

CONTENT CREATION, DISSEMINATION AND COMMUNITY ACTIVITIES REPORT YEAR 1

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EXECUTIVE SUMMARY

This deliverable describes the work carried out by consortium partners in Work Package 7 Communication, dissemination and community building and covers the period from June 2020 to May 2021 (first project year). It provides an overview of past activities, an outlook on planned activities and evaluates the status of KPIs.

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1 INTRODUCTION

This deliverable describes the work carried out by consortium partners in Work Package 7 Communication, dissemination and community building. This report covers the **first year of the project (June 2020 – May 2021)** and will be followed by **three yearly updates in M24, M36 and M48**. The goal of this report is to provide an overview of past activities, provide an outlook on planned activities and evaluate the status of KPIs.

This deliverable builds upon **D6.1 Plan for the Exploitation and Dissemination of Results**, which was submitted in M4 and contained the initial dissemination strategy. It also complements recently submitted (M8, M9) **deliverables D7.1 and D7.2 dealing specifically with Change2Twin community**.

The activities of WP7 in the first year can be broken down into two blocks. The **first block (M1-M6)** was marked by **onboarding activities**, most importantly the definition and technical setup of the communication channels and definition of the dissemination and communication strategy. We focused on the most efficient way of interacting with our target groups, while taking into account all legal regulations, especially GDPR. In the **second block (M7-M12)** we were already able to work in a **fully operational mode**: raise attention of our target groups via our communication channels, organize successful dissemination activities, such as webinars and establish valuable cooperation with external partners who help us amplify the impact of our message through their channels.

In the first year of the project, WP7 has also established many **internal ties across other work packages**, which were vital to be able to inform the public about the developments in the project and its manifold offerings. The connections between work packages are strengthened also by **regular monthly WP7 alignment meetings** of core partners organised by TTTech.

The proposal was written before **COV-19** and counted on many **face-to-face** disseminating activities, such as conferences, trade shows and similar. This was not possible in year 1, nevertheless, the project did not suffer from lacking exposure. On the contrary, the epidemics enabled us to be present at diverse online events and connect with participants from all over Europe even without traveling. However, since physical meetings did not take place, we did not produce any printed materials and instead our dissemination activities were purely virtual/digital.

We decided to structure this deliverable according to tasks as they were described in the proposal. Thanks to this structure it will be easier to follow the progress of the work package in the upcoming yearly reports.

2 REPORT: WP7 COMMUNICATION, DISSEMINATION AND COMMUNITY BUILDING – YEAR 1

2.1 TASK 1: CONTENT CREATION AND DISSEMINATION ACTIVITIES (M1-M48)

This task was started in the first month of project implementation, in June 2020. The activities defined in this task were manifold and cross-cutting, requiring synergies with other tasks within the work package but also cooperation with other work packages, especially WP6 (Sustainability), but also others (WP1, WP2, WP3). This has proven to be a successful scenario enabling direct information flow in both ways – from the project to the public but also from the clients towards the consortium. In the first year, the activities in this task were abundant (due to onboarding activities) and therefore this part of the report will be the longest.

When speaking about onboarding, this meant several important tasks which had to be done as soon as possible:

- Visual identity of the project (branding): logo, banner, templates for flyers, power points, deliverables...
- Contact email for external queries
- Generic project presentation
- Website
- LinkedIn channel
- YouTube channel
- Community

In the following text we will look more closely at the individual communication tools and activities.

2.1.1 Visual identity of the project

In order to give the project a branding we have asked the graphic designer in SINTEF to propose branding of the project. We have agreed on the following **logo**:



Figure 1: Change2Twin logo

We decided for a combination of contrast colours black, red and white with a dotted background. Based on this basic idea the graphic designer created the following **banner** for the project:



Figure 2: Change2Twin banner

The banner is showing Change2Twin values and what it wants to achieve: through using of modern digital technologies, such as digital twin, companies should be able to work more efficiently (i.e., be connected and save money), operate remotely and last but not least protect the environment. The banner helps us to convey our message to the public in a visual way.

The banner is used on project website, LinkedIn channel, public documents and as a background for speakers in online meeting tools/video recordings.

When the basic look & feel was decided, we have proceeded to create branded templates for various documents, such as deliverables, flyers, power points. And finally, we have created the generic PowerPoint presentation which is used by our speakers at different occasions. Obviously, the deck of slides can be customized by each speaker according to the focus and length of his/her presentation. The **generic PowerPoint presentation** can be downloaded from the project website: https://www.change2twin.eu/wp-content/uploads/2021/05/C2T_Generic-presentation.pdf

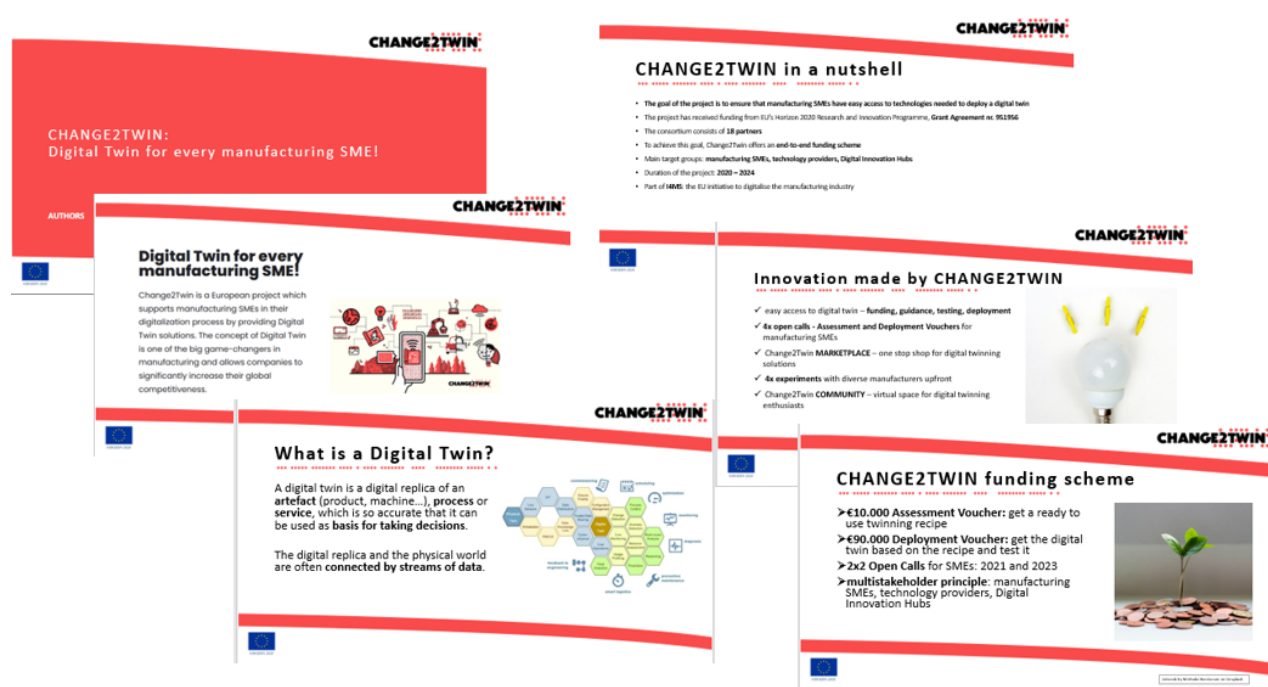


Figure 3: Snapshot of slides from the generic powerpoint presentation

2.1.2 Contact email for external queries

As a next step after creating project branding, we decided to establish a central contact email address for external queries: hello@change2twin.eu

Emails sent to this address are received by project coordinator and he then either answers them directly or sends to the respective work package leader. This email address is indicated as central contact address on project website but also on our generic PowerPoint presentation:



Figure 4: Example of contact email indication on a closing powerpoint slide

This is an efficient and professional way of channelling general external queries to a central point instead of indicating personal email addresses of consortium members.

Seeing this as a practical solution, we have established further specific email addresses, such as:

- di@change2twin.eu (for DIHs interested in cooperation)
- marketplace@change2twin.eu (for technology providers interested to be listed on project marketplace)
- opencalls@change2twin.eu (for any questions related to the open calls)
- assessment@change2twin.eu (for any questions related to the use of the digital and readiness assessment tools).

2.1.3 Website

When the branding of the project was approved, it was possible to establish the project website with a corresponding colour scheme. PSNC has bought the domain www.change2twin.eu and TTTech worked together with PSNC on the setup of the website. PSNC was responsible for the technical set up of the webpage using a WordPress template, TTTech has defined the structure and provided the texts. The website was **fully launched on 24 September 2020 (M4)**.

The website is the 360° source of information about the project for the public, therefore most information contained on the website is static (regularly updated and extended, though). The dynamic part of the website is the blog and events section. The blog provides latest news from the project and is updated on average twice a month.

2.1.3.1 Website structure

The website has a straightforward structure with a top menu pointing to the most important elements of the project:

- information about the project & consortium ([About](#))
- definition of [digital twin](#)
- pages dedicated to the [pilot experiments](#)
- pages about the [open calls](#) (regularly updated)
- link to [Community](#) (external link)
- information about the [marketplace](#) (to be replaced by direct link as soon as marketplace is released)

- and finally the obligatory contact page.

In addition to that, in the top part the website, next to the top menu, resides the link to Change2Twin LinkedIn channel and the search tool.

In the central part of the homepage, under the short text about the project, we placed a red “Contact us” button, which triggers a new email to hello@change2twin.eu.

The secondary menu of the website is represented by the red ribbon with project offerings clustered according to the three most important target groups (clients): **Digital Innovation Hubs (DIH), manufacturing SMEs and technology providers.**

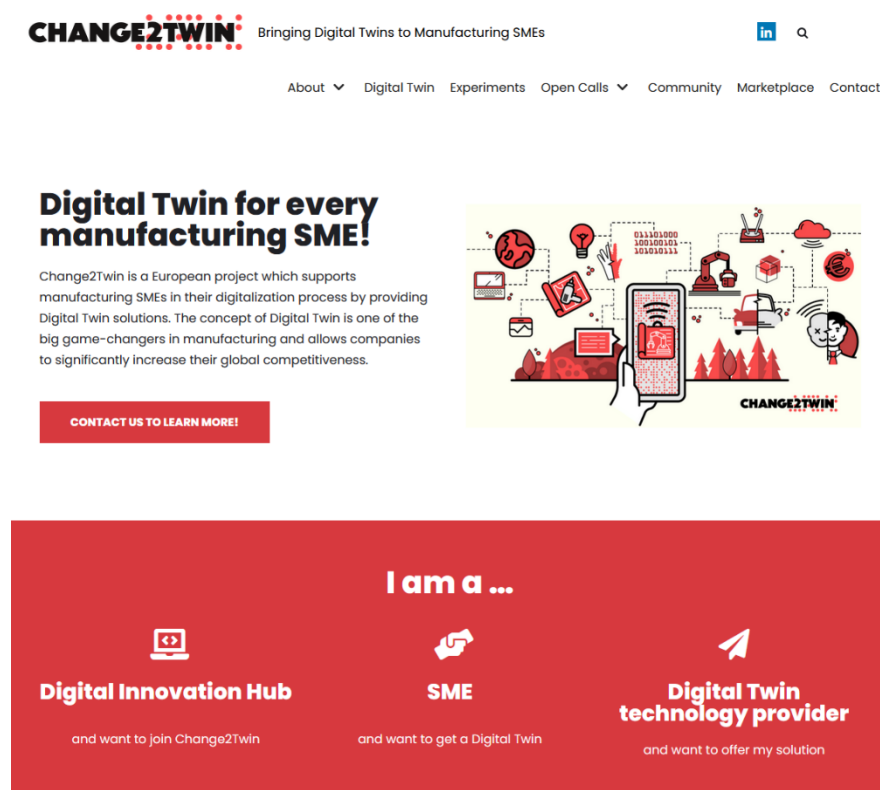


Figure 5: Screenshot from project homepage (top part), www.change2twin.eu

The bottom part of the homepage is dedicated to **blog articles (latest news)** about current topics (dynamic content) and **event announcements**. At the bottom of the page, we placed the reference to the EC funding and the I4MS logo. In this part we also placed the legal information ([Privacy and Terms](#)) and again reference to our contact page.

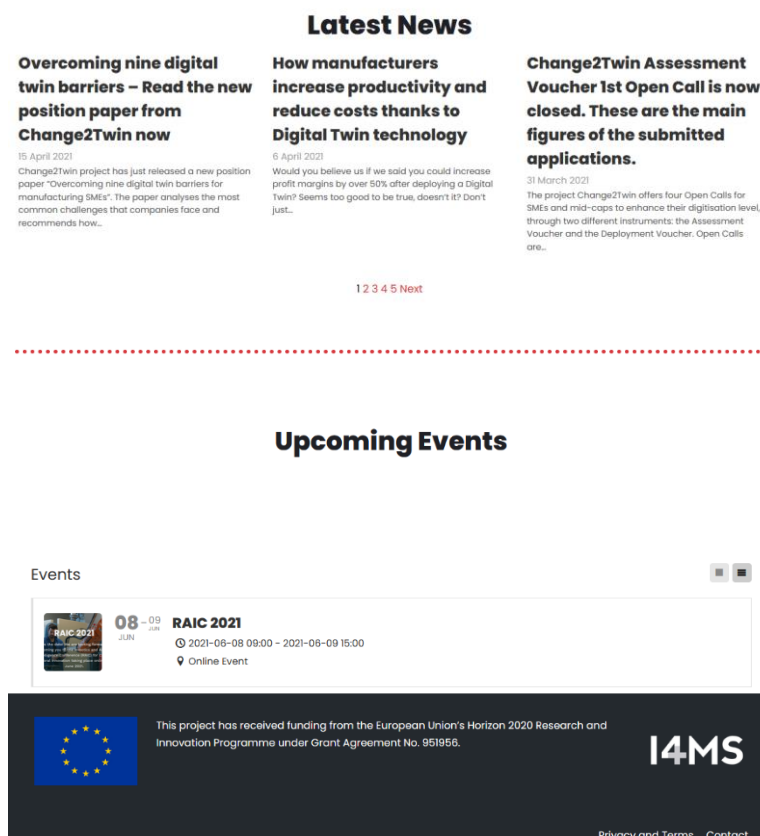


Figure 6: Screenshot from project homepage (bottom part), www.change2twin.eu

2.1.3.2 Role of the project website & statistics

The website represents the **central communication and reference point** of the project. In all our communication activities we refer to the project website which guides the reader to the other communication outlets of our project: the LinkedIn channel and the Community (and vice-versa).

