D8.2 – Dissemination and Communication Plan

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Name / QA / Release / Comment — Georg Güntner (SRFG): The report provides a good initial structure of the dissemination, communication and exploitation strategies of the NIMBLE project. At this early state of the project channels and methods of dissemination are described, procedures for exploitation are developed and will be extended based on the structure given in this document.
The implementation of a central registry of engaged organisation has to be developed in order to reach the objectives for the ambassador program and the seed program.

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01	INNOVA	25/10/2016	Initial Draft with structure
02	INNOVA	10/11/2016	Contribution in all sections
03	SFRG	18/11/2016	Feedback/Improvements on structure and contents
04	All partners	22/11/2016	Contributions to tables about events, stakeholders, etc.
05	INNOVA	24/11/2016	Revised some contents and integrated all inputs
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07	SRFG	31/12/2016	Final edits and submission

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NIMBLE in a Nutshell

NIMBLE is the collaboration Network for Industry, Manufacturing, Business and Logistics in Europe. It will develop the infrastructure for a cloud-based, Industrie 4.0, Internet-of-things-enabled B2B platform on which European manufacturing firms can register, publish machine-readable catalogs for products and services, search for suitable supply chain partners, negotiate contracts and supply logistics. Participating companies can establish private and secure B2B and M2M information exchange channels to optimise business work flows. The infrastructure will be developed as open source software under an Apache-type, permissive license. The governance model is a federation of platforms for multi-sided trade, with mandatory interoperation functions and optional added-value business functions that can be provided by third parties. This will foster the growth of a net-centric business ecosystem for sustainable innovation and fair competition as envisaged by the Digital Agenda 2020. Prospective NIMBLE providers can take the open source infrastructure and bundle it with sectorial, regional or functional added value services and launch a new platform in the federation. The project started in October 2016 and will last for 36 months.

1   Introduction

The dissemination plan is one of the strategic documents of the NIMBLE project. It identifies the objectives, the strategies and all the dimensions that constitute a project dissemination activity. It includes all the elements and tools necessary to perform the communication operations, finally arriving at the definition of the internal organization of the dissemination procedures. These pillars will be in use for the entire duration of the project to communicate with the external world.

The plan gives preliminary information about dissemination, communication and impact targets, tools and activities, based on the current (Month 2) project status and developments. However, this information will be continuously revised throughout the whole project, according to the actual project developments and achievements, as well as incoming opportunities. Specifically, changes in the plan will be reported in the annual dissemination reports (D8.5, D8.6, D8.7).

1.1   High level objectives

The overall objective of the dissemination activities is to ensure visibility for the NIMBLE project, in order to maximize the impact on the broader audience. This overall objective can be split into two distinct sub-goals, according to the ways in which information about the project is distributed and communicated to the target audience, i.e.:

1. *Disseminate project results* - create awareness of the NIMBLE framework inside the scientific, business and potential end users communities and potential technology adopters.
2. *Engage external business communities/sectorial ecosystems/technology providers* - for creating spin-off platforms using the NIMBLE framework.

A successful dissemination of project results must communicate the concept, the developments, and findings that will come out of the project. All need to be effectively communicated and shared in a variety of ways with all relevant key actors (industrial stakeholders, software communities, SMEs, public sector, citizens), in an interactive way that will allow the collection, analysis and integration of their feedbacks at key points of the specification, design, development and evaluation work. This implies the need to directly attract networks/partners for NIMBLE's results and its follow-up, aspiring to form an active community around the platform.

The dissemination activities aim indeed to promote the European dimension of the NIMBLE project, as well as to encourage the cooperation at the national, European and international levels with other projects and initiatives in the same domain.

1.2   Strategic approach

In carrying out the dissemination activity, the project will systematically distribute information and knowledge through a variety of ways to potential users, beneficiaries and early adopters.

The analysis performed during the dissemination plan definition has led to the identification of all the relevant dimensions under which the NIMBLE dissemination will be undertaken:

- *Dissemination Events*: actively participate in already existing dissemination events (scientific, business, software development, institutional events, EU concertation activities) and organize NIMBLE initiated events (such as conferences, workshops, but also trainings) in order to raise awareness among the relevant target audiences and communities.

- *Publications*: publish project outcomes in a variety of relevant online and paper journals, for scientific, business and general contents publication.
- *Digital Channels*: adoption of digital channels (website and social network) for direct dissemination of contents to relevant target audiences.
- *Other Informative Channels*: Adoption of any other dissemination channel (newsletter, press, webinar) in order to improve the dissemination activity of the NIMBLE project results.
- *Community Building*: sustain the creation of a community around the NIMBLE framework, by leveraging partners' existing programs, related communities, and experience in organizing specific events.
- *Project Cooperation and Collaboration*: cooperation and collaboration with Factories of the Future and Future Internet projects. Identify and setup collaborations with other projects and initiatives in the same target domains to seek opportunities to join forces on technological grounds and sharing dissemination and training opportunities.

By leveraging the relevant dimensions listed above, the actual aim of NIMBLE is to recruit as many firms as possible to the platform created within the project and to encourage the development of new, federated platforms modelled on the project's architecture and processes. To this end, NIMBLE devised the following two **specific programmes** that will actually boost the dissemination (and exploitation) activities of the project:

- The **AMBASSADOR Programme**: the programme is carefully crafted to encourage and incentivise existing users to recruit new ones. The Programme will build on the stories and reported benefits generated by the use cases. It will deliver compelling stories to users on the benefits of recruiting their business partners to the system. The AMBASSADOR Programme will be delivered through a variety of different content types and channels, including the dimensions listed above. In particular, the Programme will initially be delivered through workshops to potential early adopters to refine messages and obtain feedback on the platform. A toolkit will be created to support users with "sales messages" and evidence on the benefits of joining which they can send to potential recruits. The toolkit will also explain how a company could run workshops or training to introduce the platform to business partners.
- The **Platform SEED Programme**: the programme is designed to promote the creation of new, federated platforms to key intermediaries who have substantial access to manufacturing businesses (e.g. trade associations, manufacturing support services etc.) and/or platform developers. The programme will consist of materials, presentations, demos and training workshops to make a "roadshow" so partners can deliver the content to their key contacts and at targeted industry events. The Programme will also be supported with two essential "tools": 1) a feasibility and impact assessment toolkit to identify the impacts and ROI from platform development and adoption, and inform the business case; and 2) a comprehensive platform launch manual (based on the experience of this project and others) that will take people through every step of a new platform's launch and growth.

All of these aspects will be detailed in the following sections.

2 Objectives, Targets, Contents and Channels

The dissemination plan has been developed having in mind the need to explicitly identify the following core elements:

- *The Objectives ("why")*: the aim of the NIMBLE dissemination activities that the dissemination plan identifies.
- *Target groups ("to whom")*: the actors that should be reached by the dissemination activities.
- *Contents ("what")*: the typology of messages that should be sent to the target groups in order to reach the dissemination objectives.
- *Channels ("how")*: the media and events used for disseminating NIMBLE results.

