young professionals, trainees and students with the project's tools, enabling them to effectively leverage digital technologies in their respective roles. It is expected that training sessions will be organized for the selected early adopters who have submitted an Expression of Interest in Q3 of 2023. Additionally training materials and sessions will be created and recorded to be available to future users and for student training purposes.

4.4.3. CLUSTERS & NETWORKS OVERVIEW

DiMAT is capitalising on its existing well-established connections with clusters and networks while strategically expanding its presence in other relevant initiatives. The project partners actively engage in a collaborative process to establish robust connections with identified networks. The project participates in and contributes to targeted initiatives, sharing project results, fostering collaboration, and cultivating opportunities for collaboration and exploitation. These efforts are closely aligned with the project's dissemination plan and listed activities, ensuring a cohesive approach towards maximising 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
CETMA - DIHSME	CETMA-DIGITAL INNOVATION HUB FOR SMES

Table 5: 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 6: 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 organised by these clusters and networks enables the project to identify and target those that are most relevant and valuable for both its results and its targeted audience.

4.4.4. ESTABLISHED COLLABORATIONS WITH PROJECTS AND NETWORKS (UPDATED)

Collaborations are beneficial for DIMAT for several reasons:

- Provide the opportunity for the 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 maximising the impact.

- Enable access to a broader range of expertise, enabling the DiMAT project to tap into specialised 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 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.

The DiMAT project took the lead in establishing collaborations with its sister projects funded under the same topic and is constantly expanding its synergistic activities to other relevant EU projects and initiatives.

In the first year of its operations, DiMAT reached out to the other two projects **funded under topic HORIZON-CL4-2022-RESILIENCE-01-25**, namely:

- **metaFacturing** [5] focuses on digitised 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.
- **PIONEER Project** [6] aims to develop an open innovation platform and interoperable digital pipeline for addressing a design-by-simulation optimization framework.

DiMAT organised a meeting between the three projects to identify key activities on which to collaborate towards creating maximum impact and achieving the desired resource efficiency aligned with the EU project goals. To this end, the three projects established the vision and objectives of the synergy. DiMAT, metaFacturing, and Pioneer are collaborating on standardisation activities and the adoption of digital technologies for advanced manufacturing via organizing and participating in dedicated webinars and workshops. The projects also exchange expertise on topics of mutual interest, such as IP and IPR. To date, DiMAT has invited both sister projects to participate in three of its workshops focused on standardization and IPR and has as well co-led a physical workshop with metaFacturing

Apart from the collaboration with its sister projects, DiMAT has established connections with the more recently funded AID4Greenest, focused on AI Powered Characterisation and Modelling for Green Steel Technology. The two projects exchange knowledge and practices regarding standardisation, integration and recent developments of MODA and CHADA.In parallel, DiMAT is continuously monitoring and interacting with other relevant projects, including those 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 focused on cyber-physical and embedded systems**,** etc.

Collaboration with one of the largest European networks in material manufacturing EIT Manufacturing is of strategic interest for the DiMAT project. Discussions on building synergies were initiated in the beginning of 2024. It was agreed on three main lines of collaboration considering the interests of both EIT Manufacturing and DiMAT. These are: participation in events organized by EIT Manufacturing, participation in the KIC's manufacturing podcast - "The art of making" and involvement in the community's Data bites webinar, which is a monthly webinar organized in the format of short lunch break talks on a certain topic, followed by Q&A.

Finally, DiMAT will be extensively promoted, and pilot users will be scouted via CETMA-DIHSME, managed by CETMA - one of the key partners in DiMAT.

DiMAT will continue building its strong presence through mutually beneficial actions which lead to increased visibility, broader audience reach, and potential collaborations for future funded projects.

4.4.5. SCIENTIFIC DISSEMINATION

Scientific and technical results are 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 are published in Industrial Specialized Press and Forums.

Below is a table of identified scientific journals and specialised press for scientific dissemination, which will be updated periodically (Table 7).

SCIENTIFIC JOURNALS AND SPECIALISED 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 7: Scientific journals and specialised 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 are available via the project website and they are also 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 licence 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.

5. KEY PERFORMANCE INDICATORS AND MONITORING

To measure the impact of communication and dissemination activities a set of Key Performance Indicators (KPIs) has been established. Table 8 presents KPI and average values of each activity.