As indicated above, the website consists of static and dynamic content. The **static content** is information about the consortium, about the digital twin technology, information for the individual target groups and basic description of the open calls. This provides the reader with 360° overview about the project and "the rules of the game". Of course, we update and extend the static part of the website as we go (e.g., deadlines of open calls, new DIHs in the network...) but the structure stays the same.

On the other hand, the **dynamic content** is represented by the **blog (latest news)** and **event sections**. Our goal is to publish **on average two blog articles per month**. The newly published blog articles are always promoted on LinkedIn and posted in Community. The contributions for blog are written by partners (according to the topic) and edited to the final publishable form by TTTech as content curator. The topics, responsibilities and deadlines are assigned during monthly WP7 alignment meetings.

With the launch of the website, we have also launched a GDPR conform **website statistics tool** (Matomo, ex-PIWIK), which is operated by PSNC. PSNC provides detailed but anonymized monthly reports to TTTech.

Since its launch, the website has experienced considerable growth in terms of number of visitors. Which can be seen from the following figure. Obviously, the frequency of visits was strongest during the campaign for

the 1st open calls, as companies were looking for the information and documents for their submission. The frequency of website visits dropped, as expected, after the closure of the call.

Visits Summary

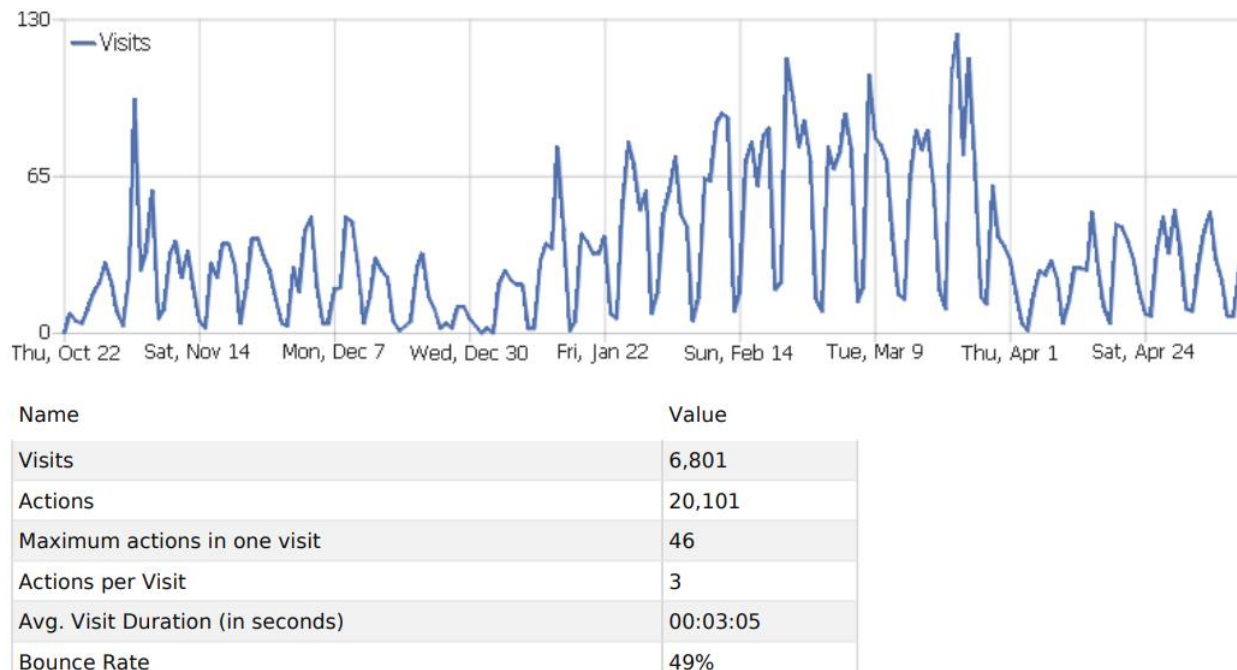


Figure 7: Statistics of website visits

2.1.4 A complete website statistics report from its launch in late September 2020 (M4) until mid-May 2021 (M12) is in Annex 1. LinkedIn Channel & other social media

The Change2Twin LinkedIn channel was established at the same time as the project website was launched, since it did not seem reasonable to start before as we can link out to the website. LinkedIn serves the project as one of the two outlets for dynamic content, which means that postings are more frequent than on the website (**on average 2 posts per week**). LinkedIn is a social medium and thus allows us to post not only our own content but also to repost relevant content by external partners (and have our own content reposted by external partners too).

After a short discussion in consortium, we have agreed to select only one social media channel for active dynamic communication. This decision was made to keep the efforts related to curation/creation of social media content in reasonable amount and at the same time to be more focused. The choice was clear – the channel that we selected was **LinkedIn** because of its international coverage, popularity among our professional target group and allowing good visibility and interaction with our project. We have established this company website: www.linkedin.com/company/change2twin

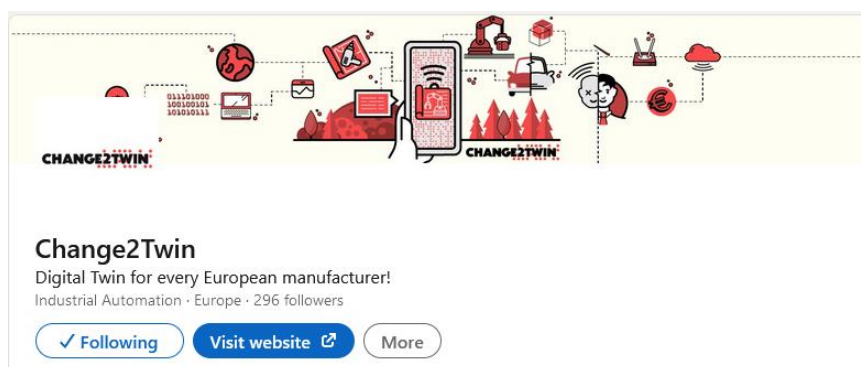


Figure 8: Screenshot of Change2Twin LinkedIn company page (date: 3 May 2021)

The LinkedIn channel has currently more than 300 followers, most of them are European manufacturers, scientists, and policy makers. Our own content is often reposted by I4MS and several DIHs from our network. The engagement rate is very good – the posts are getting attention in the form of likes, comments, reposts, which amplifies their exposure, attracting new followers.



Figure 9: Example of a successful recent post

We are using tools like LinkedIn Events to raise awareness about events organized by Change2Twin. As regards hashtags, we stick to #digitaltwin and a few generic ones, such as #webinar, #manufacturing, #opencall but do not overload the postings with these as their impact is not quite clear.





In this reporting period we used paid advertisements on LinkedIn to promote the Assessment Voucher call. The campaign was led by FundingBox and it lasted from 15 February to 17 March 2021. For this purpose, FundingBox developed several animated gifs announcing the call, the webinar for applicants and informed about the approaching deadline.



Figure 10: Example of a sponsored banner on LinkedIn

In addition to LinkedIn, Change2Twin has established a [YouTube channel](#) to host recordings from webinars, presentations, and interviews. This channel is intended to be just a tool for hosting video content, but it is not actively promoted as a separate communication channel. The videos are embedded on the website and promoted via LinkedIn. Currently, the channel hosts **15 recorded talks/webinars** delivered by Change2Twin representatives but not all of them are publicly available (only for certified DIHs). Examples of talks available on Change2Twin YouTube channel:

- Change2Twin general presentation by coordinator Tor Dokken, SINTEF (public)
- Webinar for applicants for 1st Open Call by Nuno Manarte, FundingBox (public)
- Change2Twin marketplace by representatives of WP2 (public)
- Digital Twin – common understanding by Jeroen Broekhuijsen, TNO (public)
- 7 steps to digital twin – Part 1 by Michael Borth, ESI/TNO (public)
- 7 steps to digital twin – Part 2 by Michael Borth, ESI/TNO (only for DIH)
- Introduction of Compass Assessment Tool by Laura van den Aarssen, TNO (only for DIH)
- ...

<input type="checkbox"/>		Introduction to the assessment proce... Laura van den Aarssen (TNO) presents Change2Twin Assessment methodology,...	Unlisted	None	Jan 15, 2021 Uploaded	30
<input type="checkbox"/>		Change2Twin Open Call - Assessment... Nuno Manarte (FundingBox) presents the first round of Change2Twin Open Calls...	Unlisted	None	Jan 15, 2021 Uploaded	12
<input type="checkbox"/>		Introduction of Change2Twin by proje... Tor Dokken (SINTEF) introduces Change2Twin. Recorded at Certification...	Public	None	Jan 15, 2021 Published	53
<input type="checkbox"/>		Digital Twin demonstration: Jotne & U... Kjell Bengtsson (JOTNE) and Guido van Gageldonk (Unit040) present a Digital...	Public	None	Jan 15, 2021 Published	220

Rows per page: 30 1–15 of 15

Figure 11: Screenshot from Change2Twin YouTube channel (backend)

2.1.5 Dissemination activities

Beside dissemination activities described above and further below, the project partners used also other communication channels and tools to inform about the project.

2.1.5.1 Position paper „Overcoming nine digital twin barriers for manufacturing SMEs“

In April 2021 we have published the first position paper [titled „Overcoming nine digital twin barriers for manufacturing SMEs“](#). The paper analyses the most common challenges that companies face and recommends how to overcome them. The position paper is based on M9 Deliverable D1.1 Digital twin barriers by WP1. We thought that it contains useful information for our target groups and decided to slightly rephrase it from a deliverable into a position paper.

The paper primarily addresses manufacturing SMEs but, at the same time, it is intended for technology providers, as well as consultants and digitalisation stakeholders at local and (inter)national levels. Providers of digital twin solutions should become aware of the problems their customers may face. This paper helps understand the challenges better and consider them in their offerings. Stakeholders, especially Digital Innovation Hubs, can use these findings to enhance their consulting services and provide solutions that focus on their specific manufacturing clients' needs.

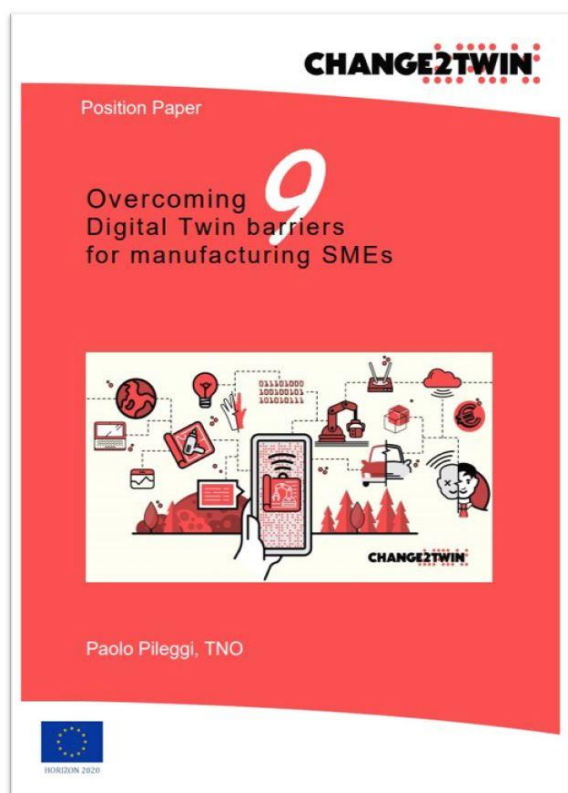


Figure 12: Cover page of Change2Twin position paper [„OVERCOMING NINE DIGITAL TWIN BARRIERS FOR MANUFACTURING SMES“](#)

The position paper was published on the project website, the LinkedIn channel and in Community. It was also sent per email to our 38 certified DIHs. An Italian DIH showed interest in **translating the paper into Italian** which we approved. In addition to that, we have prepared a press release which we sent to the DIHs,

consortium partners and to [I4MS](#) asking for dissemination via their own channels. The paper was also introduced in events where Change2Twin was invited to speak (e.g., webinar on 27 April) and is scheduled to be presented on 25 May at the upcoming I4MS meeting and possibly at another event organized by I4MS. We also asked colleagues in the partner project [DigitBRAIN](#) to promote the paper across their networks, which they eagerly did. Some consortium partners like [TTTech promoted the paper via their own company channels](#). Further announcements are planned via I4MS, DIHNET, FundingBox and CloudBroker newsletters.

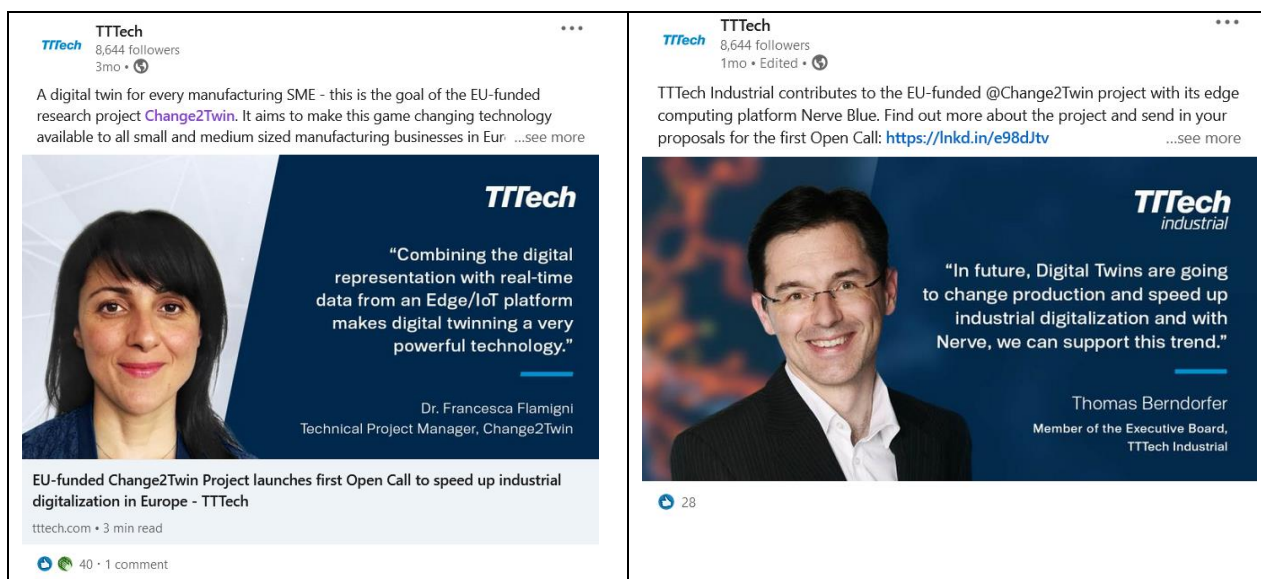
2.1.5.2 Change2Twin in media

Change2Twin has issued three **press releases** at different occasions:

- 1) Launch of 1st open call
- 2) Closure of 1st open call
- 3) Publication of position paper

The press releases are distributed to internal and diverse external partners to help them communicate important project milestones. These can be adapted and forwarded to other stakeholders according to partners' consideration.

