Deliverable D6.2
Dissemination & ecosystem building
(first version)

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<tbody>
<tr>
<td>Authors</td>
<td>1. Startup Colors: Maren Lesche, Berkay Kabay</td>
</tr>
<tr>
<td>Editor</td>
<td>Maren Lesche (Startup Colors)</td>
</tr>
<tr>
<td>Reviewer</td>
<td>Nancy Irisarri Mendez (Philips), Wolfgang Hollerweger (AVL)</td>
</tr>
<tr>
<td>Approved by</td>
<td>PTC Members: (Vivek Kulkarni, Konstantinos Fysarakis, Sumudu Samarakoon, Beatriz Soret, Arne Bröring, Maren Lesche)</td>
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# ACRONYMS AND DEFINITIONS

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<tr>
<td>CSA</td>
<td>Coordination and Support Action</td>
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<td>EC</td>
<td>European Commission</td>
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<td>GDPR</td>
<td>General Data Protection Regulation</td>
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<td>IEEE</td>
<td>Institute of Electrical and Electronics Engineers</td>
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<td>IoT</td>
<td>Internet of Things</td>
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<td>KPI</td>
<td>Key Performance Indicator</td>
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<td>NGIoT</td>
<td>Next Generation Internet of Things (NGIoT) initiative</td>
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<td>RIA</td>
<td>Research and Innovation Action</td>
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<td>SME</td>
<td>Small and medium-sized enterprises</td>
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EXECUTIVE SUMMARY

IntellIoT was launched in October 2020 as a new Research and Innovation Activity. The brand, the ecosystem as well as all dissemination activities had to be established anew. The Working Package 6 (WP6) especially the Task 6.1. therefore, focussed on dissemination & ecosystem building. In this deliverable the work of WP6 and especially the subtasks in Task 6.1. are outlined.

The Task 6.1 covered the planning, carrying out and monitoring of communication and dissemination activities with the aim to build an ecosystem around the IntellIoT framework. The strategic goal was and still is to create a sustainable impact that will last beyond the end of the project by making the results of the research known to those who could benefit from them.

To ensure this goal a communication and ecosystem strategy has been developed that is outlined in this report. In Month 18 of the project, a first recap shows that all planned activities could be delivered despite restrictions due to COVID-19. The global pandemic especially impacted the scheduled events and physical activities. However, the IntellIoT consortium quickly adapted the planned activities to online and hybrid formats so the defined goals could be achieved.
1. DISSEMINATION STRATEGY

To ensure a sustainable dissemination, in a first step a detailed dissemination and communications plan has been developed defining the following aspects:

1. Mission & Corporate Identity
2. Strategic & Operational Goals
3. Strategic Approach
4. Target Groups
5. Dissemination Instruments
6. Timeline
7. Responsibilities & Processes

This plan has been developed between M01 and M03 by the communications experts of Startup Colors and has been introduced to the complete consortium in the first consortium meeting in November 2020.

1.1. Mission & Corporate Identity

As a mission and vision, the consortium agreed on the following statements:

- Vision: “POWERING THE FUTURE OF HUMANISED IOT AND AI ACROSS EUROPE”
- Mission: “IntellIoT is a Pan-European project focusing on developing integrated, distributed, human-centred and trustworthy Internet of Things (IoT) frameworks, applicable to agriculture, healthcare and manufacturing. Enabling technologies such as 5G, cybersecurity, distributed technology, Augmented Reality and tactile internet, IntellIoT champions end-user trust, adequate security and privacy by design.”

Both statements are aligned with the overall objectives of the Next Generation Internet of Things (NGIoT) initiative run by the overarching Coordination and Support Action (CSA) called EU-IoT and also define the purpose of the overall IntellIoT project as a Research and Innovation Action (RIA). The statements are the cornerstone of all communications and can be found on all communications channels, e.g., social media, print material and the website.

To give IntellIoT a public face in M01 a corporate design process was initiated. It included the design of a logo as well as visual elements and templates such as slide decks, flyer designs and social media elements.

The simple but widely applicable logo and the visual elements represent IntellIoT’s core principles: Human-centricity, trust, collaborativeness. While the colours suggest trust, the visual elements, e.g., the mesh elements, represent the human element. With its interacting elements the logo also symbolises the collaborative concept of IntellIoT.

Part of the corporate identity are also graphical elements that represent the industry sectors IntellIoT focuses on: Agriculture, Healthcare, Manufacturing,
1.2. Strategic & Operational Goals

WP6 aims to maximise the exploitation and to generate societal, economic and scientific impact of the IntellIoT results by disseminating project results among the scientific, business and startup community in Europe and globally, as well as among decision makers, relevant stakeholders and the interested public. It also has the objective to strengthen the research and knowledge base of all relevant stakeholders through presentation of the IntellIoT work and results.

Three strategic goals were defined:

1. Position the IntellIoT Consortium as thought leaders in intelligent, autonomous, human-centred solutions in healthcare, manufacturing and agriculture
2. Spotlight the various and specific ways partners are trailblazing new technologies and enabling them for use among startups and small and medium-sized enterprises (SMEs)
3. Raise understanding of “Next Generation IoT” powered by 5G and relevant subtopics across European society
4. Present, ferment and expound on the potentials of Europe as a competitive ecosystem in this space

In a next step the strategic goals were translated into concrete operational goals aligned with the dissemination channels and are outlined in this report in section 3.1.