2.1 Operational Objectives for the Dissemination Plan ("Why")

In order to achieve a successful dissemination we need to perform the following further activities and maintain them during the project:

1. ***Targets identification and refinement***: the project dissemination targets have to be initially identified – both dissemination categories and specific strategic groups/institutions – then the <u>strategic target groups list</u> must be continuously reviewed and integrated during the project lifetime.
2. ***Content monitoring and production***: the NIMBLE dissemination contents produced by partners must be monitored for further dissemination activities and opportunities, and specific dissemination contents should be identified and produced or sustained by the NIMBLE dissemination team.
3. ***Channels identification, creation and maintenance***: the project dissemination channels have to be identified by considering the best strategy for reaching the target groups. Channels should be identified and maintained in order to allow the best dissemination activity.
4. ***Sustain inter-project cooperation***: the effect of project visibility on specific target groups (i.e.: similar project/initiatives) should be the establishment of inter-project cooperation in the Factories of the Future and Future Internet clusters, <u>in liaison with the reference ConnectedFactories CSA</u>.
5. ***Public events organization***: specific streams for the AMBASSADOR and SEED programmes will be organized within existing events, including the final NIMBLE Conference, to disseminate the project results.
6. ***Sustain specific networks and communities*** that will be linked to the NIMBLE project through the identification of specific operational procedures.
7. ***Organization of training events***: the NIMBLE team will initiate training events for its platform for potential early adopters and/or intermediaries, in order to increase project visibility and obtain the needed feedback virtuous circle for the platform further development and adoption.

2.2 Dissemination TARGET GROUPS ("To whom")

NIMBLE dissemination actions aim to develop visibility and collaboration with many different key actors, and more specifically with the following groupings:

1. Scientific community: academic associations and groups.

2. Business community: SMEs, large corporations, commercial and industrial associations and groups.
3. Software developers and open source communities.
4. Intermediaries: local, national, European, international institutions and agencies.

The NIMBLE consortium already identified an initial number of communities and institutions (agencies, associations, consortiums, clusters, networks) which are of strategic interest for the project. The list will be refined during the course of the project lifetime. Identified strategic communities are listed in Section 3.3.

2.3 Dissemination CONTENTS ("What")

The dissemination activities will be addressed in order to monitor the following items related to the NIMBLE project:

- Relevant scientific conferences and workshops.
- Relevant business/commercial/industrial conferences and workshops.
- Scientific/business/press articles produced by partners.
- SW development meetings and groups.
- Relevant international/national/local events.
- Relevant public sector related events.
- Web and social media contents.
- Similar projects and communities (FoF, IoT, Future Internet, ...).

More specifically the dissemination activities will monitor, collect and disseminate the following contents relating the NIMBLE project:

1) **Publications:**
    a) Scientific Journals and online papers (articles)
    b) Scientific Conference and workshops papers (papers)
    c) Business and technical articles
    d) Press releases
2) **Interactive contents:**
    a) Presentations
    b) Brochures/flyers
    c) Posters
    d) Videos and demonstrations
    e) Blog entries
    f) Social media posts/material
3) **SW prototypes and material**
    a) Demo application
    b) Demo components and services (in the marketplace)
    c) Training material
4) **Linkages to related projects**
5) **Events notification**

2.4 Dissemination CHANNELS ("How")

The following channels will sustain the project dissemination:

- **A Web and social:**
    - **1** Website
    - **2** Newsletter
    - **3** LinkedIn
    - **4** Twitter
    - **5** GitHub
- **B Media:**
    - **6** Press
- **C Public events and workshops:**
    - **7** Scientific events
    - **8** Business events (commercial and industrial)
    - **9** Institutional events (EC events, National events, Regional events…)

2.4.1 Description of the specific channels

Website: the NIMBLE website (http://www.nimble-project.org/) is the main dissemination channel for the NIMBLE consortium and is organized with a centralized contents upload service managed by INNOVA and SRFG.

Newsletter: a NIMBLE electronic newsletter will be periodically disseminated to the identified targets communicating project results and core issues. Specifically, starting from M6 (when some concrete project material will be available), an English newsletter will be quarterly issued to identified contacts and networks. On precise indication of partners (in particular use case partner), some newsletter will be also issued in German, Italian, Spanish, Sweden.

Social Media: all the NIMBLE project partners will contribute to the content management of the NIMBLE pages of some relevant social media in order to attract the most visitors. The identified social media services are: **LinkedIn**, **Twitter** and **GitHub** (https://github.com/nimble-platform).

Press: the NIMBLE partners will disseminate project results and announce events organized under the project umbrella on local and national newspapers, magazines and specialized journals, both paper-based and online.

Scientific events: the dissemination of NIMBLE results during national and international scientific conferences and workshops will be mostly the responsibility of research and academic partners of the project.

Business events: the NIMBLE partners will disseminate project activities and results also during commercial and industrial events.

Institutional events: the NIMBLE partners will disseminate project activities and results during institutional events at international, European, National and local levels.

2.4.2 Targets and channels ("who" vs. "how")

The following table summarizes the specific relationships among the channels ("how") that will be put in place as part of the dissemination activities to reach the different targets of the project ("who"):

Table 1: Dissemination targets reached by specific channels

TARGETS Dissemination CHANNELS		1 Scientific community	2 Business community	3 Software developers	4 Intermediaries	5 Citizens
A - Web and social						
1	Website	✓	✓	✓	✓	✓
2	Newsletter	✓	✓	✓	✓	✓
3	LinkedIn	✓	✓	✓	✓	
4	Twitter	✓	✓	✓	✓	✓
5	GitHub			✓		
B – Media						
6	Press	✓	✓	✓	✓	✓
C – Public events and workshops						
7	Scientific events	✓				
8	Business events		✓			
9	Institutional ev.	✓	✓	✓	✓	✓

2.4.3 Contents and Channels ("what" vs. "how")

The following table summarizes the specific relationships among the channels ("how") that will be used as tools for realizing the dissemination activities and the type of content that will be produced ("what"):

Table 2: contents types planned to be disseminated through specific channels

	CONTENTS CHANNELS	1 – Publications				2 – Interactive Contents						3 – SW material & prototype			4 – Projects links	5 - Events notification
		a	b	c	d	a	b	c	d	e	f	a	b	c		
A - Web and social																
1	Website	✓	✓	✓	✓	✓	✓	✓	✓						✓	✓
2	Newsletter	✓	✓	✓	✓	✓	✓	✓	✓						✓	✓
3	LinkedIn	✓	✓	✓	✓	✓	✓	✓	✓		✓				✓	✓
4	Twitter	✓	✓	✓	✓	✓	✓	✓	✓		✓				✓	✓
5	GitHub											✓	✓	✓	✓	✓
B - Media																
6	Press	✓			✓											✓
C – Public events and workshops																
7	Scientific ev.		✓			✓	✓	✓	✓						✓	✓
8	Business ev.			✓		✓	✓	✓	✓						✓	✓
9	Institutional ev.				✓	✓	✓	✓	✓						✓	✓

CONTENTS index:
1) **Publications**:
   a) Scientific Journals and online papers (articles)
   b) Scientific Conference and workshops papers (papers)
   c) Business and technical articles
   d) Press releases
2) **Interactive contents**:
   a) Presentations
   b) Brochures/flyers
   c) Posters
   d) Videos and demonstrations
   e) Blog entries
   f) Social media posts/material
3) **SW prototypes and material**
   a) Demo application
   b) Demo components and services (in the marketplace)
   c) Training material
4) **Linkages to related projects** (especially FoF/IoT clusters)
5) **Events notification**

3 The Ambassador Programme

The AMBASSDOR Programme will create incentives for the users to recruit their own supply chain partner networks, by providing evidence of the benefits of collaborative usage of the platform.

