



D6.5 – Plan for the Exploitation and Dissemination of Results (PEDR)

Project Information

GRANT AGREEMENT NUMBER	723699
PROJECT FULL TITLE	Driving up Reliability and Efficiency of Additive Manufacturing
PROJECT ACRONYM	DREAM
FUNDING SCHEME	RIA
START DATE OF THE PROJECT	01 Oct 2016
DURATION	36 months
CALL IDENTIFIER	H2020-FOF-2016
PROJECT WEBSITE	www.dream-euproject.eu

Deliverable Information

DELIVERABLE N°	27 (Relative Number D6.5)
DELIVERABLE TITLE	Plan for the Exploitation and Dissemination of Results (PEDR) First Release
WP NO.	6.5
WP LEADER	BEWG
CONTRIBUTING PARTNERS	/
NATURE	R: Document, report (excluding the periodic and final reports) .
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CONTRACTUAL DEADLINE	M3
DELIVERY DATE TO EC	M3

Dissemination Level

PU public

With regard to specific sections: **CO** Confidential, only for the members of the consortium (incl. Commission Services)

Document Log

Version	Date	Author	Description of Change
1	21/12/2016	Massimo Rinaldi	First Release

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Glossary of Acronyms (Optional)

Acronym	Extended definition
AM	Additive manufacturing
DCM	Dissemination and Communication Manager
DoA	Description of Action
D&E	Dissemination and Exploitation
EAB	External Advisory Board
EC-GA	EC Grant Agreement
EM	Exploitation manager
FoF	Factories of the Future
IPR	Intellectual Property Right
LCA	Life Cycle Approach
LCC	Life Cycle Cost
PBF	Powder Bed Fusion
PC	Project Coordinator
PEDR	Plan for the Exploitation and Dissemination of Results
PM	Project Manager
PPP	Public Private Partnerships

1 EXECUTIVE SUMMARY

The *Plan for the Exploitation and Dissemination of Results* (PEDR) presented here is one of the compulsory reports that H2020 projects are required to submit to the EC. The PEDR summarises the consortium's strategy and concrete actions to disseminate, exploit and protect the foreground generated by a project and should serve as a guideline to the Consortium for the Dissemination and Exploitation (D&E) activities to be carried out in the context of the DREAM project.

This report is the first PEDR release. It gives an introduction of the dissemination activities at **M3** and the ones planned for the subsequent period and summary of most promising achievements, exploitable opportunities and identification of target segments for DREAM project and perspective business opportunities of involved enterprises. The report it will be up-dated at **M18** and **M36**.

For this reason, this deliverable is public - except for Chapter 4 sections dedicated to the i) IPR Background, ii) IPR Foreground, ii) Exploitable results, iii) Characterization of exploitable results, - whereas the following versions will be confidential. The public D6.5 will be made accessible through the DREAM project website and shall be used by anybody who wants to know the activities that have been undertaken to publicize the DREAM project and make it effective in terms of utilization of results.

The **two key areas** addressed by this deliverable are the dissemination and the exploitation actions, which are separately reported in **Dissemination Plan** and **Exploitation Plan**.

Section A (Dissemination Plan) describes the dissemination measures and its content will be made available in the public domain thus demonstrating the added value and positive impact of the project on the European Union. Dissemination activities are going to be performed during the whole project lifetime. This deliverable aims at the presentation of a suitable dissemination plan for making the project known all over the European state, including a definition of the term and its interpretation for DREAM for the next years. Based on the plan in the DoA, target groups for dissemination in DREAM are identified and the subjects and matters of these actions are described. The management as well as the tools and activities are defined and the partner roles are shown. As the resources dedicated to dissemination are restricted, cost-effective ways were chosen to achieve a maximum of publicity for the project and its results.

Section B (Exploitation Plan) provides a summary of the progress done concerning DREAM's exploitable results and the potential routes for their exploitation that project partners have envisioned at the beginning of the project and which are being redefined as the project technically has progressed. POLYS, as the Industrial leader of Exploitation activities, leads the development of the Plan for the industrialization of the newly developed technology. In the development of the corresponding tasks, POLYS and project partners have collaborated in order to define their Individual Exploitation Plans and to develop the market analysis. In further steps, the reports will be complemented with the partners' support in order to evaluate the position in the market of the DREAM's main results, to identify the risks of the project and to define the mitigation plan. The report clearly marks as non-publishable (confidential) the parts that will be treated as such by the Commission. Information under Section B that is not marked as confidential will be made available in the public domain thus demonstrating the added-value and positive impact of the project on the European Union.

Besides this executive summary, the deliverable is structured in **four chapters**: The introduction, Chapter 2 contains the information about the scope and objectives of the document. Chapter 3 presents the actions to be performed to disseminate DREAM project. This section is divided in different subsections, which illustrate the objectives of the dissemination, the target audience, the timing of the activities, the dissemination management policy and methodology, the tools and finally the dissemination plan, the future dissemination activities to be done during the next year. Chapter 4 focuses on the exploitation plan. This section illustrates the industrial vision of DREAM, the exploitation scenarios, the preliminary exploitable foreground and recaps IPR handling procedures stated in the Grant and Consortium

Agreements. Chapter 5 is the references section containing some useful web links for the preparation of this deliverable. The Appendices contains functional additional material.

2 Introduction

2.1 DREAM Project in a nutshell

The aim of DREAM is to significantly improve the performances of laser **Powder Bed Fusion** (PBF) of titanium, aluminium and steel components in terms of speed, costs, material use and reliability, also using a LCA/LCC approach, whilst producing work pieces with controlled and significantly increased fatigue life, as well with higher strength-to-weight ratios.

DREAM targets the development of a competitive supply chain to increase the productivity of **laser-based Additive Manufacturing** (AM) and to bring it a significant step further towards larger scale industrial manufacturing.

In order to upscale the results and to reach an industrial relevant level of productivity, the project is focused on the following four main challenges:

- (i) Part modeling and topology optimization
- (ii) Raw material optimisation to avoid powder contamination
- (iii) Process optimisation, including innovations of the control software of the AM machine, to enable high throughput production
- (iv) Setup of laser-PBF of **nanostructured Titanium alloys** with unchanged granulometric dimension for an additional push to higher productivity, since nanostructured metal powders can be sintered with lower energy input and faster speed.