1.3. Strategic Approach

IntellIoT’s dissemination strategy is built on the following strategic elements:

- To Educate
- To Activate
- To Engage
- To Foster Dialogue

They are the key beacons for all activities to be executed.

1.4. Target Groups

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All dissemination activities of IntellIoT always target at least one of the following stakeholder groups that have been identified as the most relevant groups. Please note that the order does not represent a ranking of importance.

- Relevant scientific communities
- European user groups / technology decision-makers who have a vested interest in IntellIoT’s mission
- Startups and SMEs who could benefit from the technology available from our partners
- Professional bodies and other types of stakeholders
- Individuals looking to be educated on IntellIoT’s core areas of research and innovation
- Employees at the Consortium Partners
- Journalists and media experts at relevant media outlets
- IoT Influencer / Experts

A special focus was also laid on the broader NGIoT ecosystem. The IntellIoT project contributed early on to the work that has been implemented by the CSA EU-IoT supporting the activities defined under "Horizontal Activities" of the topic call text H2020#ICT56-2020. Resources were allocated to contribute to clustering the results of horizontal nature, such as interoperability approach, reference architecture, standards, security and privacy approaches and contribution to a coordinated dissemination/portal implementation. This also includes the cooperation with the other retained RIA projects funding under this topic ICT56.

1.5. Dissemination Instruments

A detailed overview of the dissemination instruments can be found in section 2.

1.6. Timeline

A first timeline was established. However, it has been updated constantly to:

1. Adjust to the COVID-19 situation
2. Align with the Open Call activities
3. Connect with the overall NGIoT activities
4. Reflect the learning from executed activities

As a core principle to continuously improve the dissemination plan, feedback was collected after activities on a regular basis, e.g., from attendees of events to assess dissemination effectiveness.

The learnings were also incorporated into the timeline planning in M01.
1.7. Responsibilities & Processes

To ensure an effective and efficient execution of the planned activities, responsibilities and processes were defined in M01 including the following steps:

- Identification of Communications Experts on the partner level to form an expert group within WP6
- Scheduling of a monthly WP6 video call with operational focus with an appointed spokesperson per partner, led by the Startup Colors team
- Set-up of a specific IntellIoT email managed by Startup Colors to which partners send in updates and information worth publishing (IntellIoT(at)startupcolors.com)
- Creation of a message board and content hub accessible to all Consortium members to peruse and contribute independently (via SharePoint)

Furthermore, all dissemination activities are proactively communicated across all consortium members. Press material is jointly approved. Event attendance or speaking engagements are discussed proactively in regular video calls to ensure that all consortium members can participate - or intervene.

To leverage the strength of the respective partners responsibilities were also distributed as this example shows:

- Academic partners will disseminate in the scientific community the research achievements obtained within the project. They will target high profile publication venues. Academic partners will also incorporate the project results within their advanced educational activities
● Industrial partners will present the project results at industrial fairs, exhibitions and gatherings of decision makers to engage in bilateral communication with key decision makers. Events will include major international forums for adopters of IoT technology, such as the Mobile World Congress of IoT Solutions World Congress.

● All partners will support IntellIoT's technical communication with the community through presence in social media, such as LinkedIn, Twitter, or ResearchGate.

● All partners will further support broad communication on the use cases and the IntellIoT solution in non-scientific publications as well as social media such as LinkedIn and Twitter.

The processes ensure that IntellIoT is living its core principles of trustworthy, collaborative and human-centred activities in its dissemination activities as well.
2. DISSEMINATION INSTRUMENTS

On an operational level IntelIoT’s dissemination strategy is based on the PESO Model that is applied as a marketing strategy. It includes all instruments relevant to the current public activities and differentiates between PAID, EARNED, SHARED and OWNED activities.

![Figure 3: Overview of the PESO Model by Gini Dietrich](image)

The following sub-section details the most effective instruments identified by the dissemination experts of Startup Colors.

2.1. Online dissemination

Due to COVID-19 and its international outreach, online dissemination activities became more relevant than ever. The planned activities were expanded. On-Premises activities were transferred into hybrid or online activities. The following activities were executed in M01 to M18.

2.1.1. PROJECT WEBSITE
The IntellIoT consortium has set up a project website in M03 that acts as the central content hub of all publicly relevant consortium activities. It is planned to maintain the website for at least a period of two years after the project ends.

Early on the following website structure has been developed. It includes a public area, through which IntellIoT information, objectives, results, partners and events information are disseminated, as well as other public information such as public deliverables, open access publications, news, etc. In the second quarter of 2021 a special section for information on the Open Call has been established focusing on short-term information relevant for SME specifically including Open Call press release plus updates and information to events and related to application guidelines.

The website is also connected to other platforms such as YouTube (integration of project video), the social media channels Twitter and LinkedIn as well as the content platform medium that hosts the “Next Generation IoT Magazine”. This “shared” approach ensures that updates on other platforms will always be displayed on the central project website as well.