Specifically, the **key objectives of this programme are**:

- Meeting and engaging real users and stakeholders. In particular, it is expected to engage:
  - o **up to 200** early adopters, starting from the use cases networks, and then targeting other industrial sectors, with the support of all partners and linked projects in the FOF cluster;
  - o **industry associations** and **intermediaries** with access to business networks and communities.
- Creating incentives for the users to recruit their own supply chain partner networks.
- Providing evidence of the benefits of collaborative usage of the platform.

3.1 Workshop Series

In order to engage the early adopters, we will arrange a series of use case-specific workshops, where project results will be introduced and demonstrated to companies/organisations from the supply chain network of each use case partner. The aims are to:

1. Provide evidence of the benefits of collaborative usage of the NIMBLE platform.
2. Recruit companies/organisation that will test/use the NIMBLE platform.
3. Gather feedbacks and evaluations on the developed work.

It is planned that at least **2 workshops for each use case** will be arranged. Specifically, we expect to:

- Deliver at least 1 workshop for each use case by M8, where the focus will be on NIMBLE platform requirements, business models and collaboration patterns will be presented and discussed in order to be validated and improved. Reference use and business models and cooperation patterns will be finalised as a main outcome of the workshops. This work will be performed in close collaboration with WP1 activities (Use Case Requirements and

Collaboration Design) in order to validate the WP1 outcomes before moving to the following platform specification phase.

- Deliver at least a second workshop for each user case **by M18**, where, starting from use and business case elaborated in the first series of workshops, the focus will be on (i) showcasing how the core functionalities of the NIMBLE platform can support such use/business cases and (ii) enabling the engaged early adopters to start using the platform. This work will be performed in close collaboration with WP4 activities (Use Case Experimentation, First-Round Validation and Evolution), as part of the platform validation process.

In addition, besides the industry domains of the use cases (namely: white goods, child care furniture, eco houses and textile manufacturing), we will organise ad-hoc workshops to **target different, additional industry sectors**. To this end, we will implement the following strategies:

- Thanks to the liaison with the **ConnectedFactories CSA project** (coordinated by EFFRA and overlooking all projects funded under the FOF-11 topic), we will ask the possibility to (co-)organise workshops with relevant organisations from the other FOF projects, with other industry sectors involved.
- We will seek and engage with **existing sectorial platforms** (at regional/national/European levels), as well as **B2B platforms**, and propose them to showcase NIMBLE capabilities.
- **Partners will engage with other relevant organizations** that could host and/or facilitate an AMBASSADOR workshops.

We will arrange these workshops in the period between **M8 and M18** with the aim to both:

- validate and extend user requirements and business cases;
- showcase, train on and test platform capabilities (depending on the availability of platform releases at the time of the workshop).

Notice that, as a key aspect of the Ambassador Programme, the **engaged early adopters will be in turn stimulated to recruit new ones**, if they are convinced that recruitment is in their best interests. Therefore it is expected that the number of platform users will increase from the first to second workshop series and then from the second series till the end of the project.

For all types of workshop, at the end of each workshop, a **questionnaire** will be proposed to the attendees in order to collect feedback about:

- The contents of the workshops (i.e. the project activities and outcomes)
- The workshop itself (i.e. if it has been useful/interesting or not)

In the following tables, we report a preliminary/indicative definition of the expected workshops for the use cases and the possible targets to cover other industry segments. A more detailed agenda of the planned workshop will be released in the next months.

Table 3 – Planning of the use case workshop series

Use Case	Partners Involved	Location	I workshop	II workshop	Number of Expected Participants
White Goods	WHR, Service partners	Whirlpool - Cassinetta	*April – May 2017*	*Feb - March 2018*	20 (I workshop)

		(I workshop) Whirlpool - Fabriano (II workshop)			50 (II workshop)
Eco Houses	Companies from Lindbäcks supply chain	Lindbäcks facility in Piteå	*April – May 2017*	*Feb - March 2018*	20 (I workshop) 50 (II workshop)
Textile Manufacturing	PIA, DOMINA, Companies from Textile Cluster	Textile Polo in Biella (I workshop) ETP Textile Platform conference technology platform led by Euratex, Brussels (II workshop)	*April – May 2017*	*Feb - March 2018*	20 (I workshop) 50 (II workshop)
Childcare Furniture	MICUNA, FE-VAMA, AIDIMME, Companies from the supply chain	Valencia	*April – May 2017*	*Feb - March 2018*	20 (I workshop) 50 (II workshop)

Table 4 – Possible targets to cover other industry segments

Industry Segment	Target Organisation, Association or Platform	Partners Involved	Possible Location	Possible Period	Number of Expected Participants
Building Construction	Fondazione IDI – Citta della Scienza	INN	Naples or Rome	*TBD*	50
Boat building industry		UB	*TBD*		50
Process Industries	*TBD*				50
Wood-products in the alpine region	*TBD*				50
SME engineering firms for special machinery	*TBD*				50
Logistics providers	*TBD*				50

3.2 Use of the project dissemination tools

All the contents and channels, defined in Sections 2.4 and 2.5, will be adopted in the Ambassador Programme to promote its activities and share the created materials. Specifically:

Aim	Use of
Engage with early adopters and inviting them to participate to the planned workshops	Web site, Newsletter, Social Media, Press and other printed material (folders, flyers, post cards)[1]
Report the main outcomes of the workshop series	Web site, Newsletter, Social Media, Press
Make available user-support materials, such as: - Use/business cases elaborated in the first workshop series - Training material elaborated in the second workshop series, including platform manuals and demo - Analysis of the collected feedback - Additional user-support materials, such as.	Web site (a dedicated area for the Ambassador programme will be created in the Web site) GitHub repository

3.3 Community Building

Besides the early adopters from the use cases, the NIMBLE Ambassador Programme activities are addressed to different types of communities at European level, in order to create a wide community around the platform. In this section, the strategic communities identified at the beginning of the project are presented. The list is subject to further review and integration. The NIMBLE project will strive to engage in these strategic communities activities.

For each strategic community indicated below a specific project partner will be in charge and will bear the responsibility to maintain communication and linking to it. Specific operational plans for supporting the community building process will be agreed upon between the dissemination manager and the specific partner handling the relationship as part of the dissemination activities of the partner.