The project, thanks to the three end-users involved, is focused on components for **prosthetic, automotive and moulding applications** to optimize the procedure for three different materials, respectively **titanium, aluminium and steel**.

DREAM Key Words: **Powder bed fusion, Additive manufacturing technology, Topology optimization, Prosthetic Component, Mould Insert, Engine subframe, Nanostructured alloys.**

2.2 Scope and objectives of this deliverable

This deliverable is the first of three deliverables regarding the PEDR of DREAM project. The two subsequent reports shall be further elaborated, updated and published, at midterm (M18) and at the end of the DREAM project (M36).

This first release (M3) includes formulation of DREAM project Dissemination and Exploitation (D&E) **strategy and an action plan for D&E activities** concentrated on the first and second year (October 2016 – March 2018) of DREAM project with a view of the third year.

The second release (M18), will include a detailed PEDR report of the D&E activities performed in the first half of the project and an updated D&E plan for the second half of the project. If necessary, it also shall include an update of the D&E strategies in accordance with the findings gained during the first two years of the project. **The third and last deliverable (M36)** is planned to include the PEDR report for the entire project duration.

The Dissemination plan in DREAM project represents the strategic vision of the Consortium in terms of communication of the DREAM project itself, and of its achievements and outputs as well.

The main objective of the planned dissemination activities is to increase the visibility of the DREAM project on selected communities and target groups at both European and International level and to further facilitate the realization of the impacts. In order to maximize impact, special attention will be given to approximate specific stakeholder groups such as (i) Policy makers (ii) Potential commercial end users and in particular automotive component suppliers and packaging equipment manufactures (iii) consultation groups; (iv) academics; and (v) investors. Through this interaction, valuable feedback from stakeholders that will be interested in the DREAM outputs, its exploitable results and – mainly – in future market products the DREAM technology will uncover, are anticipated.

This deliverable outlines the DREAM dissemination strategy in terms of identification and description of the **dissemination key elements**:

- i) the objectives of the dissemination (mission, vision),
- ii) the subjects of dissemination (what will be disseminated),
- iii) the target audience (to who it will be disseminated), as well as
- iv) the dissemination methods (how it will be disseminated),
- v) the distribution of responsibilities for dissemination (who will perform the dissemination) and rules for planning and performing of dissemination activities are described here.

The Consortium attaches great importance to dissemination. All partners will contribute to that effort and will strive to maximize use of all existing dissemination channels, such as high quality papers containing the best scientific achievements and oral and poster contributions to topical international and European conferences. Industrial partners regularly participate in workshops, fairs and showcases where technical achievements and prototypes can be shown to stakeholders.

For any comments and/or suggestions, please contact the Dissemination and Communication Manager (DCM): Massimo Rinaldi massimo.rinaldi@warrantgroup.it

The **Exploitation Plan (EP)** will be designed in order to multiply the impact of the proposed solutions and prepare the transition towards industrial and commercial uptake in order to fully achieve the expected impact. The EP will describe the activities to be undertaken (how and by whom) in order to ensure the exploitation beyond the project itself. The exploitation strategy will reflect and will be built-up as a result of sound analysis of the market trends potential users, and financial sustainability. The target users will be precisely identified and analysed in terms of specific needs and objectives. The exploitation activities will be coordinated by the Steering Committee in collaboration with the Exploitation Manager.

For any comments and/or suggestions, please contact the Exploitation Manager (EM): Benjamin Vayre b.vayre@poly-shape.com

3 Section A: Dissemination Plan

3.1 Dissemination Strategy

The objective of the dissemination strategy is to identify and organise the activities to be performed in order to maximise the influence of the project and to promote commercial and other exploitation of the project results.

In more detail, **the objectives of the dissemination** are:

- i. To raise public awareness about the project, its expected results and progress within defined target groups using effective communication means and tools;
- ii. To exchange experience with projects and groups working in the field in order to join efforts, minimize duplication and maximize potential;
- iii. To disseminate the fundamental knowledge, the methodologies and technologies developed during the project;
- iv. To pave the way for a successful commercial and non-commercial exploitation of the project outcomes.

The dissemination strategy and activities will follow **principles and best practices** successfully tested by the partners in other projects and in line with the EC Guidelines for successful dissemination:

- All research results/reports will be duly reviewed and a copy will be sent to relevant partners involved in the project before these are published or disseminated. When appropriate, the reports will refer to other research projects and build on the existing results and literature.
- Research will be conducted following sound analysis and scientific practice principles, taking into account as much as possible policy requirements and needs.
- All consortium members who will contribute to the project activities will be duly informed about the final outcomes and the implications stemming from project results.
- All public results will be accessible from the project website and usable from all parties who may benefit from them.

The definition of the dissemination strategy is based on **the identification of the following milestones**:

- a. the subject of dissemination (what will be disseminated),
- b. the identification of target audience (who will most benefit from the project results and who would be interested in learning about the project findings),
- c. the definition of methods and tools (what is the most effective way to reach the target audience),
- d. the timing (when dissemination will take place),
- e. the dissemination management and policy (who is responsible of and how dissemination is ruled).

3.1.1 Subject of dissemination

The following general subjects of dissemination have been identified:

1. DREAM project itself (general scope, coverage, goals and milestones and plans to reach them)
2. interim results (reached objectives and achievements)
3. techniques and methodologies (in respect of IPR issues)
4. technologies (in respect of industrial IPR issues)
5. sustainability assessment results (from LCA and LCC)
6. innovation aspects (in an “open innovation” perspective)

3.1.2 Target Audience

The overall aim is to maximize the utilization of the dissemination potential of DREAM consortium. Dissemination activities then must be tailored in such a way to reach the audiences most efficiently through appropriately selected dissemination channels and dissemination tools.

One of the key elements of the DREAM dissemination strategy is the identification of dissemination target areas and audiences.

3.1.2.1 Dissemination within the DREAM partners (Internal Dissemination)

Ensuring effective internal communication and dissemination among the Consortium partners represents an important key success element for the DREAM Project.

Partners' organizations are important for dissemination for two reasons. First, they are potential users of DREAM project results themselves and secondly they represent "influencers" because of their huge impact on the associated industrial sectors.

Particularly DREAM consortium partners comprise important market players in various segments and this constitutes a natural channel for the dissemination of the project and its result to other potential users. In this respect, the dissemination activities rely on the effort and the possibility of each partner in exploiting opportunities to present the project and its result. Therefore, it is important to communicate information about DREAM project and its results to partners' management, consultants and people responsible for their marketing and sales. Additionally, it is necessary to encourage them to share this information further to their customers and business partners.

