

CHANGE2TWIN COMMUNITY PLATFORM

Deliverable D7.1

CIRCULATION

PUBLIC

VERSION

1.0

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Jotne	JOTNE EPM TECHNOLOGY AS
FBA	FUNDINGBOX ACCELERATOR SP ZOO
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Document History

Version ¹	Issue Date	Stage	Content and Changes
1.0	10/03/2021	Final	

¹ Integers correspond to submitted versions

EXECUTIVE SUMMARY

This deliverable presents the setting up of the Change2Twin community platform, as a part of the WP7 Communication, Dissemination and Community Building. In this document, we provide a short description of the online platform that has been set up as of M4 of the Change2Twin project. The document details the URL, structure and elements of the community, as well as the dissemination actions taken up when the platform was launched. The Change2Twin community and its spaces represent one of the channels set to accomplish the main objectives of the project and those of the communication strategy, and are part of a vivid ecosystem, together with the Change2Twin website and the LinkedIn channel.

ABBREVIATIONS

CSA	Coordination and Support Action
DIH	Digital Innovation Hub
EC	European Commission
FBA	FUNDINGBOX ACCELERATOR SP ZOO
FBC	FUNDINGBOX COMMUNITIES S.L.
I4MS	Innovation for Manufacturing SMEs
IA	Innovation Action
SMEs	Small Medium Enterprises
WP	Work Package

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1. COMMUNITY SET UP AND STRUCTURE

The Change2Twin Community has been launched and it is hosted under the following URL:
<https://spaces.fundingbox.com/c/i4ms/categories/Change2Twin>

The Change2Twin Community is the place of reference where all stakeholders of the project can interact, gain visibility, showcase technology or services, create synergies with their peers, and find out all the latest information about the project and open call.

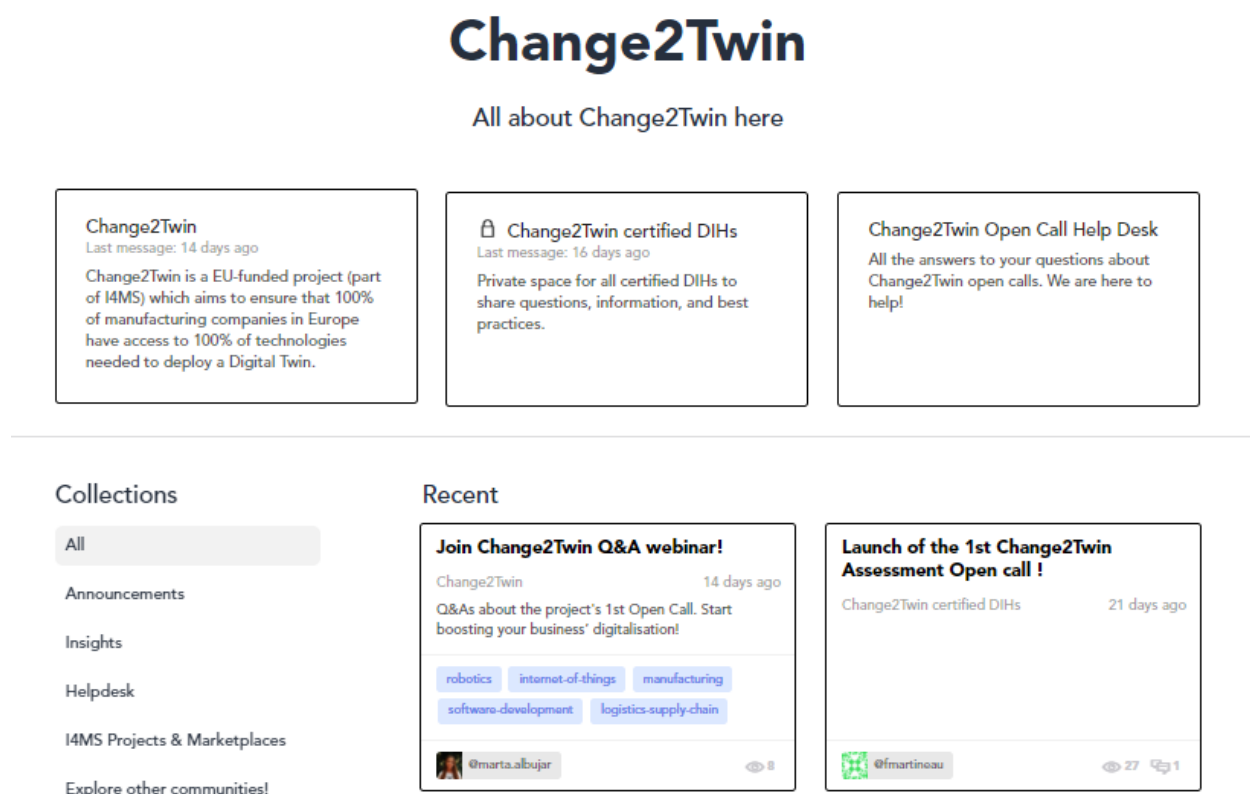
As part of a three-legged communication ecosystem, the Community is the channel that offers the greatest possibility for user interaction and dynamic content publishing. In this regard, the community is a dynamic platform that is created to be able to be adapted as the project progresses.

