DiMAT

D8.4 DISSEMINATION MATERIALS, WEBSITE, SOCIAL NETWORKS AND DISSEMINATION ACTIVITIES

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D8.4 DISSEMINATION MATERIALS, WEBSITE, SOCIAL NETWORKS AND DISSEMINATION ACTIVITIES

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Contributions	ACCELI, AMS, CERTH, UPV, Technical Partners, Toolkit		

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Abstract	This document titled "Dissemination materials, website, social networks and dissemination activities" (D8.4) presents the visual identity, marketing materials, visual content and KPIs status updates related to the website, social networks, and dissemination of DiMAT. It visually demonstrates the efforts behind the project's promotion and engagement activities and complements the DiMAT Communication and Dissemination Strategy, detailed in a separate document, according to the project's grant agreement.
Keywords	VISUAL IDENTITY; BRANDING; SOCIAL MEDIA; MARKETING; WEBSITE; COMMUNITY; VIDEOS; COMMUNICATION; DISSEMINATION

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Version	Date	Description of change	List of contributor(s)
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0.3	14-Jun-2024	Internal Review	ACCELI, AMS, UPV
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1.0	28-Jun-2024	Quality check and issue of final document	F6S, CERTH, UPV
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 document titled “Dissemination materials, website, social networks and dissemination activities” (D8.4) presents the visual identity, marketing materials and visual content related to the website, social networks, and dissemination activities of DiMAT, an EU funded project poised to revolutionize the European materials industry by offering an innovative set of advanced technologies through its Open Digital Tools.

The content demonstrated here was created during the first half of the project from M1 until M18. Materials are constantly being updated according to the project’s communication strategy objectives and phases, and according to the adaptation needs based on stakeholder engagement levels and feedback.

This deliverable referred to as “DEC - Websites, patent filings, videos, etc.” visually demonstrates the efforts behind the project's promotion and engagement activities. It complements the DiMAT Communication and Dissemination Strategy, detailed in a separate document, according to the project’s grant agreement.

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ABBREVIATIONS

AI	Artificial Intelligence
CEN	European Standardisation Committee
CWA	CEN Workshop Agreement
M	Month
ODT	Open Digital Tools
PR	Public Relations
SME	Smart Manufacturing Environments
SME	Small-Medium Enterprise
T	Task

1 INTRODUCTION

This document titled "Dissemination Materials, Website, Social Networks and Dissemination Activities" D8.4 serves as a visual representation of the project communication and dissemination efforts conducted during the first half of the project implementation. The document showcases the strong visual identity and project presence established by utilizing its website and some of the core social media channels available. It additionally gives a visual representation and reference to DiMAT strong physical presence through consistent attendance at relevant events and the materials created for them. It creates a reference to the DiMAT community established to reach out to a pool of early adopters and collaborators who will support the development of the DiMAT tools. The DiMAT community is established on the F6S page – the largest platform for founders and startups and as well has a dedicated section on the DiMAT website. The document also provides a dedicated section on the status of the project's associated communication and dissemination KPIs with elaborate explanation on current and future work planned.

The document is structured as follows:

- Section 1: Introduction to the document.
- Section 2: Visual Identity
- Section 3: Dissemination materials
- Section 4: Website
- Section 5: Social networks
- Section 6: Dissemination activities
- Section 7: Scientific articles access
- Section 8: Status of Associated KPIs
- Section 9: Concluding remarks

2 VISUAL IDENTITY

The visual identity of DiMAT was developed during the initial months of the project, undergoing multiple iterations to best reflect its focus on digital tools and innovation in material manufacturing. The final design includes both modernity and professionalism. Detailed guidelines regarding the visual identity are provided in the DiMAT Visual Identity Guidelines, accessible to all partners through the project's repository.

2.1 LOGO

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

The design elements and symbolism can be described as follows:

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

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

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

Figure 1: DiMAT logo

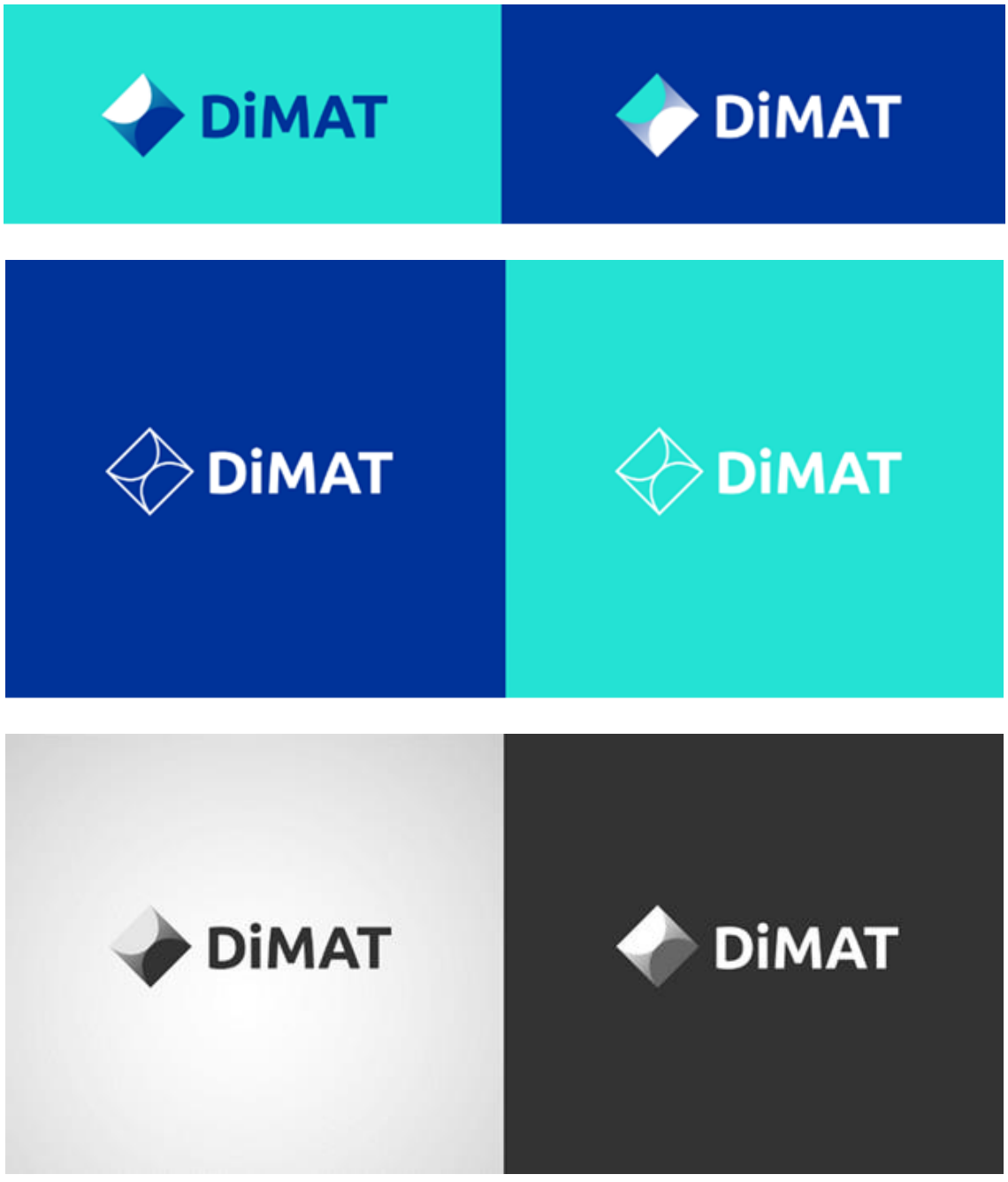


Figure 2: DiMAT logo background

2.2 COLOUR PALETTE

The DiMAT project is using the following color palette with 3 colors in total:

- Turquoise Blue: #24e2d4
- Dark Powder Blue: #003399
- Linear Gradient: 100% - 10%

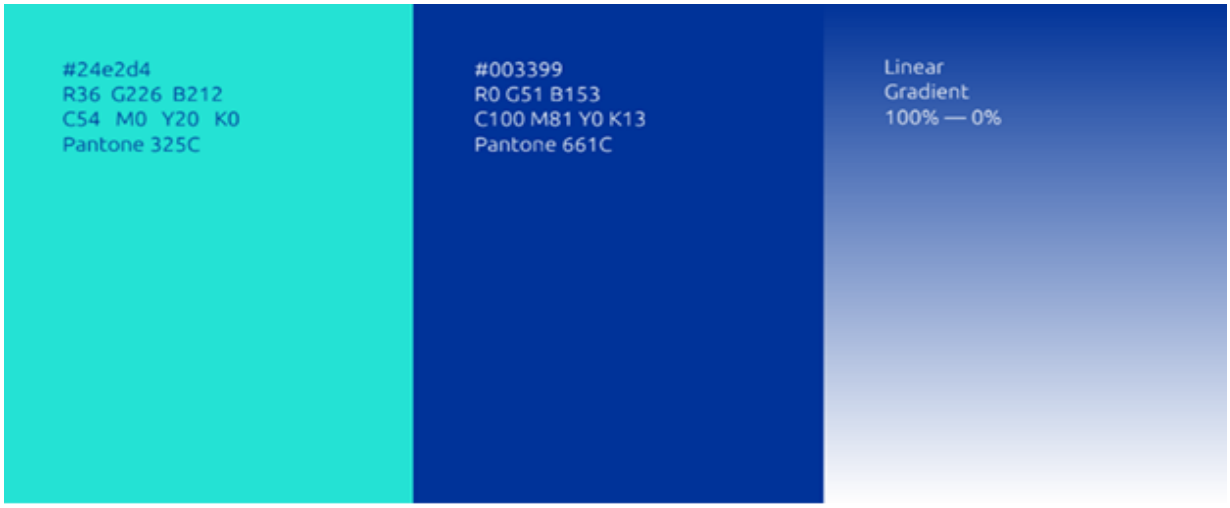


Figure 3: DiMAT Color Palette

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

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

2.3 TYPOGRAPHY

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

Figure 4: DiMAT Typography

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

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

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

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

3 DISSEMINATION MATERIALS

The primary goal of dissemination materials in the DiMAT project is to effectively communicate key messages to the target audience, thereby increasing awareness, generating interest, and ultimately driving desired actions.

These materials provide valuable information about the project. Ultimately, the goal is to inspire action, whether it's attending an event, subscribing to a newsletter or interaction and feedback for the DiMAT solutions, thereby contributing to the project's overall success and objectives.

3.1 PRINTING MATERIALS

- **Roll-up, Poster, and Flyer:**

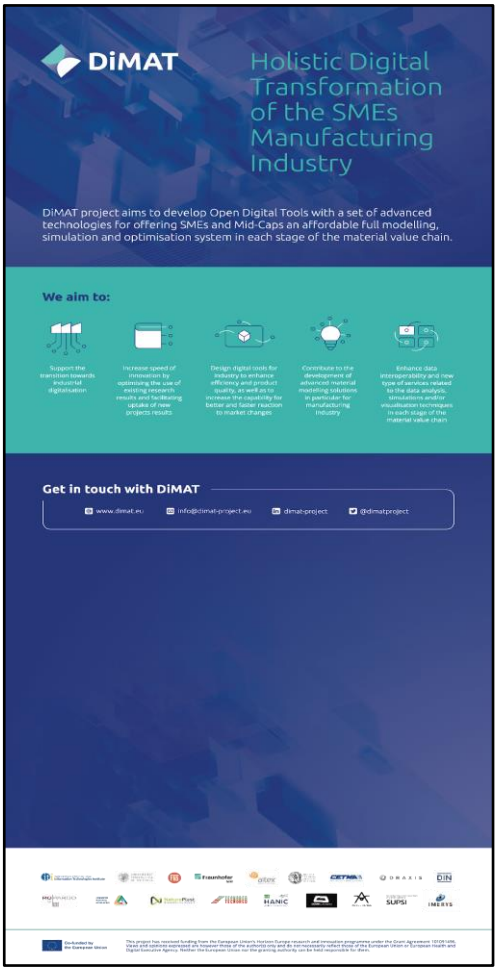


Figure 5: DiMAT Roll-up

Figure 6: DiMAT Poster

Figure 7: DiMAT Flyer

3.2 PRESENTATIONS

Figure 8: DIMAT Presentation

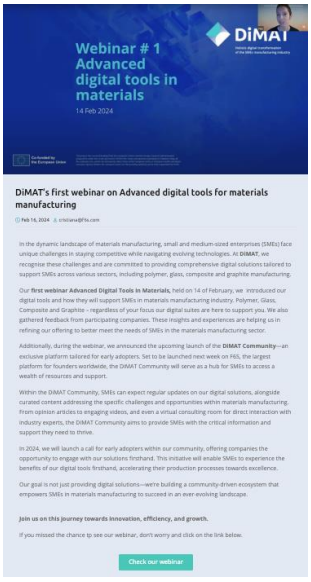
3.3 WEBSITE BLOG PUBLICATIONS

In the DiMAT website, the blog section is introduced under "News". This tab presents press releases, news, and articles, providing a holistic view of what is currently happening in the project.

The section, Press Releases and News plays a pivotal role in showcasing the significance of the DiMAT project. By strategically publishing news content on the website, DiMAT can effectively communicate its innovations, present its partners, and foster collaboration. This information not only enhances the visibility of the project but also contributes to advancing the dialogue on digital manufacturing solutions.

Below you can find a snapshot of DiMAT blog publications available and constantly updated on the DiMAT website:

NEWS/PRESS RELEASE	DESCRIPTION	SCREENSHOT
DIGITAL MODELLING AND SIMULATION FOR DESIGN, PROCESSING AND MANUFACTURING OF ADVANCED MATERIALS PR, NEWS SECTION	ARTICLE ABOUT THE DIMAT PROJECT: AN INTRODUCTION TO ITS OBJECTIVES AND PARTNERS.	
MEET THE PARTNERS MEET THE PARTNERS SECTION	CATEGORY FOR THE GENERAL PUBLIC TO KNOW THE PARTNERS: CERTH, F6S, FRAUNHOFER, AITEX, NTUA, CETMA, DRAXIS, DIN, ROPARDO, AMS, NATUREPLAST,TECNORED, HEGLA-HANIC GMBH, CETMA COMPOSITES, ACCELIGENCE LTD,SUPSI, IMERYS,	

DiMAT Project – First Consortium Meeting PR, NEWS Section	Article about the first consortium meeting of the DIMAT project that took place on July 11 and 12 in Lugano, Switzerland. The meeting was organized in a hybrid format.	
Unlocking the Future of Materials Industry: DiMAT's First Webinar on Open Digital Tools PR, NEWS Section	Teaser to the first DiMAT webinar which was on the 14th February. This event unraveled challenges faced by SMEs in the materials industry, explored the opportunities presented by Open Digital Tools, and understood the added value of the DiMAT Suites.	
DiMAT's first webinar on Advanced digital tools for materials manufacturing PR, NEWS Section	Disseminate DiMAT's first webinar doing a little resume about it and allowing the public to know how to see it visit our Youtube Channel.	