For example, at the occasion of the launch of the first open call [TTTech has published an article on its website](#) and posted on its LinkedIn channel:



The press release was taken by several magazines and published in different countries:

- [All Electronics](#) (Germany)
- [Digital Manufacturing Magazin](#) (Germany)
- [Elektroniknet](#) (Germany)
- [Autlook](#) (Austria)
- [Ildenaro](#) (Italy)
- [Oleor Change2Twin evista](#) (Spain)
- [Industrie 4.0](#) (Italy)

Newsletters: Change2Twin has decided not to launch its own newsletter but instead to focus on “earned” publicity. This means, providing content for publication in other initiatives’ newsletters like I4MS, FundingBox or DIHNET, which have existing mailing lists with hundreds of recipients. Change2Twin provides content to I4MS and DIHNET newsletter every month. To run a successful newsletter, one has to have a critical mass of recipients and have their consent to receive such mailings. As a new project, we knew that building up such a contact database takes a long time and the group of recipients would be too small. Therefore, we decided to focus on other communication channels and “earned” media.

2.1.5.3 Invited speeches

Change2Twin partners use every opportunity to present the project and its offerings at various external events (virtual setting) as guest speakers (for dedicated Change2Twin events please read below 2.2). Several examples of such speeches are listed here below (for the full list, please consult Dissemination list in Annex 2):

- 25 September 2020: OMILAB Day 2020 presentation by BOC, Austria
- 19 October 2020: EPIC Online Technology Meeting on Advanced and Additive Metal Manufacturing presentation by SINTEF, Norway
- 20 October 2020: EFFRA: Connected Factories Webinar, presentation by JOTNE, Norway
- 4 November 2020: Industrie 4.0 Technologies for a more sustainable and decarbonized industry, presentation by UNIBO
- 3 December 2020: Webinar focused on intelligent use of process data and digital twinning, presentation by Images & Réseaux, France
- 10 December 2020: Summit Industrie 4.0 Österreich, virtual booth by TTTech, Austria
- 26 January 2021: EDIH2021 Conference, virtual booth via I4MS
- 3 February 2021: DATE2021, presentation by SINTEF, Norway
- 11 March 2021: Breizh Fab: Online fair for technology providers, presentation by Images & Réseaux, France
- 30 March 2021: Nordic AM get together, presentation by SINTEF, Norway
- 27 April 2021: Webinar Digital Twin in Manufacturing, presentations by SINTEF and JOTNE, Norway
- 22 May 2021: Webinar INNOVATION IN INFOBIOMEDICAL TECHNOLOGIES AND TELEMEDICINE, presentation by Additive Industries (pilot experiment)
- 25 May 2021: I4MS Best Practices workshop, presentation of white paper by SINTEF, Norway

2.2 TASK 2: ONLINE TRAINING AND WEBINARS (M6-M48)

Already in the preparation phase for this project our consortium knew that Change2Twin will have to adopt the role of a **“digital twin evangelist”**. Digital twin was a buzzword already in 2018/2019 but manufacturers, as end users, had a very poor knowledge what a digital twin was. Still, many SMEs and midcaps tend to think that digital twin is a technology for the big ones. Because of that, Change2Twin has taken up its “evangelist” role and offers online trainings, talks and webinars at diverse occasions. To strengthen the impact and reach out to a wider audience, our strategy is twofold:

- 1) **Organizing own events, provide recordings & follow-up**
- 2) **Teaming up with external partners and talking at their events**

An excellent example of Change2Twin **own event and follow-up** was the **certification training for DIHs** on 13 and 14 January 2021. Even though the event was dedicated for a closed group, some talks were fit for broader public. Therefore, we recorded all talks and uploaded them on our YouTube channel (see above).

While those recordings which contained highly specific and partly confidential information, were shared only with the certified DIHs, **five talks have been shared with the public:**

- [Change2Twin general presentation by coordinator Tor Dokken, SINTEF](#)
- [Digital twin demonstration by Kjell Bengtsson, JOTNE & Guido van Gageldonk \(Unit040\)](#)
- [Change2Twin marketplace by WP2 team](#)
- [Digital twin – common understanding by Jeroen Broekhuijsen, TNO](#)
- [7 steps to digital twin – Part 1 by Michael Borth, ESI/TNO](#)

This was done by sharing the videos publicly on YouTube, [blog article on the website](#) & promoted on LinkedIn, on Community and by promoting the videos individually in LinkedIn postings.

Similar scenario was applied to [Webinar for applicants for the 1st open call](#) on 23 February 2021. Here we boosted the promotion also via LinkedIn Event.

Events organized by external partners that invite Change2Twin speakers are an extraordinary possibility to meet new audiences and use the leverage of word of mouth. Some of these events are even offered in local languages, which meets the requirements to get closer to the grassroots (audiences which are less familiar with European initiatives). Several examples of such events:

- **Digital Twins for metal industry (1 hour) in Dutch** by Jeroen Broekhuijsen, TNO (19 November 2020) – organized by FDP Dutch metal industry cluster



Figure 13: LinkedIn posting providing recording of the webinar in Dutch

- **Digitaler Zwilling in der Produktion (3 hours) in German** by Marcela Alzin, TTTech; Michael Borth ESI/TNO, Benjamin Braun, SPS, 2 DIHs and project DIGIT.Brain (10 December 2020) – part of Summit Industrie 4.0, organized by Plattform Industrie 4.0 Österreich

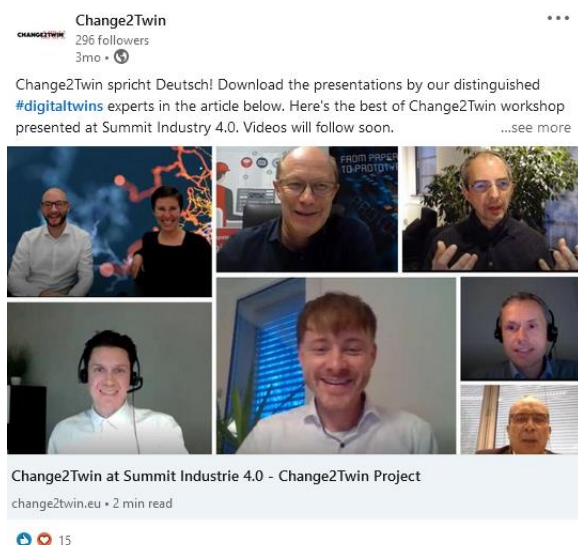


Figure 14: LinkedIn posting providing recording and slides form the German-speaking event

- **Tech Thursday: IDEAM Cluster Webinar Series dedicated to Change2Twin and its open calls (1 hour) in English with Nuno Manarte, FundingBox (25 February 2021) - organized by the Irish DIH**

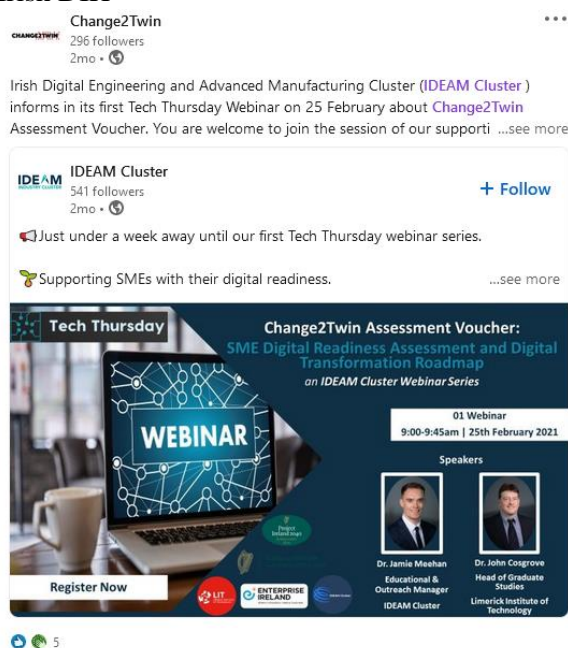


Figure 15: LinkedIn posting announcing a Change2Twin webinar by the Irish DIH

- **Digitale tvillinger i produserende industri (1,5 hours) in English by Heidi Dahl, Oliver Barrowclough, both SINTEF; Kjell Bengtsson, JOTNE (27 April 2021) – organized by Tekna, Norwegian Society of Graduate Technical and Scientific Professionals**

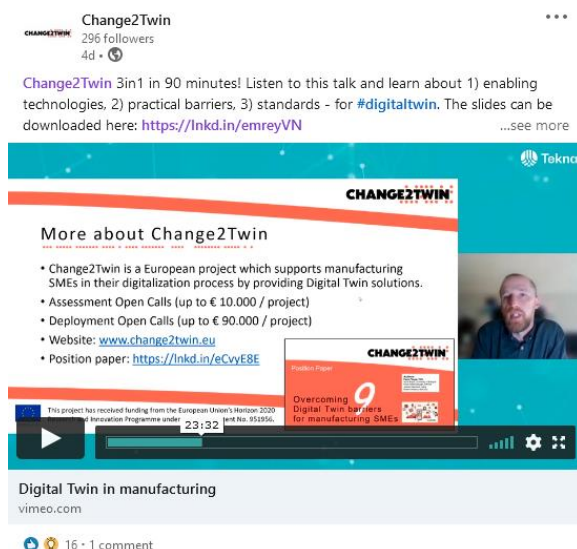


Figure 16: LinkedIn posting providing access to the recording of the Norwegian webinar

Besides that, Change2Twin has given a series of shorter talks at diverse virtual events hosted by I4MS, AM Platform, Digital Norway etc. The entire list is provided in Annex 2 Dissemination list.

2.3 TASK 3: STAKEHOLDER MAPPING AND POSITIONING (M1-M48)

The stakeholder mapping task focuses on gathering, analysing, and setting up of a process to engage potential Change2Twin stakeholders, inviting them to be active assets of the community, instead of being only spectators. A detailed mapping of the stakeholders that can contribute to the project activities and multiply its impact and the dissemination of its outcomes and outputs is undergoing throughout the lifespan of Change2Twin.

In fact, task 7.3 is not only a starting point to plan, launch and implement tasks 7.5 and 7.6, but it will also be followed-up often, to identify new potential stakeholders, based on the targets set: research and innovation initiatives, projects, entities and organisations in Europe related to Change2Twin thematic topic and gather contacts in each partner ecosystem.

The list of stakeholders will be kept updated as the community is active and will reach at least 200 stakeholders mapped and contacted. As of M11 of the project, FundingBox has gathered a total number of **185 stakeholders** to Change2Twin, thanks to the contribution of some of the partners.

An Excel spreadsheet was created in M5 to gather and position the stakeholders. The structure of this worksheet allows us sort and filter the potential stakeholders by name, partner, country, project (when applicable), type of stakeholder or URL, among other information. Moreover, the list provides other columns to track and register the contact made and the involvement of the stakeholders mapped.

Partner	Project	Company	URL	Country	Type of partner	Partners/per
4. FBA	DIH2 / I4MS	RoboValley Delft	http://s3platform.jrc....	The Netherlands	DIH	
5. TNO	SMITZH	Airborne		The Netherlands	SME	TNO
5. TNO	Machinaide	Lely		The Netherlands	SME	TNO
5. TNO	SMITZH	Focus-on		The Netherlands	SME	TNO
5. TNO		Viscon		The Netherlands	SME	TNO
4. FBA	KITT4SME	SUPSI		Switzerland	RTO	
4. FBA	I4MS	Swiss Alliance for Data-In...		Switzerland		
2. TTTECH	1-Swarm	AFAG Automation AG	https://www.afag.co...	Switzerland	Private	TTTech
4. FBA	Support Letter/ TTTech contact	Swiss Smart Factory	https://www.sipbb.ch...	Switzerland	DIH	
4. FBA	DIH2	Stena Industri Innovation ...	http://s3platform.jrc....	Sweden	DIH	

Figure 17: Collaborative stakeholder mapping list, hosted in Change2Twin's repository.

In October 2020, the whole partnership was contacted both by email and through the common project platform (*Teams*) and was asked to provide inputs to the shared list. Afterwards, this list has also been uploaded to our common repository in SharePoint, where the partners can keep on adding their suggestions and FundingBox will be able to identify potential supportive organisations and project and keep track of the joint activities.

FundingBox must often remind the partners about the existence of this list and contacting the suggested organisations to join the community and get involved in the Change2Twin communication ecosystem in general.

The Change2Twin organic stakeholder mapping is complemented by the synergies that being under the I4MS umbrella provides, since the joint activities and the cross-collaboration and dissemination allows us to reach a higher number of stakeholders related. A clear example is the I4MS Contact Point programme, that is onboarding qualified multipliers who have, for instance, helped Change2Twin multiply its open call announcements and activities during the first Open Call for Assessment Vouchers.



Figure 19: Example of multiplying messages of Change2Twin stakeholders: EURADA promoting the 1st Assessment Voucher Open Call in LinkedIn.

2.4 TASK 4: COMMUNITY SETUP AND MANAGEMENT (M7-M48)

The Community is an important part of the Change2Twin communication ecosystem and fulfills specific goals – through the sign-in system it brings people together and creates what it promises – a European community of stakeholders interested in digital twins. Community is hosted and administered by FundingBox; however, every member of the community can contribute with a posting.

Since the first year of community was exhaustively covered in Deliverables 7.1 and 7.2 we wish to refer to these instead of repeating the content. From D7.4 onwards Community progress will be described on this place.

2.5 TASK 5: SUPPORTIVE PARTNERS (M1-M48)

Supportive partners are recognized institutions/organizations 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.

The supportive partners program of Change2Twin is the logical extension or continuation of task 7.3 and consists on engaging those organizations that match the philosophy of the project and contribute to widespread the use of methodologies or technologies promoted, in a win-win cooperation mode.

Most of the partners have provided a list of potential supporting partners, which has been included in a common document (see Task 7.3). The most interesting organizations will be contacted and asked to join the

Supportive Partners programme, in exchange for visibility, cross-dissemination and networking opportunities.

In the upcoming weeks, FundingBox will activate the Supportive Partners' programme. FundingBox is preparing the value proposition and a welcome pack for the Supportive Partners, to start contacting the entities in the stakeholder list. This kit contains:

- An email template to invite potential Supportive Partners to join.
- An attractive one pager with the programme's value proposition, including the main benefits and the commitment and overall contribution expected in exchange.
- A dedicated online form to onboard the organizations.
- A Letter of Engagement with the detailed terms and conditions of the cooperation.
- The generic communications toolkit of the project.