![IntellIoT website overview including subpages](image)

Originally it was planned to set-up a private area with secure access in order to manage restricted information (e.g., confidential management documents) and the work to be undertaken. However, such a closed collaboration space could be established on a Microsoft SharePoint server by the consortium lead Siemens in a more secure and accessible environment.
The website counted a total of 5,300 impressions / views in 2021 with a minimum of 200 impressions per month on average. In total since its publication the website counted 5,900 users. The goal of 1,000 impressions annually has been reached.

![Figure 5: Overview of users visiting the IntellIoT website](image)

### 2.1.2. PROJECT VIDEO & ADDITIONAL AUDIO-VISUAL CONTENT

In M04 the development of an official project video\(^1\) was started. In a 3 min long animation all use cases as well as the framework approach of IntellIoT were highlighted. It focuses on the technical advancements of the IntellIoT approach, targeting the IoT technical and business community. This video is now an essential part of the project website and was integrated in all communications activities between M05 and M18 such as direct mailings to potential Open Call participants and as an introduction video for the five public Online Webinars (M06 - M09) as well as the private End-User Workshops (M07). In addition to that four short 30 sec videos were created showcasing the individual use cases and the framework concept of IntellIoT. These short videos were generated from the 3-min project video.

In total the 3 min-video reached more than 900 viewers and the four 30 sec videos reached 400 viewers on YouTube between M05 and M18. In addition, it was presented in five online events organised by IntellIoT as well as four special online webinars organised within the Open Call campaign. Via these

\(^1\) Link to project video: [https://www.youtube.com/watch?v=30AWf0zaM7U](https://www.youtube.com/watch?v=30AWf0zaM7U)
online events a minimum of 350 attendees saw the video as well. The project video exceeded the desired delivery numbers of 600 impressions already within the first 18 months of the IntellIoT project.

Including the project video, a total of 12 videos have been created between M06 and M18. Seven of these video clips document the online webinars and talks organised by IntellIoT and reached an added impressions of 1,200 on YouTube2.

2.1.3. ONLINE MAGAZINE “NEXT GENERATION IOT MAGAZIN”

The international publishing platform Medium3 allows organisations to coordinate and publish editorial content from multiple editors. It also acts as a second external channel since, comparable to other online magazines, it has an existing readership. This shared and collaborative concept again goes hand in hand with the IntellIoT principles of collaborative, human-centric and trustworthy dissemination. In total 4 different editors have been involved. It is also planned to engage the Open Call winners and allow them to publish IntellIoT relevant articles as well.

It needs to be highlighted that the magazine is not replacing a corporate blog. The published content is based on storytelling and journalistic principles since a neutral and informative communication increases the engagement of the ecosystem around IntellIoT.

Moreover, the Magazine is a channel that has been used to engage decision makers and influencers in the relevant sectors agriculture, healthcare and manufacturing. It also serves as an educational platform since many of the published articles share insights and best practices on the new technologies and concepts IntellIoT is built on, e.g., HyperMAS and trustworthy IoT.

Between M01 and M18 a total of nine articles were produced and published and reached 2,500 readers.

2.1.4. SOCIAL NETWORKS

A systematic use of social media is important for a continuous and early announcement of the project outcomes and supporting the ecosystem building. The social networks Twitter and LinkedIn have been proven as the most relevant channels for a broad dissemination of project outcomes but also to reach IntellIoT’s target audience in a most efficient way. In addition to that Facebook /Meta as well as Instagram have been evaluated as potential channels. However, it has been decided to save the channels but to not actively use them. As outlined in the section 2.1.2 also, YouTube is used to disseminate technical and promotional video material.

2 Link to YouTube Channel: https://www.youtube.com/channel/UCyVLzG7RJTeP1o0SgDY1SRrg/videos

3 Link to the Magazine: https://medium.com/next-generation-iot-magazine

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On average 100 LinkedIn posts have been shared in 2021. They reached approximately 200 impressions per post. Further, more than 700 LinkedIn subscribers are actively following the project page\(^4\). In addition to LinkedIn posts, LinkedIn also became an important tool to acquire event\(^5\) attendees. In altogether 6 promoted events more than 400 LinkedIn users registered. The most popular topics have been healthtech and security / trust.

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\(^4\) Link to IntellIoT project page on LinkedIn: [https://www.linkedin.com/company/intellioteu](https://www.linkedin.com/company/intellioteu)

\(^5\) Link to IntellIoT event overview on LinkedIn: [https://www.linkedin.com/company/intellioteu/events/](https://www.linkedin.com/company/intellioteu/events/)
The second strong social media outlet is Twitter\(^6\). With more than 130 followers that actively share and comment, this social network is mainly aiming to content and interact with selected editors and influencers.

\(^6\) Link to IntellIoT Twitter page: [https://twitter.com/Intelliot_eu](https://twitter.com/Intelliot_eu)

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Between M01 and M18, 170 genuine tweets have been posted. Moreover, Twitter also allowed partners, media outlets and influencers to actively share IntellIoT content.

The Twitter concept of IntellIoT is also based on the PESO model. IntellIoT aims for 1.) 60 % curated, IoT relevant content, e.g., Open Calls from NGIoT partners or trend reports, 2.) 40 % creation of own content plus sharing content from the IntellIoT consortium partners. This shared approach can be seen in the following tweets:

![Example Tweets from dissemination partner communities](image)

The following selected posts and analytics showcase the reach of some of the most successful posts:
**Figure 12:** Successful LinkedIn Post by consortium partner Startup Colors with a reach of 2,700 impressions plus interaction with more than 60 LinkedIn subscribers.

