CHANGE2TWIN
COMMUNITY STRATEGY

Deliverable D7.2

©Copyright 2020-2024: The Change2Twin Consortium

Consisting of

SINTEF	SINTEF AS
TTTECH-IND	TTTECH INDUSTRIAL AUTOMATION AG
Jotne	JOTNE EPM TECHNOLOGY AS
FBA	FUNDINGBOX ACCELERATOR SP ZOO
TNO	NEDERLANDSE ORGANISATIE VOOR TOEGEPAST NATUURWETENSCHAPPELIJK ONDERZOEK TNO
BOC	BOC ASSET MANAGEMENT GMBH
UNIBO	ALMA MATER STUDIORUM - UNIVERSITA DI BOLOGNA
CLOUDBROKER	CLOUDBROKER GMBH
IR	ASSOCIATION IMAGES & RESEAUX
PSNC	INSTYTUT CHEMII BIOORGANICZNEJ POLSKIEJ AKADEMII NAUK
SPS	SPACE STRUCTURES GMBH
CORDIS	CORDIS AUTOMATION B.V
Unit040	UNIT040 ONTWERP BV
Author-e	AUTHOR-E BV
Additive	ADDITIVE INDUSTRIES BV
CT INGENIEROS	CT INGENIEROS AERONAUTICOS DE AUTOMOCION E INDUSTRIALES SL
AETNA GROUP	AETNA GROUP SPA
Graphenstone	INDUSTRIA ESPANOLA PARA EL DESARROLLO E INVESTIGACION 2100

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 strategy behind the Change2Twin online community, as a part of the WP7 Communication, Dissemination and Community Building. In this document, we provide a short overview of the goals, targets, structures, and contents of the assets and we explain its role within the Change2Twin project, and within the overall communication strategy. We also provide screenshots of the Change2Twin community to illustrate the works done on this asset. This document also details the community content curation strategy and growth hacking strategy and in many ways is complementary to deliverable D7.1, which is the setting of the online community itself. The Change2Twin community and its spaces are some of the channels set to accomplish the main objectives of the project and those of the communication strategy.

ABBREVIATIONS

CSA	Coordination and Support Action
CTA	Call-To-Action
DIH	Digital Innovation Hub
EC	European Commission
FBA	FUNDINGBOX ACCELERATOR SP ZOO
FBC	FUNDINGBOX COMMUNITIES S.L.
FSTP	Financial Support to Third Parties
GA	Grant Agreement
I4MS	Innovation for Manufacturing SMEs
IA	Innovation Action
KPI	Key Performance Indicator
SMEs	Small Medium Enterprises
WP	Work Package

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

1. INTRODUCTION

Change2Twin is an EU-funded project which helps manufacturing SMEs and mid-caps in their digitization efforts to deploy digital twins. Change2Twin is an Innovation Action (IA) under the umbrella of the Coordination and Support Action (CSA) I4MS, which stands for *Innovation for Manufacturing SMEs* and it is promoted by the European Commission to expand the digital innovation of manufacturing SMEs in Europe.

The management of Change2Twin is assigned to a consortium of 18 partners from all over Europe, who believe that the concept of digital twin is one of the big game-changers in manufacturing, since it allows companies to significantly increase their global competitiveness. Therefore, the supporting consortium aims to provide an easy scheme for manufacturing SMEs and mid-caps to acquire the right digital twin solution.

Change2Twin scheme is unique for its strong focus on the individual needs of companies. It reaches from the analysis of their digitization potential, individual mentoring plan to ready-to-use recipes for digital twin deployment. Change2Twin provides companies with funding, which covers the assessment of their digital fitness, preparedness for digital twinning, as well as the deployment of the digital twin (including application experiments). For this purpose, Change2Twin cooperates with local DIHs, technology providers and related European projects.

From Autumn 2020 to Spring 2021 Change2Twin executes four pilot experiments with companies from diverse manufacturing branches. The solutions offered by the technology providers will be the first listed in the Change2Twin Marketplace.

In January 2021, Change2Twin launched the first open call for SMEs and mid-caps to be funded to get an assessment for the implementation of a digital twin by a certified DIH. Other calls will follow during 2021 and 2022, both for assessment on the suitability of a digital twin and for the deployment of one. The entire process is accompanied by a support programme, including webinars and an online help desk.

WP7 Communication, Dissemination and Community Building is led and coordinated by the partner TTTech, although the Community Building and Growth hacking strategy are tasks under FBC's responsibility. Moreover, the overall WP7 activities depend on all consortium partners to be involved in the communication and dissemination of the project.

2. OBJECTIVES

Change2Twin's ambition is to discover and gather a complete portfolio of digital twinning experts and manufacturing companies, among other cross-cutting stakeholders that may contribute to the development of the manufacturing sector, especially thanks to the implementation of digital twinning solutions.

The main objectives to create a thriving community of and for the Change2Twin project are:

- To share best practices, use cases, and general news and events related to digital twinning solutions and the manufacturing sector.
- To disseminate the project's value proposition.
- To publish and compile all the needed information about the project, its milestones and achievements, and its open calls.
- To network with one another and enable transnational cooperation enhanced by the project.
- To foster cooperation between different IAs as the Change2Twin community is set under the I4MS broader community.
- To attract relevant stakeholders in the project partners' ecosystems, for them to join the community and be aware of the project's milestones
- To inform the general public about the project's development and results.

The main milestones for the project are listed in the table below. Although the website and more particularly the community will be updated constantly, activity is expected to increase around each milestone.

TABLE 1: CHANGE2TWIN COMMUNITY - MILESTONES AND MESSAGES

Month	Milestone	Message
M4	Project launch	Change2Twin objectives and values
M8	1st Assessment Voucher Open Call launch	Value proposition for manufacturing SMEs and mid-caps
M9	1st Assessment Voucher Open Call Webinar	Benefits of the Open Call, eligibility criteria, guidelines to apply to the open call, support
M10	Marketplace launch	Components and providers in the Marketplace. What to find and how to access.
M12	1st Assessment Voucher Open Call results	Open Call results and beneficiaries
M13	1st Deployment Voucher Open Call launch	Value proposition for manufacturing SMEs and mid-caps

M14	1st Deployment Voucher Open Call webinar	Benefits of the Open Call, eligibility criteria, guidelines to apply to the open call, support
M17	1st Deployment Voucher Open Call results	Open Call results and beneficiaries
M26	2nd Assessment Voucher Open Call launch	Value proposition for manufacturing SMEs and mid-caps
M27	2nd Assessment Voucher Open Call webinar	Benefits of the Open Call, eligibility criteria, guidelines to apply to the open call, support
M30	2nd Assessment Voucher Open Call results	Open Call results and beneficiaries
M31	2nd Deployment Voucher Open Call launch	Value proposition for manufacturing SMEs and mid-caps
M32	2nd Deployment Voucher Open Call webinar	Benefits of the Open Call, eligibility criteria, guidelines to apply to the open call, support
M35	2nd Deployment Voucher Open Call results	Open Call results and beneficiaries

Moreover, as the Change2Twin community has been included under a wider I4MS community, they both share common objectives, such as:

- To give access to "cascade funding" opportunities and technologies for SMEs/Mid-Caps in a single place in a user-friendly format.
- To foster matchmaking possibilities for SMEs/Mid-Caps.
- To raise awareness about digital transformation best practices.
- To provide access to different European projects solutions and marketplaces.
- To reinforce collaboration and networking between initiatives supporting the digitization of European manufacturing industry.
- To increase the outreach and impact of the IAs open calls, activities, milestones and results.

3. COMMUNITY

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 its open calls. As a member-based platform, it aims at engaging members, stakeholders, partners, experts in digital twinning, SMEs, etc., while providing networking possibilities and promoting the exchange of best practices.

The Change2Twin Community is part of Change2Twin overall communication ecosystem, together with the Change2Twin website and the LinkedIn Channel. We consider that the three channels complement each other in order to reach the project's targets and to accomplish its dissemination and communication objectives.

As part of this 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 has a more immersive and focused approach, that helps us reach the specific target audience in a more dynamic and target-oriented manner than the LinkedIn channel, which tends to be more general in terms of audience. Moreover, while the project's website is the reference site to access static information about the project, the community can bring a more dynamic and interactive way of communicating.

Although it was not among the community's goals, it is needless to say that it has become a crucial virtual meeting place for stakeholders as the COVID-19 pandemic arose and prevented us from meeting face-to-face.

The community is built using FBA's Spaces platform and was delivered in month 4 of the project (3 months ahead of schedule) and will be live for the whole project duration.