FRAUNHOFER IWM IN 1ST VMAP USER MEETING 2024 PR, NEWS SECTION	RESUME OF THE 1ST VMAP USER MEETING 2024 IN GERMANY WHERE FRAUNHOFER IWM PARTICIPATED IN THE CONTEXT OF **MODA AND CHADA** (CRUCIAL FOR ENSURING COMPLIANCE WITH EXISTING STANDARDS AND CWAS.)	 **Fraunhofer IWM in 1st VMAP User Meeting 2024** May 13, 2024 Sara Canedo Location: Sankt Augustin, Germany. The 1st VMAP User Meeting 2024 underscored the pivotal role of standardization in the digitalization landscape. This gathering, hosted by the VMAP consortium, provided a platform for industry professionals to converge, exchange ideas, and propel the development of the VMAP Standard. Fraunhofer IWM, one of the partners in the DiMAT project, presented their latest findings and activities related to MODA and CHADA, which are crucial for ensuring compliance with existing standards and CWAs. By integrating these elements into DiMAT's activities, the project aims to foster interoperability, contributing to shaping industry standards. The meeting drew a diverse array of participants, including engineers, researchers, developers, and representatives from the VMAP Standards Community (VMAP SC) and ITEA (Information Technology for European Advancement) program. The topics included: sensor data storage, full model storage, and material data transfer in additive manufacturing processes. Fraunhofer IWM's active participation exemplified their dedication to driving progress and leveraging collective expertise for the advancement of digitalization in the material value and manufacturing chain. For more information about the event and Fraunhofer IWM's contributions, please click the button below. Visit the Event Website
UPV AT GLASS FORMING PROCESS SIMULATION AT I-ESA 2024 PR, NEWS SECTION	RESUME OF THE 12TH INTERNATIONAL CONFERENCE ON INTEROPERABILITY FOR ENTERPRISE SYSTEMS AND APPLICATIONS (I-ESA 2024) WHERE UPV, DIMAT'S PARTNER, PARTICIPATED WITH A COMPELLING PRESENTATION ENTITLED: "DIGITAL TOOLS FOR MODELING AND SIMULATION OF GLASS FORMING PROCESS,"	 **UPV at Glass Forming Process Simulation at I-ESA 2024** May 13, 2024 Sara Canedo Location: Crete, Greece. From the 10th to the 12th of April 2024, the 12th International Conference on Interoperability for Enterprise Systems and Applications (I-ESA 2024) provided a stage for innovators to convene, collaborate, and share insights on enhancing interoperability in enterprise systems and applications. Among the participants was Universitat Politècnica de València (UPV), a key partner in the DiMAT project. At the forefront of UPV's involvement were Jaume Sempere Torregrosa and Harrison de la Rosa Ramírez. Harrison de la Rosa Ramírez delivered a compelling presentation titled "Digital Tools for Modeling and Simulation of Glass Forming Process," offering a glimpse into the cutting-edge developments within the DiMAT Project and one of its pilots, through which the DiMAT digital solutions will be tested directly by the industry. Specifically, the presentation delved into the current stage of the MPS (Modeling and Simulation) toolkit development, showcasing UPV's dedication to advancing simulation techniques for glass forming processes. In his address, Harrison de la Rosa Ramírez emphasized: "By establishing and offering this innovative methodology for simulating the glass-forming process, utilizing a combination of freely available tools, we open avenues to reduce human error and minimize machine energy consumption during manufacturing. This approach provides a dependable pathway for predicting glass behaviour under specific processing conditions, which can be replicated, adjusted, and tailored as per requirements." As DiMAT celebrates a remarkable month of active engagement in prestigious conferences, UPV's impactful presence at I-ESA 2024 serves as a testament to our commitment to advancing digitisation in materials engineering. For more information about the event and UPV's contributions, please click in the button below: Visit the Event Website

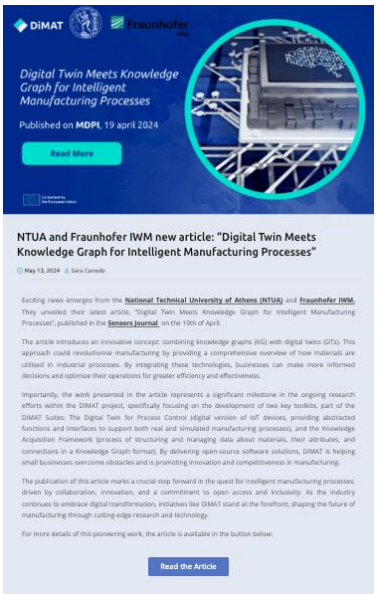
NTUA AND FRAUNHOFER IWM NEW ARTICLE: "DIGITAL TWIN MEETS KNOWLEDGE GRAPH FOR INTELLIGENT MANUFACTURING PROCESSES" PR, NEWS SECTION	THE NATIONAL TECHNICAL UNIVERSITY OF ATHENS (NTUA) AND FRAUNHOFER IWM PUBLISHED AN ARTICLE ENTITLED: "DIGITAL TWIN MEETS KNOWLEDGE GRAPH FOR INTELLIGENT MANUFACTURING PROCESSES", PUBLISHED IN THE SENSORS JOURNAL ON THE 19TH OF APRIL.	

Table 1: DiMAT website blog publications

3.4 NEWSLETTERS

On the homepage of the website, interested parties have the possibility to subscribe to the DiMAT newsletter and get the latest insights of the project.
See Figure 9 below:

Figure 9: DiMAT Section Newsletter Subscription

The biannual electronic newsletter distributed to stakeholders through the DiMAT website is a vital component in ensuring the sustainability of the project. By regularly updating stakeholders on progress, milestones, and upcoming initiatives, the newsletter fosters a sense of ongoing engagement and transparency.
A mailing distribution list is defined to distribute information related to DiMAT via email to increase the availability and visibility of DiMAT findings. The first newsletter was sent in M7

of the project with an aim to increase the project's awareness and promote the DiMAT website.

The second newsletter was sent in M12 of the project, focusing on relevant updates, including the launch of the sister projects' collaboration and highlighting the upcoming webinar piloting the DiMAT solutions to the wider audience.

The structure of the newsletter is being developed according to the project's up-to-date activities, and it contains the following information:

- DiMAT newsletter banner,
- Newsletter title and introduction,
- Project highlights,
- Project updates,
- Partner's information
- Sister projects information,
- Events,
- Social media call to action.

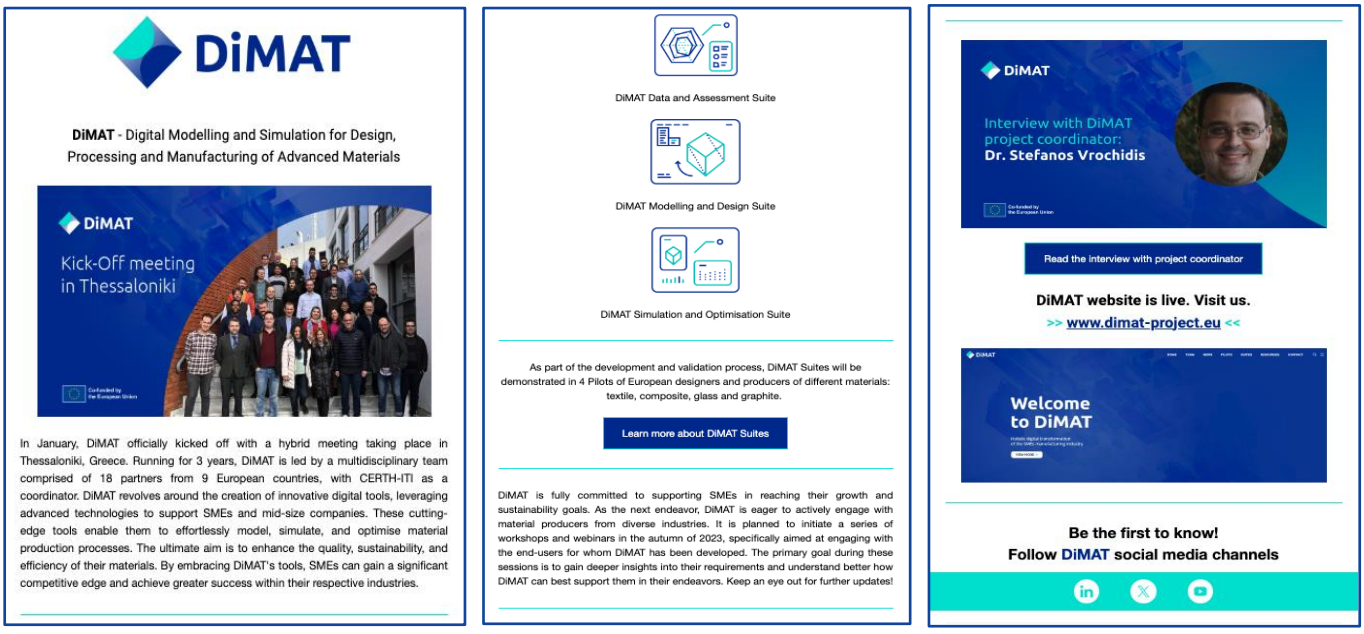


Figure 10: DiMAT First Newsletter

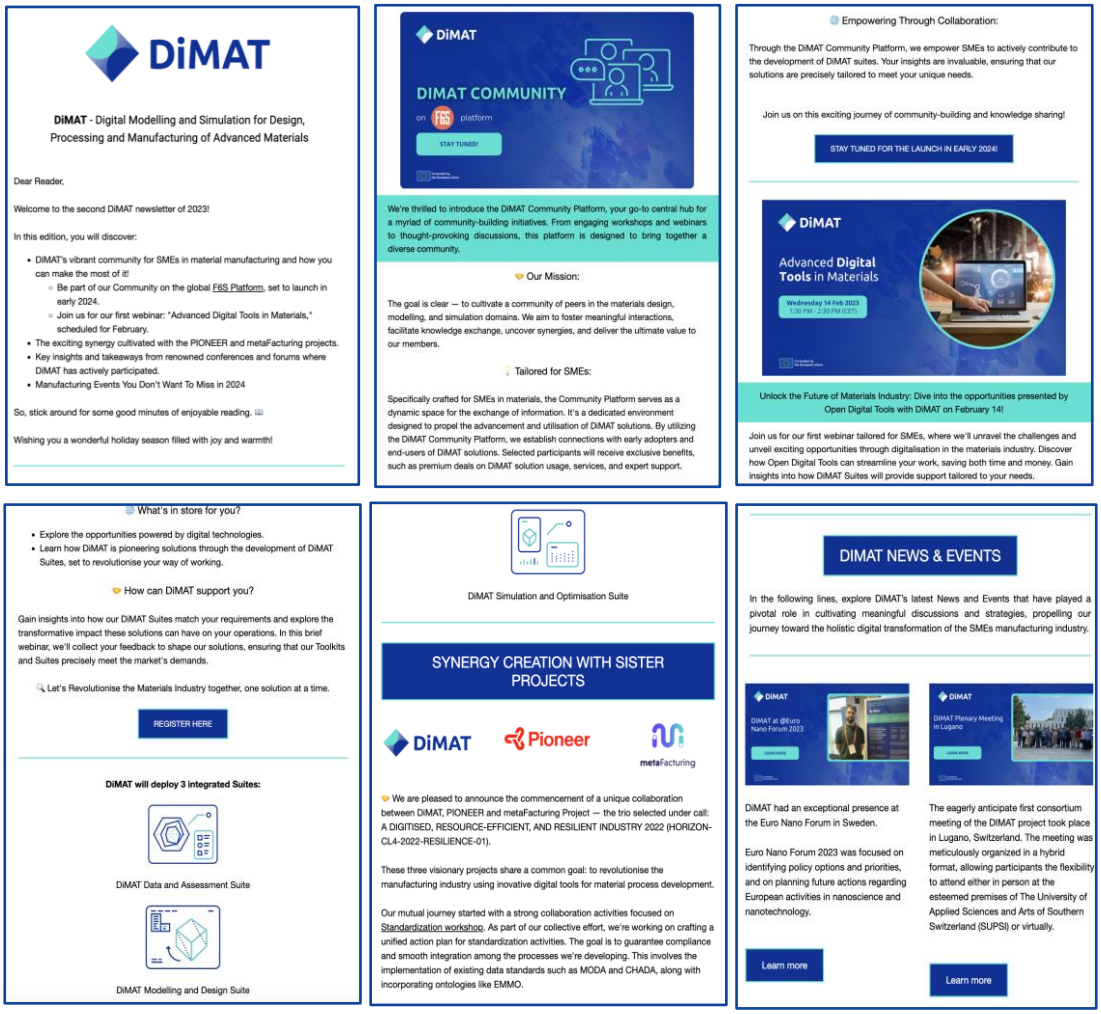


Figure 11: DiMAT Second Newsletter

4 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.

4.1 OBJECTIVES AND SCOPE

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

4.2 STRUCTURE

The structure of the project's website is the following:

- **Home** section representing an overview of the project, goals and objectives, latest news, and a call to action to the project's newsletter, as shown in Figure 12
- **Team** section featuring introduction of all the consortium partners involved in the project, as shown in Figure 13.
- **News** section as a designated base for the following subpages: a) Articles b) Newsletter, as shown in Figure 14.
- **Pilots** section dedicated to DiMAT's pilots representing 4 relevant material manufacturing sectors: Polymer, Composite, Glass, and Graphite, as shown in Figure 15.
- **Suites** section showcasing DiMAT's solutions: Data and Assessment Suite, Modelling and Design Suite and Simulation and Optimization Suite, as shown in Figure 16.
- **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 shown in Figure 17.

- **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 shown in Figure 18.
- **Resources** section which stores information and access to: DiMAT Media Kit materials (press releases and branding materials), as shown in Figure 19:
    - Public deliverables (approved DiMAT deliverables with public access status);
    - Scientific Publications;
    - Videos.
- **Contact** section providing the possibility for all interested parties to contact the project, as shown in Figure 20.