**Figure 13:** During the Open Call campaign organic growth reached more than 3000 impressions per months on LinkedIn.
The IntellIoT dissemination will continue to work with the proven social media outreach and aims for a minimum of 2 posts/tweets per week after M18.

2.1.5. REGULAR NEWSLETTERS

Starting from M03, a regular quarterly email newsletter was sent out to interested parties outside the IntellIoT consortium. It contains information on the progress of the project, recent events as well as information on the Open Calls. All consortium partners regularly contributed to it. The newsletter brought the IntellIoT news into the home offices of the European IoT network during COVID-19. More than 200 selected IoT experts subscribed to it already. Additionally, to them a special group of more than 400 subscribers registered for specific information on the Open Call. Due to General Data Protection Regulation (GDPR), all contacts have signed via a double opt-in process.

Seven regular newsletters have been published between M02 and M18 already.

2.2. Publications

At IntellIoT a special focus lies on publications. In general, scientific and non-scientific publications need to be differentiated. Moreover, online and offline publications are also considered in a different way. Due to COVID-19 and the lack of scientific offline events, online publications became even more relevant within the dissemination campaign.

2.2.1. SCIENTIFIC PUBLICATIONS AND CONFERENCE PUBLICATIONS

In 2021 a total number of 20 scientific publications out of the desired 30 publications could be reached until M18 already. Among them are papers in renowned publications such as the Institute of Electrical and Electronics Engineers (IEEE) Internet of Things Journal, IEEE TCOM and IEEE Transactions on Communications. Ten of these publications are based on accepted papers to (online) conferences.

Examples of successful scientific publications are:

- Federico Chiariotti, Olga Vikhrova, Beatriz Soret, Petar Popovski, 2021. “Peak Age of Information Distribution for Edge Computing with Wireless Links”. Preprint version of the paper accepted for publication in the Transactions on Communications. 9

7 Link to IntellIoT newsletter overview: https://us17.campaign-archive.com/home/?u=878f8ea2539b45d61093d5cf7&id=e9c1137c6e
8 Link to paper: https://arxiv.org/abs/2012.03414

2.2.2. SPECIAL ISSUES

IntellIoT aims for a minimum of 3 special papers including 8 selected issues per paper to be delivered after M18.

2.2.3. NON-SCIENTIFIC PUBLICATIONS

The goal of 10 non-scientific publications within the 36 months of project time has been exceeded at the end of M18. IntellIoT counted more than 200 online publications focusing on use cases and storytelling as well as the Open Calls. To reach the broad public, IntellIoT applied the following instruments.

2.2.3.1. PRESS RELEASE
Figure 14: Screenshot of IntellIoT’s Open Call press release on Presseportal

In M01 and M12, IntellIoT developed and distributed two press releases. To reach the maximum number of decision makers and SME, a news distribution service called News Aktuell was used. This platform - that is associated with the German news agency - delivered the press releases online to specialised EU based editors that are registered on the News Aktuell platform. The first press release\textsuperscript{10} that highlighted the need for healthtech solutions was also specifically shared with healthcare editors. The second press release\textsuperscript{11} was geared towards potential applicants for the Open Call 1.

Both press releases were delivered to a minimum of 1,000 journalists across Europe and generated an average of 100 online articles each.

\textsuperscript{10} Link to Press Release #1: https://www.presseportal.de/pm/149954/4754175?langid=2
\textsuperscript{11} Link to Press Release #2: https://www.presseportal.de/pm/149954/5010463?langid=2
In addition, both press releases were shared with the information officers of the European Commission to be published on the EU portals as well as with the Coordination and Support Actions (CSA) led by Martel Innovation.

Further highlight coverage includes Forbes, Silicon Canals, Wallstreet Online, Business Insider:
2.2.3.2. MEDIA PARTNERSHIPS

Especially in M12 to support dissemination activities during the Open Call, three special media partnerships have been established to reach the group of developers, IoT decision makers and SME founders. After a careful evaluation of possible outlets three publications have been selected:

**IoT for All:** In collaboration with the specialised platform gathering IoT experts from Europe the article “The Doctor Will See You Now: Standard of Care for Patients” was published focusing on the Healthcare use case of IntellIoT.

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14 Link to IoT for all article: [https://www.iotforall.com/the-doctor-will-see-you-now-standard-of-care-for-patients](https://www.iotforall.com/the-doctor-will-see-you-now-standard-of-care-for-patients)
EU Startups: The international online magazine and event company EU Startups has an active community of more than 50,000 SMEs from Europe. In a special (paid) media partnership, selected dissemination activities were executed, e.g., the publication of a sponsored article\(^\text{15}\) highlighting the benefits of joining IntellIoT via the first Open Call. Moreover, this article was shared in a special newsletter and in dedicated social media posts with the EU Startup community leading to a significant increase in applications for the Open Call.