Methods of internal dissemination can vary from providing links from partners' web pages to the DREAM website, to seminars or workshops showcasing, to articles in partners' internal newsletters and publications etc.

The internal communication strategy also pursues the objective to maintain all partners fully informed about planning, work in progress and existing or potential problems. Besides the requested EC and Internal reporting, all partners are invited to actively communicate with WP Leaders about technical progresses and issues, as well as WP Leaders are invited to keep PC and PM updated about the activities. All partners are invited to inform PC and PM of any Administrative and Legal issues arising. PC and PM are at the partners' disposal respectively for any technical and administrative information/issue.

Documents and files for internal communication can be uploaded on the Project Collaborative space set-up on the ©EMDESK Platform.

3.1.2.2 Dissemination beyond the DREAM partners (External Dissemination)

In order to structure the external dissemination activities in the dissemination plan and to be able to analyze the impact of dissemination on a comparable basis a more accurate division of the target audience was developed in the following table.

Table 1 Segmentation of DREAM external audience

Type of audience	Motivations
Academic and research community	This group targets all research communities interested in the DREAM project's developments, results and innovation which can be beneficiary for their own research activities. Scientific contributions of DREAM are particularly interesting for researchers working in the field of development of powder production, nanostructured metals, laser processing, engineering design, modeling, topology optimization, characterization and LCA activities.

Type of audience	Motivations
Industrial sector, Professional Associations	<p>A major objective of DREAM is to address and trigger the active involvement of industrial and user communities. DREAM is of utmost relevance for organizations in various industry verticals. DREAM has already involved key industrial end-user: ADLERFR, FERRARI and RB that will define the requirements in their respective applications. Three different business cases will be studied: a medium prosthetic femoral stem in Ti6Al4V, an engine mount in aluminum and a mould insert in steel with conformal cooling channels.</p> <p>At the end of the project we plan to elaborate DREAM dissemination impact analysis where we will evaluate which further industrial segments would be addressed and to compare the responses gained from the various segments. This will bring important information for further exploitation of DREAM project results by particular consortium partners after the end of the project. It is expected that they will provide valuable feedback on the project, introduce challenging requirements to be considered and have a major impact on the project's sustainable development.</p>
International Standardization Bodies (ISB)	ISB should be aware of DREAM scope and objectives, owing the innovative character and of eco-efficiency of the developed technologies. In an advanced stage of the project ISB can be involved and provide consultative advice on pre-standardization procedures which may be carried out when the technology reaches a suitable readiness level.
Government bodies and policy makers	This is a wide group encompassing innovation driven local, regional authorities, representatives and associations, Ministries, parliaments and Public Administrations at national and international level.
EU technology Clusters	This group refers to activities addressing external task forces that can be relevant to DREAM and which will offer a quite big and reusable knowledge base for implementing the Project and solving commonly addressed issues by injecting knowledge and experience on topics such as practices, technologies, platforms, components, standards, etc. Relevant European technology clusters been identified, such as European Materials Modelling Council (EMMC) and the European Materials Characterisation Council (EMCC).
Technology platforms/associations	This group target sectorial/industrial associations like CLEPA, ACEA or ERTRAC with a specific focus on automotive market.
EU projects working in similar domain	The participation of project partners in other relevant projects offers the opportunity to establish quick links among parties through common participants.

External dissemination will address the defined target groups at national, European and international level.

As DREAM is a project co-financed under the *Horizon2020 Programme of the European Community for research, technological development and demonstration activities*, the EU is naturally interested in the project results being disseminated at EU and worldwide level.

DREAM partners have interesting and significant links with European and international activities:

- Most of the DREAM partners already participated, and currently participates, to EU projects, which are related with DREAM proposal. This will form adequate basis for transfer of significant knowledge and technology from former RTD projects by strengthening the exploitation of results and create potential spin-off.
- Some DREAM partners are involved in the activities of European Clusters, industrial interest groups and standardization bodies.
- Some DREAM partners are members of international committees/boards of important symposia, which can ensure and facilitate the dissemination of DREAM results.
- Finally, many DREAM partners have consolidated pre-existing collaborations between each other (research or industrial), even in funded EU projects. This will certainly strengthen the cooperation within DREAM proposal, which is requested to successfully finalize the project.

At national level, DREAM Project will be disseminated among:

- all industrial sectors identified
- academia
- relevant local public bodies, since they are important regulators
- relevant professional associations, as they can inform their members and contacts on DREAM project and its results, being therefore important local influencers.

During the project, all DREAM partners will be encouraged to identify and approach the most important local groups of interests.

3.1.3 Dissemination activities timing

Dissemination activities are planned in accordance with stage of the development in the project as planned in the Description of Action (DoA).

Although a number of dissemination activities will take place during the first 18 months of the project, the most significant dissemination activities will take place as final research results will be available and the project will go to the next industrial development phase.

The dissemination activities are to be performed according to the following logical schedule:

- 1) **Initial awareness phase (month 0-3):** this especially includes establishment of DREAM communication KIT including graphical identity of the project (i.e. project logo, project presentation, project poster, project brochure, press release and templates for project documents and for project presentations) and analysis of relevant information resources in terms of identification of dissemination opportunities.
- 2) **Targeted dissemination phase (month 4-24):** the consortium will enrich the website, update the project communication KIT, attend selected events and organize workshops. Preliminary project results will be presented to the target audiences.
- 3) **Pre-launch phase (month 25-36):** this represents the period closely before the end of the project, when DREAM consortium partners will start preparation of own utilization and business plans for the industrialization of DREAM project outputs. This phase will be focused on informing the target audience of the DREAM exploitable outputs. Important communication themes in this phase will also be the references gained from the realization of DREAM demo results.

3.1.4 Dissemination management

3.1.4.1 Distribution of responsibilities

According to the Article 29.1 of the EC-GA “Each beneficiary must – as soon as possible – ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).” Therefore, every possible opportunity will be embraced by individual partners or on collective basis through joint appearance by more than one partner to make DREAM known among technicians and general public as well.

All partners of the consortium must contribute to the dissemination according to their foreseen role and effort and using all available tools. Thus for instance by participating and giving presentations at conferences, publishing papers, holding press conferences, networking and similar activities and will strive to maximize the existing dissemination channels for the purpose of project result adoption and successful future commercialization of DREAM outputs.