FIGURE 1: SCREENSHOT OF THE CHANGE2TWIN COMMUNITY HOMEPAGE
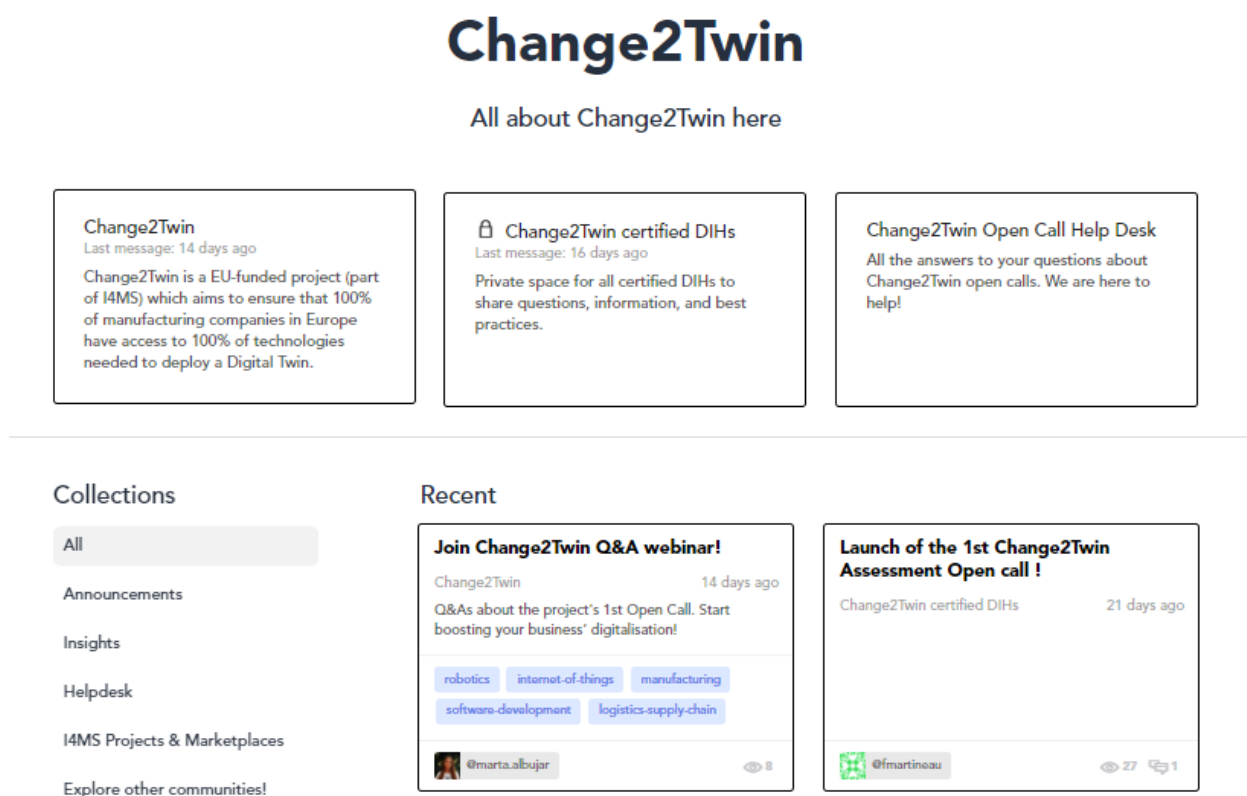
The platform has already been launched and it is strategically set under the wider I4MS community. As shown in Figure 1, the Change2Twin Community aggregates three different spaces with different purposes. Moreover, in Appendix I we have included the elements of the community in terms of text, heading, graphics, descriptions and other features.

The different spaces hosted under the Change2Twin Community are the following:

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. Content will be regularly provided by Fundingbox and the rest of the consortium, and scheduled in a content calendar. However, one of the main goals is to be able to engage the community members so they proactively contribute with their own content, so the flow of the interaction will come naturally and will be multi-voice.

FIGURE 2: SCREENSHOT OF THE CHANGE2TWIN GENERAL SPACE
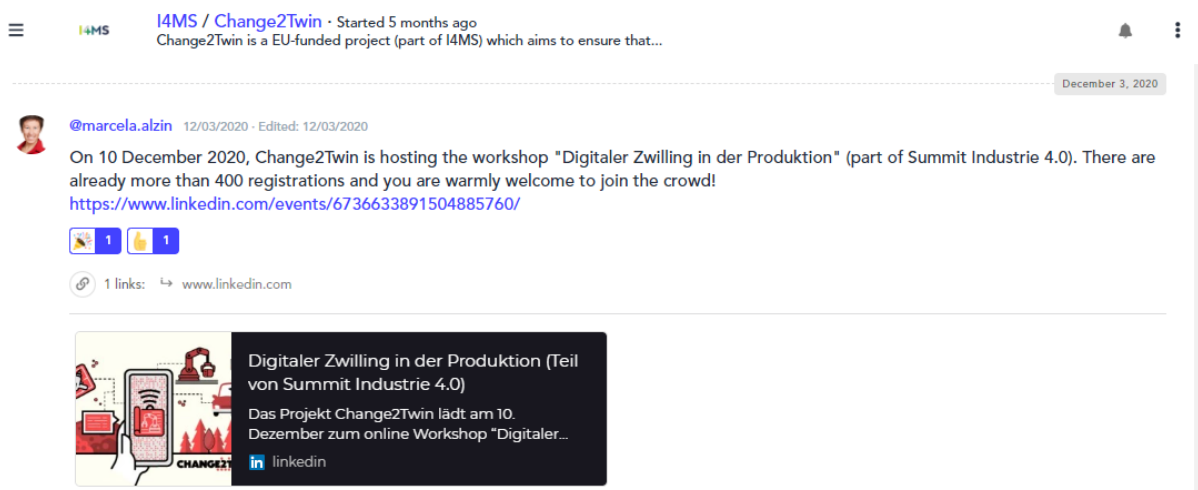
2. *Change2twin Open Call Help Desk:* This space has been specifically created to funnel all the questions that the applicants or partners may have, especially while the Open Calls are running, but not only. The community members will be able to ask all their questions regarding the open call for admins to answer. Questions and answers are public, so all members and unregistered users who simply want to participate in the open call without signing up to the community may access the knowledgebase.

FIGURE 3: SCREEN PRINT OF THE CHANGE2TWIN OPEN CALL HELP DESK
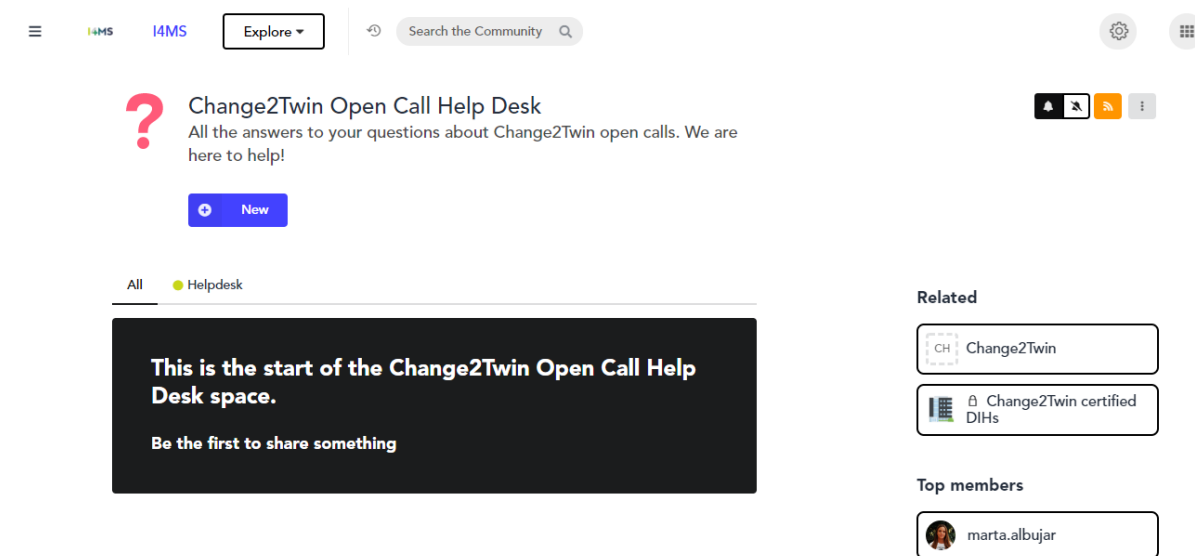
3. Complementarily, a third space has been created, in which the certified Digital Innovation Hubs have been included, so the communication among them can be centralized into a single, multi pointed site. This space is used to share exclusive content and documents with the certified DIHs. The access to this space is restricted to the rest of the project's stakeholders.