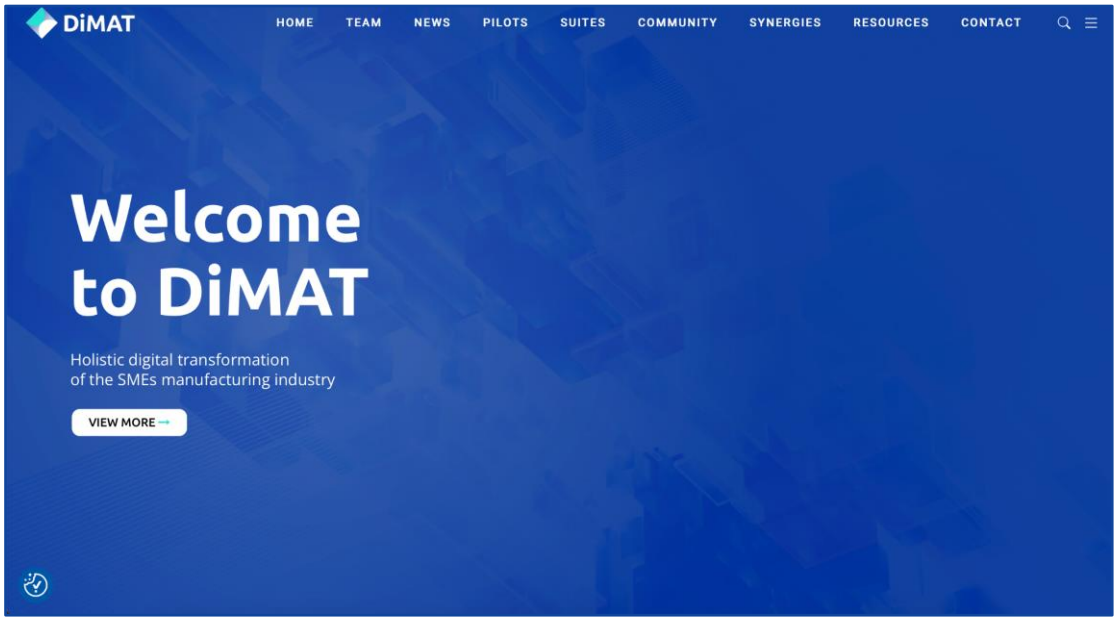


Figure 12: DiMAT website landing page

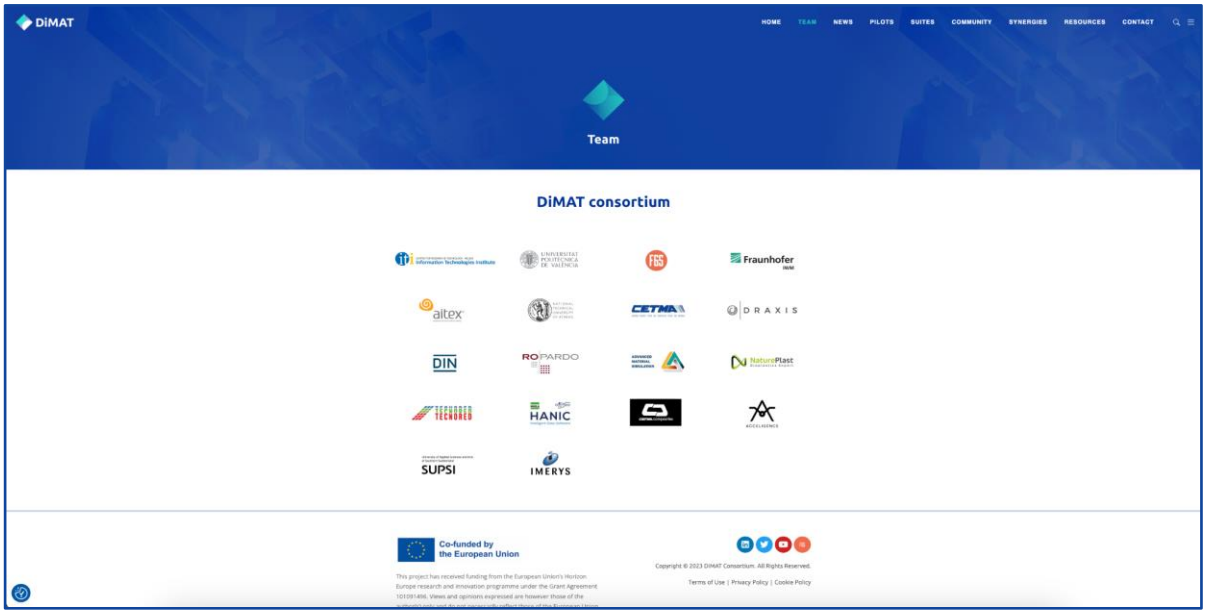


Figure 13: DiMAT Team page

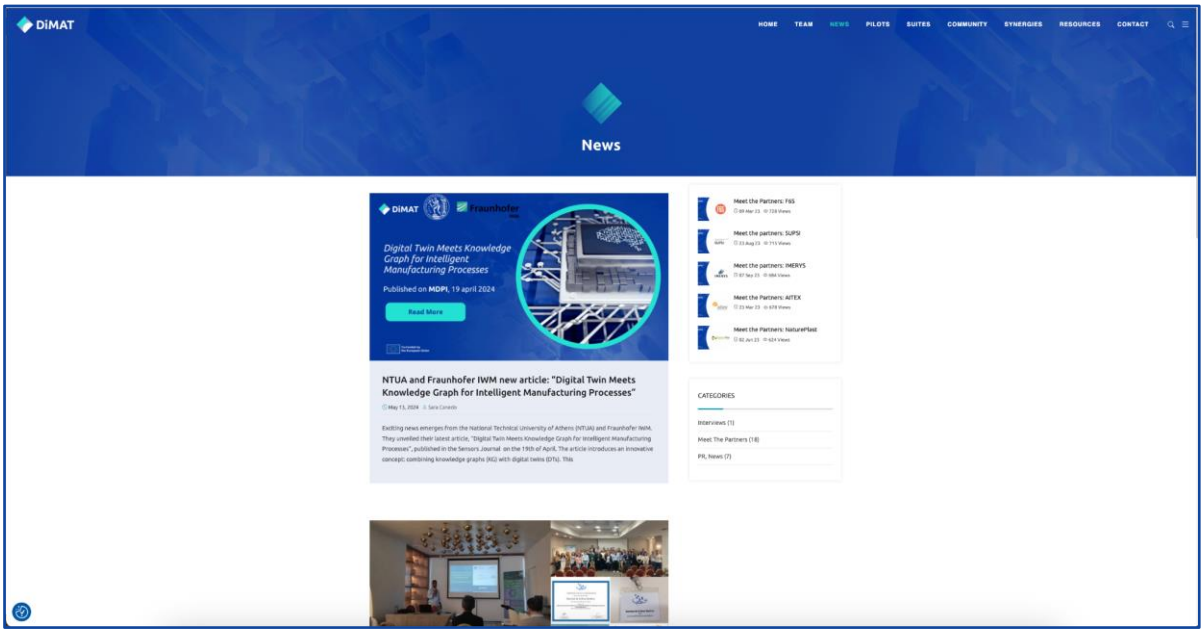


Figure 14: DiMAT News page

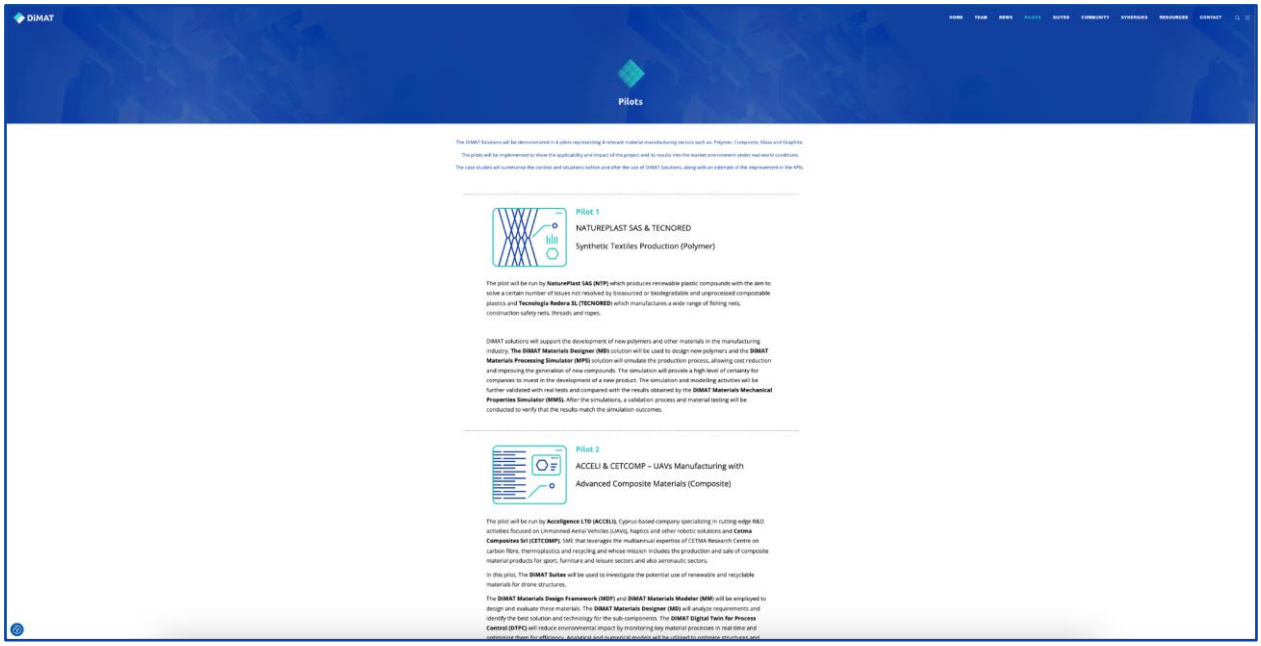


Figure 15: DiMAT Pilots Page

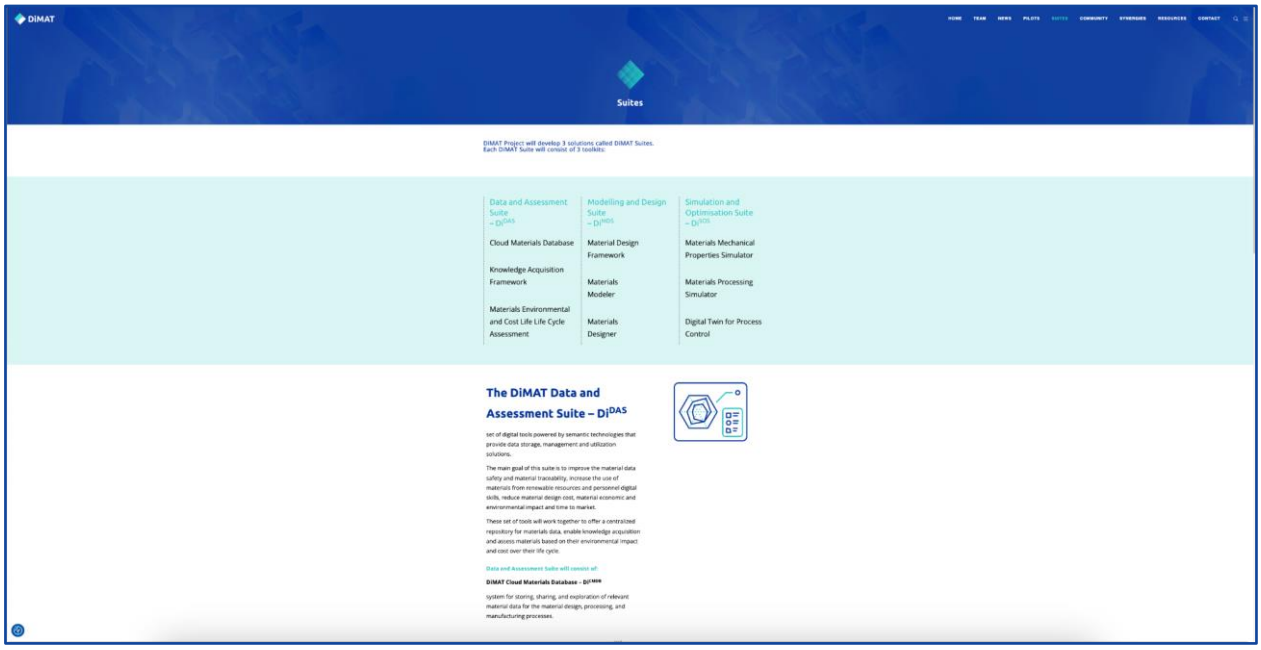


Figure 16: DiMAT Suites Page

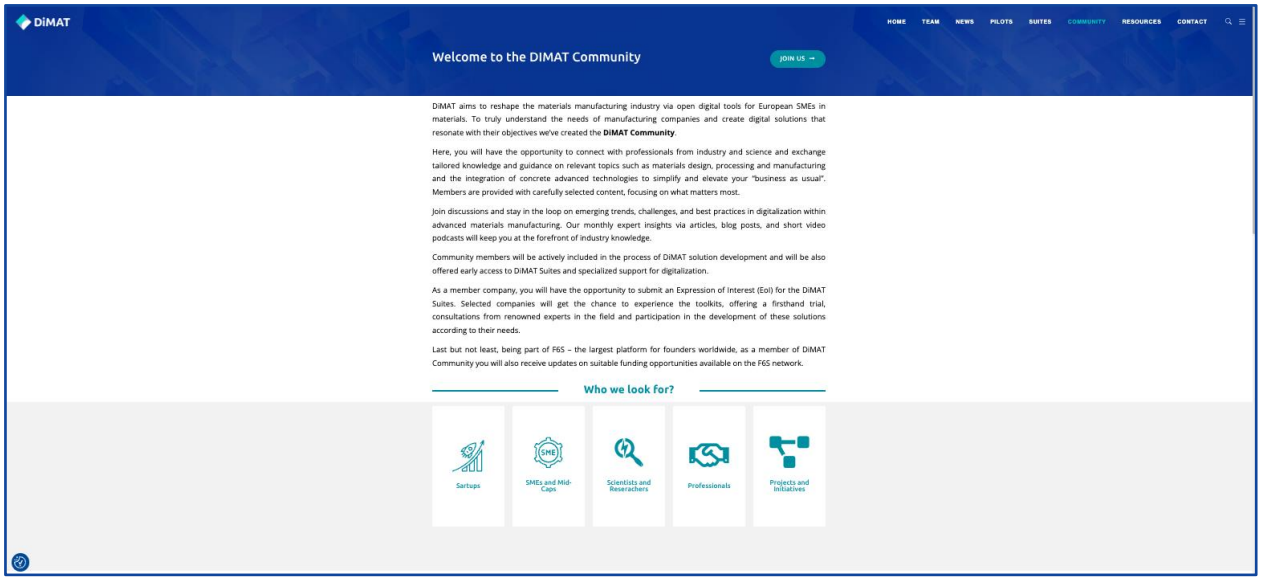


Figure 17: DiMAT Community

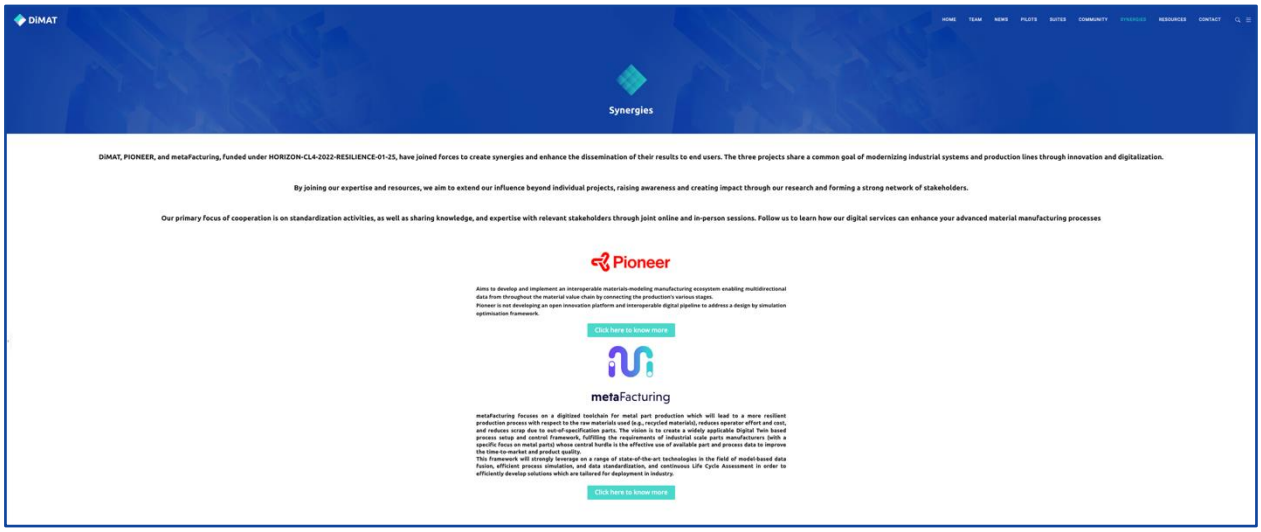


Figure 18: DiMAT Synergy page

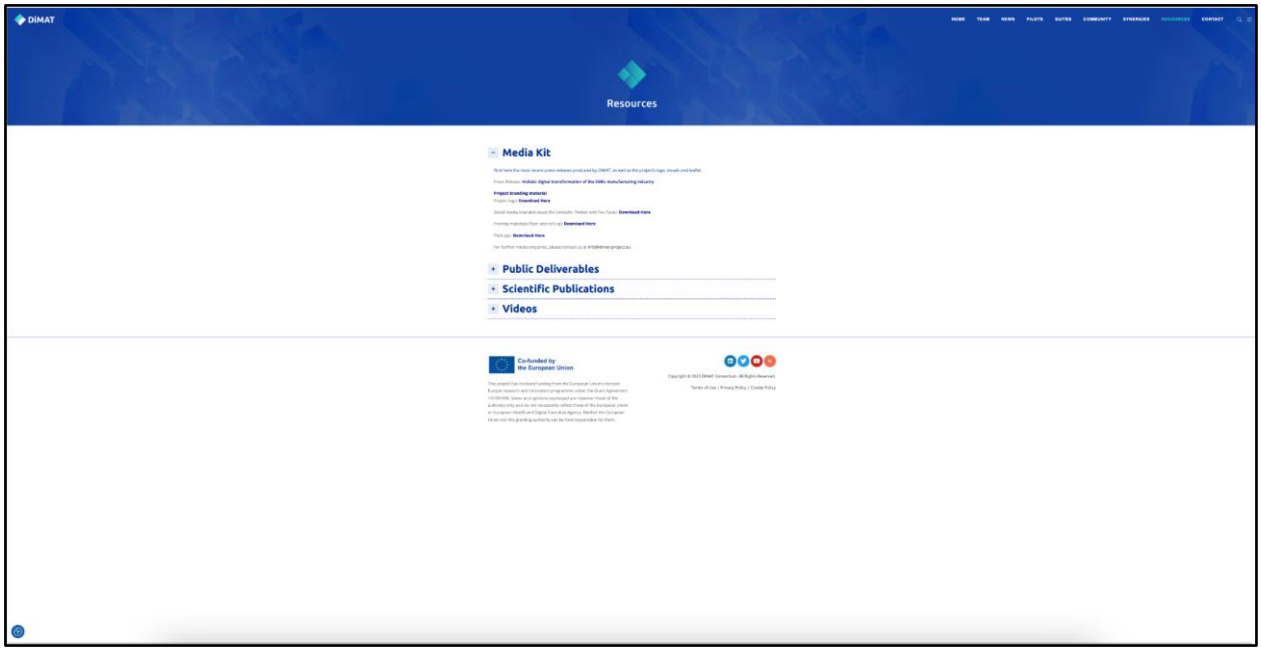


Figure 19: DiMAT Resources Page

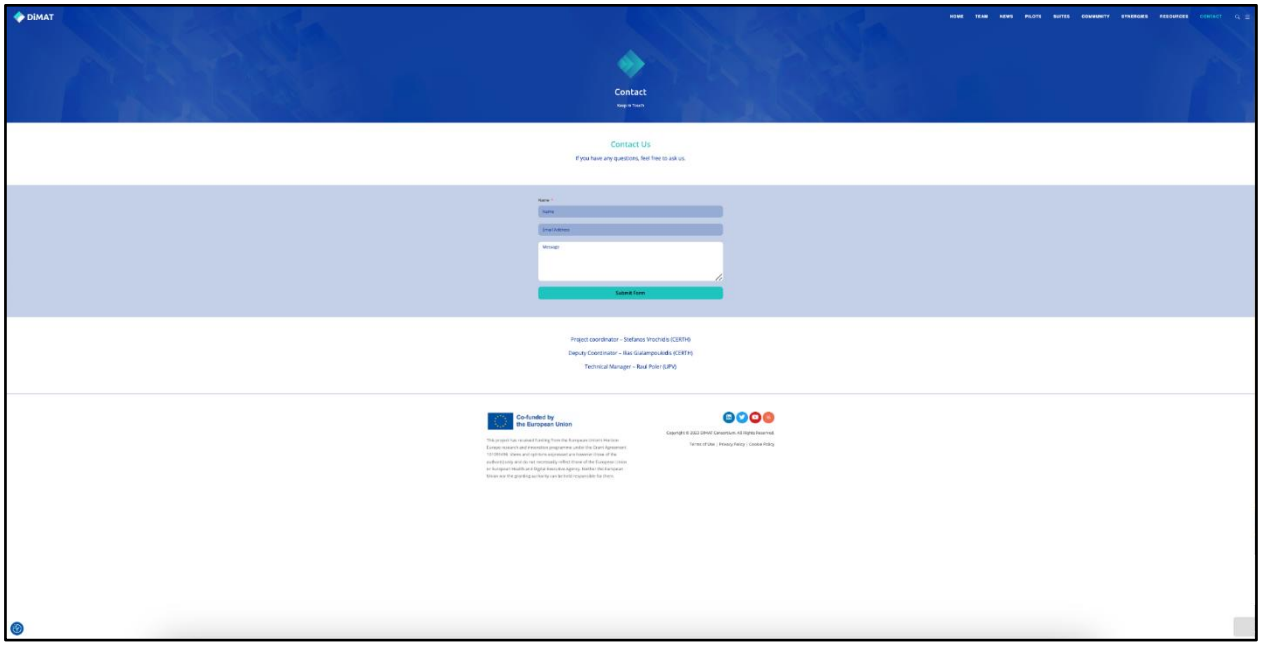


Figure 20: DiMAT Contact Page

4.3 WEBSITE DATA ANALYTICS

The present data encompasses the preceding 18-month period of the project to provide a comprehensive analysis of its progression and outcomes. In May 2024, the tool that we used to track the website's overall traffic changed from Google Analytics to Matomo and the data that we can extract from it includes different categories. On Google Analytics we can know

the users, the engagement, the pages views and the event count. In the meantime, on Matomo, we can check the visits, the acquisition and the pageviews. As we have the common pageviews on Matomo and the event count on Google Analytics parameter that measures the single visits to the pages of the DiMAT website and it measures the growth through time having into account the transition from one platform to the other, we compare that parameter in our KPI table on page 64.