In order to manage the external communication and the publication of DREAM related text/images/videos in whatsoever form (magazines, newspapers and papers for conferences, workshops and seminars, etc.) the Consortium avails itself of a Dissemination and Communication Manager (DCM).

The Dissemination and Communication Manager is the central contact point for external communication. The DCM has been officially appointed during the Project kick-off meeting. Full name and contacts are mentioned on the website and on any document where it appears to be relevant.

The contact details to be currently mentioned are:

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INSTM and BEWG as Coordinator Board, are the central contact point for internal communication.

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Each partner has nominated an internal contact point who is responsible for dissemination issues and reporting (Annex B: Dissemination contact points).

3.1.4.2 Dissemination policy and rules

Dissemination activities in DREAM project are deeply wedded with the intellectual property (IP) rights protection, which is clearly stated in EC-GA Articles 23a. Practical application of IP rights protection agreed among DREAM project partners is adjusted in the Consortium Agreement (CA) in Section 9.

The main aspects of IP rights protection are the following:

- Common agreement on publication of other partners' confidential information or any other information subjected to their IP rights.
- Setting up the dissemination rules and procedures to avoid any potential breach of any partner's IP rights, especially rules and procedures for DREAM project results publications.
- Understanding the difference between the interests of academia and industry partners of DREAM project. The academia partners tend to publish all information they have at disposal, which is caused by academia common motivation systems while the industrial partners' decision whether, when and where to publish depends on commercial considerations.

The basic regulation of the dissemination activities in the CA states that:

*Dissemination activities including but not restricted to publications and presentations shall be governed by the procedure of **Article 29.1 of the GA** subject to the following provisions.*

"A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of — unless agreed otherwise — at least 45 days, together with sufficient information on the results it will disseminate.

Any other beneficiary may object within — unless agreed otherwise — 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests."

For the avoidance of doubt, **no Signatory Party shall have the right to publish or allow the publishing of any data which includes Foreground, Background or Confidential Information of another Signatory Party**, even if such data is amalgamated with the Signatory Party's Foreground, or other information, document or material without the other Signatory Party's prior written approval.

Where publications relate to jointly-developed results, each Signatory Party involved must be asked for its consent to publish and such consent not to be unreasonably withheld, delayed or conditioned.

All draft articles must be sent to the PC, the PM and to the DCM before publication or production for reporting and archiving purposes. This will allow checking if they fulfil the dissemination requirements or whether they conflict with other existing papers. Moreover, the Coordination Board will decide whether it is appropriate to make the document accessible on the Project website.

This project is funded by one of the calls under the **Photonics and Factories of the Future (FoF) Public Private Partnerships (PPP)**. All communication activities related to the project will acknowledge the context of the PPPs, for example by stating that the project is an initiative of the Photonics and Factories of the Future Public Private Partnerships.

Specifically, for workshops, press releases, presentations etc, the EU emblem, the Photonics21 and FoF logos will be displayed prominently together with the text "Photonics and Factories of the Future Public Private Partnerships". The links www.photonics21.org and www.effra.eu will also be included. When communicating on Twitter or other social media about project activities, one or more of the following will be used, as appropriate: #Photonics, #FoF_EU, @Photonics21, @PhotonicsEU, @EFFRA_Live.

A **common graphic identity** has been defined (see Section 3.1.5) to allow for better visibility and recognition as well as branding of the DREAM project. Therefore, all dissemination tools and activities must refer to or include:

- the name of the project: DREAM,
- to the project's website URL (www.dream-euproject.eu)
- to the DREAM project logo (described in Section 3.1.5.1.),
- acknowledgements to EC public funds. The **official EC logo, with the Horizon 2020 indication below**, will be used for any (internal or external) deliverable, report and dissemination tool.



HORIZON2020

- The **official Logo of the Photonics PPP** will be used for any (internal or external) deliverable, report and dissemination tool.



PHOTONICS PUBLIC PRIVATE PARTNERSHIP

- The **official Logo of Factories of the Future PPP** will be used for any (internal or external) deliverable, report and dissemination tool.

Factories of the Future
Public Private Partnership

All publications based on work funded by EC within the activities of the DREAM Project should acknowledge their affiliation to DREAM and bear recognition of the EC funding.

This is generally accomplished by adding the following sentence in the acknowledgements section:

“This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 723699.”

3.1.4.3 Communication KIT

The **Deliverable D6.11 Public Communication Kit** (First Release) is a public instrument that can be used for communication/dissemination purposes without asking prior advice on contents but **project partners are always required to inform the Dissemination and Communication Manager about the specific channel where the Communication KIT will be used** (Event, articles, conferences, meetings, social media) and the contact details to be currently used. The Communication KIT documents will be available for free download from the Project Website and they will be updated at M18 (Communication KIT – Second release) and at M36 (Communication Kit – Final release).

The Communication KIT comprises: Agenda Template, Deliverable template, Logos, Backgrounds and Symbol, Leaflet, Poster 90x60, Roll-up 170x55, Press Release, Work Package Presentation Template

3.1.4.4 Dissemination monitoring and reporting

All consortium partners are encouraged by the partner responsible for dissemination (BEWG) to report the results of each dissemination activity immediately after they are presented. The reports shall include feedback gathered by the respective partner from the target audience (if applicable), eventually gained contacts to be listed in the contact repository used for further dissemination purposes.

This must be done through the DREAM Project collaborative space, which contains a specific dissemination section (see the ©EMDESK Platform described in the “D7.2 Project Collaborative Space”).

All partners are invited to publish the dissemination material on the Consortium private website (this can be a paper, a conference presentation or the audio file of an interview for example). Dissemination documents and files (text, audio, video, etc.) shall be uploaded on the Project Collaborative space.

For monitoring purposes, the dissemination activities will be reassessed regularly by the DCM during the project progress meetings that will take place every 6 months.

The information gathered during the entire lasting period will be analyzed by BEWG and this analysis will be incorporated to the interim PEDR report. This document includes dissemination report of the first two years of DREAM project in the form of overview of activities performed in this period. The results of the evaluation will be then projected in the dissemination plan for the upcoming period.

The Final Report to be delivered to the EC at the end of the project will include the final PEDR compiled by the Dissemination and Communication Manager on the basis of the contributions of all partners.