The community is built using FBA's *Spaces* platform and was delivered in month 4 of the project (three months ahead of schedule) and it will be live at least for the whole project duration.

At the moment of delivering this document, there were 190 members who had joined the main space of the community.

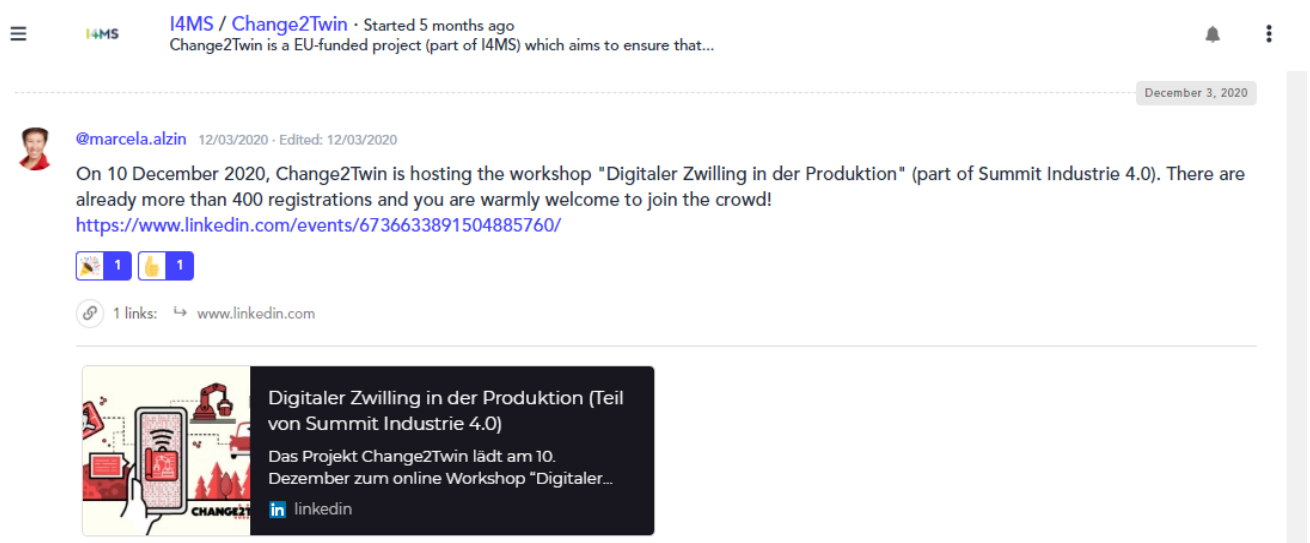
The following figures show the structure of the Change2Twin Community.