Moreover, dedicated communication toolkits with specific messages and graphics will be distributed among the supportive partners in specific project milestones, that will be prepared ad hoc.

To follow-up the activities of the supporting partners, FundingBox will create a specific tracking document, publicly accessible through the common repository in SharePoint.

2.6 TASK 6: AMBASSADORS PROGRAMME (M7-M48)

To boost the community growth, Change2Twin will leverage on its Ambassadors, a range of consolidated figures in the digital twinning domain involved in the project to create awareness through their digital channels, in offline events and, at the same time, being active in the community platform providing knowledge, expertise and valuable content.

The general tasks foreseen in the service agreement (contract) with the Ambassadors are: to post on a regular basis on their social networks about the different aspects of Change2Twin; (2) to mention and describe the initiative in any event they may be invited as speakers; (3) to be active members in the Change2Twin Community, providing content and inviting their own contacts to join.

FundingBox is now working on the documents to onboard ambassadors, among which are:

- An email template to invite potential Ambassadors to join.
- A one pager with the value proposition of the Ambassadors' programme.
- An online form for the Ambassadors to express their interest in joining as individual
- A list with the Ambassadors' duties to be included in the contract.
- A contract with the conditions of the collaboration, the payment terms and timing, and the legal implications and commitment of both parts.

To follow-up the activities of the Ambassadors, FundingBox will create a specific tracking document, publicly accessible through the common repository in SharePoint.

The next steps in this task will be identifying potential Ambassadors, with the help of all the partners and supportive organizations, and in cooperation with I4MS, and then start onboarding them.

3 PLANS WP7 COMMUNICATION, DISSEMINATION AND COMMUNITY BUILDING – YEAR 2

All the tasks in WP7 are scheduled to be carried out until the end of the project in M48. In the following section we provide a brief outlook on activities that will be carried out in year two.

In year two several important activities are foreseen, such as:

- Open calls: implementation of projects from 1st open call and the entire 2nd open call
- End of the four pilot experiments
- Launch of the marketplace
- Extension of our DIH Network (that will include organisation of next round of certification process and will provide WP7 with new communication materials/video, etc) and will raise the number of DIHs recipients

All these activities will be duly covered by WP7.

3.1 TASK 1: CONTENT CREATION AND DISSEMINATION ACTIVITIES

Website and social media: between the end of the 1st open call and start of the 2nd one, the communication activities will **focus on the progress of the four pilot experiments**. The plan is to update the descriptions on the website, write a blog article about each of them and make a short video interview with each pilot leader. This content will be promoted via LinkedIn, Community, and newsletters. From the end of June starts **the communication campaign promoting the 2nd open call** (deployment voucher). Further on the **results from projects from the 1st open call** will be presented and other current topics will be addressed.

Media, press releases: press releases will be prepared to announce important milestones of the project (2nd open call, results from experiments etc.) and distributed to consortium partners for dissemination and to external partners. Partners will prepare also own press releases and articles and make efforts that they are republished by external media (as was the case of 1st open call announcement in February/March 2021).

Position papers: we have agreed with WP1 to publish their work also in the form of Change2Twin position papers. After the first one about digital twin barriers, the next paper, scheduled for Autumn 2021, will be about the enabling technologies (inspired by D1.3) and later on a paper about standards which are relevant for digital twin building. The papers will be adequately promoted as we are doing with the first paper.

Generic project video: for promotion purposes at physical and virtual events (incl. exhibition booths) but also on the web, we will prepare a generic project video with the help of an external agency.

Newsletters: we will provide regular updates to I4MS and other partner newsletters, trying to extend the circle of partner newsletters (possibly newsletters issued by DIHs). In addition to that, in cooperation with WP6 we will start sending a quarterly newsletter to our certified DIHs, starting with June 2021.

Invited speeches: Change2Twin has accepted several invitations for speaking at various external events in the upcoming months (Wirtschaftsagentur Berlin-Brandenburg, I4MS) and will continue in doing so in year 2.

Events: as soon as physical meetings are again allowed after COV-19 pandemics, Change2Twin will strive to attend relevant events on EU and local levels (conferences, clusters, trade shows etc.). For this purpose, flyers and posters will be produced. However, we will continue to attend also virtual events that have proven efficient and impactful in the first year.

Posters, flyers: as we expect that physical meetings, including exhibition booths, will take place from year 2 onwards, we will also print such material as needed.

3.2 TASK 2: ONLINE TRAINING AND WEBINARS

In cooperation with consortium partners and possibly with other related projects, we will offer webinars and trainings to the public but also to closed groups (DIHs, beneficiaries, technology providers). At this point, we have several webinars in plan in cooperation with other work packages. Examples of such webinars and tutorials are: “cookbook” how to build a digital twin, enabling technologies for digital twins, presentation of the pilot experiments, webinar for applicants in Deployment Call...

3.3 TASK 3: STAKEHOLDER MAPPING AND POSITIONING

Task 7.3 is a constantly ongoing task. New stakeholders are going to be added to the mapping, following the same procedure as in Year 1: FundingBox will send an email to the partners every six months in order to update the stakeholder database. In Year 2, this will also be complemented with an advertising campaign to lead potential stakeholders to the online community and, indirectly, to the overall Change2Twin environment. The goal is to raise awareness about the project and its achieved milestones and onboard as many new stakeholders as possible to interact in the community and to eventually become a supporting partner to the project.

3.4 TASK 4: COMMUNITY SETUP AND MANAGEMENT

The next steps in this task will consist in continuing to implement the growth hacking strategy in the online community. Organic awareness raising will be maintained, by constantly sharing the community and its benefits through email campaigns, events and owned and third parties’ social media platforms. The organic acquisition and retention will be completed with two paid campaigns: 1) Online advertising to onboard new stakeholders to the community; and 2) Video campaign to promote the community.

3.5 TASK 5: SUPPORTIVE PARTNERS

Within the WP7, this task will be core in Year 2, along with the Ambassadors programme. Once we have mapped the first batch of stakeholders, rolled the first contents and experienced the first open call, we are ready to kick off the Supportive Partners programme. In Year 2 we will start the onboarding of supporting partners and carry out the first visibility activities with them.

3.6 TASK 6: AMBASSADORS PROGRAMME

This task is also crucial to Year 2, along with T7.5. As stated in the previous section, we will start onboarding our first ambassadors to the programme. The needed documents are on the way, so the next steps will be looking for the professionals who will join. The search will be based on: partners’ recommendations, search into the stakeholders’ database, online campaign, cooperation with the I4MS CSA and with similar innovation projects in which automation on manufacturing and digital twinning are involved.

4 KPIS

WP7 results are reflected in KPIs in group R5 Thriving community built around the project. Here we provide an overview of KPI fulfillment (work in progress – target values to be achieved by the end of the project in M48).

K5.1 Number of stakeholders mapped and contacted: 200 stakeholders GOAL: 200 stakeholders AFTER YEAR 1: 185 mapped
K5.2 Number of registered users of the community: GOAL: 250 registered users AFTER YEAR 1: 272
K5.3 Number of supportive partners registered in the Community: GOAL: 20 Supportive Partners (around 10% of the stakeholders reached) AFTER YEAR 1: 0
K5.4 Webinars / Training Bootcamps*: GOAL: 8 / 34 AFTER YEAR 1: 3 / 18 * no physical meetings due to COV-19 in year 1, therefore in this figure we count our presence at all kinds of dissemination events (webinars, workshops, seminars, virtual conferences...)
K5.5 Number of DIHs added to the Community: GOAL: 50 DIHs AFTER YEAR 1: 38
K5.6 Number of followers on social media: GOAL: over 2000* AFTER YEAR 1: 300 * in the 6-monthly report we asked to correct the goal to 200 (typo)
K5.7 Number of EU projects / platforms integrated with Change2Twin GOAL: 3 AFTER YEAR 1: 3

There are some additional KPIs related to dissemination without specific numbering:

Project website: GOAL: 2.700 visitors AFTER YEAR 1: 6.500 visits
Communication material (flyers, posters...)* GOAL: 350 flyers, 23 posters AFTER YEAR 1: 1 digital flyer for DIHs distributed to 60 DIHs

<p>* no physical meetings due to COV-19 in year 1, therefore production and dissemination of hard copy communication material was not possible/reasonable</p>
<p>Newsletters</p> <p>GOAL: 8 AFTER YEAR 1: 9*</p> <p>* DIHNET, I4MS and FundingBox newsletters</p>
<p>Best practices*</p> <p>GOAL: 21 AFTER YEAR 1: 0</p> <p>* due after the end of pilot experiments</p>
<p>Project video</p> <p>GOAL: 250 YouTube views AFTER YEAR 1: 54 views</p>
<p>Info Days</p> <p>GOAL: 15 Info days – 300 innovative SMEs AFTER YEAR 1: 0*</p> <p>* no physical meetings due to COV-19 in year 1, replaced by webinars and invited speeches</p>
<p>Info Corners in EU events</p> <p>GOAL: 3 info corners – 180 innovative SMEs AFTER YEAR 1: 1*</p> <p>* virtual booth at EDIH2021 conference</p>
<p>Attend events promoted by EC, Public Authorities and policy makers</p> <p>GOAL: 3 major policy events at EU or national level AFTER YEAR 1: 3</p> <p>* Summit Industrie 4.0 Austria, EDIH2021, EFFRA event</p>
<p>Address generic channels (PR and social media):</p> <p>GOAL: at least 2 press releases per partner AFTER YEAR 1: partners using press releases prepared by FundingBox and TTTech</p>

5 CONCLUSION

All in all, the works in WP7 are progressing well, according to the schedule, no delays or problems occurred in year one. All partners are contributing to the work package with their input and drive dissemination activities on their part. Thanks to interconnections with other work packages the information flow is good. From today's perspective we do not expect any complications in WP7 in year 2.

6 ANNEXES

Annex 1: Website analytics September 2020 – May 2021

Annex 2: Dissemination list, year 1

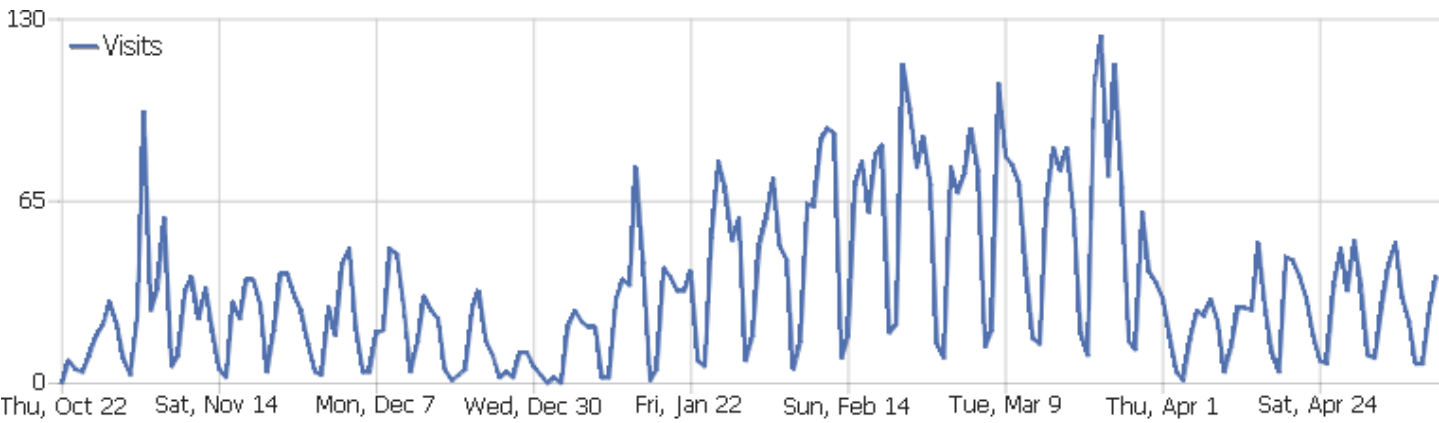


Change2Twin Home

Date range: October 22, 2020 – May 11, 2021

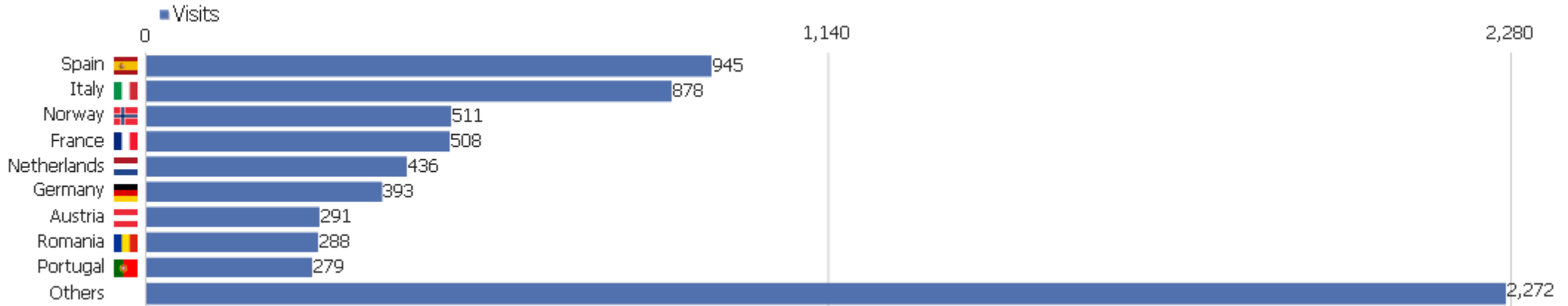
22/10/2020 - 11/05-2021

Visits Summary











Name	Value
Visits	6,801
Actions	20,101
Maximum actions in one visit	46
Actions per Visit	3
Avg. Visit Duration (in seconds)	00:03:05
Bounce Rate	49%
Unique visitors	0