3.1.4.5 Evaluation

For the purposes of evaluation of DREAM dissemination activities, quantitative indicators and associated metrics were set up where applicable. A numerical target has been estimated as a cumulative estimate based on individual partners' inputs. These targets will be periodically reviewed by the DCM in collaboration with the whole Consortium.

Table 2 Indicators and associated metrics for evaluation of the dissemination activities

Communication tool/channel	How to measure	Objective	Contingency plan
DREAM Web site	Number of monthly visits	700	Promoting the web site in Social Networks, e.g. Linked-in groups / Newsletter to target groups
	Duration of visits	2 min average	Re-organize the website to make it easier to find relevant items. Upload more attractive content
	Number of downloads per month	35 for posters, flyers and newsletters 50 for public reports	Foster downloads from partners
	Number of references from external web pages	20 (excluding partner institutes)	Contact more stakeholders and initiatives to agree on the promotion of the site
Social Media: i.e. Facebook , Twitter Linkedin, You	Number of members	100/200	Share the group dedicated to the project in already active forums about European projects.

Communication tool/channel	How to measure	Objective	Contingency plan
Tube Google Plus	Number of follower	1200/1300 Followers	Increase the number of the “following” in order to increase the number of the “followers”
	Number of fans	500/600 Fans	Share the Fan Page on already active and existing Fan Pages belonging to projects partners and send subscription requests individually.
Publications	Number of submitted scientific papers	8	Encourage partners to publish papers peer-reviewed and indexed journals, Find appropriate events.
	Number of articles in industry magazines	12	Search for additional channels
Attendance of events	Number of attended conferences with presentations of posters	16	Find alternative events, contact organizers.
	Number of attended congresses - oral communication	20	Find alternative events, contact organizers
	Number of flyers to be distributed	400	Ask for permission to distribute leaflets during additional events
	Number of attended fairs	4	Identify further industrial fairs of interest to the project.
Organization of events	Number of workshops organized	2	Responsibilities and budget have been assigned. Supervise training team
	Number of registered people in the workshop	>30	Responsibilities and budget have been assigned. Invite partner teams to assist
	Number of organized conferences	3	Responsibilities and budget have been assigned. Invite partner teams to assist

Communication tool/channel	How to measure	Objective	Contingency plan
	Number of registered people in the conferences	100-150 pax	Invite European Commission to publish the conference programs
	Number of flyers to be distributed	450	Reedit flyer to explain the achievements of the project

The project dissemination effectiveness will be internally evaluated using the questionnaire provided in *Annex C: Internal evaluation questionnaire*. It will allow the members of DREAM Consortium to check the quality of the project's dissemination plan and policy and the DM to implement further actions to improve the dissemination plan. This questionnaire will be submitted to all the partners periodically together with the PEDR draft release (from that one foreseen at month 18 onwards), and before the related Deliverable submission to the EC.

3.1.5 Dissemination tools

3.1.5.1 Graphic Identity LOGO

The logo includes the name of the project (DREAM) - its main concept intends to capture the attention of the audience. The LOGO aims to reproduce the effect of material layers during the additive manufacturing process. The LOGO will be used for any (internal or external) deliverable, report and dissemination tool.

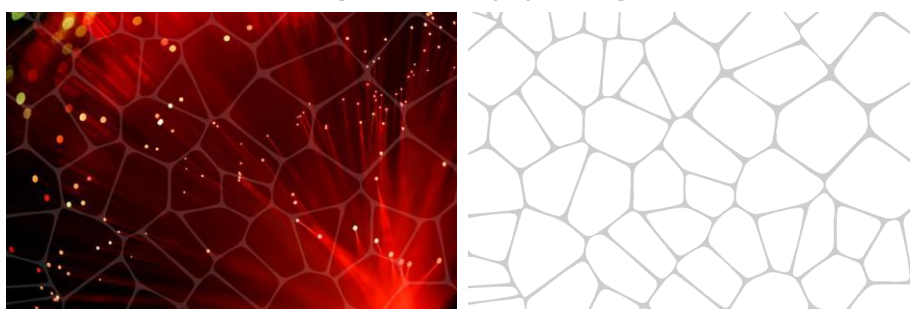
Figure 1: DREAM official LOGO, red and black version



3.1.5.2 Project Background

The project background will be coupled to the Project LOGO in presentations, brochures, press releases. The background reminds the conceptual approach of topological optimization. The red background is more "impressive" and will be used in marketing presentations, the grey background will be used in technical and scientific presentations.

Figure 2: DREAM project Background



3.1.5.3 Project Symbol

The Project Symbol wants to stress the conceptual logic of material topological optimization; in this context the “D” of “DREAMS” becomes lighter. The Project Symbol wants to stress the conceptual logic of material topological optimization; in this context the “D” of “DREAMS” becomes lighter.

Figure 3: DREAM symbol



3.1.5.4 Project Leaflet

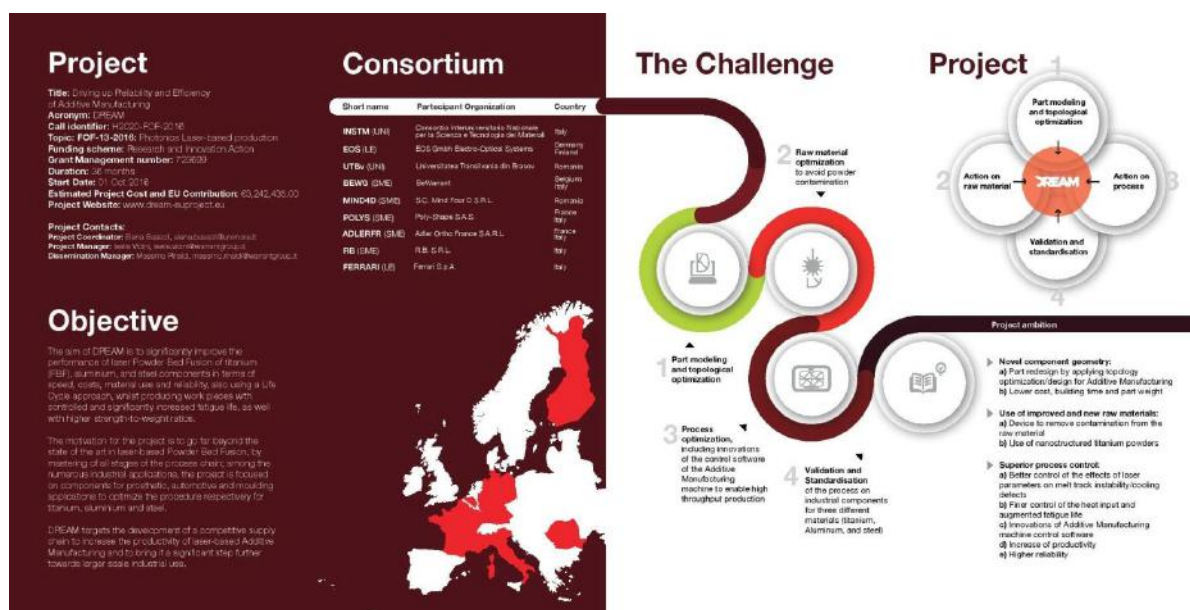
The main objective of the project leaflet is to provide our audiences with an attractive and written project overview and a summary of the main project objectives and characteristics. To assist the dissemination effort, the attractive and professionally made leaflet, prepared by BEWG, is published on the project website. The leaflet presents the goals of the project and the main (expected) findings. The text is designed taking into account not only experts, but also an interested non-specialist. It introduces the main idea, the approach and the goals of the DREAM project. Furthermore, it includes the website address and provides basic information on DREAM Consortium. All partners' logos are also displayed.