In total, the website has had 4k users from January 2023 until October 2024 and the new users by first user primary channel group were mainly from direct and organic search, measuring in both platforms: Google Analytics and Matomo. The active users are now near 4k (2300+1559) as you can see from Figure 21 below (sum from both data from the pictures below).

Concerning users by country, the United Kingdom, Spain and Ireland occupy the first 3 places, followed by Germany, Greece, USA and Portugal.

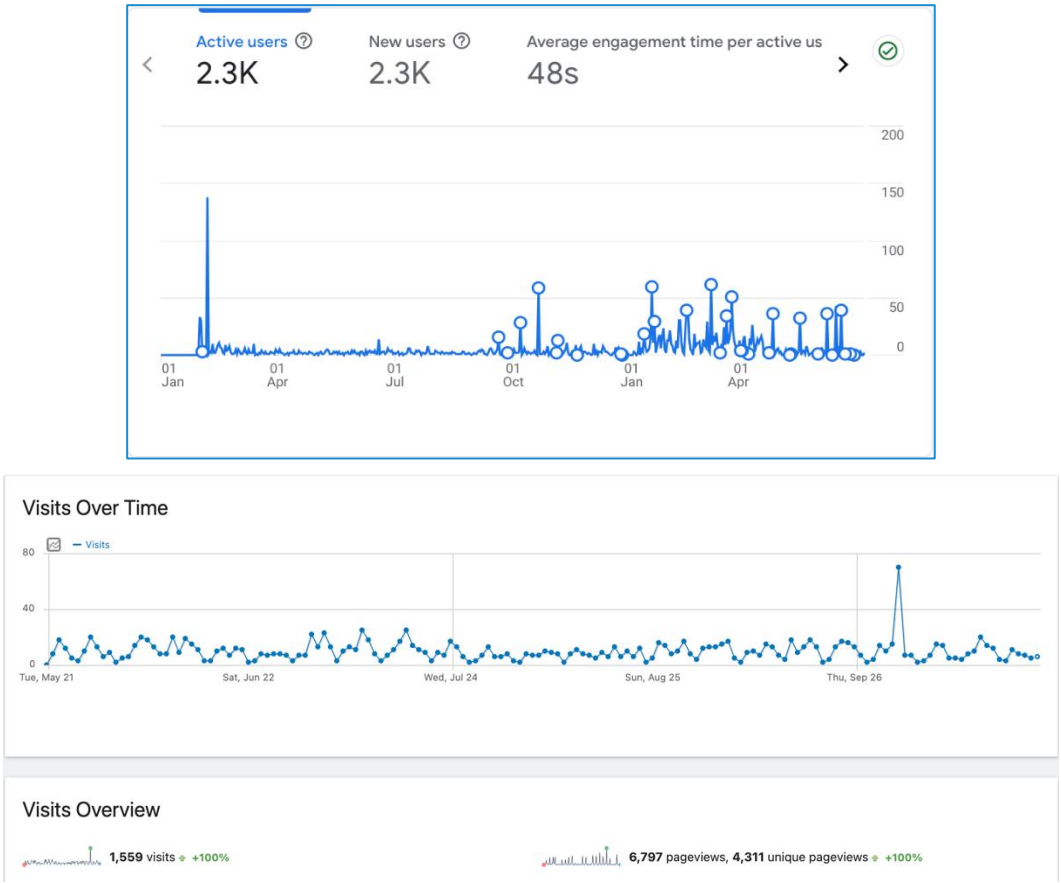


Figure 21: Screenshots of DiMAT Google Analytics Data Users and Matomo Visits

Concerning the engagement time on the website, it varied between 7 minutes and 1 minute and we can see a growth in the last 5 months of the project concerning page views (6.2k in total).

The page views are reflected in the picture below with a total of close to 5k views by June 2024 and 6.2k pageviews by October 2024. The number of single visits to the pages, as mentioned above, is equivalent to 18k, both showed in Google Analytics and Matomo platforms.

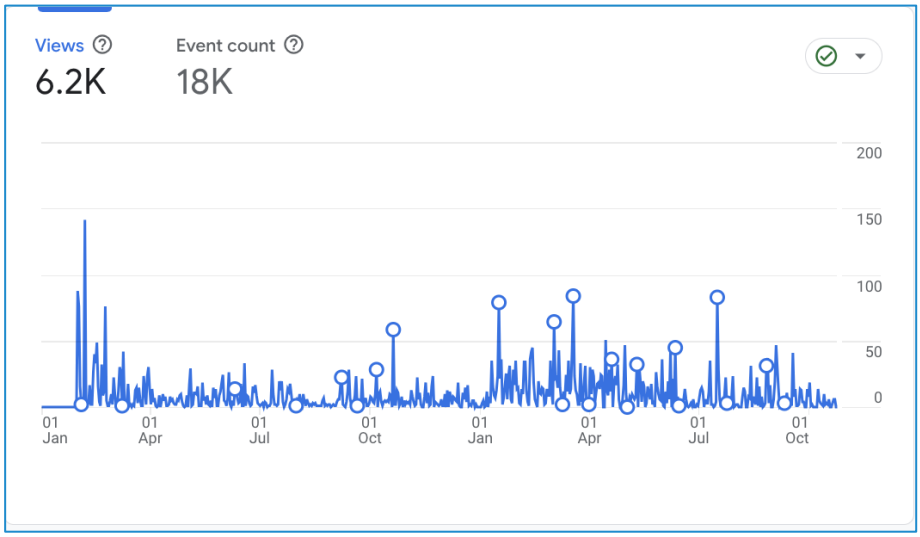


Figure 22:Screenshots of DiMAT Google Analytics Data – Single visits to the website

These last figures illustrate the statistics to measure our pageviews data in general, meaning that it does not measure single visits, but rather by user. The data from Matomo represents the data from May 2024 until October 2024 (6797 page views which means single visits) and then the 4311 unique pageviews which reflects the number of single users that entered in a specific page just once.