FIGURE 1: SCREENSHOT OF THE CHANGE2TWIN COMMUNITY HOMEPAGE



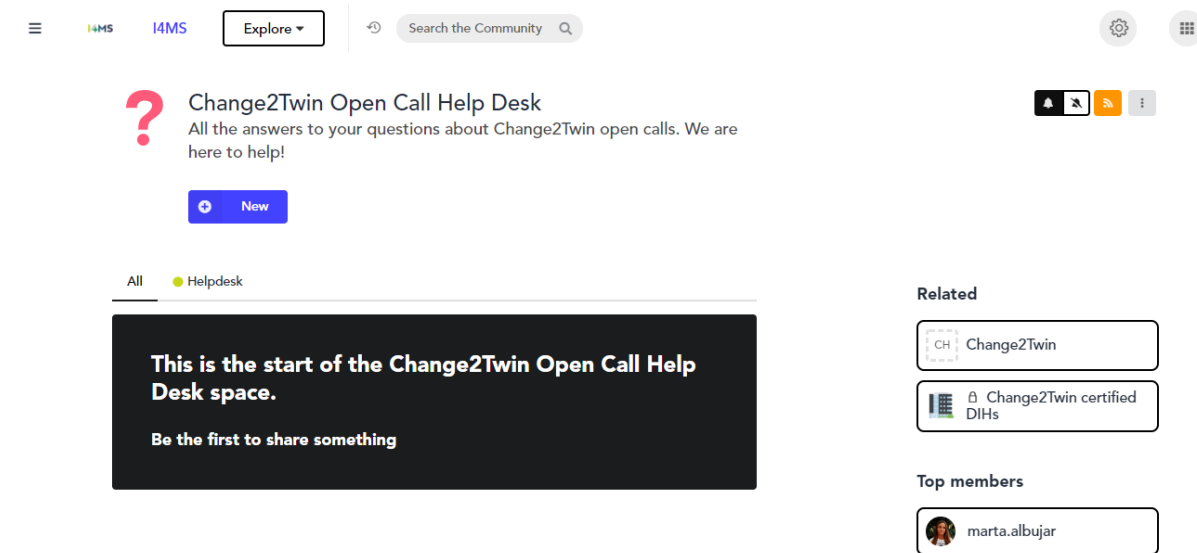
1. **Change2Twin**: It is the general virtual space of the project, whose purpose is to be fed with useful, curated content (articles, news, announcements, useful information in the form of social posts...), related to the promotion of the project's milestones, advances, outcomes, as well as any other valuable content for Change2Twin stakeholders.

FIGURE 2: SCREENSHOT OF THE CHANGE2TWIN GENERAL SPACE



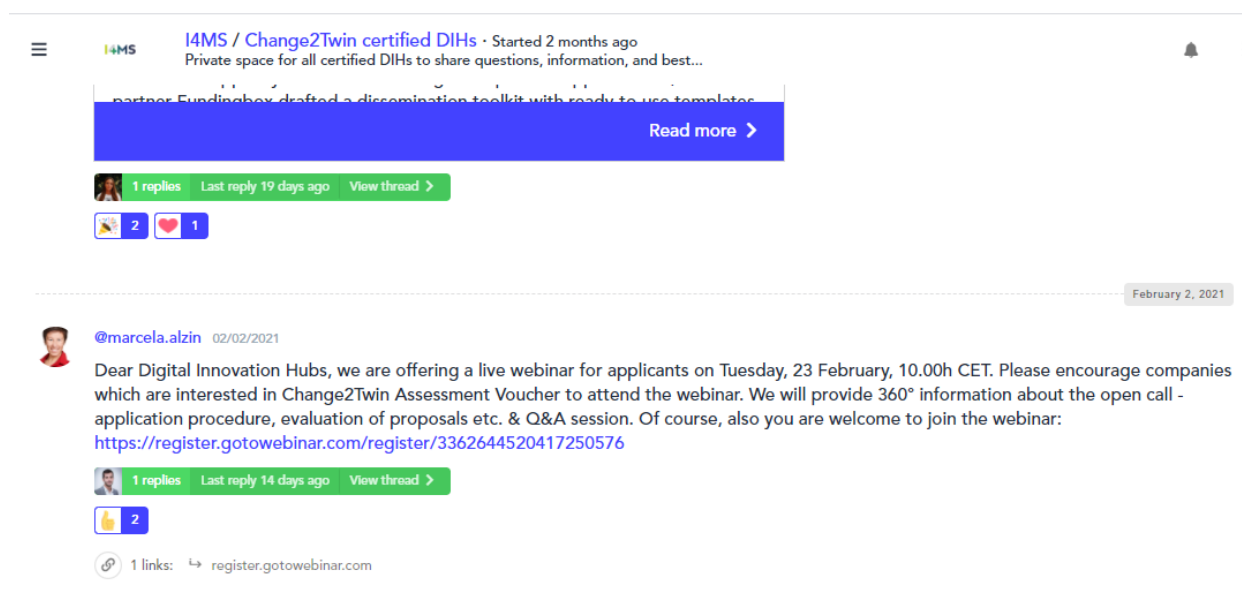
2. **Change2twin Open Call Help Desk**: This space has been specifically created to funnel all the questions that the applicants or partners may have, especially while the Open Calls are running, but not only. The community members will be able to ask all their questions regarding the open call for admins to answer.