KPIs			
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	10 monthly queries
	Blog	Average number of produced podcasts	9
	Newsletter	Average number of 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 organised 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 presentations	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 are measured on a regular basis through internal reporting. Each partner has to inform the Communication and Dissemination Manager on a monthly basis about performed activities, especially attendance to events, conferences, and congresses, and submitted scientific and journalism papers. All information is registered in the communication and dissemination tracker, stored on DiMAT project SharePoint.

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

- **Matomo** – to track and report the project website traffic,
- **Social Media Metrics** – to track the engagement on LinkedIn, X and YouTube.

6. SCHEDULE AND TIMING (UPDATED V2)

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 (Table 9) will be consulted and updated frequently, based on the activities, and needs of the project.

Table 8 was defined in D8.1 and provides information on activities conducted for the first 12 months of the project. In this second version of the strategy, we present an overview of the activities planned for the second year of project implementation until M24.

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 D8.1

Y2	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24
PROJECT IMPLEMENTATIONS AND ACTIVITIES												
DiMAT Community	■											
Webinar		■										
Synergies Page					■	■						
ONLINE SOCIAL AND MEDIA INTERACTION												
Social media posts	■	■	■	■	■	■	■	■	■	■	■	■
Interviews to partners					■	■						
Scientific Papers				■								
News					■	■	■	■	■	■	■	■
Videos					■	■	■	■	■	■	■	■
Events participation	Ad hoc based on the events calendar											

Table 10: Indicative Timeline communication and dissemination activities from D8.1 and D8.2

7. ROLE OF PARTNERS

Communication and dissemination activities require engagement of all consortium partners. Partners are working together to reach the objectives of the communication and dissemination strategy and implement WP 8 - IMPACT: Dissemination, Exploitation and Standardisation with the highest standard. F6S, as a WP 8 Leader, leads all activities. All partners ensure that the project is visible and properly promoted.

Table 11 below provides an overview of partners' support of the communication and dissemination activities:

PARTNER AND SPECIFIC ROLE	RESPONSIBILITIES
SPECIALIST PARTNER **F6S**	• Leader of WP 8 dedicated to communication, dissemination and exploitation 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 creation. • 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/business/scientific conferences. • Building an ecosystem of stakeholders around the 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 11: Roles and responsibilities of DiMAT project partners

8. CONCLUSIONS (UPDATED)

The Communication and Dissemination Plan v2 of the DIMAT project plays a crucial role in ensuring the widespread awareness and understanding of the project objectives, outcomes, impacts and updates. Through a comprehensive and strategic approach, it effectively engages diverse stakeholders, including researchers, policymakers, industry professionals, and the wider public.

The plan incorporates a common narrative, appealing project branding, and a range of communication tools and channels such as a dedicated website, social media, an integrated community platform, webinars, workshops, and events. By utilising 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 current stage of the project development, the communication and dissemination plan outlined in this deliverable is considered a living document. As it can be seen several novel strategical activities have been put in place to complement the selected approach and achieve the desired outcomes measured by the project's communication and dissemination KPIs at the end of the action. These activities include:

- structured campaigns;
- introducing interactive content via direct video engagement and showcasing first party user-stories as well as solution developers' perspective to relevant stakeholders to establish mutual understanding, empathy and trust in the solutions developed;
- monthly opinion articles "hot topics" to be widely disseminated via project and external media outlets creating better public understanding on the topic of material manufacturing opportunities and challenges and building a direct link between the expertise shared and DiMAT;

Despite the comprehensive and ongoing plan, the project partners acknowledge potential challenges in reaching the intended stakeholders or unforeseen circumstances in implementing the communication and dissemination activities.

To assess the effectiveness of the plan, both direct and indirect interactions with the target audience are measured using analytical and engagement assessment tools, such as Google Analytics, Matomo, social media analytics, disseminated surveys, and immediate feedback. Additionally, valuable feedback and input from the consortium partners are actively sought and considered in the refinement of the communication and dissemination plan and activities. By incorporating input from both the consortium and the external environment

the plan is continuously enhanced towards reaching a holistic digital transformation of the SMEs materials manufacturing industry.

DiMAT Communication and dissemination plan version 2 serves as a strategic framework for engaging stakeholders, promoting collaboration, and maximising 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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[7] https://www.i4q-project.eu/

[8] https://www.zdmp.eu/

[9] https://dih4cps.eu/

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[11] https://www.jec-world.events/about-jec-world;

[12] https://mklab.iti.gr/iesa2024/ ;