FIGURE 4: SCREENSHOT OF THE CHANGE2TWIN CERTIFIED DIHS PRIVATE SPACE
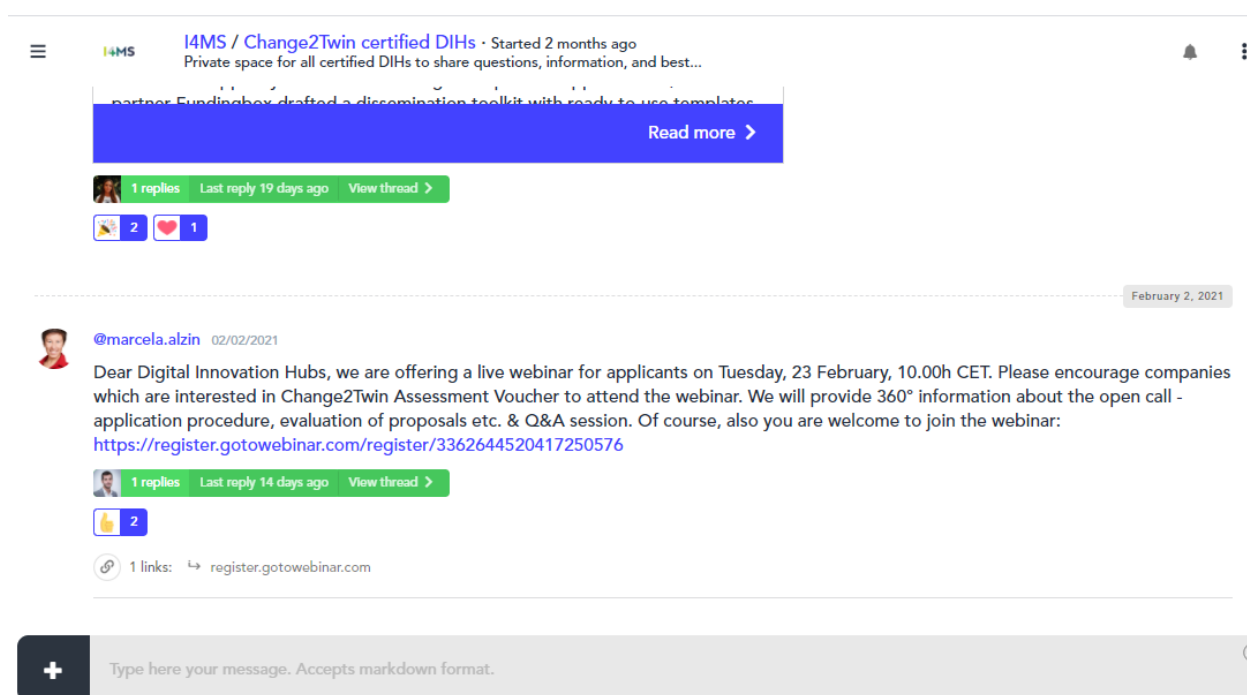
Besides, as stated before, the community is included under the umbrella of the [I4MS community](#), a great place to find funding opportunities, technical support, to foster cross-border collaboration, seek for synergies and build partnerships. The current mission of the I4MS Community is to accelerate digital transformation of manufacturing in Europe, generate deal flow towards the IAs opportunities and marketplaces and get a broader range of industry-oriented SMEs and Mid-Caps.

The community launch was announced in social media and other marketing and dissemination channels, both I4MS' and Fundingbox', as it is reported in Appendix II.

3.1. TARGETS

The Change2Twin community and its spaces address different groups, with diverse roles, and towards whom we need to provide with fluent interaction and curated content of their interest. Here are the target groups that we want to attract to the community:

1. **Manufacturing SMEs** who could benefit from implementing a digital twin technology in their processes.

2. **Technology providers** or system integrators who want to implement innovative solutions using digital twinning technology.

3. **DIHs** that operate at European, national, or regional level who can participate in the project. This applies not only to the certified DIHs which take an active part in the project, but also any other interested DIH.

4. **Other stakeholders** who can help move the project forward at national or regional level and who might want to become supportive partners and engage in the community via a win-win cooperation: competence centres, private clusters, regional governmental entities, financial institutions, media, influencers, etc.

When it comes to attracting our target groups and including them to the community, the interests of each one will determine how to approach them to join the community and how to keep them engaged.

TABLE 2: CHANGE2TWIN COMMUNITY:

VALUE PROPOSITION AND TYPE OF CONTENT PER TARGET GROUP

Target group	Value proposition	Types of contents
1. Manufacturing SMEs	Change2Twin will help you increase your global competitiveness by connecting you with information, tech providers, and funding to innovate your manufacturing processes thanks to digital twinning technology.	- Best practices, use cases, and guides on digital twins and its implementation. - Info on relevant funding opportunities and acceleration. - Presentations of tech providers who are looking to partner with manufacturing SMEs. - Networking and info events.
2. Tech providers	Change2Twin will help you develop innovative technology solutions in production environments	- Industry news and trends. - Info on relevant funding opportunities and acceleration. - Matchmaking and networking
3. DIHs	Change2Twin is driving the digitisation of the manufacturing industry in Europe through the development and adoption of digital twinning technology solutions. Being active in its community means DIHs can be the first to learn about the latest advances in the field and gain visibility in front of a huge community of potential customers.	- Best practices, use cases, and guides on digital twinning technologies. - Adopters selected in OCs. - Industry news and trends. - Info on relevant funding opportunities and acceleration. - Networking and info events.

4. Other stakeholders	Change2Twin is driving the digitisation of the manufacturing industry in Europe through the development and adoption of digital twins for SMEs.	• Best practices, use cases, guides. • Adopters selected in OCs. • Industry news and trends. • Info on relevant funding opportunities and acceleration.

One final remark regarding the target groups that the community is addressing is that the fact that it is hosted under the wider and more complex structure of the I4MS Community allows us to strategically cross-disseminate the Change2Twin content and announcements to a wider but still accurate audience.

3.2. LINK TO I4MS

Technically speaking, and using the correct nomenclature of the Fundingbox platform, the Change2Twin community is in fact a category grouping three spaces, within the I4MS extended community. Nevertheless, for the purpose of clarity we will keep using the preferred term *community* throughout this document and in all communications. This means that users who wish to interact in the Change2Twin community need to sign up to the extended I4MScommunity. Here are the links to both communities: I4MS and Change2Twin.

This specific structure and settlement will benefit both the Change2Twin and the I4MS community, since it will propel quality cross-dissemination actions that will be undertaken throughout the duration of Change2Twin. The I4MS community counts over 1,320 interacting users at the time of writing this deliverable. Many of these members are highly qualified potential applicants for the open calls or engaged stakeholders who will most likely help disseminate the project through their channels.

FIGURE 5: I4MS COMMUNITY STATS (16 February 2021)
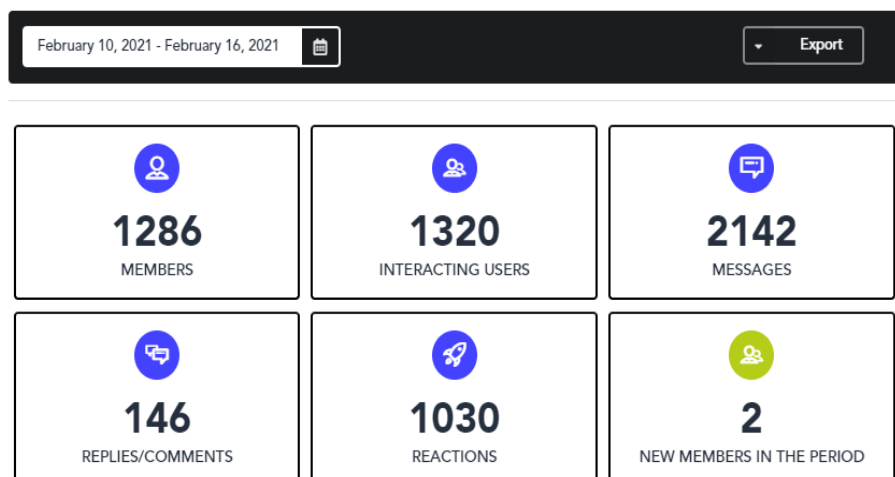
3.3. SPACES

Community Spaces are created for smooth messaging, collaboration and content sharing. Members can share articles, events, news, questions, files. Also, they can provide live discussions.

Public Spaces are accessible for all members of the I4MS community, and private Spaces are only for the restricted number of people that received an invitation to join. Change2Twin has two dedicated public spaces and one private messaging group for certified DIHs, as explained above. As for the I4MS Community, it is structured as follows:

a. General Space - to share news, events and funding opportunities related to the manufacturing industry and emerging technologies applied to it.
b. Inspiration Space - useful content related to challenges and best practices in the manufacturing industry.
c. Networking Space - for the members to introduce themselves and start networking with people with the same interests and experience, to create synergies and to build partnerships.
d. I4MS Contact Points - this is a private space and it is used to coordinate and facilitate the work among the I4MS Contact Points.
e. Other Innovation Actions Spaces - other IAs to have their own public Space within the I4MS Community.
f. Working Groups – there are private working groups, either for each of the IAs or for I4MS.

3.4. COLLECTIONS

Collections are used to categorise content that is created and shared in a community. The most usual types of collections to be found across the Fundingbox platform include news articles, events, announcements, and project showcases. The purpose of the collections is to easily sort and classify a specific type of content across the community. This categorisation is extremely useful when searching for a specific information, material or announcement across the communities. For instance, manufacturing SMEs looking for open calls addressed to them could easily find the Change2Twin open call included in the open call collection, right next to other I4MS ones.

The collections (type of content) included in the Change2Twin spaces are:

a. Announcements
b. Events
c. Insights

Moreover, since the Change2Twin Spaces users are intended to be interconnected with other I4MS transversal Spaces and collections, the Change2Twin users can complementarily publish across the I4MS Community using the following type of contents (collection):

a. I4MS Projects and Marketplaces
b. Explore other communities!
c. Showcase
d. Open Calls
e. Guidelines
f. Collections dedicated to other Innovation Actions

4. COMMUNITY GROWTH HACKING PLAN

The idea behind the Change2Twin community is to enhance the visibility of the project and the opportunities it provides for all the actors involved. In addition, we will rely on specialized industry organizations and experts, who will become *ambassadors* of the project, adding to its quality and taking it to the places where our target groups interact. Thus, the growth of the community is expected to be exponential, thanks to the impact of those multipliers.

All these activities will help to increase the number of community members, through which we communicate the project's progress and opportunities, with the final aim to help to enhance the digitisation of European SMEs and Mid-Caps.

The Change2Twin community action plan has been structured following growth hacking funnels and the traditional phases of the inbound marketing methodology. Growth hacking refers to a set of conventional and unconventional marketing actions and experiments to expand a business. Growth hackers build and engage the users using low-cost alternatives, such as social media, viral marketing, targeted advertising, content marketing, influencer marketing, and other tactics to reach a large base of highly qualified leads.