\(^{15}\) Link to EU-Startups article: https://www.eu-startups.com/2021/09/open-call-from-intelliot-boosts-european-deeptech-startups-and-smes-with-up-to-e150k-each-sponsored/
Figure 19: Screenshot of IntellIoT’s Open Call promotion article on EU-Startups

2.2.3.3. MEDIA & INFORMATION KITS

To empower all consortium members and to enable influencers and multipliers to communicate actively, special information kits were developed containing social media posts and visuals ready to be used as well as additional visuals such as banners and a poster that could be applied immediately. The special Information Kit for multipliers\(^\text{16}\) also contains a press release.

\(^{16}\) Link to information kit: [https://intelliot.eu/wp-content/uploads/2022/05/IntellIoT_Information_Kit_Multipliers.pdf](https://intelliot.eu/wp-content/uploads/2022/05/IntellIoT_Information_Kit_Multipliers.pdf)
All provided material allowed the IoT community to create and publish their own content. However, the
majority of content was used in online form on social media platforms or as part of special direct mailings.

2.3. Offline dissemination

2.3.1. Brochures, Posters & Business Cards

In M04 and M05 IntellIoT created promotional material such as a brochure. In M08 business cards, a roll-up and a poster highlighting the Open Call completed the list of offline material. All instruments are updated regularly and are used for distribution at conferences, fairs, and other venues to raise awareness and attract applications for the Open Calls. Altogether 1,000 brochures have been printed till M18. Two hundred have been distributed already at the two Summer Schools that took place in M10 as well as the SME conference South Summit that took part in October 2021 in Madrid, Spain. Moreover, 20 posters as well as 100 brochures have been placed in coworking places and at Universities in Berlin where the WP6 lead Startup Colors is located. In addition to the distribution of the printed brochure, the brochure was uploaded to the website. Nine hundred and fifty website visitors downloaded the brochure in the first 12 months of the upload. Out of the 200 business cards, 100 could be distributed.

However, due to COVID-19 and the high number of cancellations of conferences and fairs as well as the growing number of employees working from home offices, the printed material could not be applied as planned and also did not provide the expected impact. Most of the produced material will be used for the Open Call in 2022 and also for offline activities after M18.

![Figure 22: Example poster promoting the Open Call](image-url)
Figure 23: Example business card promoting the Open Call

Figure 24: IntellIoT promotional flyer

2.3.2. ORGANISATION OF & PRESENTATION AT FURTHER SCIENTIFIC DISSEMINATION EVENTS

Due to COVID-19 many scientific conferences and events have been cancelled or postponed between M01 and M18. Moreover, online fatigue became another challenge. Originally, IntellIoT planned to co-organize a workshop at IoT Week 2021 in Dublin but due to COVID-19 this event was cancelled as well. IntellIoT therefore actively supported existing scientific and training events such as workshops organised by NGIoT or Eclipse foundation.

Here a short excerpt of the workshops and trainings provided by the IntellIoT consortium partners:

- 8.12.2020: Workshop on “Industry to work in partnerships with possible industrial associations”[18] set up by Eclipse Foundation with specific focus on “the role of open standards, open specs and open source” with Prof. Simon Mayer, University of St. Gallen (70 attendees)
- 30.03.2021: NGIoT Thematic Workshop[19]: Agrifood and Rural Communities with Martijn Rooker, TTTech, (50 attendees)


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2.3.3. ORGANISATION OF & PRESENTATION AT SME AND POLICY EVENTS

Since COVID-19 tremendously reduced the number of conferences to present IntellIoT and exchange ideas on exploitation opportunities, in M04 IntellIoT decided to introduce a new own online event format: online meetups to especially educate interested SME and users about the potential of the IntellIoT framework in agriculture, manufacturing and healthcare and the importance of secure and trustworthy IoT solutions that keep the human in the loop. In total five online events of 60 to 90 min have been planned and executed. In total 350 attendees could be counted. Per online event a minimum of 2 external IoT experts were involved and presented new ideas or areas of applicability to the IntellIoT framework to the online guest. Especially the online event on agritech attracted more than 100 guests. Since the IntellIoT framework has been in its early stages in early 2021, the overall IntellIoT concept of trustworthy, human-centred and collaborative IoT instead of a demonstrator was presented. However, we plan to pick up the event series again in 2022 to showcase further achievements and project results. Upcoming events will also focus on engaging the developer community more to explain the IntellIoT technology in detail.

All events have been executed in collaboration with the international Meetup.Ai community. Collaborating on concrete activities gave IntellIoT the opportunity to expand its ecosystem further.

Among the expert speakers were Influencers such as:

- Sandro Castronovo, Tech Lead at John Deere
- Max Schulman, Farmer and Advisor, Cereals Oilseeds at Central Union of Agricultural Producers and Forest Owners (MTK)

22 Link to workshop: https://www.ngiot.eu/event/eu-iot-training-workshops-series-aiot-and-edge-machine-learning/?instance_id=144
23 Link to workshop: https://www.6gwff.org/program/tech_prog_with_videos/#S1569569096
Altogether five online meetups targeting SME, developer and business decision makers in the domain fields of agriculture, healthcare and manufacturing as well as IoT were organised:

- 11.3.2021: From Farm to Code - AI meets Agritech (100 attendees)
- 23.3.2021: Smart Factories - The Future of Manufacturing (60 attendees)
- 8.4.2021: Healthtech: Remote Patient Monitoring (100 attendees)
- 25.5.2021: In Data we Trust - Blockchain and Security in AI (50 attendees)
- 15.6.2021: Human-in-the-Loop - the Key to successful AI (40 attendees)