3.3.1 Partners' Supply Chain Partners and Association Members

Organisation	Short Description / Type	Reference Partner
CASSAN LUIGINO	Field service	WHR
Borçelik	Flat steel manufacturer	SRDC
TABLEROS JOSE PICO, S.A.	Boards Manufacturing	FEV
TABLEROS RACLIMA	Boards Manufacturing	FEV
VICCARBE	Furniture Industry	FEV
ASCENSIÓN LATORRE	Furniture Industry	FEV
J. GIMENEZ AZORIN, S.L.	Auxiliar furniture industry	FEV

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[1] It is worth to highlight that the printed materials will be made available in multiple languages, at least: English, German, Spanish, Italian and Swedish.

Polo tessile biellese	Association of textile manufacturers of Biella	DOM, PIA
Blatraden	Composite manufacturer	LIND
Rejlers	Engineering	LIND
BDX	Transports	LIND

3.3.2 Intermediaries, Innovation Ecosystems, Technology Transfer Agencies, Expert Networks

Organisation	Short Description / Type	Reference Partner
EAI	European Alliance for Innovation – connector between the market, research and regulation	INN
INSME	International Network for Small and Medium Sized Enterprises	INN
IRE	Unit of the Innovating Regions in Europe - valorisation of regional experiences and innovation practices	INN
INAVYA	International Innovation Network – UK	INN
INGENIERÍA e INNOVACIÓN	International Innovation Network – Spain	INN
TECHIN Sp.Zo.o	International Innovation Network – Poland	INN
REDIT	Technology Institutes Network of the Valencia Land – Spain. / Technology Transfer. The network aims to Foster and develop knowledge and transfer it to enterprises, society, and others.	AID
SICS	Swedish Open Innovation Network	LTU
The Node Pole Alliance	Network of cloud, technology and construction partners	LTU
i4MS	i4MS (ICT Innovation for Manufacturing SMEs) is the initiative promoted by the EC to support the European leadership in manufacturing through the adoption of ICT technologies	Holonix
DIH community of i4MS	Network of Digital Innovation Hubs; also reachable through the BEinCPPS project where WHR and HX are both involved	Holonix
INTEROP-VLab	International Virtual Laboratory for Enterprise Interoperability	Holonix
Manufacture	European Technology Platform for sustainable and competitive manufacturing	Holonix

SEIMED	The node of the Enterprise Europe Network in Eastern Spain / Innovation Ecosystem.	AID
PLATECMA – Plataforma Tecnológica de Sectores Manufactureros Tradi-cionales	Technology Platform of Traditional Manufac-turing Sectors – Spain. / Innovation Ecosystem & Technology transfer. PLATECMA joins pub-lic and private agents to identify and prioritize technology and research needs to support technology policy makers and joint synergies among its target groups.	AID
POINTEX – Tegional textile innocation polo	At national level Piacenza will provide its introduction involving by Pointex, the Textile Innovation Pole of Piedmont which is the in-dustrial ATS (Temporary Scope Association) promoted by the Region to join industrial needs and research centres efforts in textile and clothing fields. With more than 80 part-ners, including international leading fashion industries such as Zegna and Loro Piana, Pointex involves virtually all the most qualified textile industries of the area.	PIA
EU Technology Platform for Textile/Clothing	At European level Piacenza will exploit its wide connection as member of EU industrial asso-ciation EURATEX and of the research com-munity built by the participation to more than 12 EU funded projects from FP5 in 15 years. Furthermore Piacenza will disseminate NIM-BLE technology and its benefits to the mem-bers of H2020 Textile/Clothing UE Technology Plat-form, of which it is active member since 2006. With more than 750 active members it aims at ensuring the long-term competitive-ness of the European Textile and Clothing industry and dissemination of project results is among its institutional activities.	PIA
ITG Salzburg	As Salzburg's provincial innovation agency ITG coordinates and implements the technolo-gy-, innovation-related policies of the regional government especially through SME support, Cluster Networks and knowledge/ technology transfer into SMEs.	SRFG
IoT-Austria	IoT Austria - The Austrian Internet of Things Network is a non-profit platform to connect people and organizations for sharing their knowledge, experiences, ressources and contacts to start collaborations to be success-ful within the area of Digital Transformation in Europe.	SRFG
WKO Firmen ABC	Intermediary, platform provider (https://meinmarktplatz.wko.at/) German market place	SFRG

Wer liefert was	Platform provider (www.wlw.at - "who delivers what" - leading German B2B market place)	SFRG

3.3.3 Industry Associations

Organisation	Short Description / Type	Reference Partner
INNOVHUB	Agency for Innovation of the Chamber of Commerce of Milan (Italy)	INN
Innova Camera	Agency for Innovation of the Chamber of Commerce of Rome (Italy)	INN
AFIL	Associazione Fabbrica Intelligente Lombarda	WHR
AMCHAM	American Chamber of Commerce in Italy	WHR
UNIVA	Unione Industriali di Varese	WHR
CAMARA VALENCIA	Agency for Innovation of the Chamber of Commerce	AID FEV MICUNA
CEV	Valencian Business Confederation	FEV
CIERVAL	Confederation of Business Organisations of Valencian Community	FEV
EURATEX	EU industrial association whose member federations represent in the EU some 174.000 companies	PIA
Unione Industriale Biellese	Agency for the Industrial producers of Biella	PIA, DOM
Federation of Austrian Industries	Federation of Austrian Industries ("Industriellenvereinigung") aiming to strengthen industry and secure employment, and representing the concerns of its members both in Austria and on the wider European stage.	SFRG
Austrian Platform Industry 4.0	The platform brings together stakeholders from society, politics, economy and science in order to form the future landscape of production and labour.	SRFG
Austrian Economic Chambers	Representing the interests of Austrian companies (with more than 450,000 member companies). Offering comprehensive	SRFG

	services and educational facilities (WIFI, universities of applied sciences)	

3.3.4 Software Developers and Open Source Community

Organisation	Short Description / Type	Reference Partner
ApacheCon Europe 2017	ApacheCon Europe will bring together the open source community to learn about and collaborate on the technologies and projects driving the future of open source	SRFG, SRDC
OpenSource	This is an online calendar of various open source events. The concrete events will be identified during the project progress. URL: https://opensource.com/resources/conferences-and-events-monthly	SRFG, SRDC
Form 1	IT platform builder	LIND

3.3.5 Scientific Community

Organisation	Short Description / Type	Reference Partner
EFFRA	European Factory of the Future Research Association	WHR, Holonix, SFRG
AIOTI	Alliance for the Internet of Things (supported by EU Commission)	Holonix, SFRG
WMF	World Manufacturing Forum	UB
CEN	European Committee for Standardization	ENEA
F-AR	Austrian Association for the Promotion of Automation and Robotics	SRFG
W3C	World Wide Web Consortium	INN

3.3.6 Other Regional/National/EU Projects

Name	Short Description / Type	Reference Partner
ConnectedFactories	Coordination and Support Action that will coordinate and foster cooperation between all RIA projects funded under the FOF-11 topics.	SFRG, INN
BEinCPPS	BEinCPPS project aims to integrate and experiment a FI-based machine-factory—cloud service platform firstly intensively in five selected S3 Vanguard regions, afterwards extensively in all European regions, bv involving local competence centers and manufacturing SMEs.	WHR HLX