FIGURE 3: SCREENSHOT OF THE CHANGE2TWIN OPEN CALL HELP DESK



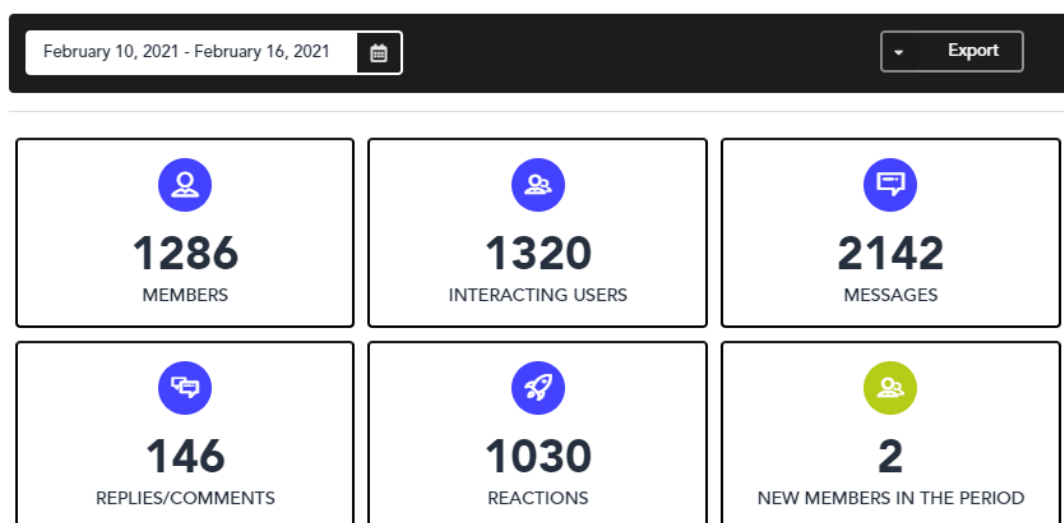
3. Complementarily, a third space has been created, in which the certified Digital Innovation Hubs have been included, so the communication among them can be centralized into a single, multi pointed site. This space is used to share exclusive content and documents with the certified DIHs. The access to this space is restricted to the rest of the project's stakeholders.

FIGURE 4: SCREENSHOT OF THE CHANGE2TWIN CERTIFIED DIHS PRIVATE SPACE



The community is included under the umbrella of the [I4MS community](#), a great place to find funding opportunities, technical support, to foster cross-border collaboration, seek for synergies and build partnerships. The I4MS overall analytics shows the analytics of the community.

FIGURE 5: I4MS COMMUNITY STATS (16 February 2021)



The element that made the launch of the Community possible are gathered in Appendix I. The launch was announced in social media and other marketing and dissemination channels, both I4MS' and Fundingbox', as it is reported in Appendix II.

We encourage the reviewer to check out the community and its features, and to address to the deliverable D7.2 Community Strategy to know more about the community structure, content and growth hacking plan.

2. CONCLUSIONS

The Change2Twin Community will contribute to build an active ecosystem around digital twinning solutions for the manufacturing sector that is expected to last beyond the duration of the project.