In addition, IntellIoT also contributed to the selected policy events such as

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25 Link to event page: [https://www.linkedin.com/events/fromfarmtocode-aimeetsagritech6762824811409391617/](https://www.linkedin.com/events/fromfarmtocode-aimeetsagritech6762824811409391617/)
26 Link to event page: [https://www.linkedin.com/events/smartfactory-thefutureofmanufac6772584865306846208/](https://www.linkedin.com/events/smartfactory-thefutureofmanufac6772584865306846208/)
27 Link to event page: [https://www.linkedin.com/events/healthtech-remotepatientmonitor6772587131882782720/](https://www.linkedin.com/events/healthtech-remotepatientmonitor6772587131882782720/)
28 Link to event page: [https://www.linkedin.com/events/indatawetrust-blockchainandseco6791267507908026368/](https://www.linkedin.com/events/indatawetrust-blockchainandseco6791267507908026368/)
29 Link to event page: [https://www.linkedin.com/events/human-in-the-loop-thekeytosucce6791272379734745089/](https://www.linkedin.com/events/human-in-the-loop-thekeytosucce6791272379734745089/)
17.02.2021 (In German): The Horizon Europe Kick-off Cluster 4 powered by Enterprise Europe Network (75 decision makers attended online)  

During the Open Call period (September – October 2021) we attended three special SME conferences in person and also virtually: South Summit (October 2021, Madrid, Spain), InfoShare (October 2021, Gdansk, Poland), the DigiHub DemoDay (September 2021, Duesseldorf, Germany). InfoShare and DigiHub DemoDay were attended virtually. During DigiHub DemoDay, IntellIoT did not present but scouted actively for suitable SME for its first Open Call. With InfoShare a special partnership was formed. IntellIoT attended online and organised a special e-mailing to registered guests of InfoShare 2021 as well as post InfoShare events. At South Summit, IntellIoT was present, distributed brochures and business cards and organised a small Meet & Greet with interested SME. Across all events 30 promising SME were identified and added to the Open Call list.

Figure 27: Presentation of IntellIoT at South Summit 2021 in Madrid

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30 Link to event page: https://een-bb.de/termine/detail/online-digitale-kick-off-veranstaltung-zu-horizont-europa/0b30488f9ad3a17c6c3ac5af88ebc0553.html  
31 https://www.southsummit.co/#/  
32 https://infoshare.pl  
33 https://www.digihub.de/events/digital-demo-day-2021
In 2022 and 2023, IntellIoT also aims to present at least one of the following conferences assuming that they are taking place: Frontiers Health, Mobile World Congress, HIMSS, Hub.Berlin, Vivatech Paris, DataNatives Conference, DLD Europe, EIT Summit.

2.3.4. ORGANISATION OF WORKSHOPS

In the original proposal it was planned to organise a minimum of three international workshops, co-located with top-tier conferences – either for a scientific or a business audience. Since many conferences and trade shows were cancelled due to COVID-19, IntellIoT decided to organise special end-user workshops using Microsoft Teams and the online Whiteboard tool Miro. In these workshops a dedicated Design Thinking expert guided selected stakeholders through an ideation process to explore specific problems in the fields of agriculture, healthcare and manufacturing. In a collaborative approach the stakeholders developed further ideas on how IntellIoT can contribute to their needs best.

Three end-user workshops took place. The workshops were open to the public and promoted selectively via LinkedIn. Interested stakeholders could register via eventbrite:

- Manufacturing: 15. April 2021
- Agriculture: 12. April 2021

Fifteen experts attended the end-user workshops where information about the special needs of end-users were gathered. All online workshops were recorded with the consent of the attendees, transcribed and its content reviewed to align it with upcoming activities with the aim to apply the IntellIoT framework in the most user-centric way.

2.3.5. ORGANISATION OF AND CONTRIBUTION TO SUMMER SCHOOLS

IntellIoT planned to organise summer schools for delivering knowledge to students, researchers, and professionals on IoT specifically. The summer schools are supposed to be centred around the related topics such as IoT/edge, 5G, Distributed AI, Smart Contracts. To be cost effective the summer schools are co-organised with and on the premises of IntellIoT partners. In summer 2021, IntellIoT was involved in two Summer Schools: Initiated by the IntellIoT partner TSI the consortium actively participated in the CyberHOT Summer School (27.09.2021-28.09.2021). Forty students attended the special “Cybersecurity Hands-On -Training” provided by Sotiris Ioannidis (TSI) and received further information on IntellIoT via provided brochures and posters highlighting the Open Call #1. Moreover, IntellIoT partner

34 Link to event page: https://www.eventbrite.com/e/end-user-workshop-healthcare-registration-148775871637
35 Link to event page: https://www.eventbrite.com/e/end-user-workshop-manufacturing-registration-148770447413
36 Link to event page: https://www.eventbrite.com/e/end-user-workshop-agriculture-registration-148725785829
37 https://www.cyberhot.eu
University St. Gallen co-organized the Summer School on AI for Industry 4.0\textsuperscript{38} (27.07. - 31.07.2022). The event had 62 participants from 7 countries, most of them online due to the pandemic.