A second version of the leaflet will be implemented after month 18. This version will contain an updated content, with an overview of preliminary results, and a new layout for making it more attractive. The final version of the leaflet will be implemented at the end of the Project. The leaflet can be circulated in printed form, e.g. it can be handed out at conferences or other events; on the other hand also an electronic version (e.g. PDF file) can be circulated. The leaflet can be also downloaded from the project website. Some leaflets may be translated into other languages than English by the Partners, based on a master template, which will be provided to the partners. The content of the leaflets has to be clear and easily understandable by the target end users.

Figure 4: DREAM Leaflet page 1



Figure 5: DREAM Leaflet page 2



3.1.5.5 Project Poster

The main purpose of the poster is to catch the audience attention. The poster focuses on the visual aspects. The content of the poster is clear and easily understandable by the target end users. With regard to the layout and design, the poster shows the DREAM project's logo and the colours emphasizing the link to the project's graphic. From the content point of view, the poster of the DREAM project illustrates its objectives and include basic information on the project and on the Consortium, including all partners' logos. It is possible to download it from the DREAM website. The DREAM poster will be published 3 times

3.1.5.6 Project Website

Project websites are one of the main communication tools of projects funded under the EU H2020 Programme. To ensure maximum visibility to the DREAM objectives and results, it has been set up a project website registered in the “eu” domain and with an intuitive URL to increase hit rates: www.dream-euproject.eu.

The design of the website builds upon the following criteria and taking into account suggestions given in the EU Project Websites – Best Practice Guidelines (EC, 2010):

- i. **visual communication:** use of colours and/or photos, web pages are easy to browse, information is kept short and links are included to websites, publications, and so on.
- ii. **verbal communication:** the website uses simple phrasing, no jargon is used in order to attract the widest possible audience, e-devices are user friendly.
- iii. **visibility:** maximum use of free or affordable methods to increase page ranking on search engines, Webmaster Tools provided by search engines to check indexing status, good cross-linking between the different pages of your site and other sites, add keywords to the web page metadata; use frequently used keyword search phrases both in the metadata and in the contents pages.
- iv. **regular update of contents:** the website is maintained by WG and the update will be regularly done by the Webmaster upon inputs of the DM and of partners.
- v. **monitoring tools:** the website will include a counter of visitors or other statistical tools that will be used to measure the number of visits.

The website front page contains the link to: www.photonics21.org and www.effra.eu.

3.1.5.7 Public Website

The public section of the DREAM website:

- provide a brief project summary highlighting the objectives, the contents and the structure of the DREAM Project including the composition of the DREAM Consortium.
- provide a short profile of each of the DREAM Partners and a link to its web sites;
- provide access to the project Public Deliverables and abstracts of selected non-Public Deliverables;
- provide copies of publications and presentations done at external conferences in various formats (pdf, MSWord, etc.);
- feature a *news* section with the latest information related to the project, and an *events* section where DREAM events (such as DREAM meetings, workshops, Conferences, etc.) and external events are presented.
- **HOME:** the home page of the website shortly introduces the DREAM project and gives the important relevant information. The EU co-funding is duly acknowledged, also by the inclusion of the relevant logos (i.e. EU, H2020), and claiming that " This project has received funding from the *European Union's Horizon 2020 research and innovation programme under grant agreement no. 723699*".

The Homepage contains links to all the following subpages (at least):

- **Home:** on this pages are described the challenge being addressed, the project objectives, an outline of the methodology, and the expected results and impacts by placing the project in a broader scientific and societal context to help the outside world perceive its relevance.
- **Background:** useful background information for the implementation of the project.
- **Partners (Consortium):** this webpage section presents a brief description of the project partners, their logos and the links to the respective websites.
- **Networking:** this section contains links to other project, clusters and relevant initiative.
- **Events:** this provides a calendar that presents future and past events. It provides dates and a contact point, especially if an event is of public nature, lists conferences and special sessions during

which the project will be presented, and considers web streaming of events or the upload of eventual conference videos.

- **Contacts:** this section enables people to easily get in touch with relevant contact people of the project Consortium.
- **Social Networks buttons:** direct access to the social media (Twitter, Facebook, Youtube – see next section for details).

3.1.5.8 Private area

On the DREAM website homepage there is a link allowing to access the @EMDESK platform **collaborative website** used for partnership internal communication and project management. The collaborative website is totally private and a password is mandatory to gain access to it.

The @EMDESK platform supports the following activities:

- Project progresses controlling
- Resources and Costs controlling and reporting
- Report management and preparation
- Deliverable monitoring and management
- Document management
- Project Calendar management
- Contacts management, electronic mailing (to individuals or mailing lists) and messaging.

3.1.5.9 Web 2.0 – Social Media

Web2.0 tools are the emerging platform for innovative creation, sharing and tracking of citizens' needs and wishes on public awareness. Web 2.0 applications, including social networks, are changing and improving the way of how user interacts within the World Wide Web.

In order to reach a broad target audience while establishing two-ways communication channels, the presence of the DREAM project in social media will be one of the key actions for dissemination activities.