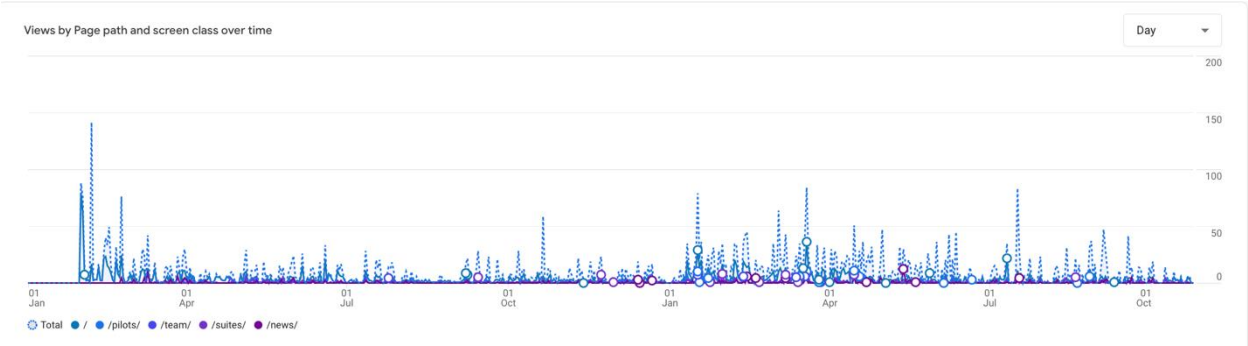


Figure 23: Website page views from Matomo analytics from January 2023 to October 2024

5 SOCIAL NETWORKS

DiMAT has accounts in the following social networks, facilitating the online presence of the project and interaction with the relevant audience:

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

In the context of the communication and dissemination strategy for the DiMAT project, social media channels play a crucial role in increasing the visibility of the project's development, activities, and results. LinkedIn and X are dynamized with content twice a week, while YouTube serves as a video repository, where all webinars, online workshops, partners interviews, Suites and toolkits tutorials will be shared and made available.

5.1 LINKEDIN

LinkedIn: As a professional networking platform, LinkedIn 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.

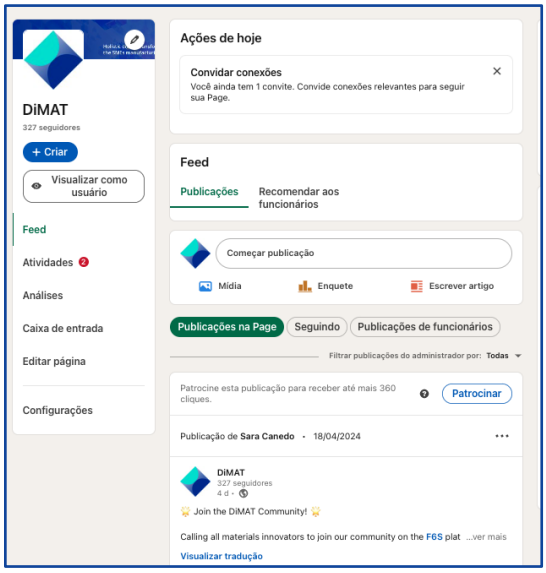


Figure 24: Screenshot of DiMAT LinkedIn Page

Figure 25: Screenshot of LinkedIn Post example 1

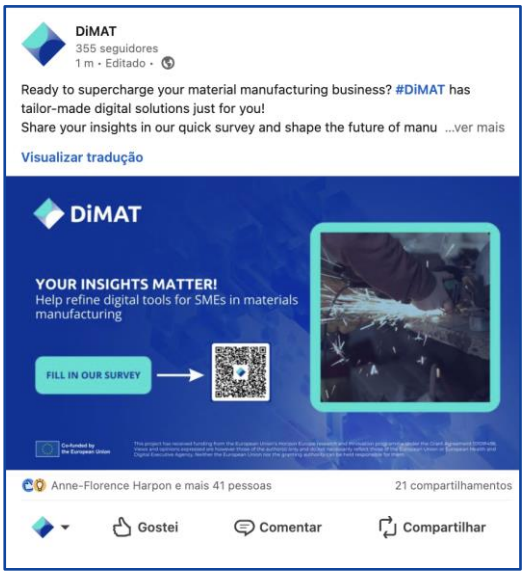


Figure 26: Screenshot of LinkedIn Post example 2

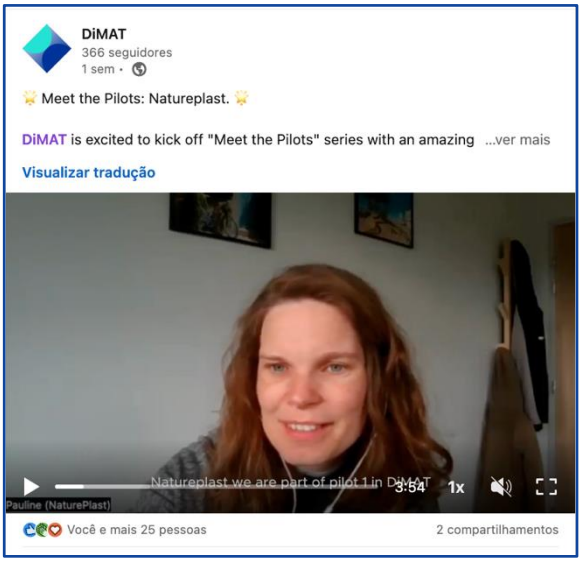


Figure 27: Screenshot of LinkedIn Post example 3

5.2 X

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

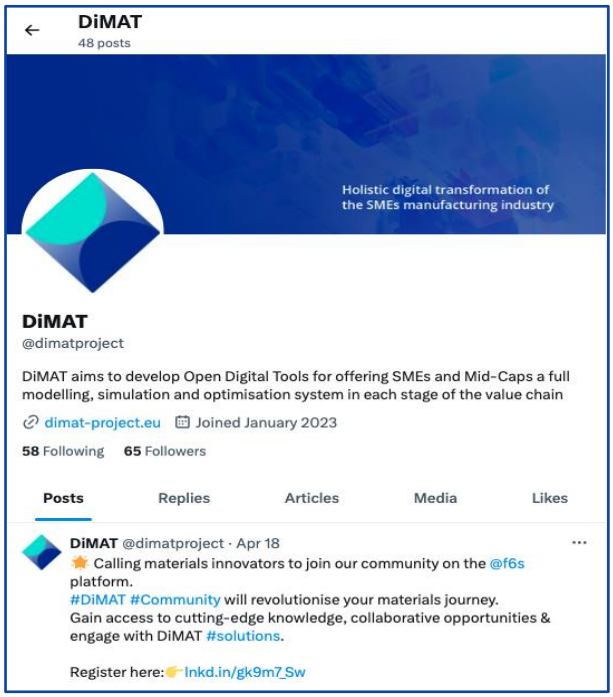


Figure 28: Screenshot of DiMAT X Page

5.3 YOUTUBE

YouTube: As a video-sharing platform, YouTube offers DiMAT the opportunity to create and share visual content. By leveraging visual and multimedia content, DiMAT can effectively communicate complex concepts, showcase research findings, and engage with a broader audience interested in digital technologies and material value chain optimization.

Video materials created for DiMAT are and will be stored on the project YouTube page. We can find webinars and videos concerning the DiMAT partners. For the future, other videos - events and holistic project videos.

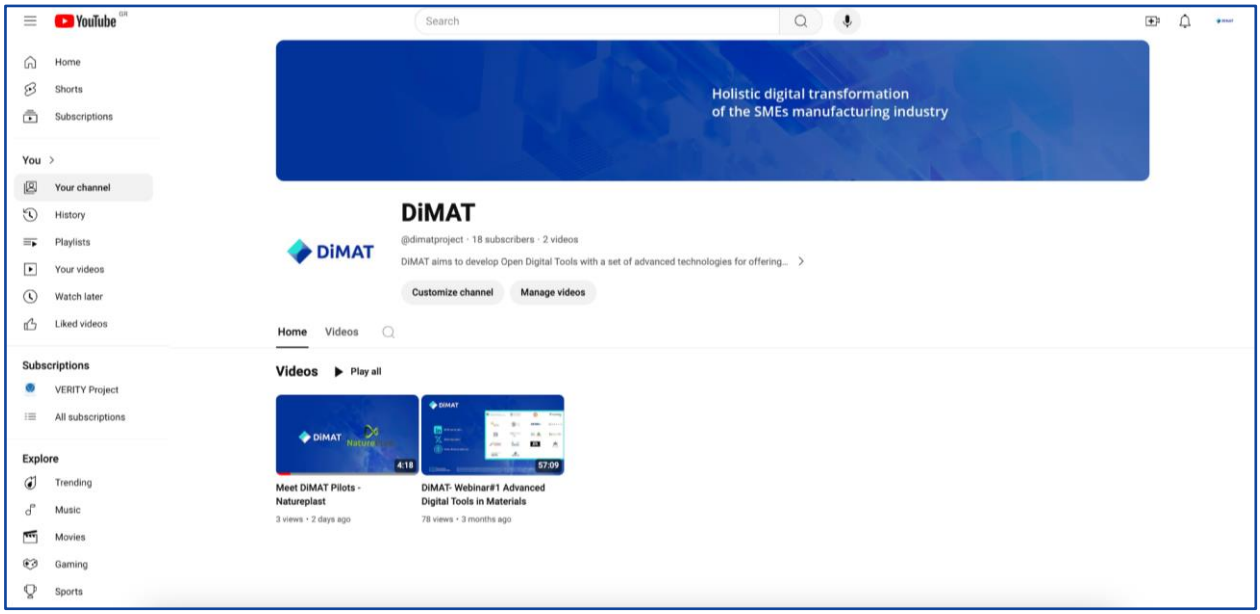


Figure 29: Screenshot of DiMAT YouTube Page

Figure 30: Screenshot of DiMAT Webinar "Advanced digital tools in manufacturing"

By utilizing these social media channels, DiMAT disseminates information about its research and innovation actions, creates a platform for its ODTs (Open Digital Tools) and in a broader aspect, highlights the benefits of digital technologies for material value chain optimization, 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. The social media channels play a vital role in enhancing the visibility, effectiveness, and competitiveness of the DiMAT project.

5.4 HASHTAGS

Hashtags: Hashtags are a very useful tool for broadening the community and acquiring new followers.

The use of appropriate hashtags and handles will be chosen on a case-by-case basis. For instance, when posting about a specific event, hashtags will be selected to fit the topic. However, there are certain hashtags we use frequently to build and maintain the DiMAT presence. These hashtags include:

#DiMAT #DiMATProject #EUproject #Materials #Community #Manufacturing #Sisterprojects #Toolkits #Innovation #Digitaltools #Pilots #Suites #SuiteLeaders #SMEs

In addition to these hashtags, we incorporate additional tags depending on the specific event and the focus needed. This approach allows to tailor the project messaging to the relevant audience and maximize the reach and engagement for particular topics or events.

By strategically selecting event-specific hashtags, we can effectively highlight key aspects and ensure that DiMAT posts are seen by those most interested in the specific content we are sharing:

#Synergies #CollaborativeResearch #MaterialsScience #EuropeDay #Progress #InternationalConference #Article #Survey #Insights

5.5 TAGS

Tags: To maximize the impact of the project on social media channels, the project partners accounts are identified and tagged in the relevant posts to generate interactions:

PARTNER	@PROFILE
CERTH	CENTRE FOR RESEARCH & TECHNOLOGY HELLAS (CERTH)
M4D	M4D - MULTIMODAL DATA FUSION AND ANALYTICS GROUP
UPV	UNIVERSITAT POLITÈCNICA DE VALÈNCIA (UPV)
FRAUNHOFER	FRAUNHOFER-GESELLSCHAFT
AITEX	AITEX
NTUA	NATIONAL TECHNICAL UNIVERSITY OF ATHENS
CETMA	CETMA
DRAXIS	DRAXIS ENVIRONMENTAL S.A.
AMS	ADVANCED MATERIAL SIMULATION SL
ROPARDO	ROPARDO - SOFTWARE ENGINEERING
DIN	DIN DEUTSCHES INSTITUT FÜR NORMUNG E. V.
F6S	F6S INNOVATION
NATUREPLAST	NATUREPLAST
ACCELIGENCE	ACCELIGENCE LTD
HEGLA-HANIC	HEGLA-HANIC GMBH
SUPSI	SCUOLA UNIVERSITARIA PROFESSIONALE DELLA SVIZZERA ITALIANA (SUPSI)
TECNORED	TECNOLOGIA REDERA SL
CETCOMP	CETMA COMPOSITES

Table 2: DiMAT Partner Tags

Personal partners accounts are as well identified to increase the project's dissemination. In specific events or posts, third parties can be identified to generate conversation and reach a wide dissemination.

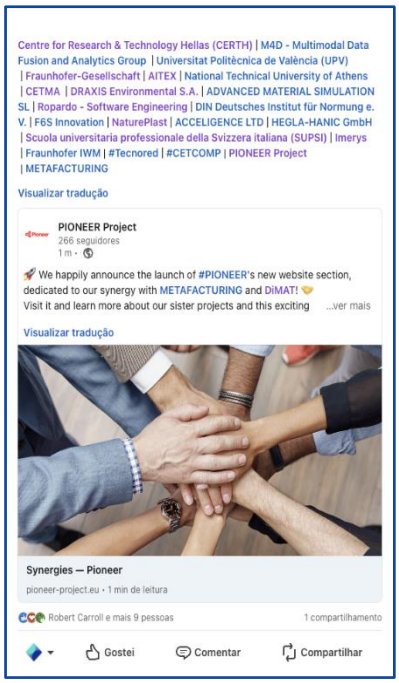


Figure 31: Screenshot of DiMAT example of different partner tags

6 DISSEMINATION ACTIVITIES

Dissemination activities within DiMAT are of paramount importance as they serve as the bridge between the project's results and its target audience. These activities ensure that the DiMAT's outcomes, achievements, and learnings are effectively shared with relevant stakeholders, including partners, funders, policymakers, and the broader community.