FAR EDGE	FAR-EDGE is a joint effort of leading experts in manufacturing, industrial automation and FI technologies towards the smooth and wider adoption of virtualized factory automation solutions based on FI technologies.	WHR
SYMBIOSYS	SYMBIOSYS is a platform for the collaborative design of textile items.	PIA
MANUTELLIGENCE	MANUTELLIGENCE extends the traditional PLM to the other phases of PSS lifecycle, to create feedback aimed at improving the design phase	LIND
C2NET	C2NET will create cloud-enabled tools for supporting the supply network optimization of manufacturing and logistics assets based on collaborative demand, production and delivery plans.	TBA
CREAM	CREAM will move manufacturing processes from production-oriented to service-oriented networks by modelling single manu-facturing assets as services in a similar way as SaaS or PaaS solutions.	TBA
FIESTA	FIESTA will produce a blueprint experimental infrastructure (tools, techniques and best practices) enabling testbed opera-tors to interconnect their facilities in an interoperable way.	TBA
CAxMAN	CAxMAN will establish cloud-based toolboxes, workflows and a one stop-shop for CAx-technologies supporting the design, simulation and process planning for additive manufacturing.	TBA
Industrial Data Space (IDS)	IDS is a recently announced industrial federated platform which introduces a reference architecture model driven by the goal of extract as much value as possible from the industry data. The platform will drive innovation through establishment of a secure data value chain from the origin of the data prior to their use in, for example, innovative products.	TBA
VISAGE	EU project on the 3D virtualization of yarn and fabric samples	DOM

3.3.7 Engaged Organisations

At this stage, the consortium already received a total number of 12 letters of support from manufacturing firms, software firms, and intermediaries from 6 countries with an outreach far across Europe. In awareness of the project goals, the organisations expressed their intent to join NIMBLE's Ambassador programme and to evaluate the functionality offered by the sys-tem. Software firms expressed their interest in offering NIMBLE's added value services via the platform, whereas intermediaries will support the project by making it known to their con-stituency and acting as multipliers.

The following table gives an overview about the supporting firms, their sectoral alignment and the represented region (outreach).

No	Organisation	Country	Type	Sector	Represented region
1.	3L GbR	DE	Intermediary	Building	DE
2.	Alvifusta SL	ES	Manufacturer	Timber	ES

3.	CARTONAJES BERNABEU SA	ES	Manufacturer	Packaging	ES
4.	EMUCA	ES	Manufacturer	Furniture	ES
5.	ePhilos AG	DE	Software	Various (supplier relationship management)	DE
6.	I3DU	GR	Services	Various (3D printing)	GR
7.	Invent Analytics	TR	Software, Services	Various (analytics platform)	TR, Europe
8.	Inventas Kristiansand AS	NO	Software, Services	Various	NO
9.	ITG Salzburg	AT	Intermediary	Various, mostly SMEs	AT, DE
10.	QUIMACOVA	ES	Intermediary	Chemical industry	ES
11.	SUPERFICIES DECORADAS SA (SUDESA)	ES	Manufacturer	Wood	ES
12.	SYNGROUP MANAGEMENT CONSULTIUNG GMBH	AT	Consultant	Automotive, metals, carton board, wood, paper, printing, rubber plastics	AT, DE, CH, UK, FR, ES, IT, PL, HU, RO

As part of the Ambassador and Seed programme activities, we will **continuously update a central register for engaged organisations**, in order to monitor the progress and report to the EC. Our starting point will the organisations listed above (sections 3.3.1 – 3.3.6).

4 The Seed Programme

Alongside the self-sustaining Ambassador Programme introduced in the previous section, the project will extend its reach into areas of industry beyond the four use cases through a strategic mix of targeted networking, presentations, training and promotional campaigns. This will be implemented in the platform Seed Programme that will raise **wider awareness and interest** and **stimulate interested parties to replicate the model and create federated platforms for other markets/geographies**.

Specifically, the **key objectives of this programme are**:

• Foster creation of new platforms for new supply chains, industry sectors or geographies;
• Creation and success of new platforms rather than the recruitment of users to an existing platform.

Therefore, differently to the Ambassador Programme, **main target of this programme** are intermediaries and potential platform owners and/or developers that are keen to create a new seed of the platform, rather than use one of the existing instances (i.e. user cases).

Therefore, besides the dissemination channels described in Section 2 and the materials produced for the Ambassador Programme (Section 3), this programme foresee a specific set of

tools that will be opportunely designed and developed during the first half of the project (by Month 15) and then put in place in the second part of the project.

4.1 Roadshow

At the core of the programme, there will be a dedicated roadshow where each event will include overview of the project, description of core and value-added services, platform demos, use cases highlighting impacts and benefits, presentation of toolkits and launch manual.

The precise setting and contents of the roadshow will be defined **by Month 15, in D8.5.1:** *"NIMBLE Platform SEED Programme: Manual and Materials Package"*.

The roadshow will organise a **minimum of 3 events per represented Member State**. In order, to optimise the organisation and foster participation, the **events will be mainly co-located** with other events, conferences or meetings. However, specific meetings could be arranged for single interested contacts.

At this stage, we can identify the following possible events where co-locating the roadshow events, but a better planning (also aligned to business events identified in Section 5.2) will be released at M12 and M24.

Table 5 – List of events to target in the roadshow

Event	Short Description / Type	Date and Country	Reference Partner
One in Europe, at the Annual ETP Conference?	Annual conference of the European textile manufacturers	March 2018 Belgium, Italy	PIA, DOM (it may be co-located with a special event in Biella).
Forum for debate in Wood-Furniture Sector	Some key managers are invited to a session where some specific items are discussed through a Moderator. Once per year	Spain	FEV
Industrial Workshop (Taller)	Industrial Workshop organised by AIDIMME with selected companies addressing specific topic. There is one monthly	Spain	AID
SYSTOR 2017	Systems and storage conference	Israel - May 22 - 24, 2017	IBM
SP-dagarna	Annual conference of house manufacturing	Sweden – mars 2018	LIND
Enterprise 4.0 ("Unternehmen 4.0") events	Event series on specific (varying) topics of digital transformation and industry 4.0 targeting at SMEs	Austria	SRFG
Innovation conference ("Innovationstagung")	Event with specific (varying) topics of digital innovation	Austria	SRFG
CEBIT	Global event for digital business	Germany	SRFG, UB, BAL

4.2 Supporting Documents and Activities

As part of the Seed Programme a set of supporting documents and activities will be developed. Some of the developed document will be presented during the roadshow, but they will be also disseminated through the project dissemination channels.