A traditional growth hacking funnel includes the following phases:

Acquisition → Activation → Retention → Revenue,

while taking advantage of the loyalty and referrals of the bottom part of the funnel. This growth hacking funnel combined with a traditional inbound marketing methodology are the most efficient way to build a community and rapidly attract the Change2Twin stakeholders.

Value is added most often through a series of well-curated contents that are targeted to very specific customer segments and stages of the customer journey. It mixes a variety of communication channels including social media, blogs, search engines, and more. This will be further explained in the next section: Content Strategy.

Although FBC is in charge of the community, all consortium partners will be encouraged to contribute to the growth hacking strategy. Of course, FBC will work hand in hand with the WP7 leader TTTech: the responsibility of leading the community strategy falls onto FBC and the responsibility of creating content to feed the strategy falls onto the whole partnership of the project.

4.1. ACQUISITION

The first phase of our growth hacking plan is designed to entice the above-mentioned target groups of Change2Twin to the community. Gaining visibility in front of the right audience and with the right message is crucial to achieving the desired results. Here is a summary of the most important actions that we will undertake to attract stakeholders to the community:

a. **Supportive partners and ambassadors' programme**. Consortium partners shall begin by assembling a list of stakeholders mixing primary targets, potential adopters, media outlets, and other entities who are relevant to the project and may be interested in joining the community and/or contributing to its dissemination. From this initial list of stakeholders, several entities will be selected and contacted, so they engage as supportive partners of the Change2Twin project. This will be a first step to further identify the most active and valuable members of the community to be further engaged as ambassadors of the project.

b. **Announcement on the I4MS environment.** The Change2Twin community will be frequently announced across I4MS' main channels, particularly on its community, social media, and newsletter.

c. **Social media activity**. Through coordination with the WP7 leader TTTech, there will be frequent calls to join the community on the LinkedIn account to help disseminate the project.

d. **Cross-dissemination across I4MS communities**. Posting valuable content and announcements about Change2Twin in the communities hosted under the I4MS umbrella will be highly beneficial to this growth hacking plan.

e. **Open Call dissemination**. The announcements and other posts related to the open call present a great opportunity to attract users to the community, especially given the fact the open call helpdesk will be included inside the Change2Twin community.

f. **Community content**. Attracting new users to the community is great as long as the community has good quality content that brings value to the users. The partners will be regularly asked to contribute with conceptual or technical content of interest.

g. **Email marketing.** We will include the Change2Twin community into the I4MS newsletter and into the I4MS' IAs digests to redirect the most accurate target groups to our community

h. **Other.** We will raise awareness of the community by using as many channels as we identify throughout the project, like the Open Call webinars, our partner's channels or third-party events.

4.2. ACTIVATION

The moment a non-member of the community first visits the community after seeing one of our communications (after the acquisition trigger occurs), our main objective is to convince them to join the Change2Twin community and start interacting in the space. In order to achieve this goal, we will carry out some of the following:

a. **Directly communicate the community's value proposition.** A key to convincing non-members to sign up is to present the Change2Twin community – and indeed, the extended I4MS community – as a cornerstone in terms of the digitization of the manufacturing industry and, in our case, especially through the use of digital twins. We will stress the value of the interaction, the synergies, and the curated content about the latest industry news and breakthroughs.

b. **Compelling content.** The Change2Twin community will be sustainably fed with valuable and relevant content, some of which will be quality technical content created by different project partners. Besides, we will rely on external supportive partners and ambassadors to provide their own content, since they have a deep technical and market expertise to feed the community with the relevant, industry-related content.

c. **Clear Calls-to-Action (CTAs).** Every article published in the community needs to have a clear CTA to keep users engaged and moving towards the goals that we set: join the community, pre-register for a webinar, submit answers in a poll, share an opinion in a comment, and many more options to select from.

d. **Interactive events.** Throughout the duration of the project, at least 8 Q&A sessions and other events will be held. Whenever possible, the registration to these events will be published in the community, so the newly arrived members are enticed to be informed of future events and project-related activities. Moreover, the follow up of the project's events will be carried out within the community, to provide the materials and outcomes of the session and to enable further discussion and interaction.

e. **Open call helpdesk.** As explained above, the community has allowed a specific virtual space where the OC applicants can ask all their questions to the organisers. Since applicants need to sign up to the community to ask their questions, this will be a source of traffic to the community while the OC is running, helping us further engage them.

f. **Project's social media channels and website.** The project's LinkedIn account and the official website bring traffic to the community, helping us reach potential stakeholders, even if they haven't joined yet. As a matter of fact, the Community link is shown in the website as one of the main spaces of the project's virtual environment, as shown in Figure 5.

FIGURE 6: COMMUNITY SECTION ON THE CHANGE2TWIN WEBSITE MENU

4.3. RETENTION

Once the user has joined the community, it is crucial to keep them engaged as much as possible in order to build a thriving community. Here are some examples of retention techniques we will carry out to keep the community alive:

a. **Welcome message.** Every new member will receive an onboarding message when joining the community. This onboarding will be aligned with the I4MS community managers, to send a coherent, unified message to all manufacturing related newcomers.
b. **Monthly email digests.** We will work with I4MS admins to include Change2Twin contents in a monthly email digest sent to members of the community.
c. **Quality and post frequency.** We will use analytics tools and techniques to keep track of the engagement rates on the contents posted in the community, in order to identify the best post frequency and timings and the most engaging contents.
d. **Social monitoring and listening.** We will pay close attention to new publications online related to digital twins, in an attempt to share the best contents in the community.
e. **Conversations.** We will attempt to make the conversation as bidirectional as possible, fostering member comments and feedback to avoid having a continuously one-directional conversation in the community. Engaged members who voice their opinion and share content are members who reap the benefits of the community and see its added value.

4.4. REFERRAL

If the actions implemented during the growth hacking funnel are successful, the referrals will happen organically, that means that the Change2Twin community members will recommend them to the peers. However, we will also work on some referral actions:

a. **Supporting partners**. They are recognised institutions/organisations in fields related to the project, with well-established communication channels and a rooted net of partners and collaborators. They adhere to the values and framework of the project and serve as multipliers of the Change2Twin messages. All the partners have provided a list of potential supporting partners, which has been included in a common document: Stakeholder mapping spreadsheet (see Appendix III). The organisations will be contacted and asked to join the supportive partners programme, in exchange for visibility, cross-dissemination and networking opportunities. Contact with possible Supportive Partners will be coordinated with the I4MS CSA.
b. **Ambassadors.** They are individuals who are highly recognised in the field, who have a proven online presence and are committed to enhance the manufacturing sector. The ambassadors of the project will be selected among the provided stakeholders list (Appendix III) and scouted among the

I4MS ecosystem too. The Change2Twin pool of ambassadors will commit to generate valuable content for the community in exchange for visibility, cross-dissemination, networking opportunities and economic revenue.

c. **Showcasing**. Visibility to SMEs/Mid-Caps testimonials and success stories in the Change2Twin Community and social media channels.

d. **Fundingbox referral programme.** The *Spaces* platform is setting up a referral programme, to be launched at Q2 2021, through which the members of the communities are going to be able to get a reward for each referred member who joins the community. This strategy will enhance new arrivals from the manufacturing sector, provided by the very members of the community.

5. CONTENT STRATEGY

The community strategy is part of the overall communication and dissemination strategy of the project, under WP7 led by partner TTTECH. Thus, although the responsibility for growing and maintaining the Change2Twin community is Fundingbox', it is also our responsibility to always maintain a coherent strategy aligned with the project's objectives in this regard.

5.1 TYPE OF CONTENTS

In the Change2Twin community, we will share the following types of content:

a. **Articles**: news, interviews, success stories.
b. **Announcements**: about the project's activities and milestones, Change2Twin open calls, external open calls, industries massive achievements...
c. **Events**: not only the ones hosted by the project, but also, we will disseminate other events that can be of interest to the members, as well as events hosted by our supportive partners and ambassadors.
d. **Videos**: Change2Twin will provide the community with audiovisual material, especially to raise awareness on the existence of the community itself.
e. **Infographics**: the open call results will be presented in the form of a detailed infographic, to be distributed in the Change2Twin and the I4MS communities, and across the other dissemination channels of the project.

5.2 CONTENT PROVIDERS

Fundingbox defines the community strategy and will contribute to the content curation strategy, supporting task leader TTTech in task T7.1. Change2Twin community will need to be aligned with:

a. **I4MS.** Since the Change2Twin community spaces within I4MS' and we will share content Collections, we will have recurring alignment meetings or at least recurring email exchanges with the community admins. We will also contribute back to the overall I4MS community with Contents about Change2Twin.

b. **PROJECT PARTNERS.** The project partners will provide content for the dissemination of the project on Change2Twin channels.

c. **Supportive partners and ambassadors.** We will actively encourage supportive partners to provide high quality contents to add value for the community members.

6. METRICS, KPIS AND REPORTING

Some KPIs related to the Change2Twin community have already been defined

- 200 Stakeholders mapped and contacted.
- 250 registered users in the community.
- 50 DIHs added to the community.
- Cooperating with 20 Supportive Partners.
- 4 ambassadors over the course of the project.
- 12 webinars (1 per OC + 8 info sessions to promote education and knowledge on digital twinning).

In order to measure these main performance objectives, we will use the following metrics as indicators of the impact of our community strategy, mixing acquisition and behavioural data:

- Total members of the community.
- New members of the community spaces per certain periods.
- Monthly sign ups.
- Total supportive partners registered.
- Total number of posts from supportive partners.
- Total reactions.
- Total comments.
- Engagement rate.