The Change2Twin Community is strategically positioned under the I4MS wider ecosystem and it is one of the three pillars of the project's overall online ecosystem, together with the Change2Twin website and the LinkedIn channel. The community will act as a central information point for stakeholders, developing a more cohesive community with more interaction among members, and periodically fed with relevant and useful content.

FBC has successfully set up the community platform as of month four of the project, and the interaction was already kicked off by then.

The next steps consist of starting the community growth hacking activities defined in D7.2 Community strategy.

APPENDIX I – ELEMENTS OF THE COMMUNITY

URL

<https://spaces.fundingbox.com/c/i4ms/categories/Change2Twin>

Purpose (C2T bio)

Change2Twin is a EU-funded project (part of I4MS) which aims to ensure that 100% of manufacturing companies in Europe have access to 100% of technologies needed to deploy a Digital Twin.

Welcome message (within C2T space)

Welcome to FundingBox' space for [Change2Twin](#)! Change2Twin is a EU-funded project (part of [I4MS](#)) which aims to ensure that 100% of manufacturing companies in Europe have access to 100% of technologies needed to deploy a Digital Twin. The concept of Digital Twin is a big game-changer in the manufacturing industry and allows companies to significantly increase their competitiveness.

[Join the community!](#)

From Autumn 2020 to Spring 2021, Change2Twin will execute four pilot experiments with companies from diverse manufacturing branches. In early 2021, we will launch the first open call for SMEs through the FundingBox platform. The entire process will be accompanied by a support programme, including free webinars and an online training scheme. More news to come very soon!

For now, please feel free to introduce yourself by posting a new message in the thread below, stating who you are, whether you are an SME/DIH/Digital Twin technology provider, how you came across this space, what you would like to contribute to Change2Twin, and what you hope to gain out of the project. And of course, this is the place to ask all your initial questions about the project.

Click the "Join" button below to [join the community](#) and start networking with Change2Twin personnel, Digital Innovation Hubs, tech providers, and the rest of the Change2Twin community.

Description of the community

The Change2Twin community is the place to interact and socialise with all the applicants and participants in the project (including Change2Twin personnel, Digital Innovation Hubs and tech providers). You can ask your questions to the community, learn all about the latest announcements regarding the project and its open calls, post your own announcements, and gain visibility for your own project. Change2Twin is hosted within the I4MS community so you will benefit from networking with an even larger network of innovators, tech providers, and more.

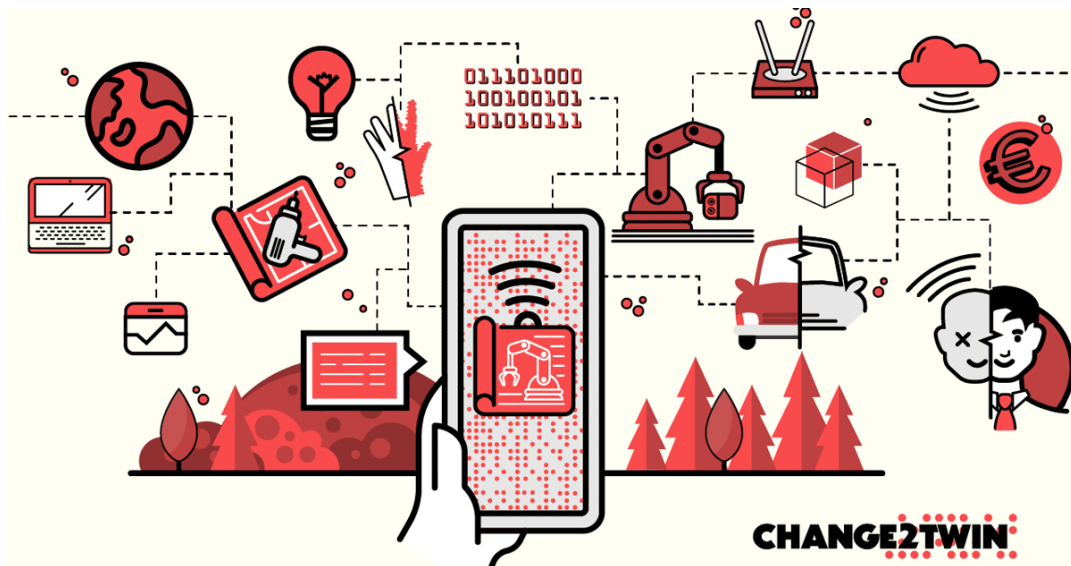
[Sign up now and visit the Change2Twin community](#) and feel free to introduce yourself to our network!