- Documents:
  - o *NIMBLE Feasibility and Impact Assessment Toolkit (D8.5.2 at M24)*, which will report an assessment of the reference business cases enabled by NIMBLE, in order to demonstrate the platform benefits and, thus, facilitate the engagement with possible third-parties interested to create a new platform seed. The document will be used in presentations/pitch during the roadshow and to potential funders and business partners.
  - o *NIMBLE Business Plan (D8.5.4, 3 releases at M12, M24 and M36)* for the exploitation of the whole platform and the SEED programme development, after the end of the funding period. In fact, The document will be developed to commercialise existing NIMBLE platform and/or create new platforms.
  - o *NIMBLE Federated Platform Launch Manual (D8.5.3),* which will take potential platform developers through every step from concept to launch.
- Activities:
  - o *Training for business consultants*, advisors and other intermediary on how to promote and use of the tools, write business plans and obtain funding for platform development (as part of the roadshow or separately, according to demand).
  - o *Networking, demos and presentations at industry events*. A list of relevant events has been reported in Section 3.2.

4.3 Final Project Conference

The NIMBLE Final Conference will be arranged in Brussels at the EC premises (M36). During the conference, project results will be presented and key actors (industrial stakeholders, SW communities, SMEs, public sector, citizens and IoS cluster partners) will be invited in order to reach the best visibility. It is expected to involve at least 100 invitees from EU.

5 External Events and Scientific Publications

This section contains a list of public events with context related to the NIMBLE project. The events are both of research/academic interest (like national and international conferences and workshops) and of business-community dissemination interest (like industrial and commercial events, s/w development events, networking events, etc.).

Both scientific and industrial lists will be continuously revised and improved during the project timeline.

5.1 Scientific Events

The following table presents a list of scientific events which the consortium partners consider as potential channels for disseminating the **scientific progress and results** of NIMBLE.

Name	Description	Date
International Conference on Cloud	Cloud Computing	February 23, 2017

Computing and Service Science (CLOSER)		
FOF Impact Workshop	Presentation of FOF projects and impact/exploitation plans	March 2017 (tbc)
IoTBDS/ SMARTGREENS Workshop: Innovative CyberSecurity and Privacy for IoT: Strategies, Technologies, and Implementations, Porto, Portugal	A session on Cybersecurity approaches and settings	24 April 2017 (DL: 15 Dec 2016)
The 2nd International Conference on Internet of Things, Big data and Security (IoTBDS), Porto, Portugal	A session on Analytics, Intelligence and Knowledge Engineering / or: Modeling, Experiments, Sharing Technologies & Platforms	24-26 April 2017 (DL: 15 Dec 2016)
CIRP Conference on Manufacturing Systems	Manufacturing Systems	3-5 May 2017
The 7th International Symposium on Internet of Ubiquitous and Pervasive Things (IUPT 2017), Madeira, Portugal	A session on Impacts on the security, privacy and risks on the physical world	16-19 May 2017 (DL: 20 Dec 2016/ 31 Dec 2016)
The 2nd Convergent IoT Workshop (C-IoT)	A session on rapid matching with heterogeneous IoT resources, regardless of underlying proprietary infrastructures	21-25 May 2017 (Paris, France)
The 19th International Conference on Decision and Game Theory for Security, Barcelona, Spain	Game theory for security	26-27 May 2017 (DL: 30 Nov 2016)
The 32nd IFIP TC-11 SEC 2017 International Information Security and Privacy Conference, Rome, Italy	Privacy	29-31 May 2017 (DL: 23 Dec 2016)
IEEE International Workshop on Factory Communication System	Factory communication	31 May - 2 June 2017
IEEE International Conference on Distributed Computer Systems	Distributed Computer Systems	5-8 June 2017
THE INTERNET OF THINGS WEEK 2017 GENEVA	The IoT Week will present emerging technologies and solutions related to the Internet of Things with pioneering research projects, SMEs and industries	6-9 June 2017
The 1st 2017 Global IoT Summit, Geneva, Switzerland	A session on Semantic Technologies, Collective Intelligence and IoT	06-09 June 2017 (DL: 15 Jan 2017)
The XXVIII ISPIM Innovation Conference – Composing the Innovation Symphony, Vienna, Austria	Event is for innovation researchers, industry executives, thought leaders and policy makers.	18-21 June 2017
The 1st International Conference on Security, Privacy, and Trust (INSERT'17)	Tools supporting security management and development/ or: Trust in emerging technologies and applications	28 June 2017 (Prague, Czech Republic)

ICE Conference	A session about business platforms	26-28 June 2017 (tbc)
The International Conference on Information Security and Cryptography (SECRYPT), Madrid, Spain	Various theoretical and practical aspects of data protection, privacy, security, and cryptography	26-28 July 2017 (DL: 02 March 2017)
The 1st International Conference on Security, Privacy, and Trust (INSERT'17), Prague, Czech Republic	Tools supporting security management and development/ or: Trust in emerging technologies and applications	04-07 Sept 2017 (DL: 10 May 2017)
The 12th International Conference on Availability, Reliability and Security (ARES), Reggio Calabria, Italy	Security	29-02 September 2017 (DL: 29 March 2017)
APMS Conference	A session about business platforms with a focus on manufacturing	September 2017
The 16th International Semantic Web Conference (ISWC), Vienna, Austria	Semantic Web technologies for the IoT	21-25 October 2017 (DL: 08 May 2017 / 15 May 2017)
TES Conference (Through Life Engineering)	A session about business platforms/interoperability	7-8 November 2017 (tbc)
IEEE Symposium on Computational Intelligence in Production and Logistics Systems	Production and logistics processes	TBD for 2017
International Conference on Distributed and Event-Based Systems	Event-Based Systems	TBD for 2017

5.2 Business Events

The following table presents a list with **suggested business and networking-related events** where the NIMBLE results and events may be disseminated.

Name	Description	Date	Impact for the project
ENCAJA Fair	Professional event between supply and demand	30-31 May 2017	AIDIMME has a big booth and special activities are addressed
CeBIT	Global event for digital business	20 - 24 March 2017	Exploitation of project results across corporate.
MECSPE	Is a reference fair for the manufacturing industry	23-25 March 2017	MECSPE
Global Advance Manufacturing WHR face2face	Meeting that takes place twice a year with all WHR advance manufacturing community	March 2017	Exploitation of project results across corporate.
Hannover Fair (Hannover Messe)	A booth and poster for the project	24-28 April 2017	Exploitation of project results across corporate.