We will use two sources of data to compile our reports:

a. **Google Analytics**: the most widely used analytics tool. This tool is already implemented across the entire Fundingbox platform and will help us track acquisition data for our new members and for unregistered users. It will provide some overall behavioural data to indicate certain engagement levels, such as time on site, number of pages visited per session, and bounce rate.
b. **Fundingbox Community analytics**: FBA's own analytics dashboard available for all community admins on the platform. This tool will allow users to view overall (non-personal) data on community members and community activity, including post frequency and engagement rate.

7. CONCLUSIONS

The Change2Twin Community is one of the elements that shape the Change2Twin active ecosystem, together with the project website and the LinkedIn channel. This ecosystem is built around digital twinning solutions for the manufacturing sector and it is expected to last beyond the duration of the project.

The Change2Twin Community, strategically positioned under the I4MS wider ecosystem, 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 will coordinate the community strategy explained in this document, frequently analysing the impact of the growth hacking actions and the performance of the community content, to identify good practices and strengthen the ones that bring a positive impact to the community members and the project.

FBC will also work closely with all the content providers to make sure we keep an active and vibrant community that brings value to our stakeholders.

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's 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
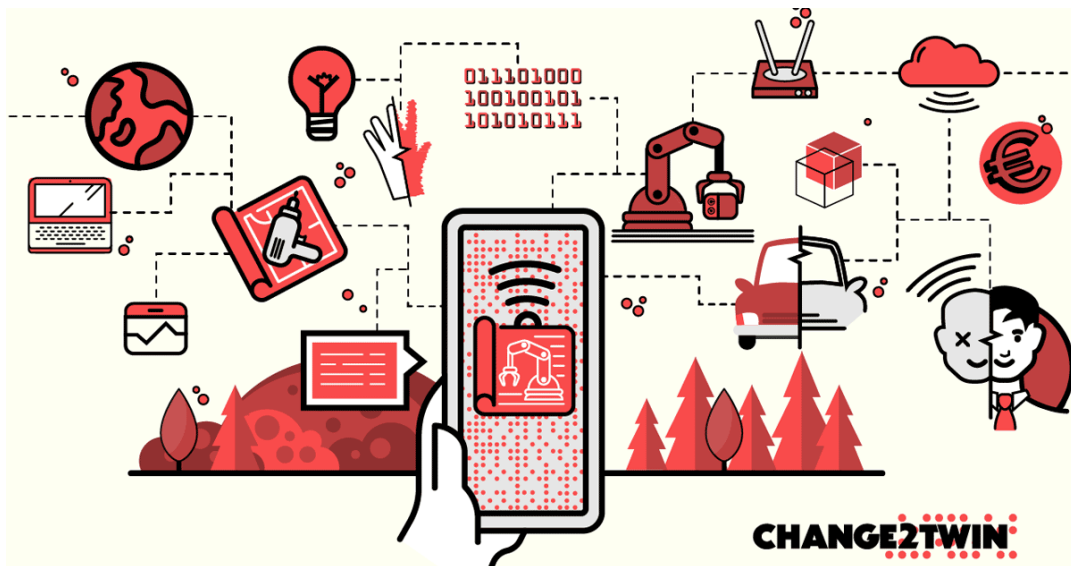
1200*628 download it here

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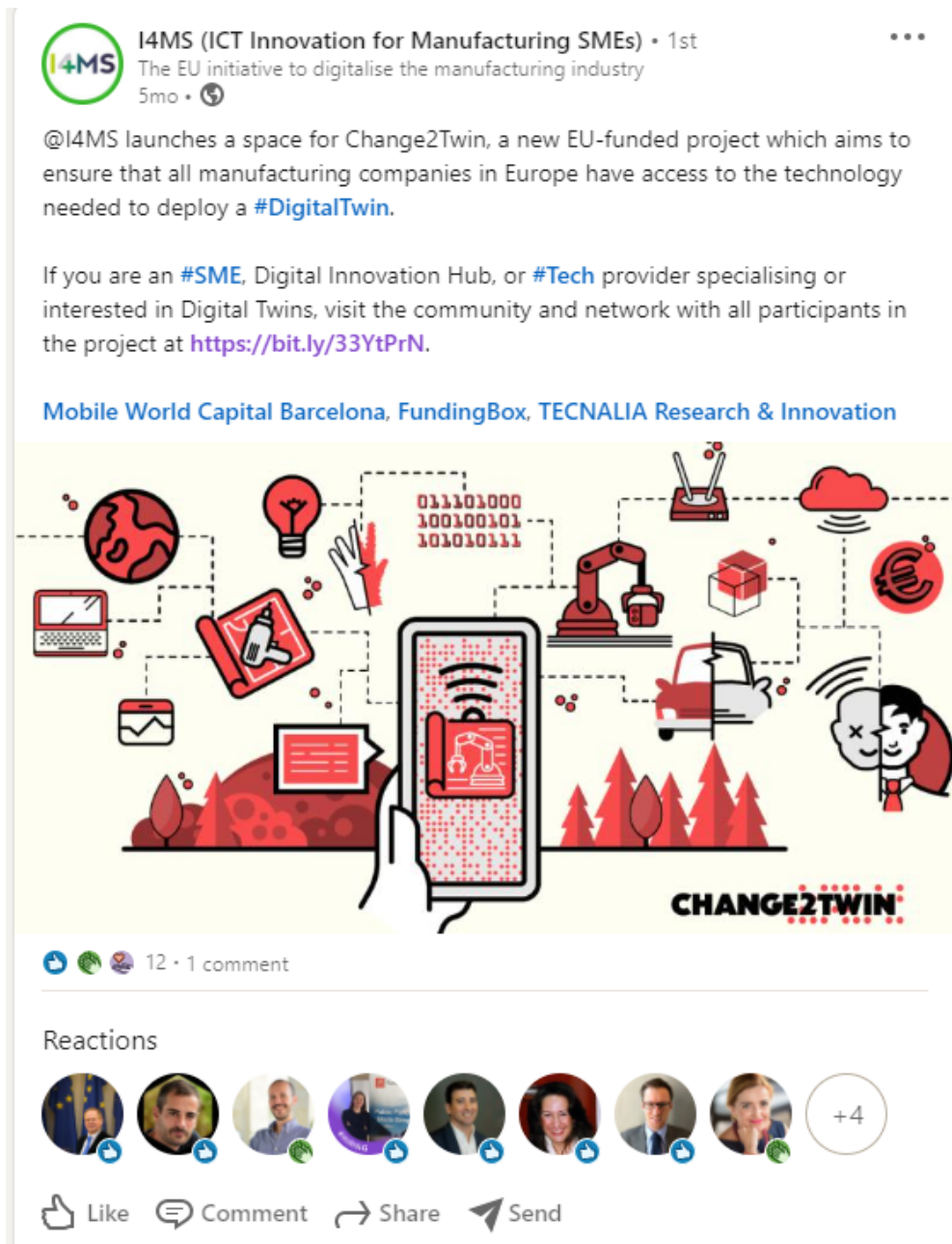
Link to the post: https://www.linkedin.com/posts/i4ms_digitaltwin-sme-tech-activity-6716964922988761089-Ac7Q (retrieved on 02/24/2021)

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:

LinkedIn:

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

APPENDIX III – LIST OF STAKEHOLDERS

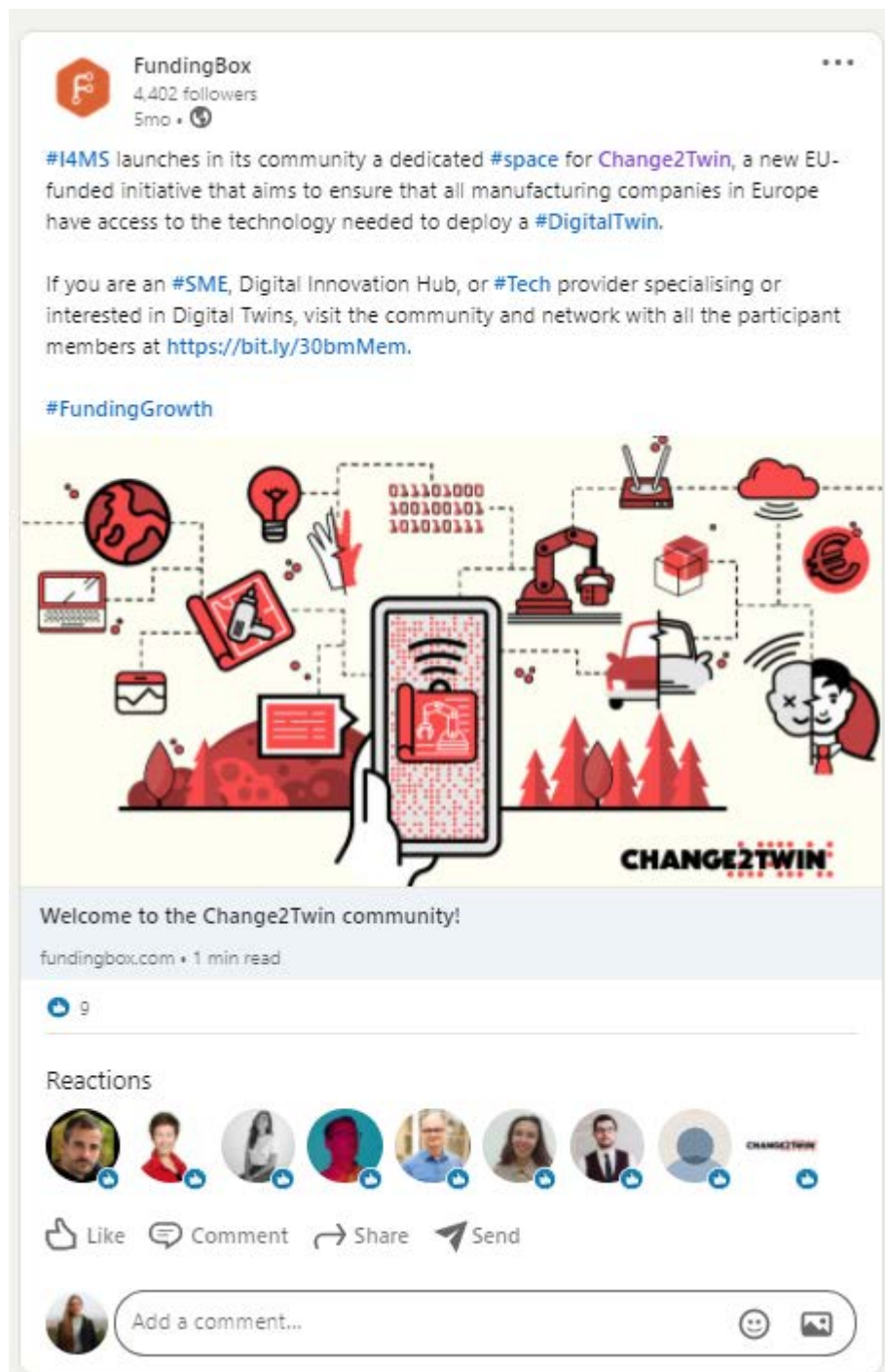| Partner	Project	Title	URL	Country	Type of partner	Partners with personal connections	Responsible person/partner for contact	Comments
4. FBA	Reconcell	Josef Stefan Institute		Slovenia	RTO			
4. FBA	Reconcell	Blue Ocean Robotics		Denmark	R&D Provider			
4. FBA	BemOPPS / AI REGIO / i4MS	Politecnico de Milano		Italy	RTO			
4. FBA	Horse	Eurodyn		Greece	R&D Provider			
4. FBA	Fortissimo 2	University of Edinburgh		United Kingdom	University			
4. FBA	Cloudflow / CloudFactoring	Fraunhofer Institute for Computer Graphics Research		Germany	RTO			
4. FBA	AMABLE	Fraunhofer-Institut für Lasertechnik ILT		Germany	RTO			
4. FBA	MIDIH	EIT Digital		Italy	Private			
4. FBA	VOJEXT	Universidad Politécnica de Madrid		Spain	RTO			
4. FBA	DIGITbrain	CIAOTECH		Italy	SME			
4. FBA	DIH-World	CARSA		Spain	SME			
4. FBA	PULSATE / i4MS	AIMEN		Spain	RTO			
4. FBA	Better Factory / i4MS	VTT		Finland	RTO			
4. FBA	KITT4SME	SUPSI		Switzerland	RTO			
4. FBA	i4MS	Sirris Hub / Data and software innovation	https://i4ms.eu/dih/2nuaSiRKk8FNcfvMr		DIH			
4. FBA	i4MS / DIH2	Innovation Centre Nikola Tesla (CROBOHUB)	https://i4ms.eu/dih/BNoySqUdgpE2Nfdsl	Croatia	DIH			
4. FBA	i4MS	IT4Innovations National Supercomputing Center	https://i4ms.eu/dih/QEfhMYas5BgHC7Aoal		DIH			
4. FBA	i4MS	Danish Technological Institute, Robot Technology	https://i4ms.eu/dih/Xa4ShaWVx58FsFC8FE		DIH			
4. FBA	i4MS	Industry/Brains	http://i4ms.eu/dih/iN5S7meTpaKNwiTsC		DIH			
4. FBA	i4MS	Smartic Robotics	http://i4ms.eu/dih/6HajG6aF6QuhM3DNR	Denmark	DIH			
4. FBA	i4MS	IoT-Compass Hub	https://i4ms.eu/dih/4mT7cpv6wDXEmSTAL		DIH			
4. FBA	i4MS	Smart Manufacturing DIH	https://i4ms.eu/dih/wi9mB2szZqutkRP5X		DIH			
4. FBA	i4MS	Teralab	https://i4ms.eu/dih/77p3acTpROuMSU2T		DIH			
4. FBA	i4MS	Allianz Industrie 4.0 Baden-Württemberg	https://i4ms.eu/dih/p6faQakHTtCqm2A8		DIH			
4. FBA	i4MS	Chemnitz Digital Manufacturing Innovation Hub (MERGE4AM)	http://i4ms.eu/dih/DFwvAA8QoQuiQhPwTM		DIH			
4. FBA	i4MS	Fraunhofer Future Work Lab (FWL)	http://i4ms.eu/dih/qutGapdaDTq2LG36v		DIH			
4. FBA	i4MS	INO Andreas Sobotta	https://i4ms.eu/dih/2dSSWTTXeNewiDt8Ej		DIH			
4. FBA	i4MS	Munich Innovation Hub for Applied AI	https://i4ms.eu/dih/vwmnaiVthCDd0A73a		DIH			
4. FBA	i4MS	Technologie-Initiative SmartFactory KL e.V.	http://i4ms.eu/dih/oP5kdRcs4TaMLBoN		DIH			
4. FBA	i4MS	ManuHub@WG	https://i4ms.eu/dih/Qlcn2L6o9TXvAdTfG6	Hungary	DIH			
4. FBA	i4MS	Innomine Digital Innovation Hub	https://i4ms.eu/dih/5MMAJr8uLR6oCRztHu6		DIH			
4. FBA	i4MS	Intelligent Systems for Production and Resource Optimisatio			DIH			
4. FBA	i4MS	APPOLO HUB of Applications NOW APPOLO HUB	https://i4ms.eu/dih/BtccPN65Q6lccqsL		DIH			
4. FBA	i4MS	Apulia Manufacturing ADMH Hub	http://i4ms.eu/dih/ewrR45c2TWBJmSsBs	Italy	DIH			
4. FBA	i4MS	Associazione Fabbrica Intelligente Lombardia (AFIL)	https://i4ms.eu/dih/Q36wtnBdyZciphSbU		DIH			
4. FBA	i4MS	ASTER DIH			DIH			

CHANGE2TWIN_Stakeholder_Mapping_v3

Partner	Project	Title	URL	Country	Type of partner	Partners with personal connections	Responsible person/partner for contact	Comments
4. FBA	i4MS	ASTER DIH	https://i4ms.eu/dih/Q36wtnBdyZiIoX9bJ		DIH			
4. FBA	i4MS	CICERO Hub	http://i4ms.eu/dih/XeX27MTv4hrqPusPz		DIH			
4. FBA	i4MS	CINECA Consorzio Interuniversitario	http://i4ms.eu/dih/WHszNGA6u4EFnitiC		DIH			
4. FBA	i4MS	Consorzio di Ricerca per l'Energia l'Automazione e le Tecnol	http://i4ms.eu/dih/oemgmQNIH973562bBB		DIH			
4. FBA	i4MS	DIMA Hub	http://i4ms.eu/dih/NVkpouMf8somkbGihr		DIH			
4. FBA	i4MS	Smart Manufacturing Innovation for Lean Excellence centre	http://i4ms.eu/dih/A8PnbwSzEhUjdeNEC		DIH			
4. FBA	i4MS	Stam S.r.l.	http://i4ms.eu/dih/2NRU5Dpc81WJ4g8BouP	italy	DIH			
4. FBA	i4MS	Lithuanian robotic association	http://i4ms.eu/dih/XTcvD8kizhwaEYb8S		DIH			
4. FBA	i4MS	Bionion	https://i4ms.eu/dih/0bJ20Go3349Qtmsi6s		DIH			
4. FBA	i4MS	Centre for Advanced Manufacturing Technologies, Wroclaw	https://i4ms.eu/dih/J65UGGmvdGRHLpoR2zu		DIH			
4. FBA	i4MS	HPC4Poland	http://i4ms.eu/dih/QsdFsyoB6LjX8LdBt		DIH			
4. FBA	i4MS	IoT North Poland	http://i4ms.eu/dih/g2acvMMvfAmyBE5r		DIH			
4. FBA	i4MS	Digital Innovation Hub for Customer-Driven Manufacturing (	http://i4ms.eu/dih/9HHv9XAWFGqS74gRg		DIH			
4. FBA	i4MS	HUBTECS	http://i4ms.eu/dih/N3zu42bHmti74iD		DIH			
4. FBA	i4MS	Serbian Manufacturing Innovation Hub (NOW Belgrade Robo	http://i4ms.eu/dih/isRATbwIHN8Q7FNJ7		DIH			
4. FBA	i4MS	High Performance and Cloud Computing Cross-border Comp	http://i4ms.eu/dih/vdfWNtepl5eKKkRKX		DIH			
4. FBA	i4MS	CIDIHub	http://i4ms.eu/dih/JAn7FPZ8SOFEScZT		DIH			
4. FBA	i4MS	GALician manufAcTuring innovation consortiA (GALACTICA)	http://i4ms.eu/dih/vSBr4SRiowZkyPxltn		DIH			
4. FBA	i4MS	HUB-4-MANUVAL	http://i4ms.eu/dih/QvmmsBFAr775rfetennu		DIH			
4. FBA	i4MS	IK4-TEKNIKER	https://i4ms.eu/dih/F2oT9xRMiH6A5YLt22		DIH			
4. FBA	i4MS	Innovalia ZDM Digital Innovation Hub	https://i4ms.eu/dih/FkiseSSX7AJiCkl2Tg		DIH			
4. FBA	i4MS	Insomnia Digital innoval Hub	http://i4ms.eu/dih/xFA85upomHNWv6WGG2PF		DIH			
4. FBA	i4MS	ITECAM	http://i4ms.eu/dih/PaiRtulbHmNQaiK4C		DIH			
4. FBA	i4MS	NAVARDOMH-HUB	http://i4ms.eu/dih/Xdmn2Bf5ekq7kRLMH		DIH			
4. FBA	i4MS	RIOHUB	http://i4ms.eu/dih/Wv2NNR3tMbcFfaJzh		DIH			
4. FBA	i4MS	STIMULU HUB	http://i4ms.eu/dih/bDJ38u2fBvk8808ir		DIH			
4. FBA	i4MS	Tecnocampus Technology Park	https://i4ms.eu/dih/cEBahYmb33kcTbXWE	Spain	DIH			
4. FBA	i4MS	Chalmers Smart Industry Hub (CSI-Hub)	http://i4ms.eu/dih/rfavpt49pmt9r9aB		DIH			
4. FBA	i4MS	Hub-laboratory Internet of Things (HUUT)	http://i4ms.eu/dih/TTkObEZjYCJ5txxuf		DIH			
4. FBA	i4MS	Digital Manufacturing Innovation Hub Wales (DMIW)	http://i4ms.eu/dih/Jd8eh8WiBe6YtecJp		DIH			
4. FBA	i4MS	EPCC	https://i4ms.eu/dih/XKCcMpHOw9Qinxphn		DIH			
4. FBA	i4MS	Manufacturing Technology Centre	http://i4ms.eu/dih/JssdwJ4oeaAqdh5zJ		DIH			
4. FBA	i4MS	Optimise Hub	http://i4ms.eu/dih/X2G1Wxo6a2oxrFHzK		DIH			
4. FBA	i4MS	Scottish Digital Innovation Hub	http://i4ms.eu/dih/7PRFHwOgrEuGaddig		DIH			
4. FBA	DIH2	Lithuanian Robotics Association (LRA)	http://s3platform.jrc.ec.europa.eu/digital-innc	Lithuania	DIH			
4. FBA	DIH2 / i4MS	SMACC	http://s3platform.jrc.ec.europa.eu/digital-innc	Finland	DIH			