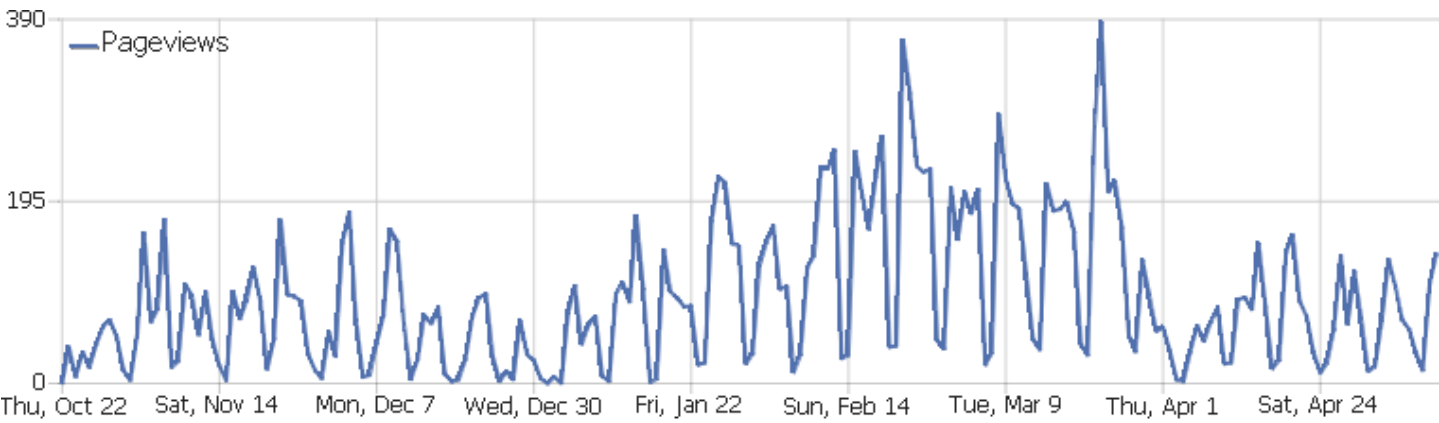
Country



Country	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
Spain	945	2,824	3	00:02:59	43%	€0
Italy	878	3,022	3	00:03:44	37%	€0
Norway	511	982	2	00:01:12	67%	€0
France	508	1,535	3	00:04:08	47%	€0
Netherlands	436	1,168	3	00:02:12	55%	€0
Germany	393	1,330	3	00:03:04	46%	€0
Austria	291	924	3	00:02:52	53%	€0
Romania	288	803	3	00:03:04	52%	€0
Portugal	279	907	3	00:03:34	37%	€0
United States	224	286	1	00:00:15	90%	€0
Czechia	207	899	4	00:06:17	35%	€0
Slovenia	186	797	4	00:05:16	33%	€0
Poland	182	498	3	00:04:26	48%	€0
Ireland	153	390	3	00:02:21	55%	€0
Greece	149	445	3	00:02:55	51%	€0

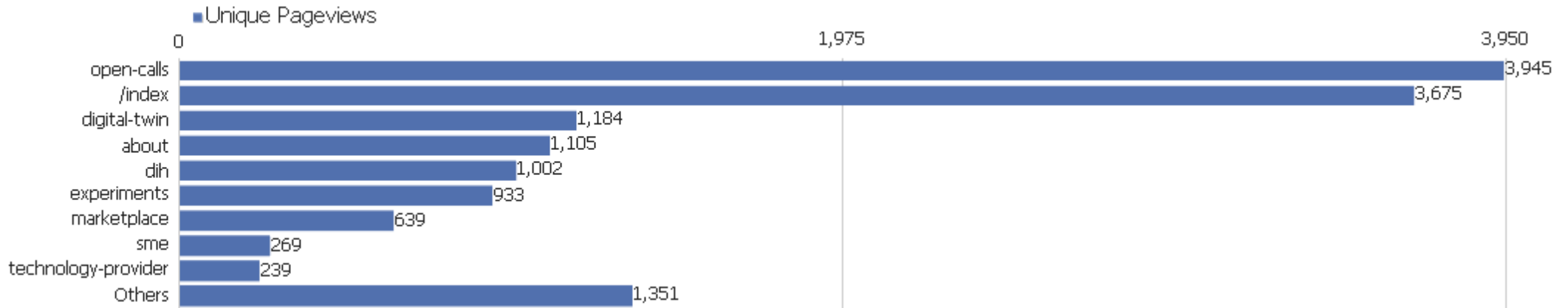
 Finland	136	260	2	00:02:12	70%	€0
 Belgium	118	387	3	00:03:37	41%	€0
 Slovakia	98	343	4	00:04:08	49%	€0
 United Kingdom	98	299	3	00:03:11	41%	€0
 Hungary	71	216	3	00:03:46	39%	€0
 Latvia	61	184	3	00:02:33	39%	€0
 Bulgaria	56	194	4	00:03:45	41%	€0
 Sweden	50	119	2	00:02:09	50%	€0
Others	483	1,289	3	00:02:24	55%	€0

Actions - Main metrics



Name	Value
Pageviews	18,322
Unique Pageviews	14,342
Downloads	52
Unique Downloads	40
Outlinks	1,697
Unique Outlinks	1,499
Searches	30
Unique Keywords	16
Avg. generation time	1.26s

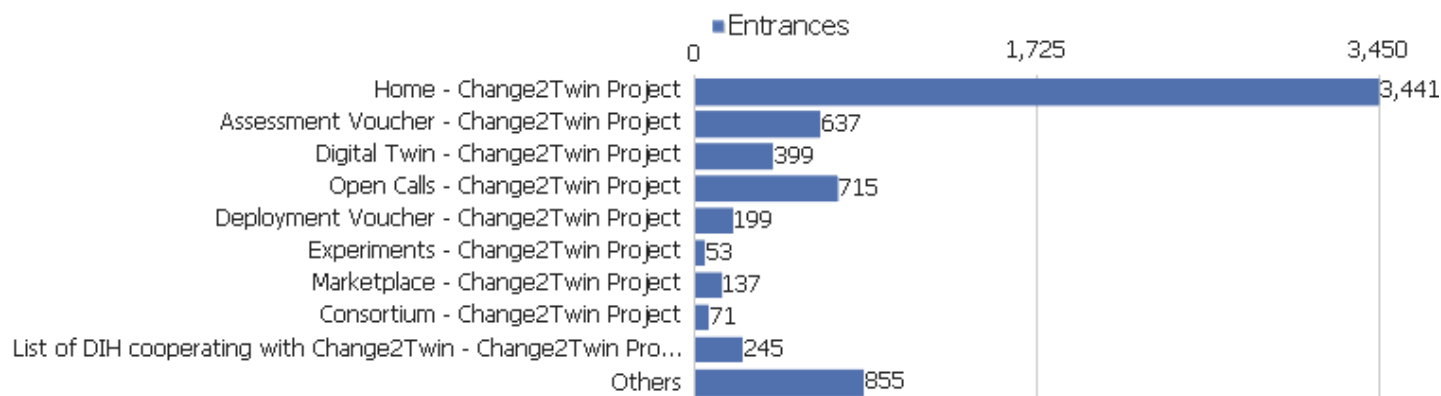
Page URLs



Page URL	Pageviews	Unique Pageviews	Avg. time on page	Bounce Rate	Exit rate	Avg. generation time
/	4,531	3,675	00:00:50	44%	51%	1.5s
/open-calls/assessment-voucher/	2,468	1,819	00:01:32	56%	61%	1.13s
/digital-twin/	1,404	1,184	00:01:09	68%	50%	1.3s
/open-calls/	1,569	1,175	00:00:59	45%	47%	1.25s
/open-calls/deployment-voucher/	1,191	891	00:01:38	58%	48%	1.15s
/experiments/	943	648	00:00:50	42%	26%	1.02s
/marketplace/	868	629	00:01:14	41%	38%	1.06s
/about/consortium/	757	601	00:01:10	57%	40%	0.95s
/dih/dih-list/	703	585	00:01:24	64%	57%	1.16s
/about/objectives/	308	267	00:01:13	48%	24%	1.08s
/sme/	322	248	00:00:48	49%	35%	1.16s
/technology-provider/	333	239	00:00:52	37%	23%	1.01s
/about/	287	233	00:01:08	46%	38%	1.1s
/dih/	294	216	00:01:21	48%	37%	1.08s
/contact-us/	224	194	00:00:57	59%	39%	1.1s

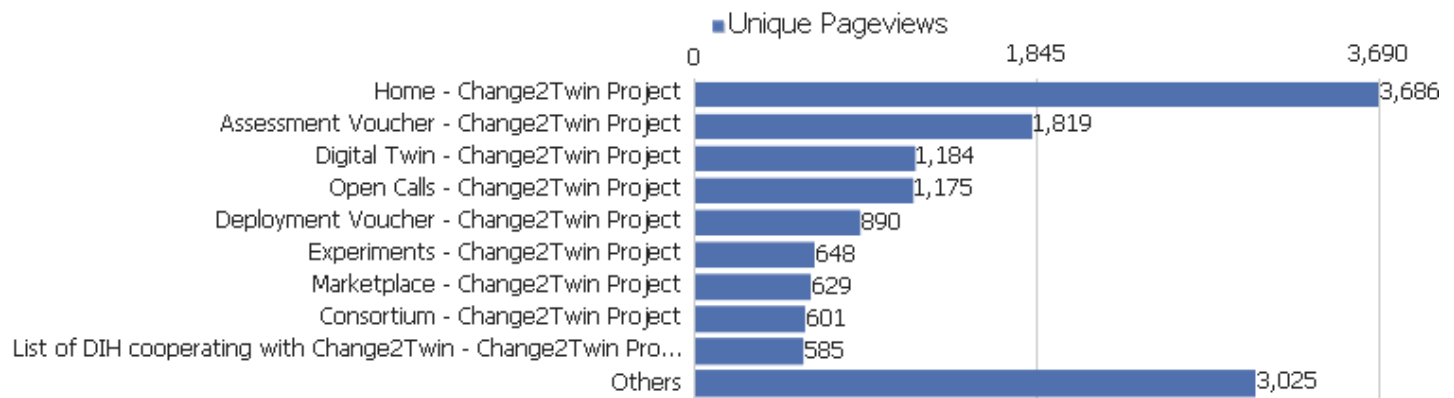
/dih/whatis-dih/	239	183	00:01:34	49%	56%	1.34s
/community/	227	181	00:01:11	24%	42%	1.74s
/experiments/robopac/	121	102	00:01:24	65%	29%	0.96s
/38-certified-dih-for-change2twin-assessment-voucher/	113	93	00:01:36	42%	57%	0.89s
/change2twin-1st-open-call-launched/	106	88	00:01:48	61%	61%	1.08s
/assessment-tool-on-sme-digital-preparedness-almost-rea	106	83	00:01:12	56%	55%	1.87s
/technology-providers	93	79	00:00:12	60%	19%	1.09s
/DIH/	101	77	00:01:54	67%	26%	0.93s
Others	1,014	852	00:01:04	60%	44%	1.53s

Entry page titles



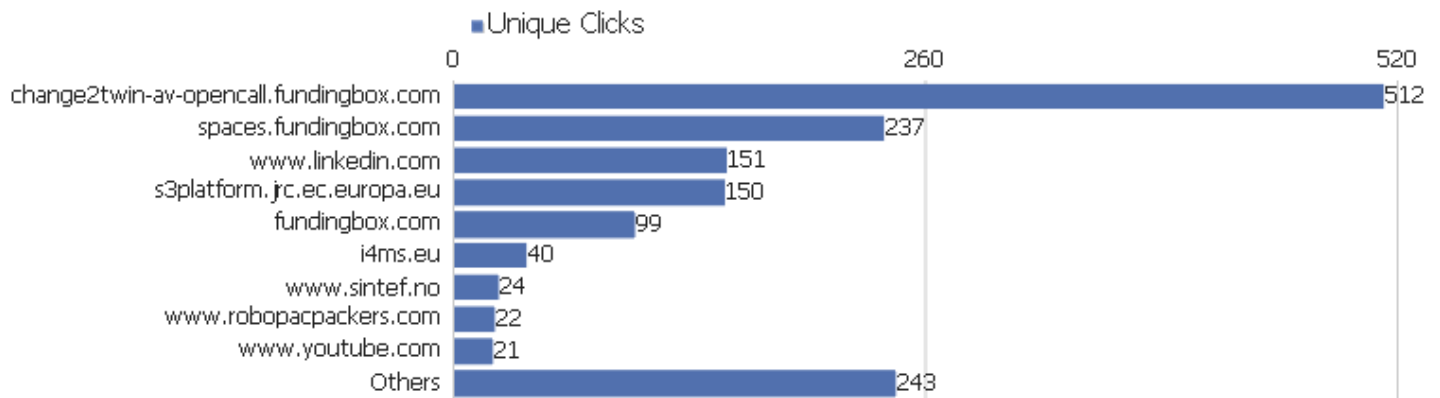
Entry Page title	Entrances	Bounces	Bounce Rate	Avg. generation time
Home - Change2Twin Project	3,441	1,506	44%	1.51s
Assessment Voucher - Change2Twin Project	637	356	56%	1.13s
Digital Twin - Change2Twin Project	399	272	68%	1.3s
Open Calls - Change2Twin Project	715	326	46%	1.25s
Deployment Voucher - Change2Twin Project	199	116	58%	1.15s
Experiments - Change2Twin Project	53	22	42%	1.02s
Marketplace - Change2Twin Project	137	56	41%	1.06s
Consortium - Change2Twin Project	71	41	58%	0.95s
List of DIH cooperating with Change2Twin - Change2Twin	245	159	65%	1.16s
SME - Change2Twin Project	110	55	50%	1.16s
Digital Innovation Hubs - Change2Twin Project	85	42	49%	1.04s
Objectives - Change2Twin Project	29	14	48%	1.08s
Digital Twin technology provider - Change2Twin Project	35	13	37%	1.01s
About - Change2Twin Project	70	32	46%	1.1s
Contact us - Change2Twin Project	17	10	59%	1.1s
What is a Digital Innovation Hub? - Change2Twin Project	63	31	49%	1.34s
Community - Change2Twin Project	25	6	24%	1.74s
Page not found - Change2Twin Project	26	17	65%	1.28s
Robopac - Change2Twin Project	22	15	68%	0.96s
38 certified DIH for Change2Twin Assessment Voucher - C	59	25	42%	0.89s
Change2Twin 1st Open Call launched! - Change2Twin Proje	41	25	61%	1.08s
Assessment tool on SME digital preparedness almost read	50	28	56%	1.87s
Additive Industries - Change2Twin Project	7	4	57%	0.97s
Others	216	135	63%	1.58s