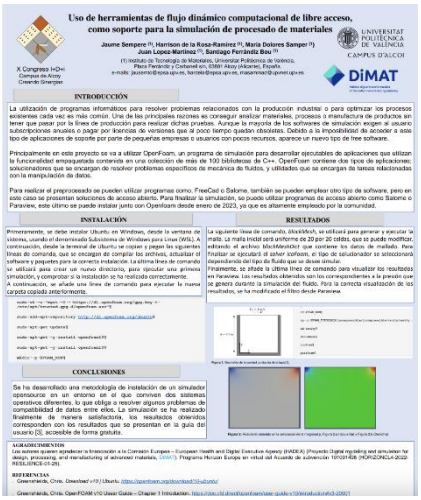
6.1 EVENTS

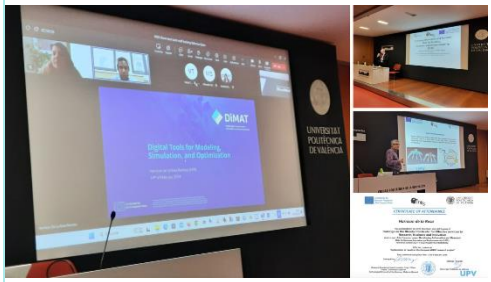
To raise awareness, DiMAT targets a set of dissemination opportunities, such as events, scientific dissemination, workshops and webinars and networks with other relevant initiatives.

Below, Table 3 contains examples of events of the DiMAT partners that have attended and showcased the project results, actively participating in discussions with key stakeholders.

CONFERENCES AND EVENTS				
TITLE	**ACTIVITY AND ATTENDANCE EVIDENCE**	**TYPE**	**DATE**	**LOCATION**
XVII International Conference on Computationally Plasticity Fundamentals and Applications	 COMPLAS 2023 Certificate of Attendance This is to certify that Dr. Javier Gomez has attended the COMPLAS 2023 Conference XVII International Conference on Computational Plasticity. Fundamentals and Applications. 5-7 September, 2023, Barcelona (Spain) and presented the following contribution: Bayesian Inverse Analysis Application to Pyroplastic test in Ceramic Materials On behalf of the chairs of the conference CIMNE Congress Bureau	Scientific	5 – 7 SEP 2023	Barcelona, Spain
JEC World		Business	25 – 27 APR 2023	Paris, France

JEC FORUM ITALY		BUSINESS	6 – 7 JUN 2023	BOLOGNA, ITALY
EURO NANO FORUM		SCIENCE	11 - 13 JUN 2023	LUND, SWEDEN
VITRUM 2023		BUSINESS	5 – 8 SEP 2023	MILAN, ITALY

X Congreso I+D+i "Creando Sinergias" Campus de Alcoy / X R+D+i Congress "Creating Synergies" Alcoy Campus		Business	5 – 6 JUL 2023	Alcoy, Spain
Poly-K 2023 Advances in polymer composites and nanocomposites		Business	13 – 15 SEP 2023	Terni, Italy
Alcoy Tech 2023 Artificial Intelligence & Optimization International Workshop		Science - business	07 – 08 NOV 2023	Alcoy, Spain
Biomaterials and bioelectronics		Science	22 SEP 2023	Alicante, Spain

JEC COMPOSITE 2024		BUSINESS	5 – 7 MAR 2023	PARIS, FRANCE
BIEMH 2024 **BEDIGITAL 2024** **DIGITAL TALKS**		BUSINESS	3 – 7 JUN 2024	BILBAO, SPAIN
INRS SHORT-TERM JOINT STAFF TRAINING C3 **TRAININGS ON THE BLENDED CURRICULAR FOR EFFECTIVE SERVICES TO RESEARCH, BUSINESS AND INNOVATION**		BUSINESS	13 – 16 FEB 2024	VALENCIA, SPAIN
1ST VMAP USER MEETING 2024		BUSINESS	14 – 15 FEB 2024	SANKT AUGUSTIN, GERMANY

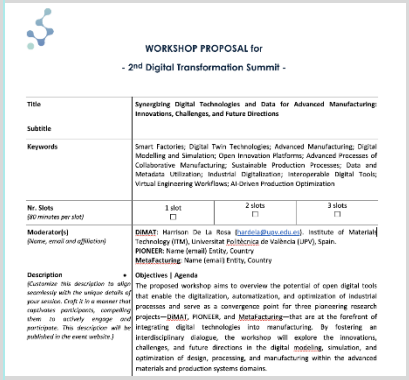
12TH INTERNATIONAL CONFERENCE ON INTEROPERABILITY FOR ENTERPRISE SYSTEMS AND APPLICATIONS (I-ESA 2024)		SCIENCE	10 – 12 APR 2024	CRETE, GREECE
DIGITAL TRANSFORMATION SUMMIT IN MADEIRA DIGITAL TRANSFORMATION WEEK	 WORKSHOP PROPOSAL for - 2nd Digital Transformation Summit -	SCIENCE	20 - 28 JUN 2024	MADEIRA, PORTUGAL
BIEMH 2024 BEDIGITAL 2024 **STANDS**		BUSINESS	3 – 7 JUN 2024	BILBAO, SPAIN

Table 3: DiMAT Event Attendance

6.2 WORKSHOPS

DiMAT project workshops can be divided into three distinct groups:

1. Workshops for the project consortium, supporting partners in building aligned knowledge and expertise on relevant topics for DiMAT solution development and future exploitation

2. Workshops that are open to DiMAT sister projects on topics of mutual interest

3. Workshops for external stakeholders, e.g. early adopters or collaborators

During the first 18 months of project implementation, DiMAT has held a total of 7 workshops. Three workshops (one internal and two open to sister projects) focused on standardisation activities related to MODA and CHADA. For the second and third workshop DiMAT sister projects metaFacturing and Pioneer, and the more recently funded AID4Greenest participated towards establishing a clear understanding of the needs, expectations and opportunities for integration and exploitation for materials modelling and characterisation. The sessions were led by DIN and Fraunhofer IWM. Two workshops were held on IP and IPR - the sessions were organized by DiMAT and led by an assigned Horizon Results Booster expert. The first session focused on more general topics where as well DiMAT sister projects were invited to attend, while the second session was specifically organised for DiMAT toolkit developers and exploitation leads and focused on guidance regarding relevant IPR procedures, software protection opportunities, IP licensing, sale and freedom of operations. Two workshops took place in conjunction with international larger events: DiMAT was presented during the Artificial Intelligence & Optimisation International Workshop at Alcoy in November 2023. Additionally, on the 25th of June 2024 DiMAT and its sister project metaFacturing led a public workshop as part of the Madeira Digital Transformation Week. The workshop is titled “Synergizing Digital Technologies and Data for Advanced Manufacturing: Innovations, Challenges, and Future Directions''.

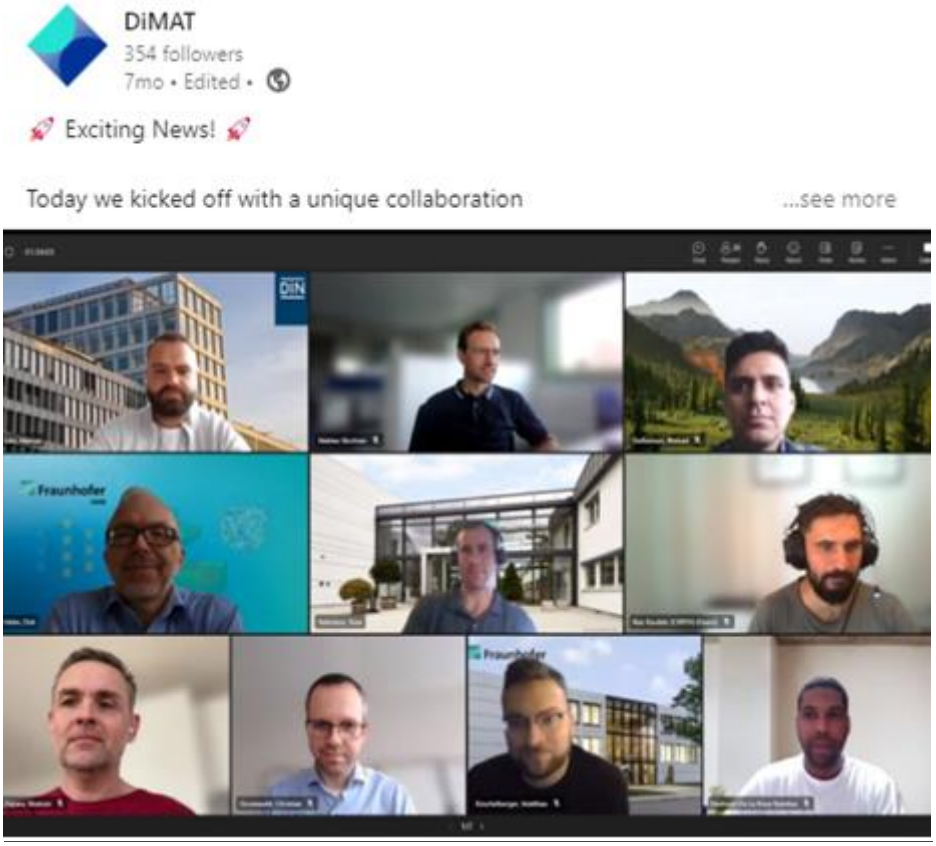


Figure 32: Screenshot of DiMAT First Standardization Workshop with AID4Greenest, Pioneer, and metaFacturing

Figure 33: DiMAT at the Artificial Intelligence & Optimisation International Workshop

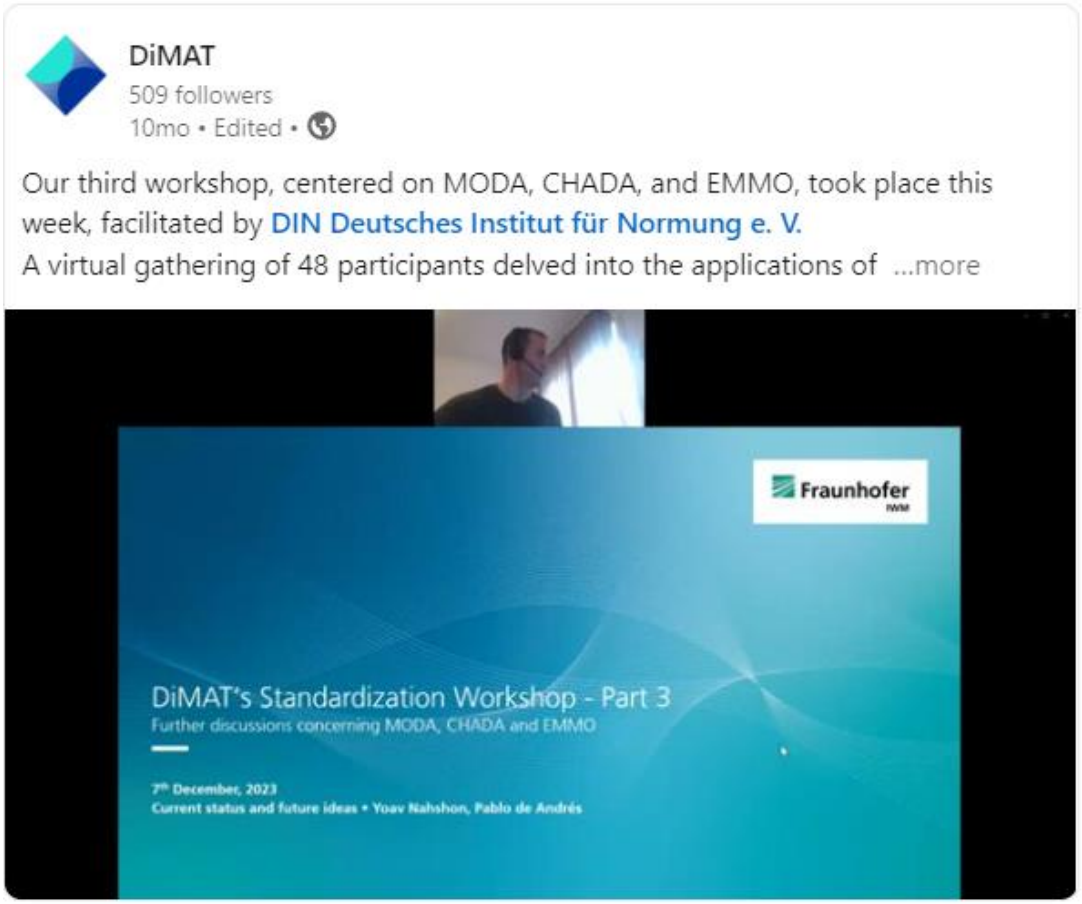


Figure 34: DiMAT third standardization workshop with sister projects held on the 7th of December, 2023

Figure 35: Screenshot of DiMAT Workshop "Synergizing digital technologies and Data for advanced manufacturing" at MDTW

6.3 COLLABORATION WITH PROJECTS AND NETWORKS

As indicated in DiMATs Communication and dissemination strategy, collaboration with other projects and networks is of strategic importance for DiMAT. In the first 18 months of project activities a collaboration with the metaFacturing and Pioneer sister projects, and the newest Aid4Greenest projects were already put in place. The sister projects have a dedicated subpage on their project websites where collaborative activities are showcased.

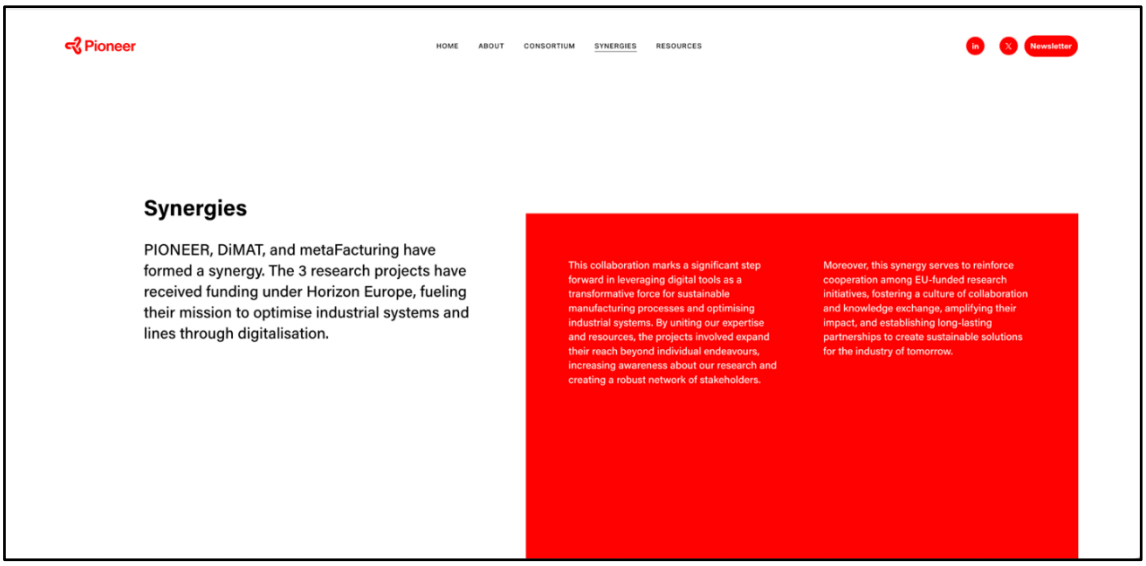


Figure 36: Screenshot of PIONEER Project page

They have already participated in three online workshops organized by DiMAT – two on standardization and one on IPR. Additionally, metaFacturing joined DiMAT in organizing and co-leading a public workshop on the topic of "Synergizing digital technologies and Data for advanced manufacturing" as part of the Madeira Digital transformation week in June 28, 2024. The above-mentioned activities are showcased as part of the Event and Workshop Section of this document.