Change2Twin

(DT-ICT-03-2020-951956)

CHANGE2TWIN_Stakeholder_Mapping_v3

Partner	Project	Title	URL	Country	Type of partner	Partners with personal connections	Responsible person/partner for contact	Comments
4. FBA	DIH2 / I4MS	SMACC	http://s3platform.jrc.ec.europa.eu/digital-innc	Finland	DIH			
4. FBA	DIH2 / I4MS	Irish Manufacturing Research (IMR)	http://s3platform.jrc.ec.europa.eu/digital-innc	Ireland	DIH			
4. FBA	DIH2	Catalonia AI DIH	http://s3platform.jrc.ec.europa.eu/digital-innc	Spain	DIH			
4. FBA	DIH2	DIH for Smart Manufacturing -Pomurje Technology Park	http://s3platform.jrc.ec.europa.eu/digital-innc	Slovenia	DIH			
4. FBA	I4MS/SMART4ALL	Hub 4.0 of Manufacturing Sectors in Valencian Region	http://s3platform.jrc.ec.europa.eu/digital-innc	Spain	DIH			
4. FBA	DIH2 / I4MS	iMan Norte Hub – Digital Innovation Hub for Customer-Drive	http://s3platform.jrc.ec.europa.eu/digital-innc	Portugal	DIH			
4. FBA	DIH2 / I4MS	PIAP HUB	http://s3platform.jrc.ec.europa.eu/digital-innc	Poland	DIH			
4. FBA	DIH2	Linz Center of Mechatronics GmbH (LCM)	http://s3platform.jrc.ec.europa.eu/digital-innc	Austria	DIH			
4. FBA	DIH2	Transilvania Digital Innovation Hub	http://s3platform.jrc.ec.europa.eu/digital-innc	Romania	DIH			
4. FBA	I4MS	Fraunhofer IPA - Robot and Assistive Systems	http://s3platform.jrc.ec.europa.eu/digital-innc	Germany	DIH			
4. FBA	DIH2 / I4MS	CERTH	http://s3platform.jrc.ec.europa.eu/digital-innc	Greece	DIH			
4. FBA	DIH2	Cyprus Digital Innovation Hub	http://s3platform.jrc.ec.europa.eu/digital-innc	Cyprus	DIH			
4. FBA	DIH2 / I4MS	Robovalley Delft	http://s3platform.jrc.ec.europa.eu/digital-innc	The Netherlands	DIH			
4. FBA	DIH2 / I4MS	DIGIMAT DIH	http://s3platform.jrc.ec.europa.eu/digital-innc	Czech Republic	DIH			
4. FBA	DIH2	AmLab	http://s3platform.jrc.ec.europa.eu/digital-innc	Hungary	DIH			
4. FBA	DIH2	Ventspils High Technology Park (VHTP)	http://s3platform.jrc.ec.europa.eu/digital-innc	Latvia	DIH			
4. FBA	DIH2	Stena Industri Innovation Hub	http://s3platform.jrc.ec.europa.eu/digital-innc	Sweden	DIH			
4. FBA	RobotUnion	Made	https://www.made.dk/	Denmark	Project partner			
4. FBA	RobotUnion	Tecnalia	https://www.tecnalia.com/en/	Spain	Project partner			
4. FBA	I4MS	RECENDT - Research Center for Non-Destructive Testing GmbH		Austria				
4. FBA	I4MS	Foundation "Cluster Information and Communication Technologies" - Bulgarian ICT Cluster		Bulgaria				
4. FBA	I4MS	Technology park Bjelovar / hub.in Bjelovar		Croatia				
4. FBA	I4MS	DevisionX		Egypt				
4. FBA	I4MS	Digiotouch		Estonia				
4. FBA	I4MS	Smart Anything Everywhere Initiative		Europe				
4. FBA	I4MS	The 5G Infrastructure Association		Europe				
4. FBA	I4MS	FIT4FoF		Europe				
4. FBA	I4MS	Robocoast DIH		Finland				
4. FBA	I4MS	GRAND E NOV		France				
4. FBA	I4MS	DIHNAMIC - Digital Innovation Hub for Nouvelle-Aquitaine Manufacturing Industry Community		France				
4. FBA	I4MS	Faubourg Numérique		France				
4. FBA	I4MS	Added Value DIH		Hungary				
4. FBA	I4MS	t2i - trasferimento tecnologico e innovazione		Italy				
4. FBA	I4MS	Digital Innovation Hub Vicenza - Confartgianato Imprese		Italy				
4. FBA	I4MS	CENOS		Latvia				
4. FBA	I4MS	Sunrise Valley Science and Technology Park		Lithuania				