### 2.3.6. ORGANISATION OF HACKATHONS

At the beginning of the project, IntelloT planned to organise at least one hackathon per Open Call in collaboration with selected partners. However, due to two reasons there was no own hackathon to address developers, students, researchers and young entrepreneurs or Micro-SMEs set-up:

- First, a joint NGIoT Hackathon was scheduled to kick off on August 30 during IoT Week 2021. IntelloT decided to bundle resources and support the joint activity. However, this EU-IoT Hackathon was postponed to June 2022 due to COVID-19.
- Secondly, other online channels such as online meetups provided similar touch points to the target group of students, researchers and entrepreneurs.
- Thirdly, the complexity of the IntelloT framework and the industry feedback led to the conclusion that more mature SME would better suit the requirements of the IntelloT consortium and would be a stronger target group for the first Open Call.

![Figure 28: Screenshot of the Applied Data Hackathon](https://ai4industry.wp.imt.fr)

Nevertheless, IntelloT contributed to one hackathon focusing on Applied Data in March 2022 to generate more visibility across developers, students, researchers and young entrepreneurs. The Applied Data Hackathon\textsuperscript{39} powered by the IntelloT partner Startup Colors gathered close to 100 hackers

\textsuperscript{38} [https://ai4industry.wp.imt.fr](https://ai4industry.wp.imt.fr)

\textsuperscript{39} [https://taikai.network/en/adatainc/hackathons/adi/overview](https://taikai.network/en/adatainc/hackathons/adi/overview)
during a special hybrid hackweek. IntellIoT was presented by Prof. Simon Mayer from the University of St. Gallen, that was part of the Jury. The University St. Gallen also contributed to the special IntellIoT related challenge: “Object Classification in Real Environments in Manufacturing & Logistics”. The online events of the Hackweek, especially the Pitch finale attracted another 500 guests online and onsite.

In M21, IntellIoT will actively contribute to the EU-IoT Hackathon that is currently scheduled to be launched in June 2022 and is also preparing a larger hybrid hackathon to gather the proposed 40 participants in one event in M23 as a kick-off activity of the second Open Call.

2.3.7. SCIENTIFIC CONFERENCES

IntellIoT will co-organize a significant international conference in the core research areas of the project. Our goal will be to enhance the visibility of our contributions at international level.

2.4. Community Building

In order to build a new extended IntellIoT ecosystem around the technology and framework, to promote IntellIoT's technology and the Open Calls as well as to specifically engage non-scientific communities, IntellIoT identified suitable international community partners to connect and collaborate with. Between M01 and M18 the following partnerships have been formed:

- **Meetup.AI**: The German-based community of 4,000 AI experts from Berlin and Hamburg supported in M05 till M07 in setting up the Online Meetup series and introducing IntellIoT to their developer network.
- **Vision Health Pioneers Incubator**: The Berlin based startup incubator has a network of 100 decision makers in healthcare and partnered with IntellIoT early on via its management partner Startup Colors.
- **F6S**: For the Open Call, we decided to partner with the F6S platform. After setting up a neutral organisation profile, the first Open Call was executed via F6S. This collaboration also gave access to more than 4 million company founders and their companies. A special mailing to selected SME provided additional visibility to IntellIoT.
- **DataConomy/DataNatives**: The Berlin based media platform behind the DataNatives community gives access to a pool of 75,000 data scientists and generates 160,000 pageviews per month. In addition to that DataConomy has 55,000 followers on all its social media channels and more than 20 meetup groups bringing together up to 50,000 developers and data scientists. The collaboration with DataConomy and DataNatives mainly focussed on direct outreach via specialised mailings to the meetup subscribers as well as social media promotion as the following example shows.

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40 Link to recording of the hackathon: [https://www.youtube.com/watch?v=UJApTj5Ru5U](https://www.youtube.com/watch?v=UJApTj5Ru5U)

25/04/2022
To connect with existing communities supports the building of a new extended IntellIoT ecosystem around the technology and framework developed during the RIA time frame.

2.5. System-level demonstrators at Trade Fairs, Conferences and EU Events

Since the first demonstrators will only be available after M18 and at the end of the pilot projects with the selected SME, no system-level demonstrations could be organised. The consortium aims for demonstrator opportunities at major international fairs and exhibitions (e.g., IoT Solutions World Congress), EC sponsored conferences/events (e.g., EUCNC), or international conferences (e.g., IEEE ICC and IEEE GLOBECOM) following M20.
3. DISSEMINATION KPIS

3.1. Dissemination KPI table

The following table provides a quantification of the project’s dissemination activities as key performance indicators (KPIs) and sets a basis for verifying whether the project dissemination objectives have been met.