Industry of Things World (Europe)	International knowledge exchange platform on IoT	18 -19 September 2017	Exploitation of project results across corporate.
Feria Habitat Valencia - Spain	International Funiture Trade Fair	19-22 September 2017	FEVAMA and AIDIMME has a big booth where lots of companies visit and special activities they celebrate where NIMBLE will be addressed
International Childhood Products Trade Show	Dissemination material in MICUNA´s exhibition booth	05-08 October 2017	Dissemination for early adoption
FIMMA-MADERALIA Fair	International Fair of Machinery and Tools for wood, furniture, carpentry and decoration / International Fair for Suppliers in wood-furniture sector	February 2018	AIDIMME has a big booth where lots of companies visit and special activities are addressed
Annual ETP Conference	Annual conference of the European textile manufacturers	(not yet set, y2018)	It's an important meeting for the EU textile sector; but NIMBLE must be already set up in a good way.
VDI events	Events of VDI (Association of German Engineers)	Various	Hub to the German industry
VDMA events	Events of VDMA (Mechanical Engineering Industry Association)	Various	Hub to the German industry
Mittelstand 4.0	Events of the German Initiative "Mittelstand 4.0" (medium-sized enterprises) of the Federal Ministry for Economic Affairs and Energy	Various	Hub to the German medium-sized industry

5.3 Relevant Journals and Business Magazines

| Name	Discipline	Link
Journal of Business Research	Business Management	http://www.journals.elsevier.com/journal-of-business-research/
International Journal of Innovation Management	Business and Innovation Management	http://www.worldscientific.com/worldscinet/ijim
Technovation	Innovation Man-	http://www.journals.elsevier.com/technovation

	agement	
European Journal of Information Systems	Information Systems	http://link.springer.com/journal/41303
ICE International Conference on Engineering, Technology and Innovation	Industry Technologies	http://www.ice-conference.org/Home.aspx
Journal of Supply Chain Management	Supply Chain Management	http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1745-493X
Business Process Management Journal	Business Process Management	http://www.emeraldinsight.com/page/samples/bpmj
El Sector del Mueble y la Madera	Wood and furniture industry	http://www.elsectordelmuebleylamadera.es
Spaincontract	Contract	http://www.spaincontract.es
Manufacturing & Service Operations Management	Manufactoring	http://pubsonline.informs.org/journal/msom
Open Journal of Internet of Things (OJIOT)	IoT	http://www.theinternetofthings.eu/open-journal-internet-things-ojiot-call-papers
International Journal of Product Lifecycle Management	Product lifecycle management	http://www.inderscience.com/jhome.php?jcode=ijplm
International Journal of Internet Manufacturing and Services	Manufacturing knowledge	http://www.inderscience.com/jhome.php?jcode=ijims
Springer Journal of Decision Analytics	Decision making	https://decisionanalyticsjournal.springeropen.com/
International Journal of Metadata, Semantics and Ontologies	Information management	http://www.inderscience.com/jhome.php?jcode=ijmso
International Journal of Information Security Science (IJISS)	Cybersecurity, Information security	http://www.ijiss.org
International Journal on Cooperative Information Systems (IJCIS)	Information Systems	http://www.worldscientific.com/page/ijcis/callforpapers01
Factory	Business magazine on production	https://factorynet.at/
MM Maschinenmarkt	Business magazin for the Austrian indystry	http://www.maschinenmarkt.at/
Austromatisierung	Business magazine on produc-	http://www.austromatisierung.at/

	tion and Process automation	
VDI magazines and publications	Publication series of VDI (Association of German Engineers)	http://www.vdi.eu/
VMA magazines and publications	Publication series of VDMA (Mechanical Engineering Industry Association)	http://www.vdma.org/

6 Activity Plan and KPIs

The following figure summarizes the main tasks and deliverables of the dissemination effort that will be achieved during the project lifecycle:
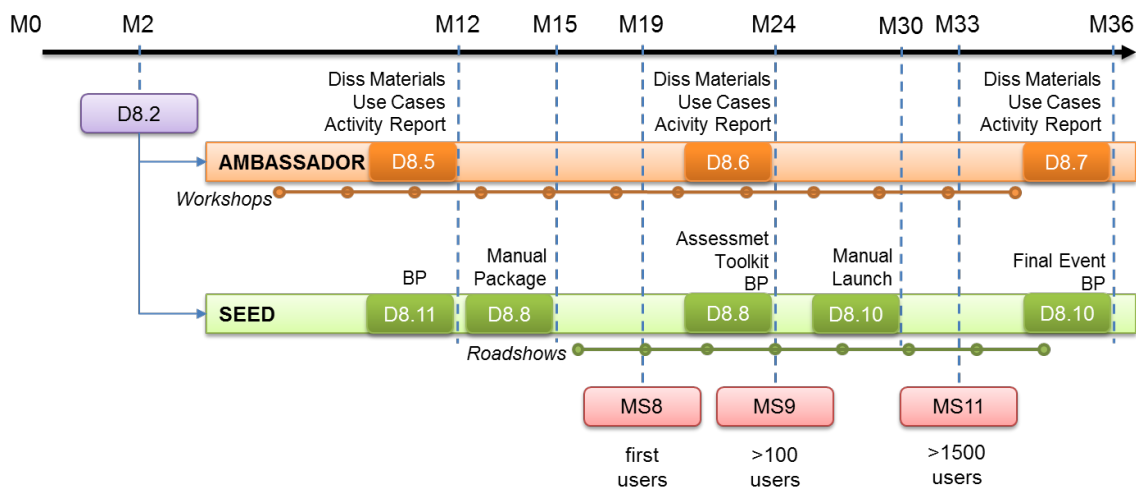
From the DoW we can report a first version of the dissemination and communication plans mapping the tools described so far, **with the possible contents/activities in the 3 project years and the associated KPIs**.

	Year 1	Year 2	Year 3
Communication Plan			
Website communications	• Highlight issues in manufacturing and potential impact of successful project. • Early success stories. • User recruitment.	• Update on technology development. • Impact stories and case studies. • Ambassador section with materials and toolkits for user recruitment.	• Full focus on benefits and evidence use cases. • Highlight launch manual and support for building new platforms.
Social media communications	• Building audience base, sharing and following, become	• Continued audience building to raise awareness.	• Dissemination of results with focus on user benefits, re-

KPI: min 1 post per week	• source of relevant information • Wide targeting of SMEs, thought leaders, trade associations, local government etc.	• Greater engagement with most interested firms.	cruitment and platform seeding. • Highlight availability of existing platforms, launch manual and feasibility/impact assessment tool.
Trade press **KPI: min 1 article per partner per year**	• "Seed the market" with stories on need for project's solutions.	• Attract early adopters with first-round validation results (WP4).	• Focus on benefits and evidence from use cases, calls for recruitment and platform seeding.
	Connected Trade Press Partnerships / Channels • Factory - e-journal for industry (http://factorynet.at/) • OCG Journal - computer science blog (http://blog.ocg.at/) • AIDIMA Informa - e-magazine with 3 issues per year (http://www.aidima.es/@aidimainforma) • NoticiasHabitat – blog for furniture, wood, packaging with 6000 visits/month (http://www.noticiashabitat.com/) • Spaincontract - multi-industrial publication, with 30000 audiences, that is oriented to the contract market (http://spaincontract.es/)		
Communications via industry and trade associations and other intermediaries **KPI: min 5 hot contacts per year per represented Member State, plus 1 per other states**	• Networking and development of collaborative relationships through active networking. • Placed articles and other content.	• Project stories to raise awareness and interest and "seed the market". • Placed articles and other content	• Placed articles and other promotional content to drive recruitment and/or platform seeding.
Dissemination Plan			
Dissemination of project results and deliverables to the academic and R&D community **KPI: min 1 paper per R&D deliverable**	• Peer-reviewed papers and presentations at scientific conferences.	• Peer-reviewed papers and presentations at scientific conferences.	• Peer-reviewed papers and presentations at scientific conferences.
Dissemination of project results and deliverables to industry	• Presentations, workshops and displays at industry events and fora.	• Presentations, workshops and displays at industry events and fora.	• Presentations, workshops and displays at industry events and fora. • Final EU level event.
Ambassador Programme **KPI: Number of engaged users (see also table below)**	• Minimum of 2 workshops per use case and presentations delivered by partners to early adopters. • Support and engagement of early adopters through newsletters, feed-	• Online content creation and strategy for Ambassador Programme. • Roll out of Programme and monitoring effectiveness and self-sustainability.	• Hands-off, self-sustaining Ambassador Programme with content updated as required based on project outputs.