CHANGE2TWIN_Stakeholder_Mapping_v3

	Partner	Project	Titel	URL	Country	Type of partner	Partners with personal connections	Responsible person/partner for contact	Comments
107	4. FBA	I4MS	Sunrise Valley Science and Technology Park		Lithuania				
108	4. FBA	I4MS	INTECHCENTRAS		Lithuania				
109	4. FBA	I4MS	LAC / Smart Welding Factory		Netherlands				
110	4. FBA	I4MS	University of Belgrade - School of Electrical Engineering		Serbia				
111	4. FBA	I4MS	Arctur d.o.o.		Slovenia				
112	4. FBA	I4MS	Factoria del Futuro		Spain				
113	4. FBA	I4MS	Industry 4.0 Today		Spain				
114	4. FBA	I4MS	Technology Park of Andalucia, S.A.		Spain				
115	4. FBA	I4MS	Linknovate		Spain				
116	4. FBA	I4MS	Swiss Alliance for Data-intensive Services		Switzerland				
117	4. FBA	I4MS	Association of Industrial Automation of Ukraine		Ukraine				
118	5. TNO	SMITZH	Airborne		The Netherlands	SME	TNO	Jeroen Broekhuijsen	
119	5. TNO	Machinaide	Lely		The Netherlands	SME	TNO	Jeroen Broekhuijsen	
120	5. TNO	SMITZH	Focus-on		The Netherlands	SME	TNO	Peter Lalloli	
121	5. TNO		Viscon		The Netherlands	SME	TNO	Peter Lalloli	
122	2. TTTECH	1-Swarm	Synesis Consortium	https://www.synesis-consortium.eu/	Italy	SME	TTTech	Francesca Flamigni	
123	2. TTTECH	1-Swarm	NxtControl	https://www.nxtcontrol.com/en	Austria	Project partner	TTTech	Francesca Flamigni	
124	2. TTTECH	1-Swarm	AFAG Automation AG	https://www.afag.com/en/home.html	Switzerland	Project partner	TTTech	Francesca Flamigni	
125	DIH Mapping	Support Letter	DIHBU Industry 4.0	www.dihbu40.es	Spain	DIH			
126	DIH Mapping	Support Letter	t2i – trasferimento tecnologico e innovazione s.c. a r.l.	https://www.t2i.it/dih	Italy	DIH			
127	DIH Mapping	FBA contact	PRODUTECH - Pólo das Tecnologias de Produção	http://www.produtech.org/	Portugal	DIH			
128	DIH Mapping	TTTech contact	ComoNext (Innovation hub)	https://www.comonext.it/	Italy	DIH			
129	DIH Mapping	IR contact	Minalogic	https://www.minalogic.com/	France	DIH			
130	DIH Mapping	I4MS contact	Aragon DIH, coordinated by ITAINNOVA	www.aragondih.com	Spain	DIH			
131	DIH Mapping	Support Letter / TTTech contact	Swiss Smart Factory	https://www.sipbb.ch/forschung/swiss-smart-	Switzerland	DIH			
132	DIH Mapping	Support Letter / TTTech contact	DIGIMAT: South Moravian Digital Manufacturing Hub	https://www.dih-digimat.cz	Czech Republic	DIH			
133	DIH Mapping	Support Letter / SINTEF contact	Digital Norway ToppIndustrisenteret	https://digitalnorway.com/	Norway	DIH			
134	DIH Mapping	Partners contact	Intelligent Systems for Production and Resource Optimisatio	http://www.acornresearch.ie/i4prod/	Ireland	DIH			
135	DIH Mapping	TTTech contact	Linz Centre of Mechatronics	https://www.lcm.at/	Austria	DIH			
136	DIH Mapping	Partners contact	DIH Region de Murcia		Spain	DIH			
137	DIH Mapping	DIHs contact	ITI Data Hub (The Data Cycle Hub)	https://thedatacyclehub.com/	Spain	DIH			
138	DIH Mapping	TNO contact	SMITZH DIH	https://www.smitzh.nl/en/	Netherlands	DIH			
139	DIH Mapping	TTTech contact	National Centre of Robotics	https://nacero.sk/language/en/	Slovakia	DIH			
140	DIH Mapping	SINTEF contact	CENSSS (proposed to become EDIH AURORA in 2021	https://www.mn.uio.no/its/	Norway	DIH			
141	DIH Mapping	FBA contact	iMan Norte Hub	https://www.imannortehub.com/	Portugal	DIH			
142	DIH Mapping	TNO contact	Brainport Industries Campus - Factory of the Future	https://www.brainportindustriescampus.com/	Netherlands	DIH			

CHANGE2TWIN_Stakeholder_Mapping_v3 — File Edit View Insert Format Data Tools Add-ons Help — Last edit was 53 minutes ago

Partner	Project	Title	URL	Country	Type of partner	Partners with personal connections	Responsible person/partner for contact	Comments
DIH Mapping	TNO contact	DIH High Tech Software Cluster	https://hightechsoftwarecluster.nl/digital-inno	Netherlands	DIH			
DIH Mapping	TNO contact	TNO Holst Centre	https://www.holstcentre.com/	Netherlands	DIH			
DIH Mapping	TNO contact	Dutch Optics Centre (DOC)	http://www.dutchopticscentre.com/	Netherlands	DIH			
DIH Mapping	TNO contact	5G Fieldlab 5Groningen	https://www.5groningen.nl/	Netherlands	DIH			
DIH Mapping	TNO contact	AMSYSTEMS Center	http://amsystemscenter.com/	Netherlands	DIH			
DIH Mapping	Support Letter	Bi-Rex	https://bi-rex.it/	Italy	DIH			
DIH Mapping	Support Letter	Hub 4.0 of Manufacturing Sectors in Valencian Region	http://hub4manuval.ai2.upv.es/	Spain	DIH			
DIH Mapping	Support Letter	SMACC - Smart Manufacturing	http://smacc.fi/	Finland	DIH			
DIH Mapping	Support Letter	DIH Andalucia Agrotech	https://juntadeandalucia.es/organismos/agric	Spain	DIH			
DIH Mapping	Support Letter	MaDIH: Manufacturing Digital Innovation Hub	https://madih.fundingbox.com/	Spain	DIH			
DIH Mapping	Support Letter	MEDUSDIH - Apulian Mechatronics Technological Cluster and	http://www.medisdih.it/wp/en/services-2/	Italy	DIH			
DIH Mapping	Support Letter	RIOHUB Hub de la Industria 4.0 en La Rioja para implement	http://riohub.fundingbox.com/	Spain	DIH			
DIH Mapping	TTTech contact	MIADE - Competence Center	https://www.made-cc.eu/	Italy	DIH			
DIH Mapping	Partners contact	Smart Industry Hub South	https://smartindustry.nl/hubs/zuid	Netherlands	DIH			
DIH Mapping	Partners contact	Smart Connected Supplier Network (connected to SI hub sol	https://smartconnected.t4smm.nl/#/Home	Netherlands	DIH			
DIH Mapping	Partners contact	Bulgarian Innovation and Technology Hub - DigiTech 4.0	https://industry4bg.com/	Bulgaria	DIH			
DIH Mapping	Partners contact	AREA Science Park - IP4FVG	https://www.ip4fvg.it/	Italy	DIH			
DIH Mapping	Partners contact	Digital Hub Logistics	https://digitalhublogistics.com/ecosystem/	Germany	DIH			
DIH Mapping	Support Letter/ Partners contact	Energy Valley	https://energyvalley.no/	Norway	DIH			
DIH Mapping	TTTech contact	DIH West	https://dih-west.at/	Austria	DIH			
DIH Mapping	S3 info	DIH West Region Romania	http://www.tehimpuls.ro/en/digital-innovation	Romania	DIH			
DIH Mapping	DIH2 contact (FBA)	Cyprus Digital Innovation Hub	https://www.cyric.eu/cydi_hub/	Cyprus	DIH			
DIH Mapping	I4MS contact	Lithuanian robotic DIH (LTroboticsDIH)	http://www.ltrobotics.eu/en/digital-innovatio	Lithuania	DIH			
DIH Mapping	DIH2 contact (FBA)	Industrial Research Institute for Automation and Measurem	http://www.hub.piap.pl/	Poland	DIH			
DIH Mapping	DIH2 contact (FBA)	DIH for Smart Manufacturing -Pomurje Technology Park	http://www.p-tech.si/	Slovenia	DIH			
DIH Mapping	I4MS contact	Auvergne-Rhône-Alpes DIH (RMDIH)	http://i4ms.eu/dih/LN4avEdekox3HfqxLpT	France	DIH			
DIH Mapping	I4MS contact	Irish Manufacturing Research	http://i4ms.eu/dih/q2JJt6Ct6xtkBGDmn	Ireland	DIH			
DIH Mapping	I4MS contact	4M.0 Hub	http://i4ms.eu/dih/7B2sRTSo6GHnw2AFn	Italy	DIH			
DIH Mapping	I4MS contact	Politecnico Di Milano (POLIMI)	http://i4ms.eu/dih/F8kY9SAxP9Y2bh8B6	Italy	DIH			
DIH Mapping	I4MS contact	iAsturias 4.0	http://i4ms.eu/dih/JuxDsOLD68MPwAa9Z	Spain	DIH			
DIH Mapping	I4MS contact	DI-MESH, NOW Scottish Digital Innovation Hub		United Kingdom	DIH			
DIH Mapping	DIH2 contact (FBA)	Amlab	http://s3platform.jrc.ec.europa.eu/digital-innc	Hungary	DIH			
2. TITTECH		Saltzburg Research	https://www.saltzburgresearch.at/	Austria	RTO		Marcela	Recent publication on DT (German) https://www.salzburgresearch.at/publikation/digital-twins-im-anlagen-liebenszyklus/

CHANGE2TWIN_Stakeholder_Mapping_v3

File Edit View Insert Format Data Tools Add-ons Help   Last edit was 54 minutes ago

Partner	Project	Title	URL	Country	Type of partner	Partners with personal connections	Responsible person/partner for contact	Comments
2. TTTECH		MCI	https://www.mci.edu/	Austria	University		Marcela	Competence Centre Digital Twin established at MCI (2019): https://www.mci.edu/de/medien/news/17 60-mci-startet-kompetenzzentrum-digitaler -zwilling
2. TTTECH	DIH2	Linz Centre of Mechatronics (LCM)	https://www.lcm.at/project/autonomer-digita	Austria	R&D Provider		Marcela	
2. TTTECH	DIH2, Better Factory	National Centre of Robotics (NACERO)	http://nacero.sk/language/en/	Slovakia	University		Marcela	The Centre is linked to the university and is also acting as DIH
2. TTTECH		FH Salzburg / Digitales Transferzentrum	https://fh-salzburg.ac.at/forschung/forsc	Austria	RTO		Marcela	
2. TTTECH		CDP - Center for Digital Production	https://acdp.at/de/en/	Austria			Marcela	DIH in preparation
2. TTTECH		Know Center	https://www.know-center.tugraz.at/en/about-	Austria	RTO		Marcela	
2. TTTECH		PROFACTOR Cognitive Robotics and Factory HUB	https://www.profactor.at/loesungen/simulatio	Austria	RTO		Marcela	
2. TTTECH		SOVA Digital	https://sova.sk/	Slovakia	SME		Marcela	
2. TTTECH		Virtual Vehicle Research Center		Austria	RTO		Marcela	
2. TTTECH		Národní centrum Průmyslu 4.0	https://www.ncp40.eu/	Czech Republic	DIH		Marcela	National Centre for Industry 4.0
2. TTTECH		Holo-Light		Austria	SME		Marcela	