DiMAT has proactively sought collaboration opportunities with the largest European network for manufacturing - EIT Manufacturing. The project has already been featured during the launch of the EIT Manufacturing online community on AGORA and will participate in upcoming EIT Manufacturing events, webinars and its featured podcast "The Art of making".

Figure 37 Screenshot of DiMAT presentation promotion at the EIT Manufacturing Alumni Community Kick-off Event

6.4 WEBINARS

Webinars are hosted via the DiMAT Community Platform to present and discuss key topics in materials design, modelling, and simulation, engaging stakeholders and relevant participants.

As an example, DiMAT held its first webinar: **DiMAT webinar on Advanced Digital Tools for Materials Manufacturing** on the 14 of February, published on DiMAT YouTube Channel, F6S Community page and DiMAT social channels.

The project introduced its digital tools and how they will support SMEs in the materials manufacturing industry, to 59 participants, showcasing as well examples linked to its pilot industries: Polymer, Glass, Composite and Graphite.

DiMAT also gathered feedback from the participating companies by sharing a real-time questionnaire. These insights and experiences help the project in refining its offering to better meet the needs of SMEs in the materials manufacturing sector.

The webinar is available on the DiMAT YouTube channel.

Figure 38: Screenshots of DiMAT first Webinar

Additionally, upcoming webinars, held in collaboration with sister projects, Pioneers Project and metaFacturing, and as part of larger online events, will enhance dissemination efforts and guide DiMAT early adopters in navigating and using the DiMAT solutions effectively.

6.5 DIMAT COMMUNITY

The **DiMAT Community** is launched to drive engagement, scout and create a pool of early adopters for the DiMAT solutions.

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.

It has a dedicated section on the project website where its objectives and added benefits, as well as ways to participate are explained. The website provides a direct referral to the F6S page https://www.f6s.com/dimat-community, where the community is established.

Interested parties are guided via DiMAT project website https://dimat-project.eu/community/ on how to register to the community and what added benefits can be expected.

Prospective members need to create a profile on the F6S page and then join the DiMAT community by answering a simple questionnaire, mainly explaining their profile related to the DiMAT activities and what they expect by joining the community.

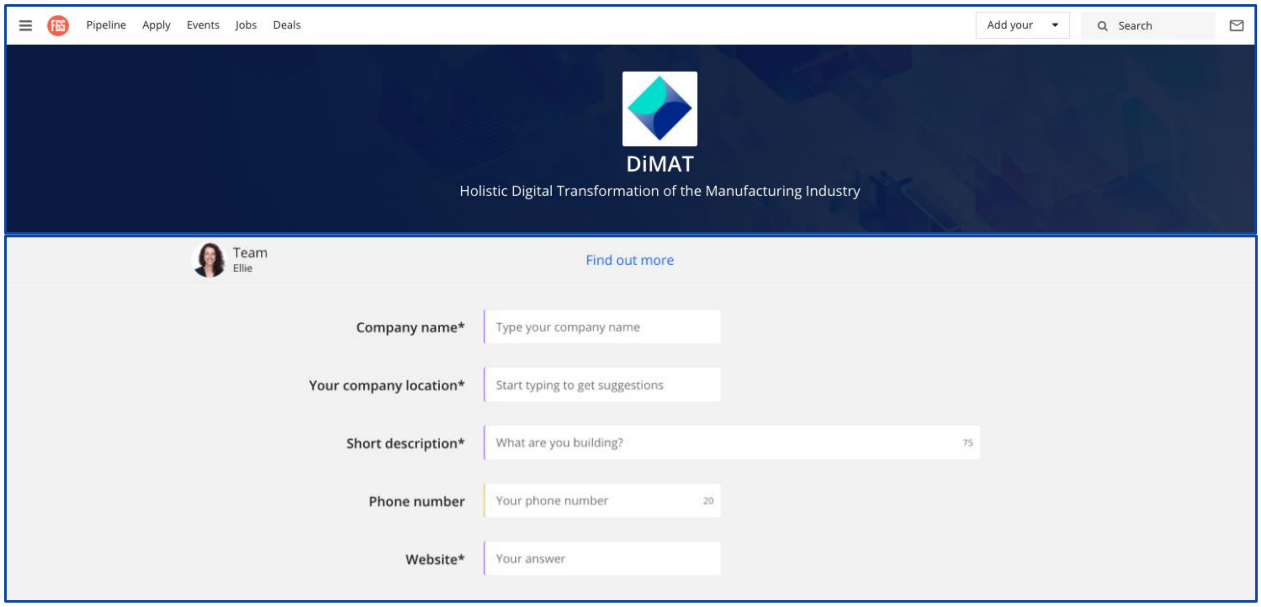


Figure 39: Screenshot of DiMAT F6S Platform page

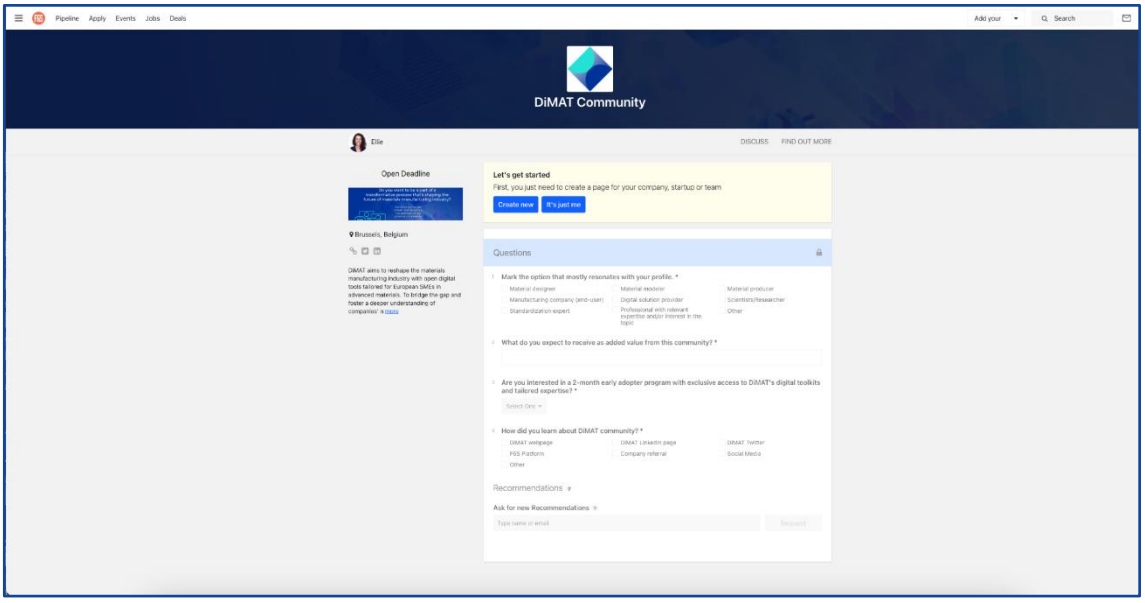


Figure 40: Screenshot of DiMAT F6S Community Page

To register and enter the platform, the following steps are required:

- To create an F6S account;
- To fill in a brief membership form;
- Start engaging

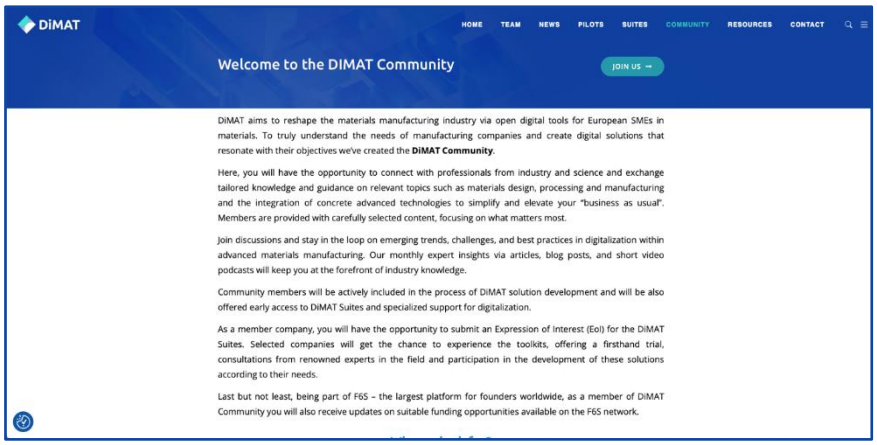


Figure 41: Screenshot of DiMAT F6S Community Page

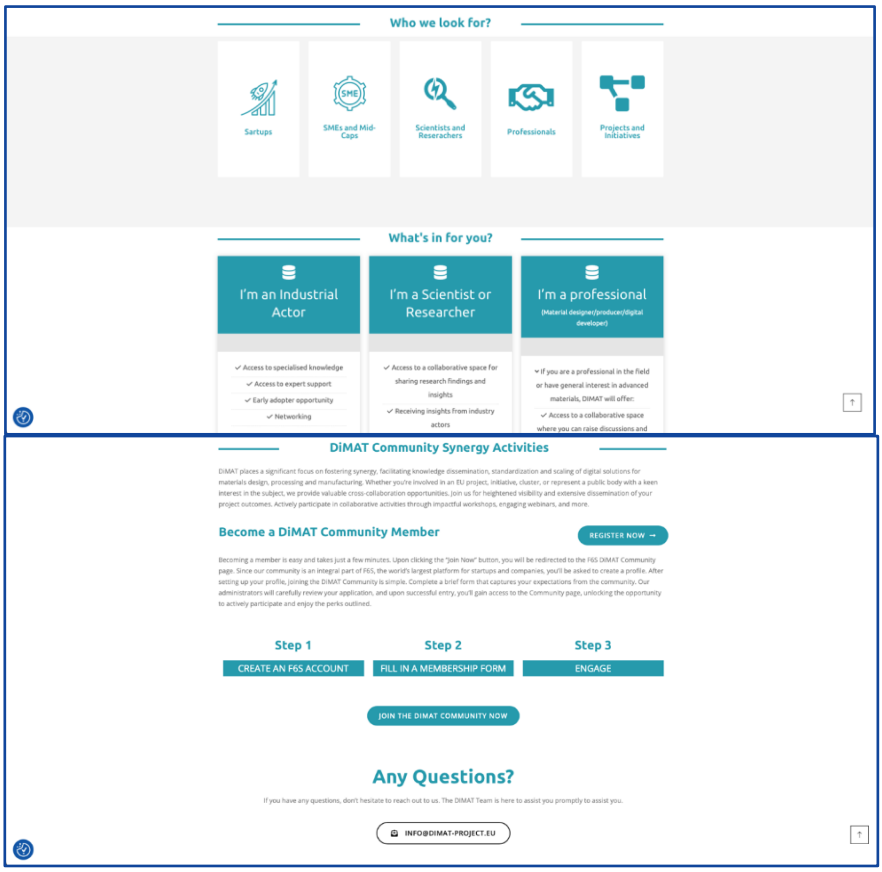


Figure 42: Screenshots of DiMAT Community Page

The DiMAT Community managed on the F6S platform serves to scout and interact with DiMAT interested parties which can be broadly positioned in three larger groups of stakeholders.

1. Industrial Representatives (Startups, SMEs, and Mid-Caps):

This group represents the primary target for DiMAT engagement. They will be reached through the call for early adopters, set to launch in November 2024. These companies are crucial as the project's core objective is to enable the holistic transformation of SMEs in the

material manufacturing industry. Engaging with these industrial actors will allow the project to gather timely feedback, ensuring that the developed solutions align with real market needs and meet the specific requirements of these businesses.

2. General Professionals in Material Manufacturing:

This subgroup consists of individuals working in the material manufacturing sector, but who may not necessarily represent a specific company or hold decision-making power for solution adoption. Despite this, these professionals are actively involved in the operational side of manufacturing and understand the practical challenges of integrating digital solutions to improve processes. They will be engaged through both industrial actors and as independent participants (professional enthusiasts). Their feedback is key for assessing the usability, effectiveness, and potential limitations of DiMAT solutions from a hands-on user perspective. These professionals will be as well targeted via the call for early adopters and will participate in testing, interviews, and focus groups, providing valuable insights for further development.

3. Science and Research Representatives in Material Manufacturing:

This group comprises experts from the science and research community within material manufacturing. Through its acceleration and funding programs, the F6S platform has access to key representatives from this sector. Although these actors will also be targeted through the call for early adopters, their involvement will focus on providing expert feedback and exploring collaboration opportunities. Unlike industrial representatives, they will play a secondary role, offering insights that complement the practical feedback from the primary target group.

Target actors	Subgroups	Profile	Gain out of the Community
Industrial actors (Startups, SMEs and Mid-Caps)	Materials designers	Two types of personas can be distinguished: P1: High level management, including CEO, COO and CTO of an SME who is strategically oriented and wants to learn more about opportunities for process optimization	• Access to specialized knowledge • Access to expert support • Access to digital solutions which can be easily tested
	Material modelers		
	Material producers		

		through digital solutions to be adopted by the company. P2: An employee –professional , for e.g. engineer who would want to learn about available solutions, how they function and how they can facilitate his/her work.	
Professionals	Material designer/producer/digital developer)	Professional in the field or have general interest in advanced materials	• Participation in co-development of open digital solutions • Networking
Science and Research	Universities and research institutes specialised in materials design, modelling and simulation, e.g.: (Università degli Studi di Salerno; CENTEXBEL; CENTIMFE; IRT Jules Verne; National Technical University of Athens (NTUA); German Aerospace Center (DLR); Ionian University	Researchers and academics in the field of materials design, modeling, and simulation.	• Access to a collaborative space for sharing research findings and insights. • Networking opportunities with professionals • Exposure to cutting-edge digital solutions and their applications in materials science.

Table 4: DiMAT Community actors - profiles

We are not aiming to scout a large number of participants, but rather to build a focused and consistent group with the right profiles who can actively engage and provide the necessary feedback for the effective development of DiMAT solutions. Our goal is to attract a pool of approximately 30 interested parties, from which we will select 4 to 6 entities to participate in the various activities outlined in the call for early adopters. This target aligns with the number of pilot companies involved in the project, as it allows us to maintain a high-quality collaboration. However, the remaining scouted organizations and professionals will still benefit from direct information and opportunities through the DiMAT project, such as participation in webinars, public workshops, and other activities.