Exit page titles



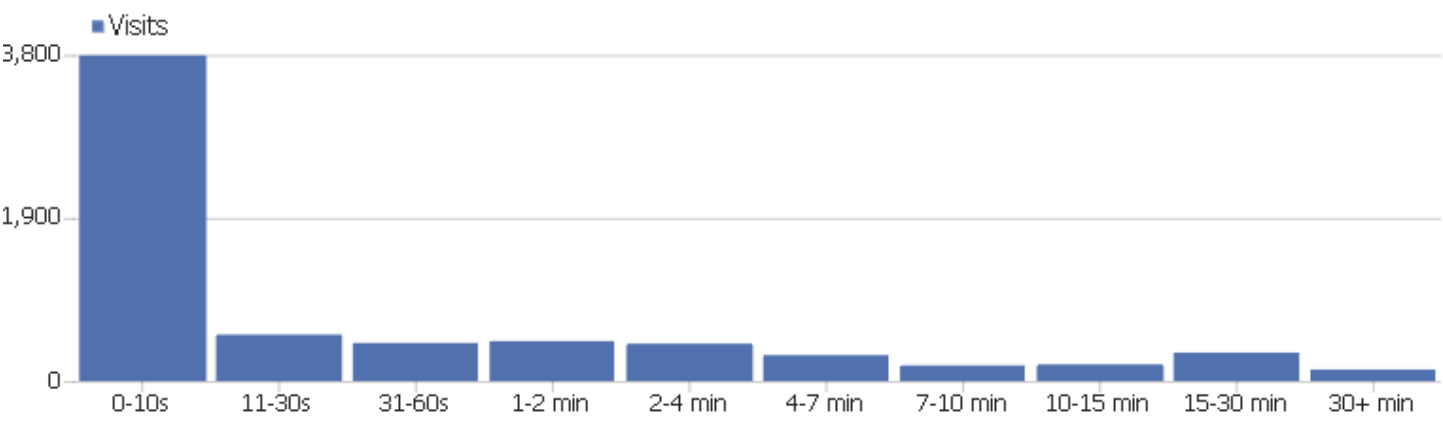
Exit Page Title	Exits	Unique Pageviews	Exit rate	Avg. generation time
Home - Change2Twin Project	1,897	3,686	51%	1.51s
Assessment Voucher - Change2Twin Project	1,116	1,819	61%	1.13s
Digital Twin - Change2Twin Project	597	1,184	50%	1.3s
Open Calls - Change2Twin Project	551	1,175	47%	1.25s
Deployment Voucher - Change2Twin Project	431	890	48%	1.15s
Experiments - Change2Twin Project	169	648	26%	1.02s
Marketplace - Change2Twin Project	236	629	38%	1.06s
Consortium - Change2Twin Project	239	601	40%	0.95s
List of DIH cooperating with Change2Twin - Change2Twin	335	585	57%	1.16s
SME - Change2Twin Project	101	303	33%	1.16s
Digital Innovation Hubs - Change2Twin Project	100	289	35%	1.04s
Objectives - Change2Twin Project	65	267	24%	1.08s
Digital Twin technology provider - Change2Twin Project	54	239	23%	1.01s
About - Change2Twin Project	89	233	38%	1.1s
Contact us - Change2Twin Project	75	194	39%	1.1s
What is a Digital Innovation Hub? - Change2Twin Project	102	183	56%	1.34s
Community - Change2Twin Project	76	181	42%	1.74s
Page not found - Change2Twin Project	48	175	27%	1.28s
Robopac - Change2Twin Project	30	102	29%	0.96s
38 certified DIH for Change2Twin Assessment Voucher - C	53	93	57%	0.89s
Change2Twin 1st Open Call launched! - Change2Twin Proje	54	88	61%	1.08s
Assessment tool on SME digital preparedness almost read	46	83	55%	1.87s
Additive Industries - Change2Twin Project	15	65	23%	0.97s
Others	296	530	56%	1.58s

Outlinks



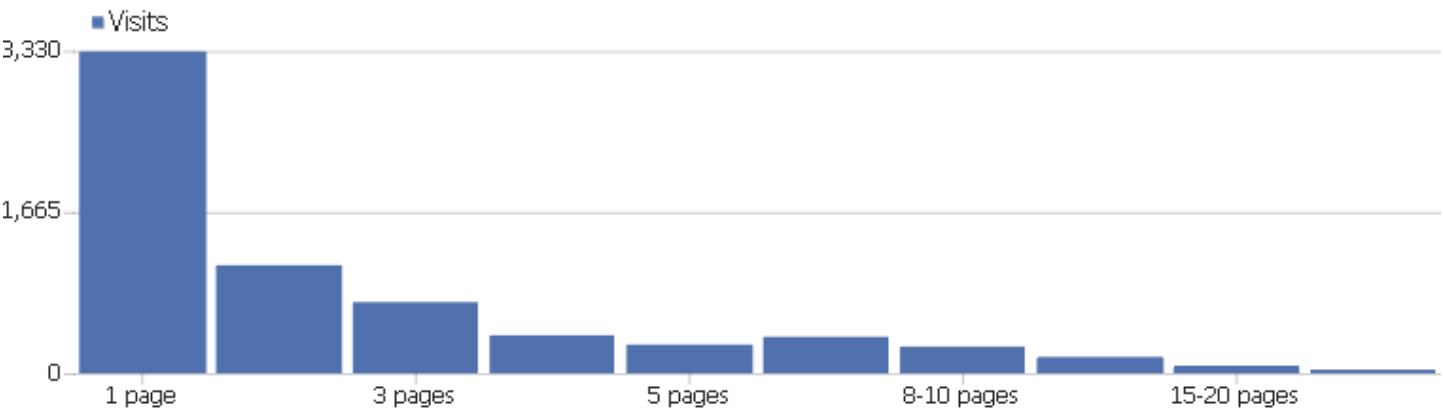
Clicked Outlink	Unique Clicks	Clicks
change2twin-av-opencall.fundingbox.com/	259	292
change2twin-av-opencall.fundingbox.com/pages/documents	253	288
spaces.fundingbox.com/spaces/i4ms-change2twin	195	218
www.linkedin.com/company/change2twin/	150	163
fundingbox.com/spaces/i4ms-change2twin/5f6dfbfff9a7a75c	86	90
s3platform.jrc.ec.europa.eu/digital-innovation-hubs-too	78	105
s3platform.jrc.ec.europa.eu/digital-innovation-hubs-cat	43	50
i4ms.eu/	40	45
spaces.fundingbox.com/spaces/i4ms-change2twin-open-call	34	36
s3platform.jrc.ec.europa.eu/digital-innovation-hubs	29	38
www.sintef.no/	24	27
www.robopacpackers.com/	22	27
attendee.gotowebinar.com/register/3362644520417250576?s	20	21
register.gotowebinar.com/register/3362644520417250576	17	18
www.robopac.com/	15	21
www.tekna.no/en/events/digital-twins-in-manufacturing-4	13	16
ec.europa.eu/digital-single-market/en/digital-innovatio	11	11
graphenstone.com.es/	11	11
www.boc-group.com/	11	12
www.ctingenieros.es/	11	13
www.tno.nl/	11	12
myemail.constantcontact.com/ESA-Focus-on-ISO-Standards.	10	10
www.additiveindustries.com/	10	10
Others	146	163

Length of Visits



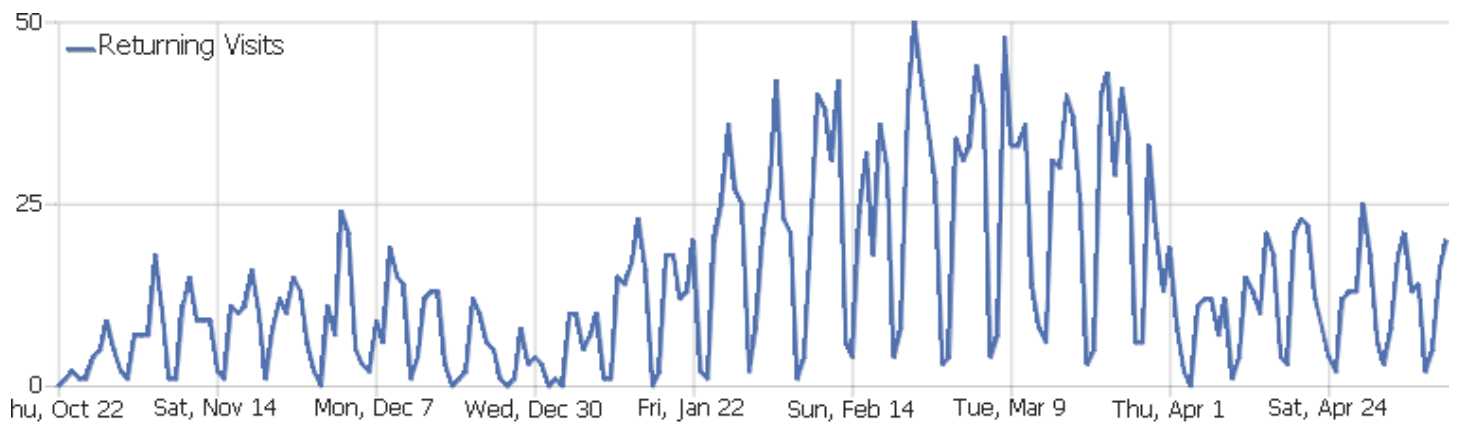
Visit duration	Visits
0-10s	3,794
11-30s	541
31-60s	444
1-2 min	466
2-4 min	436
4-7 min	302
7-10 min	182
10-15 min	194
15-30 min	331
30+ min	134

Pages per Visit



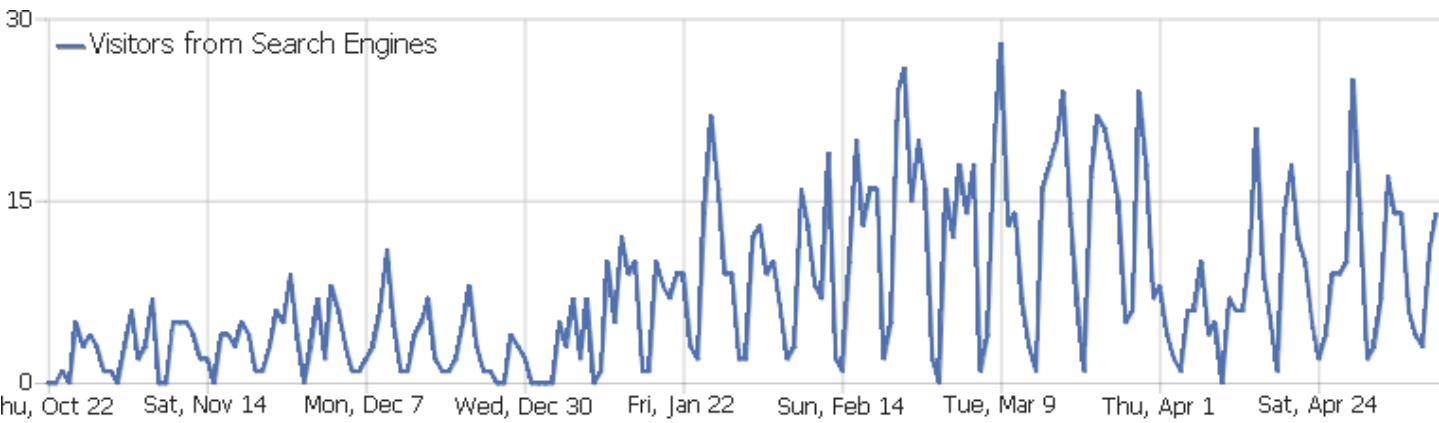
Pages per visit	Visits
1 page	3,324
2 pages	1,116
3 pages	735
4 pages	393
5 pages	296
6-7 pages	377
8-10 pages	276
11-14 pages	169
15-20 pages	78
21+ pages	37

Returning Visits



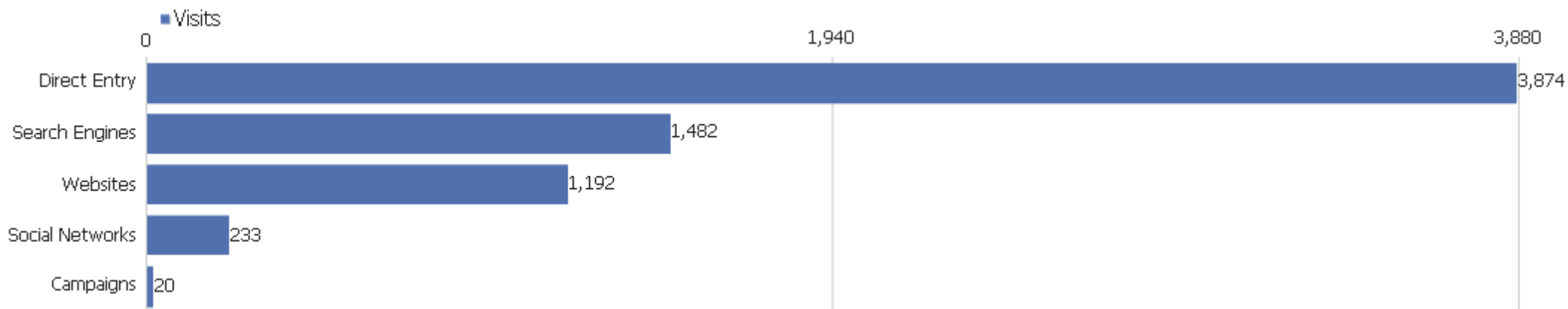
Name	Value
New Visits	3,987
Actions by New Visits	10,874
Max_actions_new	35
Bounce Rate for New Visits	54%
Avg. Actions per New Visit	3
Avg. Duration of a New Visit (in sec)	00:02:27
Returning Visits	2,814
Actions by Returning Visits	9,227
Maximum actions in one returning visit	46
Bounce Rate for Returning Visits	41%
Avg. Actions per Returning Visit	3
Avg. Duration of a Returning Visit (in sec)	00:03:59
Unique returning visitors	0
Returning Users	0
Unique new visitors	0
New Users	0

Referrers Overview



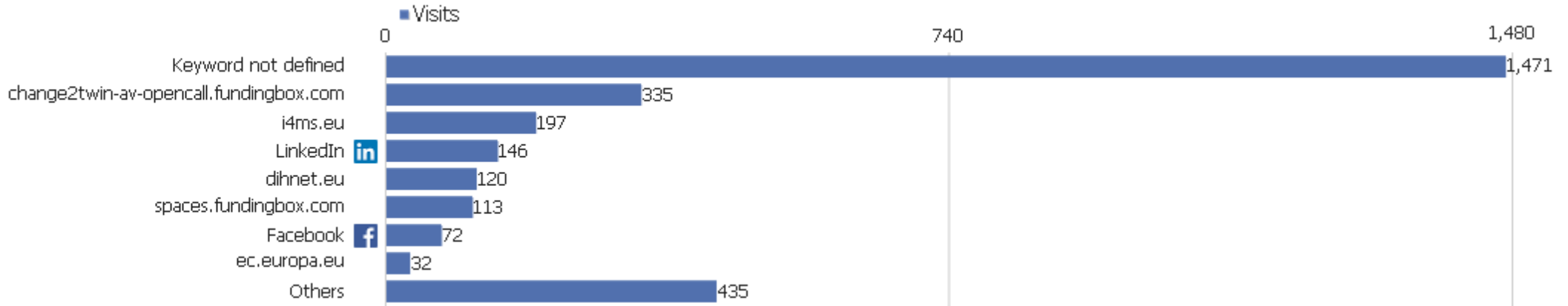
Name	Value
Visitors from Search Engines	1,482
Visitors from Social Networks	233
Visitors from Direct Entry	3,874
Visitors from Websites	1,192
Visitors from Campaigns	20
Distinct search engines	10
Distinct social networks	4
Distinct keywords	7
Distinct websites	94
Distinct campaigns	1
Percent of Visitors from Direct Entry	57%
Percent of Visitors from Search Engines	22%
Percent of Visitors from Campaigns	0%
Percent of Visitors from Social Networks	3%
Percent of Visitors from Websites	18%