DREAM will be registered in standard platforms like:

RSS feeds

Automatic updates from the project website

Facebook and Twitter

A Facebook page has been created as one dissemination instrument for reaching the general public (<https://www.facebook.com>). Relevant Facebook groups will be identified and approached for taking part in DREAM activities. The integration between Facebook and Twitter (<https://twitter.com>) will be achieved by connecting the two social network entries: this will aid in achieving the viral dissemination the DREAM project is pursuing.

LinkedIn

A LinkedIn group (<http://www.linkedin.com>) has been created as one dissemination instrument for reaching stakeholders and industry professionals.

YouTube and Google+

To accompany the website and ease the publication of videos produced within the course of the project, e.g. videos of related conferences or workshops, the consortium will create a dedicated channel on the YouTube video platform. The channel will be publicly available at <http://www.youtube.com/> and <https://plus.google.com> and contains videos that are also embedded into the project main website. Further videos will be put online by the partners as new results and demonstrators are being presented.

The website will have direct access to these social networks by clicking over the icons situated on the footer part of the website. In this way, it will be easy for every user to participate in this when the website is visited.

3.1.5.10 Electronic newsletter

DREAM news will be issued periodically on the project website and provides:

- Project-related news (e.g. launch and meetings)
- Announcements of the project's progress
- Dates, details, comments regarding project related conferences, meetings, events or publications
- Lectures, talks, and trainings opportunities
- Etc.

The eNewsletter will address target groups and end-users (internal partners, industrial, scientific, standardization organizations, project beneficiaries) in a style and language appropriate to them. Subscription to this newsletter is open to everyone, using the webpage RSS feeds.

3.1.5.11 Press release

The official **Press Release** is a formal announcement to the national or specialised/technical press in order to present a short overview of the DREAM project to the public. The first version of press release is included in the communication Kit and up-date versions will be published at strategic times when major achievements have been made. They will include e.g. information on DREAM events or DREAM milestones, as well as interviews with experts. All press releases will be archived on the DREAM project website.

The press contacts addressed by press releases are included in DREAM contacts repository. The primary contact for Dissemination scopes is the DM.

Figure 6: DREAM press release (First Release)



Industry 4.0 is now becoming real with the **DREAM** project that focuses on powder bed fusion technology that can produce innovative metal components faster, more flexibly and more precisely than ever before. **DREAM** stands for “*Driving up Reliability and Efficiency of Additive Manufacturing*” and it has been funded under **Horizon 2020** Factories of the Future Initiative with an EU contribution of more than 3,2 millions of euros. The Project starts in October 2016 and with a 36 months duration implements a disruptive photonics technology to enable the 4th Industrial revolution through the implementation of laser-based metal Additive Manufacturing.

The specific aim of **DREAM** is to significantly improve the performances of laser Powder Bed Fusion of titanium, aluminium and steel components in the following terms: *weight reduction* (15%), *production speed increase* (5%), *material cost reduction* (10%), *process productivity increase* (+15%) and *fatigue test increase* (from 20% up to 120%) with a sustainable Life Cycle Approach.

In order to upscale the results and to reach an industrial relevant level of productivity, the project focuses on four main challenges: part modeling and topology optimization, raw material optimization to avoid powder contamination, process and software innovation, validation and standardisation of the process on industrial components for the different materials.

The coordinating partner, Consortium of Italian Universities for the *Science and Technology of Materials* (INSTM), has a long time experience in Additive Manufacturing technique which allows to support optimally all the project tasks, from the topological optimization to the study of new set of laser parameters; the INSTM Local Research Units involved in the project are Modena and Reggio Emilia with both the *Department of Engineering “Enzo Ferrari”* (DIEF) and the *Department of Sciences and Methods for Engineering* (DISMI), Parma (*Dept. of Industrial Engineering*) and Ancona (*Polytechnic University of Marche, Dept. of Materials, Environmental Sciences and Urban Planning*); in addition the project involves one of Romania's largest academic institutions, *Transilvania University of Brasov*, with extensive R&D experience in Additive Manufacturing.

The project management and dissemination is in charge of *BEWarrant*, a Belgian consultancy company, part of *Warrant Group S.r.l.*, that provides full-spectrum consulting services in European Projects.

DREAM involves all the major players of the industrial supply chain to bring laser-based additive manufacturing a significant step further towards larger scale industrial manufacturing. The project is strongly user driven and it implies the participation of one of world leaders among the system and powder suppliers, *EOS GmbH*; an emerging engineering design company as *Mind Four D S.R.L.* and the major European additive manufacturing service provider, *Poly-Shape S.A.S.* **DREAM** tests the application of Additive Manufacturing on three relevant end-users test cases: engine automotive aluminium components of *Ferrari S.p.a.*; medium size prosthetic titanium components of *Adler Ortho S.p.A* and steel mould insert of *R.B. S.r.l.*

Finally, through innovations in part modelling, materials and additive processing, **DREAM** will add competitiveness at all steps of the manufacturing chain, so that each of the Consortium partners will benefit from a reinforced industrial leadership, consisting in the offer of: more efficient additive manufacturing systems; optimized on-demand services for the production of cost-effective component; novel engineering design services combining topology optimization and design; more lightweight and reliable products.

3.2 Dissemination Activities

3.2.1 Dissemination Plan

All partners will contribute to maximize use of all existing dissemination channels, such as high quality papers containing the best scientific achievements and oral and poster contributions to topical international and European conferences. Industrial partners will regularly participate in workshops, fairs and showcases where technical achievements and prototypes can be shown stakeholders. A list of major events are already included in the PEDR and they will be up-dated during the project duration.

Table 3 DREAM dissemination tools and target audience

Dissemination tool	Target Audience		
	Scientific Community	Industry and SMEs	Public at large
Project website	✓	✓	✓
Project material (leaflets/brochures/audio-visual publications on pen drives that will be distributed at topical events)	✓	✓	✓
Newsletters (via project website)	✓	✓	✓
Scientific Publications	✓	✓	✗
Participation in topical national/international scientific conferences, technical, industrial fairs and other relevant events	✓	✓	✗
General audience articles (CORDIS news, magazines, etc.)	✗	✓	✓
Radio/television broadcasting (local/national level)	✗	✓	✓
Press conference and press releases	✗	✓	✓

3.2.2 Target Publications

The Industrial and academic partners will individually and in collaboration publish and present scientific advances in technical papers as well as in journals (peer reviewed or not) and magazines. Scientific publications are an effective way to disseminate high level project information and to attract the interest of representatives of the various target groups. Publications in specialised magazines, papers sent to related events will attract the attention of technicians and researchers as well as to give the opportunity to

collaborate within the purposes of DREAM. In order to support this activity, whenever possible, project publications will be archived or linked on the DREAM website.