<https://fundingbox.com/spaces/i4ms-change2twin>

Banner images



1440*512 [download it here](#)



1200*628 [download it here](#)



800*800 [download it here](#)

APPENDIX II – COMMUNITY LAUNCH: DISSEMINATION ACTIONS

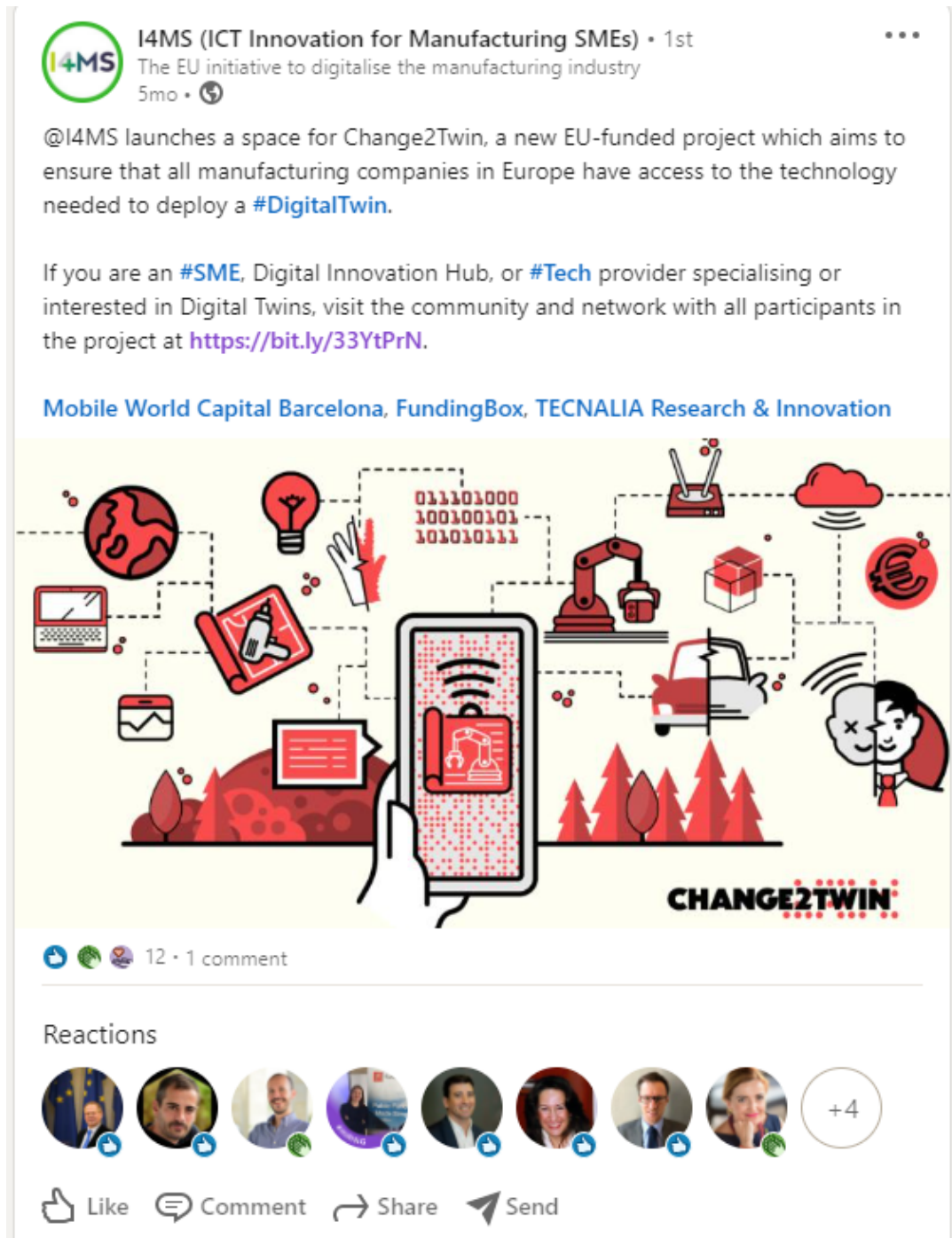
Social media posts (I4MS)