Regarding the sustainability of the community, the F6S platform, which is the largest digital network for collaboration and funding opportunities for founders, provides a strong foundation. The platform includes a wide range of organizations, beyond startups, allowing for diverse engagement. The organizations and professionals interested in the DiMAT project are profiled on F6S and will continue to receive updates and relevant information about the project throughout its duration and beyond. This includes details and invites for initiatives related to manufacturing, such as funding opportunities, capacity-building activities, and expert collaboration. All third parties who register on the platform have the right and full freedom to indicate how they want to be contacted and for what purposes.

For the long-term sustainability of the DiMAT community and its relevance to the consortium, the community can expand further based on ongoing discussions and future collaboration agreements. This can evolve in the form of additional activities such as further testing of the mature DiMAT solutions, launching funding programs for pilots, or co-development opportunities. The sustainability strategy will be refined and detailed based on the outcomes of the call for early adopters and the final business model for the DiMAT solutions, which will be presented in Deliverable 8.7 "Exploitation and Market Readiness V2".

7 SCIENTIFIC ARTICLES ACCESS

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 you can see some examples of DiMAT available publications:

AITEX Review "Modelado y simulación digital para el diseño, procesamiento y fabricación de materiales avanzados," introduces new projects like DiMAT, outlining their objectives and anticipated outcomes to a broader audience. This kind of sector magazine publication helps bridge the gap between research and industry, facilitating the practical application of advanced materials.

Figure 43: Screenshots of the AITEX magazine that introduces DiMAT

The **Sensors journal** publication "Digital Twin Meets Knowledge Graph for Intelligent Manufacturing Processes" showcases collaborative efforts from NTUA and Fraunhofer IWM, highlighting cutting-edge research on enhancing Digital Twin operations using Knowledge Graphs. This paper, which presents practical applications such as laser glass bending, underscores the critical role of rigorous research in optimizing industrial processes.

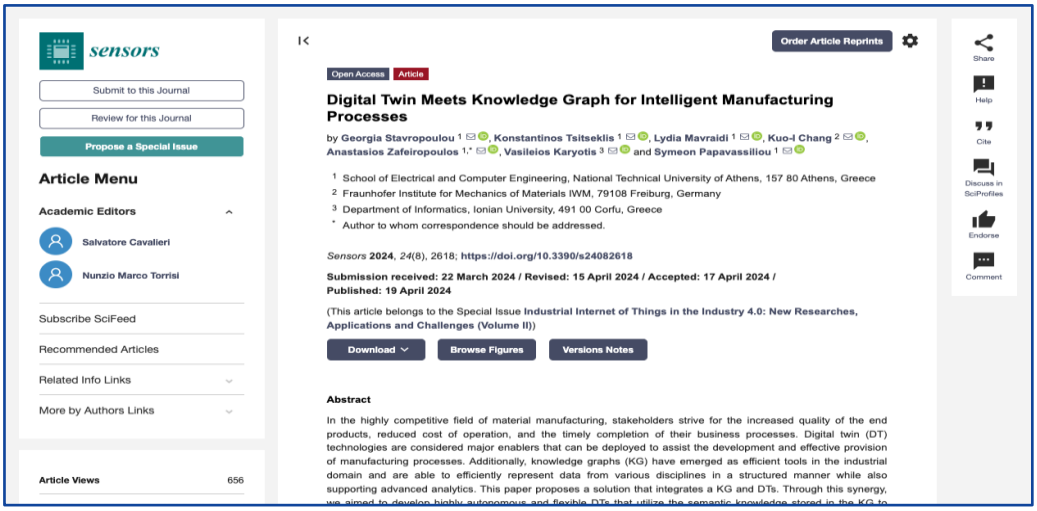


Figure 44: Screenshots of NTUA and Fraunhofer IWM Article

The article written by Javier Gómez, Jesús Oroya, Daniel Araya and Javier Sánchez, entitled "UN ENFOQUE ANALITICO PARA PREDECIR EL FALLO DE TUBERIAS DE PRETENSADO DE GRAN DIAMETRO". , was published on the UPV papers page. The aim of this study is to develop an analytical formulation to assess the damage tolerance of large-diameter pipes and determine the critical number of strands that can break before total failure. An efficient analytical tool is presented to instantly evaluate the failure of prestressed concrete pipes.

UN ENFOQUE ANALITICO PARA PREDECIR EL FALLO DE TUBERIAS DE PRETENSADO DE GRAN DIAMETRO.

Javier Gómez[1*], Jesús Oroya[1], Daniel Araya[1], Javier Sánchez[2].

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[2] INSTITUO DE CIENCIAS DE LA CONSTRUCCIÓN EDUARDO TORROJA (CSIC). C/ Serrano Galvache, 4, 28033 Madrid. Spain
[*] Persona de contacto: javier.gomez@amsimulation.com

RESUMEN

El hormigón pretensado es un material ampliamente utilizado en elementos prefabricados de ingeniería civil, como vigas de puentes, traviesas de ferrocarril y tuberías. Esta técnica mejora la resistencia a la tracción del material, al comprimir el hormigón aumentando la tensión de tracción del acero. A pesar de requerir aceros de alta resistencia, que son materiales de baja tenacidad, los elementos estructurales resultantes, especialmente las tuberías de hormigón pretensado, exhiben una notable tolerancia al daño. La rotura de una de las espiras de pretensado no necesariamente conduce al fallo total de la tubería; las espiras restantes evitan el colapso estructural. El objetivo de este estudio es desarrollar una formulación analítica para evaluar la tolerancia al daño de tuberías de gran diámetro y determinar el número crítico de espiras que pueden romperse antes del fallo total. En este trabajo, se revisan modelos analíticos de otros autores, incluyendo modificaciones para eliminar simplificaciones y considerar todos los componentes de la tubería, como el revestimiento de chapa, y se plantea la resolución numérica de la ecuación diferencial final para tener en cuenta efectos como la rotura no consecutiva de espiras. Los resultados has sido validados mediante simulaciones de elementos finitos. En resumen, se presenta una herramienta analítica eficiente para evaluar de forma instantáneamente la rotura de tuberías de hormigón pretensado.

PALABRAS CLAVE: Tolerancia al daño, fallo de tuberías, hormigón pretensado.

ABSTRACT

Prestressed concrete is a commonly used material in precast civil engineering elements, such as bridge beams, railway sleepers, and pipes. This technique enhances the tensile strength of the material by compressing the concrete and increasing the tensile stress of the steel. Despite the requirement for high-strength steels, which are low-tensile materials, the resulting structural elements, particularly prestressed concrete pipes, demonstrate remarkable damage tolerance. It is important to note that the breakage of one prestressing spire does not necessarily lead to the total failure of the pipe, as the remaining spires prevent structural collapse. The study aims to develop an analytical formulation to assess the damage tolerance of large diameter pipes and determine the critical number of spires that can break before total failure. This work reviews analytical models by other authors, including modifications to eliminate simplifications and consider all components of the pipe, such as the sheet metal lining. A numerical resolution of the final differential equation is proposed to take into account effects such as non-consecutive breakage of turns. The results have been validated through finite element simulations. In summary, this text presents an analytical tool for assessing the failure of prestressed concrete pipes quickly and efficiently.

KEYWORDS: Damage tolerance, pipe failure, prestressed concrete.

Figure 45: Screenshot of "UN ENFOQUE ANALITICO PARA PREDECIR EL FALLO DE TUBERIAS DE PRETENSADO DE GRAN DIAMETRO" Article

8 STATUS OF ASSOCIATED KPIS

The DiMAT project has set highly ambitious KPIs related to communication and dissemination, and the team is working attentively to meet them. After the first twelve months of project implementation, the communication and dissemination strategy were adjusted to focus on more hands-on, interactive content dissemination, aiming to drive traffic and engagement with the project online content within this traditionally conservative and siloed sector. These revised activities are detailed in DiMAT's Communication and Dissemination Strategy V2.

Something that is recognized from the onset of the project is the high target number for the overall website traffic as it can be seen from below. After shifting the strategy and activities we can see a rise in the overall website traffic and the team is committed to boosting the numbers as much as possible in the remaining second half of the project. A core principle of the communication strategy is the logical alignment of the planned activities with their respective KPIs, ensuring they complement each other and support the overall visibility and impact of the DiMAT project.

KPI Name	KPI Index	Target	July 2023	October 2024
Website	Overall website traffic	50 000	1460 website visits 4600 single pageviews	5090 website visits 17512 single pageviews
Video	N. of videos per year; N of views per video	6 500 views per video	0	20
Virtual consulting room	N. of queries per month N of podcasts per year	10 3	0	0
Newsletter	N of newsletter per year N of subscriptions (overall)	2 200	1	3
LinkedIn	N of followers N of publications (per month) N of interactions per publications	1000 2 20	120 2 (per week) 22	482 2 (per week) 230
Twitter	N of followers N of publications (per month) N of interactions per publications	1000 2 20	40 1 per week 20	75 79 50
YouTube	N of followers N of publications (per month) N of interactions per publications	1000 2 20	0 0 0	36 15 98

Workshops	N of workshops per year	2	2	7 (total)
Webinars	N of webinars per year	6	0	1
Scientific papers	N of Scientific papers published N of scientific presentations in congresses	10 10	0	4 18
Blog and Journalism papers	N of journalism papers published	20	15 (blog articles) 1 Journalism paper	35 (Blog articles) 4 Journalism papers
Pressreleases	N of press releases per year	4	1	2

Table 5: KPI Status

An important upcoming effort is the launch of the "Call for Early Adopters" campaign in November 2024, which is expected to significantly boost website traffic. This call will be supported by a series of webinars scheduled for November and December and a press release targeting relevant media outlets.

In addition, the monthly expert opinion articles (journalism papers) published on the website and disseminated via DiMAT social media channels will serve as well for supporting the boost of this KPI.

Regarding the “virtual consulting room” KPI, we are tracking two key metrics: "Number of queries per month" and "Number of podcasts per year." The first metric, the number of queries, is directly linked to the upcoming "Call for Early Adopters." The queries will come from both applicants and follow-up organizations participating in the program. These queries will be managed via the DiMAT community page on the F6S platform, with results starting to be generated from November 2024 onwards. For the podcast metric, DiMAT partners will be featured as guest speakers on established podcasts relevant to the manufacturing sector. After careful analysis, it was agreed that focusing efforts on building connections and positioning ourselves within well-established media channels would be the most effective approach. By leveraging existing platforms, we can reach a wider, more engaged audience. In 2024, DiMAT speakers will be featured on the EIT Manufacturing “Art of Making” podcast, and the communication manager is actively working on securing additional opportunities to position the project on other prominent channels.

This strategy not only maximizes visibility but also ensures that the DiMAT project benefits from the credibility and audience reach of these established platforms, allowing us to make a greater impact. We are confident this approach will deliver stronger results and support the overall success of the project.

Regarding social media, LinkedIn has emerged as the primary channel for engaging DiMAT's target audience, with the team achieving good results against the period's targets. As seen

in many European projects, platform "X" (formerly Twitter) is becoming ineffective for projects of this type. The DiMAT YouTube channel is being utilized as a repository for video content, which is primarily distributed through LinkedIn and the project website.

The project has an excellent number of workshops already conducted up until now – 7 in total with more planned ahead.

Regarding the webinar KPI it is recognized that the project has moved rather slow in the first 18 months of the project with 1 introductory webinar held on the 14th of February 2024. However, this slower start aligns with the development phase and the initial release of the DiMAT toolkits, which consumed much of the consortium's focus. The second half of the project will address this KPI, with three external webinars planned by the end of 2024 to attract early adopters, three webinars for the selected organizations from the call, and at least two additional webinars with sister projects in Q1 and Q2 of 2025. Additionally, project partners will participate in well-established external webinars such as EIT Manufacturing "Data bites" online sessions.

When it comes to press releases, DiMAT has adopted a quality-over-quantity approach. At this stage DiMAT has released two press releases with one more to come until the end of the year. DiMAT press releases are carefully drafted to provoke interest in media outlets. Press releases are connected to major news that can be of interest to media, e.g. the "Call for early adopters", "Release of the DiMAT toolkits", etc. and are issued accordingly. However, this is compensated via the journalism articles "opinion articles", which with the new strategy in place are issued on a monthly basis and feature a "hot topic" in the material manufacturing field written by experts from the consortium. These opinion articles are widely disseminated via the project's website and social media channels and as well via active outreach to respected media outlets.

By the end of the project, we expect to achieve the majority of the KPIs. We aim to overachieve in some areas and pay particular attention toward the website traffic KPI which is considered the most challenging one. While considerable efforts have been made and continue to be focused on this target, we remain dedicated to maximizing the final outcome. Based on current projections, we anticipate reaching between 15,000 and 20,000 visitors and in terms of page views the target number of 50 000 should be reached. It is important to note that feedback from similar projects suggests that without additional funding or grant incentives to engage third parties, a traffic volume of approximately 15 000 - 20,000 visitors is a typical and realistic benchmark. Given this context, we are confident in our ability to deliver strong results, and the team will continue to focus its efforts to ensure the project's success and maximize its overall impact.

9 CONCLUSION

D8.4 Dissemination Materials, Website, Social Networks and Dissemination Activities outlines the tools and materials created to enhance the visibility and engagement of the DiMAT project. It showcases the project's visual identity through a cohesive color palette and typography, ensuring consistency across all communication materials. Key content includes printing materials, presentations, videos, press releases/news, and email newsletters, each designed to effectively communicate the project's progress and achievements to various stakeholders. The website serves as a central hub, structured to provide clear and accessible information aligned with the project's objectives.

The document also presents the materials created to execute DiMAT's social media strategy, encompassing platforms such as LinkedIn, X, and YouTube, to reach and engage a broad audience. The use of hashtags and tags is specified to increase visibility and connectivity within relevant communities.

It additionally gives a visual representation and reference to DiMAT active physical presence by consistent attendance at relevant events and the materials created for this purpose.

Reference to the DiMAT community is made, by presenting how both the project website and the F6S platform are leveraged to connect with potential early-adopters and collaborators, enhancing the project's network and outreach.

It also provides an overview of the status of achieved communication and dissemination KPIs until M18, with justification and plans for the remaining 18 months on aligning with project expectations.

As showcased, DiMAT is dedicated to creating a strong, visible, and engaging presence to achieve its objectives and make a lasting impact.