Channel Type




Channel Type	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
Direct Entry	3,874	10,054	3	00:02:37	55%	€0
Search Engines	1,482	5,588	4	00:03:37	33%	€0
Websites	1,192	3,935	3	00:04:08	46%	€0
Social Networks	233	482	2	00:02:03	66%	€0
Campaigns	20	42	2	00:01:20	55%	€0

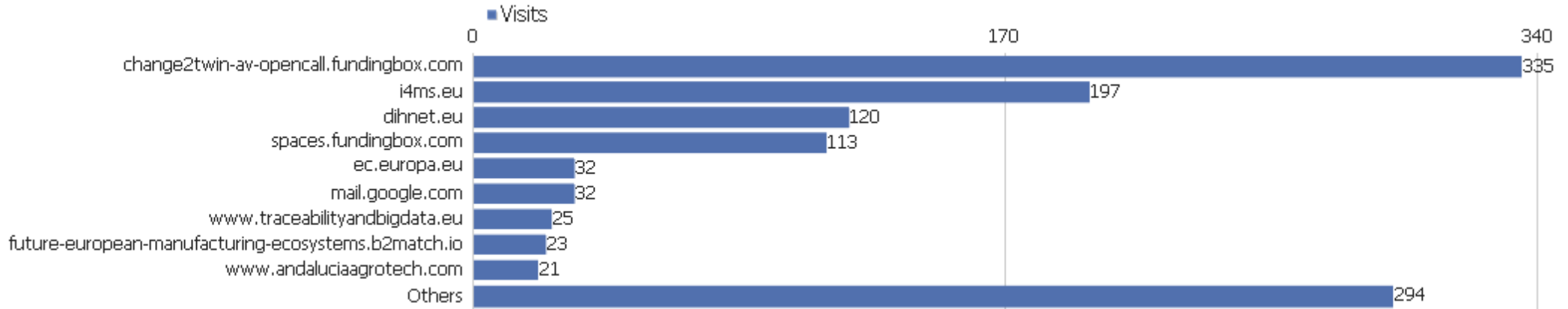
All Channels



Referrer	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Keyword not defined	1,471	5,525	4	00:03:36	33%	0%
change2twin-av-opencall.fundingbox.com	335	1,110	3	00:04:48	52%	0%
i4ms.eu	197	824	4	00:04:40	34%	0%
 LinkedIn	146	355	2	00:02:50	56%	0%
dihnet.eu	120	351	3	00:03:58	42%	0%
spaces.fundingbox.com	113	404	4	00:05:34	44%	0%
 Facebook	72	93	1	00:00:37	90%	0%
ec.europa.eu	32	114	4	00:04:04	38%	0%
mail.google.com	32	104	3	00:05:03	44%	0%
www.traceabilityandbigdata.eu	25	48	2	00:02:11	48%	0%
future-european-manufacturing-ecosystems.b2match.io	23	60	3	00:01:52	52%	0%
www.andaluciaagrotech.com	21	43	2	00:04:19	57%	0%
website	20	42	2	00:01:20	55%	0%
www.minalogic.com	19	76	4	00:02:12	26%	0%
plattformindustrie40.at	18	65	4	00:01:15	56%	0%

een-bb.de	17	52	3	00:02:58	53%	0%
www.intemac.cz	16	57	4	00:04:15	31%	0%
 Twitter	13	26	2	00:00:29	46%	0%
fundingbox.com	11	66	6	00:03:24	45%	0%
www.images-et-reseaux.com	11	39	4	00:04:31	45%	0%
www.sintef.no	11	53	5	00:05:24	27%	0%
www.tekna.no	10	28	3	00:00:08	50%	0%
www.tttech.com	10	27	3	00:05:11	20%	0%
Others	184	485	3	00:02:49	55%	0%

Websites



Website	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
change2twin-av-opencall.fundingbox.com/index	317	1,025	3	00:04:31	53%	€0
i4ms.eu/index	148	592	4	00:04:27	34%	€0
spaces.fundingbox.com/index	95	343	4	00:05:42	43%	€0
dihnet.eu/index	87	265	3	00:04:45	37%	€0
i4ms.eu/opencall/Yrb6AeWMiS5CvyZp7	36	99	3	00:02:02	39%	€0
dihnet.eu/opencalls/	28	73	3	00:01:29	57%	€0
ec.europa.eu/index	26	94	4	00:04:43	31%	€0
future-european-manufacturing-ecosystems.b2match.io/ind	22	59	3	00:01:57	50%	€0
www.traceabilityandbigdata.eu/index	22	43	2	00:01:38	50%	€0
mail.google.com/index	20	63	3	00:05:13	50%	€0
www.andaluciaagrotech.com/index	20	42	2	00:04:32	55%	€0
een-bb.de/index	14	48	3	00:03:33	50%	€0
plattformindustrie40.at/index	13	47	4	00:01:22	54%	€0
www.intemac.cz/index	13	39	3	00:03:25	31%	€0
www.images-et-reseaux.com/index	11	39	4	00:04:31	45%	€0

www.sintef.no/index	11	53	5	00:05:24	27%	€0
fundingbox.com/index	10	56	6	00:01:37	50%	€0
www.minalogic.com/change2twin-exploitez-le-potentiel-du	10	32	3	00:01:30	40%	€0
i4ms.eu/change2twin-1st-open-call-25-assessment-voucher	9	60	7	00:04:37	33%	€0
spaces.fundingbox.com/spaces/fundingbox-community-tap-i	9	39	4	00:02:49	56%	€0
www.minalogic.com/index	9	44	5	00:02:58	11%	€0
www.tekna.no/index	8	11	1	00:00:06	63%	€0
www.researchprofessional.com/index	7	7	1	00:00:00	100%	€0
Others	247	762	3	00:04:10	49%	€0

Title	From	To	Lead by partner	Authentic and affiliation	Size of audience	Type of event	WP	Session name (if available)	Place or location	Organizer or publisher	Link	Type of audience	Countries addressed
Development Space ADOxx.org	01-09-20	01-02-21	6. BOC	Robert Woitsch, Wilfrid Utz, Anna Sumereder		Website	WP7				https://adoxx.org/iv	Scientific community (higher education, Research)	AT, virtual
OMILAB Day 2020	25-09-20	25-09-20	6. BOC	Wilfrid Utz, Robert Woitsch	60	Participation to a Conference	WP7				https://www.omilab	Scientific community (higher education, Research)	DE, virtual
University Course - Knowledge Engineering	01-10-20	31-01-21	6. BOC	Robert Woitsch	30	Seminar	WP7					Scientific community (higher education, Research)	AT, virtual
News Bulletin from DIH related initiatives – October 2020	01-10-20	31-10-20	2. TTTECH	Marcela Alzin		Newsletter	WP7	Join Change2Twin		I4MS		Industry;#Policy makers	
EPIC Online Technology Meeting on Advanced and Additive Metal Manufacturing, SINTEF offers within AM	19-10-20	19-10-20	1. SINTEF	Tor Dokken, Klas Boivie SINTEF	52	Participation to an Event other than a Conference or a Workshop	WP7		Online	EPIC – European	https://www.epic-as	Industry;#Scientific community (higher education, Research)	Europe
EFFRA: ConnectedFactories Webinar - Standards for digital manufacturing	20-10-20	20-10-20	3. JOTNE	Kjell Bengtsson	105	Participation to a Workshop	WP7	ISO 10303in EU projects like Kyklos4.0, Arrowhead Tools, Change2Twinby Kjell Bengtsson,Jotne	Online		https://www.effra.e	Industry;#General Public;#Policy makers	EU
I4MS Collaboration Meeting/Change2Twin presentation	27-10-20	27-10-20	1. SINTEF	Tor Dokken, SINTEF	39	Participation to an Event other than a Conference or a Workshop	WP7		Online	I4MS - FundingBox		Industry;#Scientific community (higher education, Research)	EU
News Bulletin from DIH related initiatives – November 2020	01-11-20	30-11-20	2. TTTECH	Marcela Alzin		Newsletter	WP7	Change2Twin and DigitBrain participate in Austrian Industry 4.0 Summit		I4MS		Industry;#Policy makers	Europe
Industry 4.0 technologies for a more sustainable and decarbonized industry	04-11-20	04-11-20	7. UNIBO	Organized by: Ecomondo Scientific Technical Committee, University of San Marino and CNR in Italian language		Participation to a Workshop	WP3				https://en.ecomond	Industry	
Let's talk about Digital Twin in Change2Twin Community!	15-11-20	15-11-20	2. TTTECH	Marcela Alzin	700	Social Media	wp7			DIHNET.e I4MS		Industry	Europe
FDP Webinar on Digital Twins Industrie 4.0: Großes Leitprojekt IOT4CPS stärkt den Standort	19-11-20	19-11-20	5.TNO	Jeroen Broekhuijsen (TNO)		Presentation	WP1					Customers;#Industr y;#General Public	NL
	23-11-20		2. TTTECH	Marcela Alzin		Press Release			APA Austrian P		https://science.apa.	Civil society	Austria
PoEM	25-11-20	27-11-20	6. BOC	Robert Woitsch		Participation to a Conference	WP7				https://poem2020.r	Industry;#Scientific community (higher education, Research)	LV, virtual
Triple helix summit - Workshop on "Digital Twins for Industry and Facility Management"	26-11-20	26-11-20	7. UNIBO	Paolo Bellavista	40	Organisation of a Workshop			Bologna, Italy		https://triplehelixsu	Industry;#Scientific community (higher education, Research)	EU

News Bulletin from DIH related initiatives – December 2020	01-12-20	31-12-20	2. TTTECH	Marcela Alzin		Newsletter	Participation to an event other than a Conference or a Workshop	WP7	Change2Twin expands its network into 15 countries	I4MS		Industry;#Policy makers	Europe
Workshop focused on intelligent use of process data and digital twinning	03-12-20	03-12-20	9. IR	Florence Martineau	50			WP6	Change2Twin project	Online W/ EMC2 DIH	https://www.pole-ei	Industry;#Policy makers;#Scientific community (higher education, research)	France
Summit Industrie 4.0 // Change2Twin: Digitaler Zwilling in der Produktion	10-12-20	10-12-20	2. TTTECH	Marcela Alzin, TTTECH (organizer & speaker) Michael Borth, TNO; Benjamin Braun (Space Structures) - speakers; 2x C2T DIH from Austria and Switzerland - speakers. DigitBrain project - speaker	162	Organisation of a Workshop		WP7	Change2Twin: Digitaler Zwilling in der Produktion	online	https://www.change2twin.eu	Industry	Austria (Germany, Switzerland and)
21st AM-Platform meeting: Change2twin & PULSATE funding opportunities	10-12-20		1. SINTEF	Tor Dokken (SINTEF)	105	Participation to an Event other than a Conference or a Workshop		WP7	Cascade funding opportunities	online	AM Platform	Industry;#Scientific community (higher education, Research)	Europe
Summit Industrie 4.0 // Security for Industry 4.0	10-12-20	10-12-20	2. TTTECH	Marcela Alzin; Violeta Damjanovic (Salzburg Research) - was presenter	100	Participation to a Workshop		WP7	Security for Industry 4.0 // Join us for the future: Partnerships and new consortia		Plattform Indus	http://www.einladung	Austria
Change2Twin extends its DIH network to 15 countries	15-12-20		2. TTTECH	Marcela Alzin	700	Newsletter		wp7, wp6		DIHNET.E	I4MS	Industry	Europe
EU-Forschungsprojekt: DIGITALER ZWILLING FÜR JEDES KMU	01-01-21	31-01-21	2. TTTECH	Marcela Alzin	40000	Article in printed media (magazine)		WP7		Autlook		Industry	Austria
EDIH2021 Conference - virtual booth	26-01-21	27-01-21	2. TTTECH	Marcela Alzin	1.500+	Participation to a Conference		WP7	virtual booth - two days, videos from youtube channels	virtual	DIH World	Industry;#Policy makers;#Scientific community (higher education, Research)	Europe
Workshop on collaboration within Additive Manufacturing across the Nordics	27-01-21		1. SINTEF	Tor Dokken	23	Participation to a Workshop		WP4, WP7		Online	Danish AM HUB	Customers;#Industry;#Scientific community (higher education, Research)	Denmark, Norway and Sweden
1st Open Call info and updates in the Community	28-01-21	09-04-21	4. FBA	Marta Albújar (Fundingbox)	278	Social Media		WP4		Online platform: Spaces	https://spaces.fundingbox.eu	Customers;#Industry;#Investors;#Policy makers;#Scientific community (higher education, Research)	
Open Call announcements in the online help desk	28-01-21	29-03-21	4. FBA	Marta Albújar (Fundingbox)	278	Social Media		WP4			https://spaces.fundingbox.eu	Industry;#Investors	
Publication of the project in Fundingbox website	28-01-21	28-01-21	4. FBA	Marta Albújar (Fundingbox)	3303	Website		WP7			https://spaces.fundingbox.eu	Customers;#Industry;#Investors;#Policy makers;#Scientific community (higher education, Research)	
1st Open Call launch Announcement (Facebook)	28-01-21	28-01-21	4. FBA	Marta Albújar (Fundingbox)	4500	Social Media		WP4			https://www.facebook.com	Civil society;#General Public	