<table>
<thead>
<tr>
<th>Dissemination Instrument</th>
<th>First Delivered</th>
<th>Success Indicators</th>
<th>Achieved Indicators (M01 - M18)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Website</td>
<td>M03</td>
<td>&gt;1000 annually</td>
<td>5,900 impressions between M03 - M18</td>
</tr>
<tr>
<td>Social Networks</td>
<td>M01</td>
<td>&gt;100 announcements annually</td>
<td>370 own posts and own retweets in M03 - M15</td>
</tr>
<tr>
<td>Regular Newsletters</td>
<td>M01</td>
<td>&gt;9 issues</td>
<td>7 issues published, &gt;200 regular subscribers, &gt;400 Open Call subscribers</td>
</tr>
<tr>
<td>Flyer / Brochure</td>
<td>M05</td>
<td>&gt;2,000 hard copies distributed at &gt;10 events</td>
<td>Flyer: 950 downloads, 300 printed versions distributed Business Cards: 100 Poster: 20 at 2 physical events</td>
</tr>
<tr>
<td>Online Magazine</td>
<td>M02</td>
<td>&gt;12 Stories, 1,200 impressions annually</td>
<td>9 stories, 2,494 impressions M02 - M18</td>
</tr>
<tr>
<td>Project Video</td>
<td>M05</td>
<td>&gt;600 views &gt;10 events</td>
<td>&gt;900 impressions of 3-min-video plus &gt;400 impressions of short versions</td>
</tr>
<tr>
<td>Scientific Publications</td>
<td>M02</td>
<td>&gt;30 publications</td>
<td>20 publications</td>
</tr>
<tr>
<td>Special Issues</td>
<td>after M18</td>
<td>&gt;3 organised special issues; &gt;8 selected papers per issue</td>
<td>0</td>
</tr>
<tr>
<td>Non-scientific Publications</td>
<td>M02</td>
<td>&gt;10 publications</td>
<td>&gt;200 online publications based on 2 press releases 2 special articles</td>
</tr>
<tr>
<td>Conferences</td>
<td>after M18</td>
<td>&gt;1 event &gt;80 attendees</td>
<td>0</td>
</tr>
<tr>
<td>Workshops</td>
<td>M03</td>
<td>&gt;3 workshops &gt;20 attendees each</td>
<td>7 public trainings &gt;30 - 120 attendees</td>
</tr>
</tbody>
</table>
3.2. Means to achieve KPIs in the future

Certain dissemination KPIs could not be reached. The following mitigation measures are planned:

<table>
<thead>
<tr>
<th>Dissemination Instrument</th>
<th>Risk Level</th>
<th>Success Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flyer / Brochure</td>
<td>Middle</td>
<td>Assuming that physical events will be organised again, the number of 8 events as well as the distribution of 1700 brochures is realistic. However, if no onsite events are available, we will continue distributing the brochure online as a download option.</td>
</tr>
<tr>
<td>Scientific Publications</td>
<td>Low</td>
<td>20 publications (⅔ or the KPI) have been generated within 18 months = 50% of the project time frame. Further scientific publications are in review already</td>
</tr>
<tr>
<td>Special Issues</td>
<td>High</td>
<td>The academic partners of IntellIoT are aware of the risk and are in contact with partners to reach the KPI of 3 organised special issues and &gt; 8 selected papers per issue.</td>
</tr>
<tr>
<td>Conferences</td>
<td>Middle</td>
<td>IntellIoT is already in contact with conferences to co-organise special stages and curate a relevant program to reach 80 attendees</td>
</tr>
<tr>
<td>Summer Schools</td>
<td>Low</td>
<td>Further Summer Schools are planned in 2022 and 2023 by the academic partners of IntellIoT already</td>
</tr>
<tr>
<td>Event Type</td>
<td>Level</td>
<td>Description</td>
</tr>
<tr>
<td>-------------------------</td>
<td>-------</td>
<td>------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Hackathon</td>
<td>middle</td>
<td>One large hackathon organised by IntellIoT has been planned already for M23 as a kick-off of the Open Call #2</td>
</tr>
<tr>
<td>SME &amp; Policy Events</td>
<td>middle</td>
<td>IntellIoT had identified a number of influencers based on online research. These influencers have been involved in IntellIoT, e.g., as Evaluators or also during Exploitation workshops. However, these contacts have not been generated via Conferences due to COVID-19 restrictions.</td>
</tr>
<tr>
<td>Exhibition Demonstrators</td>
<td>low</td>
<td>Demonstrators will be ready to be presented publicly after M18</td>
</tr>
<tr>
<td>EU Demonstrators</td>
<td>low</td>
<td>Demonstrators will be ready to be presented publicly after M18</td>
</tr>
<tr>
<td>Conference Demonstrators</td>
<td>low</td>
<td>Demonstrators will be ready to be presented publicly after M18</td>
</tr>
</tbody>
</table>

After successfully establishing the brand IntellIoT, after M18 a special focus will be on the execution of events as well as the publication of special issues and further scientific publications. Moreover, demonstrators will be developed so the pending dissemination activities can be executed.

It is also planned to intensify the already successful collaboration with the CSA and the other NGIoT RIAs to continue successful joint activities and event formats.

### 3.3. Outlook: Dissemination going forward

Following M18 IntellIoT’s dissemination activities to generate overall visibility such as newsletter, online communication and online events will continue. However, starting in M20 a new campaign for the second Open Call will be developed and launched. Cornerstones of this campaign will be physical or hybrid conference, trade show and hackathon formats. Since four new SME joined the consortium their networks and dissemination power will also be used to expand the already existing IntellIoT network. This deliverable D6.2 is the first version of the report on dissemination & ecosystem building. In M36 the final version in the form of deliverable D6.9 will be submitted.