	back questionnaires, training etc.		
Platform Seeding Programme **KPI: min. 3 'roadshows' per represented Member State plus final EU level event**	• Active networking to identify key trade associations, other intermediaries and potential platform owners.	• Design and delivery of roadshow. • Roadshow tour. • Creation of feasibility and impact evaluation tools. • Writing the platform launch manual.	• Roadshow tour. • Highlight availability of existing platforms, launch manual and feasibility/impact assessment tool. • Final EU-level event (min 100 invites from EU/regional level intermediaries, policy makers etc.).

KPIs for the Ambassador program will be mainly based on the recruitment rates for the NIMBLE platform, and on qualitative measures derived from user feedback. The following table reports the expected engagement rate:

Quarter	No. of connected firms	Comment
Y1-Q1	1	at the proposal submission date, 12 LOIs from interested parties (see Section 3.3.7)
Y1-Q2	2	proof of concept for one use case, on the basis of COMPOSE
Y1-Q3	4	proof of concept for two use cases, on the basis of a first prototype
Y1-Q4	8	our four use cases can demonstrate first collaboration
Y2-Q1	16	our four use cases extend to a deeper supply chain we can demonstrate that external firms can get on board, too
Y2-Q2	32	we bring the first 32 firms on board who have already provided LOIs
Y2-Q3	64	we bring another 32 firms on board that were recruited in Y1
Y2-Q4	128	This is still feasible for classical early adopter recruitment (64 in Y2)
Y3-Q1	256	We consider approximately 200 users as the critical size for having to switch to a self-sustaining mode of platform adoption.
Y3-Q2	512	From here, users join the platform through self-service with immediate access to core services. The self-sustaining AMBASSADOR Programme now takes effect!
Y3-Q3	1024	This would prove that the self-serve principle is working
Y3-Q4	2048	Proof of growth model and success of AMBASSADOR Programme. This is also the required critical mass for creation of new federated platforms

7 Operational Plan for Material Dissemination on Web and Social Channels

This section details the procedures that will be used for disseminating NIMBLE project material on the Web and Social channels (Website, Newsletter, LinkedIn, Twitter, and GitHub). In

Section 2.4 the dissemination channels have been already described, while the focus of this section is on the definition of procedures for the operational management of Web and Social channels.

The Operational Plan will consider the following issues:

- *Responsibilities for disseminating contents on specific channels*: contents will be disseminated through specific channels by adopting an agreed upon rule that considers a centralized operator or direct actions of project partners.
- *Operational procedures*: an exhaustive procedure for the centralized contents collection.
- *Dissemination Content Template*: an exhaustive template (with all kinds of dissemination issues) to be filled by partners for internal communication on dissemination content to be shared via different channels.

7.1 Responsibilities for disseminating contents on specific channels

In this section we summarise the responsibilities of partners inside the dissemination plan, indicating which activities will be managed by a responsible partner (centralized management) and which activities will instead in charge of all project partners.

In the following table we distinguish among activities that will require centralized management ("C") and activities that will be handled by all project partners ("P").

Table 6: Responsibilities for disseminating contents through specific channels

CONTENTS		1 – Publications				2 – Interactive Contents						3 – SW material & prototype			4 – Projects links	5 - Events notification
CHANNELS		a	b	c	d	a	b	c	d	e	f	a	b	C		
A - Web and social																
1	**Website**	C	C	C	C	C	C	C	C						C	C
2	**Newsletter**	C	C	C	C	C	C	C	C						C	C
3	**LinkedIn**	C	C	C	C	C	C	C	C		C				C	C
4	**Twitter**	C	C	C	C	C	C	C	C		C				C	C
5	**GitHub**											C	C	C	C	C
B – Media																
6	**Press**	P			P											P
C – Public events and workshops																
10	**Scientific ev.**		P			P	P	P	P						P	P
11	**Business ev.**			P		P	P	P	P						P	P
12	**Institutional events**				p	P	P	P	P						P	P

CONTENTS index:

1) **Publications**:
   a) Scientific Journals and online papers (articles)
   b) Scientific Conference and workshops papers (papers)
   c) Business and technical articles
   d) Press releases
2) **Interactive contents**:

           a) Presentations
           b) Brochures/flyers
           c) Posters
           d) Videos and demonstrations
           e) Blog entries
           f) Social media posts/material
       3) SW prototypes and material
           a) Demo application
           b) Demo components and services (in the marketplace)
           c) Training material
       4) Linkages to related projects
       5) Events notification

7.2 Operational procedures

In this section the main operational procedures for supporting the best dissemination of NIMBLE contents on the Web and Social Media channels are described.

7.2.1 Contents collection

When any new content is ready for publication the project partners are asked to:

1. access to the project content repository (Confluence)

2. complete a specific template (see section 7.2.3 for a draft) describing the dissemination activity and/or material;

3. drop an email to nimble-wp8@salzburgresearch.at – the "centralized dissemination management" – to inform that a new content is ready for publication.

Partners will receive a reminder "call for dissemination contents" every month.

7.2.2 Dissemination upload timings for different channels

The dissemination material will be uploaded on the different Web and Social Media channels with the following timings:

Table 7: Contents upload timings for the different dissemination channels

CHANNEL	UPLOAD TIMING
Website (centralized)	Weekly if not as soon as possible due to partners' request
Newsletter (centralized)	Quarterly
LinkedIn	As soon as possible, by project partners
Twitter	As soon as possible, by project partners

7.2.3 Dissemination contents template

The "Dissemination Contents Template" is a tool for proper formal gathering of the NIMBLE dissemination contents. The procedure is explained in Section 7.2.1.

TYPE OF CONTENTS *(delete what not relevant, possible multiple types)*

Publications:
- Scientific Journals and online papers (articles)
- Scientific Conference and workshops papers (papers)
- Business and technical articles
- Press releases

Interactive contents:
- Presentations
- Brochures/flyers
- Posters
- Videos and demonstrations
- Blog entries
- Social media posts/material

SW prototypes and material
- Demo application
- Demo components and services (in the marketplace)
- Training material

Linkages to related projects

Events notification

MAIN TITLE DISPLAYED: ....

EVENT DATE: from .... to ....

DESCRIPTION OF THE KEY MESSAGE: (max 10 lines)

....
.....

FILE(S): *(max 10MB each or contact the operator; image needed for events)*

in attachment: Yes ... No ...

URL (Redmine/Docs):
....

Comments:
....

AUTHORS:
....

LINKS:
....

CONTACTS AND RESPONSIBLE PERSON:
....
.....