																						Customers;#Industry;#Investors;#General Public;#Policy makers;#Scientific community (higher education, Research)					
1st Open Call launch Announcement (Twitter)	28-01-21	28-01-21	4. FBA	Marta Albújar (Fundingbox)	3400	Social Media	WP4															https://twitter.com/					
1st Open Call launch Announcement (Linkedin)	28-01-21	28-01-21	4. FBA	Marta Albújar (Fundingbox)	4700	Social Media	WP4																https://www.linkedin.com/				
DIHNET Newsletter February 2021	01-02-21	28-02-21	2. TTTECH	Marcela Alzin		Newsletter	wp7																https://spaces.fundit.eu/	Industry	Europe		
I4MS Newsletter February 2021	01-02-21	28-02-21	2. TTTECH	Marcela Alzin		Newsletter	wp7																I4MS	Industry;#Policy makers	Europe		
Newsletter Mechatronik Cluster	01-02-21	01-02-21	2. TTTECH			Newsletter	WP7																https://cdn.mlwrx.com/	Industry	Austria		
EU-Projekt Change2Twin startet	01-02-21	28-02-21	2. TTTECH	Marcela Alzin	16200	Article in printed media (magazine)	Wp7																Industrie 4.0 Magazin	Industry	Germany		
EU-Projekt Change2Twin startet	01-02-21	28-02-21	2. TTTECH	Marcela Alzin		Article in online media	WP7																Industrial Management N	https://www.i40-magazin.com/	Industry	DACH	
News Bulletin from DIH related initiatives – February 2021	01-02-21	28-02-21	2. TTTECH	Marcela Alzin		Newsletter	WP7	38 certified DIHs for Change2Twin Assessment Voucher															I4MS	Industry;#Policy makers	Europe		
Digital twin for every manufacturing SME: EU-funded Change2Twin Project launches first Open Call to speed up industrial digitalization in Europe	01-02-21		2. TTTECH	Marcela Alzin		Press Release	WP7																		Customers;#Industry;#Policy makers;#Media	Austria, Europe	
DATE2021	03-02-21	03-02-21	1. SINTEF	Tor Dokken (presenter)	20	Presentation	WP7	Change2Twin	virtual																Industry;#Policy makers;#Scientific community (higher education, Research)	Europe	
Webinar Promo (Linkedin)	04-02-21	04-02-21	4. FBA	Marta Albújar (Fundingbox)	4700	Social Media	WP4																	https://www.linkedin.com/	Customers;#Industry;#Investors;#Policy makers;#Scientific community (higher education, Research)		
Webinar Promo (Facebook)	04-02-21	04-02-21	4. FBA	Marta Albújar (Fundingbox)		Social Media	WP4																	https://www.facebook.com/	Civil society;#Industry;#General Public		
Webinar Promo (Twitter)	04-02-21	04-02-21	4. FBA	Marta Albújar (Fundingbox)	3400	Social Media	WP4																	https://twitter.com/	Civil society;#Customers;#Industry;#Investors;#Policy makers;#Scientific community (higher education, Research)		
EU-funded Change2Twin Project launches first Open Call to speed up industrial digitalization in Europe	08-02-21	08-02-21	2. TTTECH	TTTech // Francesca Flamigni, Marcela Alzin		Press Release	wp7																	https://www.tttech.eu/	Customers;#Industry;#Media	Europe	
Publication of the 1st open call in I4MS Communities	10-02-21	10-02-21	4. FBA	Marta Albújar (Fundingbox)	1422	Social Media	WP4																	https://spaces.fundit.eu/	Customers;#Industry;#Investors		
FundingBox Newsletter February	11-02-21	11-02-21	4. FBA	Marta Albújar (Fundingbox)	32,838	Newsletter	wp7																			Industry	Europe

EU-Projekt für KMUs: Förderung für digitale Zwillinge beantragen	11-02-21	11-02-21	2. TTTECH	Marcela Alzin		Article in online media	WP7	www.elektroniknet.de	https://www.elektroniknet.de	Industry	DACH / German speaking
Statement of Francesca Flamigni to digital twins	11-02-21		2. TTTECH	Francesca Flamigni	8600	Social Media Communication Campaign (e.g. Radio, TV)	WP7	LinkedIn channel of TTTECH		Customers;#Industry;#General Public	Europe
Online paid media campaign TTTECH Industrial contributes to EU-funded Change2Twin project	15-02-21	17-03-21	4. FBA	Marta Albújar (Fundingbox)	755622		WP4			Industry	
Una nuova call europea sul Digital Twin	15-02-21		2. TTTECH			Website	Wp7		https://www.tttech-y	Customers;#Industry	Austria, Europe
Change2Twin: EU-Projekt fördert die Einführung Digitaler Zwillinge bei Fertigungsunternehmen	17-02-21	17-02-21	7. UNIBO	Giuseppe Padula		Article in online media	WP7		https://www.industry-makers	Industry;#Policy makers	Italy
Digitaler Zwilling für KMU: EU-Projekt fördert digitale Fertigung	18-02-21	18-02-21	2. TTTECH	Marcela Alzin, Michael Borth		Article in online media	WP7	All-Electronics	https://www.all-electronics	Industry	DACH
EU-Projekt Digitaler Zwilling	18-02-21	18-02-21	2. TTTECH	Marcela Alzin		Article in online media	WP7	Digital Manufacturing Magazine	https://www.digital-manufacturing	Industry	DACH
Q&A session - Change2Twin 1st Open Call: Assessment Voucher	19-02-21	19-02-21	2. TTTECH	Marcela Alzin		Article in online media	WP7	Der Maschinenbau	https://www.der-maschinenbau	Industry	DACH
Tech Thursday: IDEAM Cluster Webinar Series dedicated to C2T and its open calls										Customers;#Industry;#Scientific community (higher education, Research)	
Digitaler Zwilling für KMU News Bulletin from DIH related initiatives – March 2021	23-02-21	23-02-21	4. FBA	Marta Albújar (Fundingbox)	61	Organisation of a Workshop	WP4		https://www.youtube.com/watch?v=...		
The future of work: the digital transformation of the employment in the manufacturing sector	25-02-21	25-02-21	4. FBA		34	Participation to an Event other than a Conference or a Workshop	T.4.3			Industry	Ireland
We invite you to participate in the competition under the Change2Twin project	01-03-21	31-03-21	2. TTTECH	Marcela Alzin	400000	Article in printed media (magazine)	WP7	Factory (magazine)		Industry	Austria
ADDITIVE MANUFACTURING FORUM IN COLLABORATION WITH SINTEF, presentation of Change2Twin first Open Call	01-03-21	31-03-21	2. TTTECH	Marcela Alzin		Newsletter	WP7	Change2Twin: Last Call!	I4MS	Industry;#Policy makers	Europe
Fundingbox Newsletter March Breizh Fab - Online Fair for Technology Provider - Industry 4.0	03-03-21	03-03-21	9. IR	Florence Martineau	20	Participation to a Workshop	WP6, on Digital Skills	I4MS Working Group	I4MS	Industry	Europe
Imprese manifatturiere 4.0, Open Call: voucher di 10mila euro a 25 Pmi e Mid-Cap ArcLog Webinar Smart production and digitalization, Presentation: Open Call	05-03-21	05-03-21	10. PSNC	TTECH		Press Release		website	https://www.psnc.pl	Customers;#Industry;#Scientific community (higher education, Research)	Poland, EU
I4MS event with DIHNET.EU and other EU initiatives	09-03-21		1. SINTEF	Tor Dokken (SINTEF)	36	Organisation of a Workshop	WP4, Session 2: Open Calls	Online tar Energy Valley	https://energyvalley.no	Industry;#Scientific community (higher education, Research)	Norway, Nordic countries
	10-03-21	10-03-21	4. FBA	Marta Albújar (Fundingbox)	25.442	Newsletter	WP4			Customers;#Industry;#Investors;#General Public;#Policy	
	11-03-21	11-03-21	9. IR	Florence Martineau	100	Trade Fair	WP6, industry	Digital Twin for the Online webinar	https://www.breizhfab.fr	Customers;#Industry	France
	17-03-21	17-03-21		via press release		Article in online media	WP7	Il Denaro	https://www.ildenaro.it	Industry	Italy
	18-03-21		1. SINTEF	Tor Dokken	23	Participation to a Workshop	WP4, WP7	Webinar Cod Cluster	https://codcluster.no	Industry;#Scientific community (higher education, Research)	Norway
	18-03-21	18-03-21	2. TTTECH	Marcela Alzin		Participation in activities organized jointly with other H2020 Projects	WP7	online I4MS		Customers	Europe

Gemelos Digitales: El próximo gran paso de la digitalización del sector agroalimentario	18-03-21	18-03-21		Andalucía Agrotech Digital Innovation Hub	Article in online media	WP7	Oleo	https://www.oleore.com/	Industry	Spain	
	18-03-21	18-03-21	4. FBA	(Fundingbox)	12100	Social Media	WP4	https://twitter.com/oleore	society;#Customers;		
Dissemination of the 1st AV OC in EURADA	22-03-21	22-03-21	4. FBA	Marta Albújar (Fundingbox)	20433	Newsletter	WP4	https://cdn.flxml.eu/	Customers;#Industr y;#Policy makers		
EURid Dissemination of the 1st AV Open Call	24-03-21	24-03-21	4. FBA	Marta Albújar (Fundingbox)	4500	Social Media	WP4	https://twitter.com/eurid	Customers;#Industr y;#General Public		
Nordic AM get-together, Prestnation of Change2Twin Open Calls	30-03-21		1. SINTEF	Tor Dokken	50	Participation to a Workshop	WP4, WP7	Webinar Nordic AM Group	Industry;#Scientific community (higher education, Research)	Denmark, Finland, Norway and Sweden	
News Bulletin from DIH related initiatives – April 2021	01-04-21	30-04-21	2. TTTECH	Marcela Alzin, TTTEch		Newsletter	WP7	DIHNET.eu	https://dihnet.eu/2021/04/	Industry	Europe
Statement of Thomas Berndorfer to Change2Twin (member of Executive Board TTTEch Indu)	01-04-21		2. TTTECH	TTTEch	8600	Social Media	WP7	LinkedIn Channel of TTTEch	Customers;#Industr y;#Policy makers		
Open Call closure and submissions (Facebook)	02-04-21	02-04-21	4. FBA	Marta Albújar (Fundingbox)	4500	Social Media	WP4	https://www.facebook.com/Change2Twin/	Civil society;#Industry;#General Public		
Open Call closure and submissions (Twitter)	02-04-21	02-04-21	4. FBA	Marta Albújar (Fundingbox)	3400	Social Media	WP4	https://twitter.com/Change2Twin/	Investors;#Policy makers;#Scientific community;#Customers;		
Open Call closure and submissions (LinkedIn)	02-04-21	02-04-21	4. FBA	Marta Albújar (Fundingbox)	4700	Social Media	WP4	https://www.linkedin.com/company/change2twin/	#Industry;#Investors;#Scientific community;#Customers;		
DIH-World Community Day Industry 4.0	15-04-21	15-04-21	9. IR		25	Organisation of a Workshop		This event focused on Industry 4.0 was	Customers;#Industr y;#Civil society;#Customers;#Industry;#Policy makers;#Scientific community	France	
International Digital Enablement Week 2021	19-04-21	23-04-21	5.TNO	Michael Borth	150	Organisation of a Conference	WP1	The Road towards Digital Twins	TNO ESI	https://esi.nl/events	international
DIHs Over the Borders / Cascade funding for DIHs	20-04-21	20-04-21	4. FBA	Graciela Garrido FBA	170	Participation to a Workshop	T.6.3	IMPROVE! + CEUP2030	DIH Customers;#Industr y;#Investors;#Scientific community		
Post: position paper barriers	21-04-21	21-04-21	4. FBA	Marta Albújar (Fundingbox)	278	Social Media	WP7	https://spaces.fundation.eu/	Civil society;#Industry;#Investors;#Scientific community		
Interview with Tor Dokken - post	26-04-21	26-04-21	4. FBA	Marta Albújar (Fundingbox)	278	Social Media	WP7	https://spaces.fundation.eu/	Customers;#Industr y;#Scientific community (higher education, Research)	Europe, Norway	
Webinar: Digital Twin in manufacturing	27-04-21	27-04-21	1. SINTEF	Oliver Barrowclough, Heidi Dahl, Kjell Bengtsson	341 participants	Participation to a Workshop	WP1	Digital Twin in manufacturing	Tekna – The Norwegian Digital Twin	https://www.tekna.no/	Europe, Norway
AI4DT Fieldlab	29-04-21	29-04-21	5.TNO	Peter Laloli	30	Presentation	WP7	AI4DT Fieldlab	Industry;#Scientific community (higher education, Research)	The Netherlands, Germany	
Tekna Webinar - Promo in community	30-04-21	30-04-21	4. FBA	Nuno Manarte (Fundingbox)	278	Social Media		https://spaces.fundation.eu/	Customers;#Industr y;#Investors;#Scientific community (higher education, Research)		
I4MS Interview with project coordinators	01-05-21	31-05-21	2. TTTECH	Tor Dokken, Marcela Alzin		Article in online media	WP7	I4MS web I4MS	Customers;#Industr y	Europe	
News Bulletin from DIH related initiatives – May 2021	01-05-21	31-05-21	2. TTTECH	Marcela Alzin		Newsletter	WP7	DIHNET.e I4MS	Customers;#Industr y	Europe	

Digitaler Zwilling für KMU	01-05-21	2. TTTECH	Francesca Flamigni, Marcela Alzin	40.000	Article in printed media (magazine)	WP7	Autlook Magazine	Customers;#Industr y;#Policy makers;#Scientific community (higher education, Research)	Austria
Digital Twin: gemelli non solo per i più grandi!	03-05-21	7. UNIBO	Marcela Alzin TTTECH Giuseppe Padula Unibo		Article in printed media (magazine)	WP 7	Industrie - Techiche Nuove	Industry;#Scientific community (higher education, Research)	Italy
Nine digital twin barriers for manufacturing SMEs – and why they are worth tackling (promotion of position paper)	05-05-21	2. TTTECH	Marcela Alzin		Website	WP7	https://www.tttech.y	Customers;#Industr	Austria, Europe
Promotion of the 9 barriers position paper	11-05-21	11-05-21 4. FBA	Fundingbox Newsletter May - 9 barriers position paper included	26873	Newsletter	WP7,WP1		Customers;#Industr y;#Investors;#Policy makers	
Virtual Conference: Innovation in Infobiomedical technologies and telemedicine	22-05-21	22-05-21 7. UNIBO	Additive Industries presentation (booked and organized by UNIBO)		Participation to a Conference	WP7	Diagnostic Imaging and 3D printing - Multimedia in Medicine CHANGE2TWIN: presentation of Position Paper "Overcoming Nine Digital Twin Barriers for Manufacturing SMEs"	Industry;#Policy makers	Italy
I4MS Best Practices and Disruptors Awards	25-05-21	25-05-21 2. TTTECH	Oliver Barrowclough/ SINTEF is giving a presentation		Participation to a Workshop	WP7	I4MS	Industry;#Scientific community (higher education, Research)	Europe