Twitter:



Link to the post: https://twitter.com/I4MS_Europe/status/1310836812466839552 (retrieved on 02/24/2021)

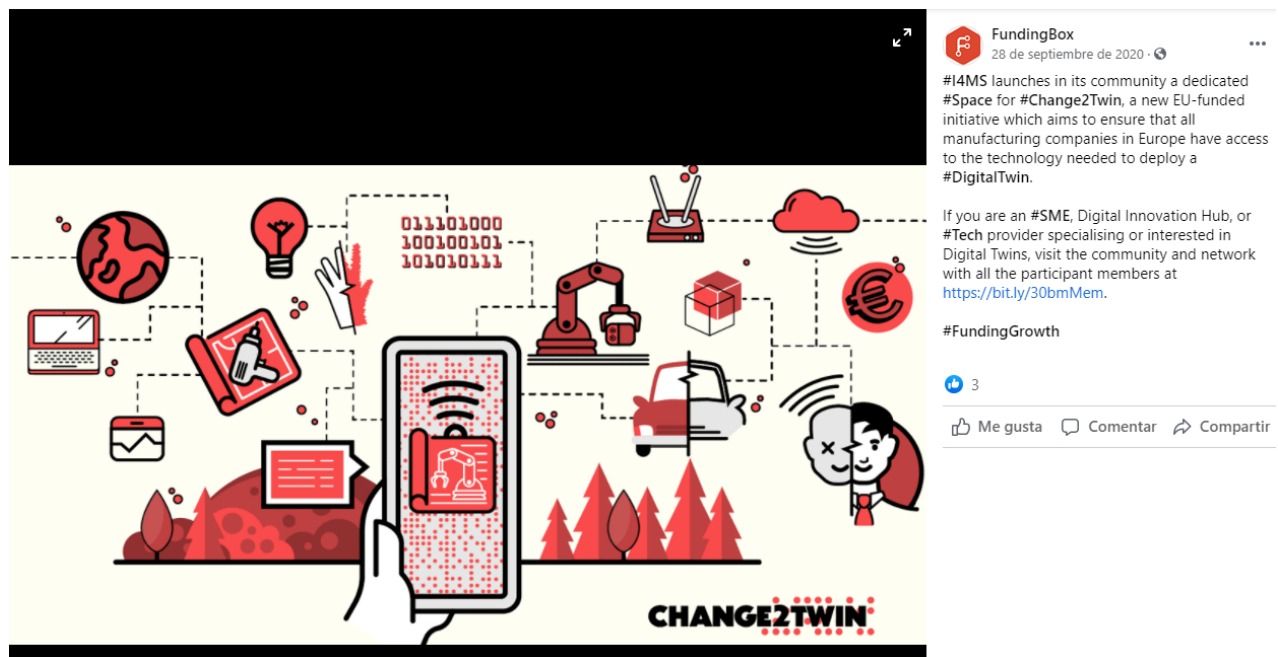
LinkedIn:



Link to the post: https://www.linkedin.com/posts/i4ms_digitaltwin-sme-tech-activity-6716964922988761089-Ac7Q (retrieved on 02/24/2021)

Social media posts (FundingBox)

Facebook:



Link to the post:

<https://www.facebook.com/FundingBoxAccelerator/photos/a.874866962526363/3611297525549946/?type=3&theater> (retrieved on 02/24/2021)

Twitter:

Link to the post: <https://twitter.com/FundingBox/status/1310493701496594433> (retrieved on 02/24/2021)

LinkedIn:



Link to the post: <https://www.linkedin.com/feed/update/urn:li:activity:6716259391022141440/> (retrieved on 02/24/2021)