The following journals and magazines are especially relevant for the communication strategy of the project:

Table 4 DREAM Target Publications (Paper/Web)

Kind of publication (Paper/Web)	Details	Country (if applicable)	Website (if applicable)
Scientific/Technical Journals:	Rapid Prototyping Journal		http://www.emeraldinsight.com/journal/rpj
	Rapid Prototyping Journal		http://www.emeraldinsight.com/journal/rpj
	International Journal Of Advanced Manufacturing Technology		http://www.springer.com/engineering/production+engineering/journal/170
	Journal of Intelligent Manufacturing		http://link.springer.com/journal/10845
	Tabloid di Ortopedia	Italia	http://www.griffineditore.it/tabloid-ortopedia.html
Selected Industry Magazines	Il Sole 24 ore	Italy	www.ilsole24ore.com

3.2.3 Publications (M1_M3)

Table 5 DREAM Publications (Paper/Web)

N°	Suggested from	Main author	Title of the periodical or the series	Number, date or frequency	Place of publication	Relevant page
1	INSTM	/	www.Reggio2000.it	14/11/2016	Italy	Web
2	INSTM	/	www.modenatoday.it	14/11/2016	Italy	Web
3	INSTM	/	www.sassuolo2000.it	14/11/2016	Italy	Web
4	INSTM	Eleonora Degoli	Gazzetta di Modena	15/11/2016	Italy	18
5	INSTM	Francesco Rinaldi	Il Resto del Carlino (Modena)	15/11/2016	Italy	9

3.2.4 Target Conferences and events

DREAM promotes project presentation at scientific conferences targeting relevant domains for the project. The impact of presentations at this kind of events is very high because of the attendance of scientists and industrial experts. National and international conferences are an excellent opportunity to share the results with experts in the field and, therefore, to achieve an effective dissemination of the project. Workshops, meetings and other large events (exhibitions, trade fairs, showcases) represent relevant opportunities for dissemination. The goal of these events will be to disseminate both the techniques developed during the project and the preliminary results of the project to the targeted beneficiaries of the DREAM project. The following events are especially relevant for the communication strategy of the project

Table 6 DREAM target conferences and events

Kind of Event	Name and date	Location, date	Website (if applicable)
Relevant Congresses, Conferences and events	EuroNanoForum biannual conference, 2017	La Valletta, Malta 21-22-23 June 2017	www.euronanoforum2017.eu
	3rd International Forum on Research and Technologies for Society and Industry	Modena, Italy 11-13 September 2017	rtsi2017.ieeesezioneitalia.it
	Formnext international exhibition and conference on the next generation of manufacturing technologies. November 14–17 2017.	Frankfurt (Germany)	https://www.mesago.de/en/formnext/home.htm?options_tnid=0
	Accelerating 3D manufacturing, Rapid + TCT is North America's preeminent event for discovery, innovation, and networking in 3D manufacturing. May 9-11 2017.	Pittsburgh, Pennsylvania (USA)	http://www.rapid3devent.com
	BRAMAT 2017 – 10 th International Conference on Materials Science & Engineering. March 8-11 2017.	Transilvania University, Brasov (Romania)	http://www.bramat.ro/
	Industrial Technologies	2018	

Kind of Event	Name and date	Location, date	Website (if applicable)
	Powdermet 2017 13-16 June 2017	Las Vegas	http://www.mpif.org/Meetings/2017/POWDERMET2017
	Effort 31-05/02-06-2017	Vienna	https://www.efort.org
	Sofcot 06-11/09-11-2017	Parigi	http://www.sofcot.fr
Relevant fairs	Inside 3D Printing Conference & Expo 2018	T.B.A. (Europe)	http://inside3dprinting.com
	The international trade fair for the manufacturing industry. May 3-5 2017	Oval Lingotto, Turin (Italy)	http://www.affidabilita.eu/aet/default.aspx?site=ENG
	MECSPE Technologies for Innovation – Industries 4.0. March 23-25 2017.	Parma (Italy)	http://www.mecspe.com/en/

3.2.5 Conferences and events (M1_M3)

Table 7 DREAM conferences and events already attended

N°	Type of activity ¹	Main leader(s)	Title, Link	Date Period	Place	Type of audience ²	Size of audience	Countries addressed
1	Forum	INSTM	Additive Manufacturing European Forum	9th November 2016	Brussels (Belgium)	Scientific Community	/	EU

3.2.6 Target Networking opportunities

One of DREAM priorities are networking activities with other National, FP7 and H2020 projects with relevant objectives. An official request of collaboration will be made to the leading partners of the relevant projects at the start of the DREAM project and the organisations that will respond will be given access to the project networking facilities. The working experience and knowledge gained by similar projects will be a valuable tool for guidance of the project actions, and will enhance the expertise of the project teams.

¹ Available options: conferences, workshops, exhibitions, showcases, demo, media briefing

² Available options: Scientific Community (higher education, Research), Industry, Civil Society, Policy makers, Medias, Other ('multiple choices' is possible).

Table 8 DREAM target networking activities

Kind of Activities	Reference partner	Website (if applicable)
Policy makers (at EU, National, local level)	tbd	tbd
European Clusters	European Material Modeling Cluster	https://emmc.info
	European Materials Characterisation Council	www.characterisation.eu
Industry	Packaging equipments producers Engine producers Metal component producers with a specific interest in additive manufacturing technique Orthopedic Sector	tbd
Research Communities	EFFRA – European Factories of the Future Research Association	www.effra.eu
Scientific Communities	tbd	tbd
Working Groups	tbd	tbd
SMEs and large companies	Tool and mould producers	tbd
Wider Audience	tbd	tbd

3.2.7 Networking opportunities (M1_M3)

Table 9 DREAM networking actions already carried out

N°	Type of networking activity ³	Main leader(s)	Name of partners or network, link	Date, Period	Place	Planned cooperation activities	Countries addressed
1							

3.2.8 Training Activities

Training activities should contribute to professional development through advanced training of researchers and other key staff, research managers, industrial executives, and potential users of the knowledge generated by the project. In DREAM, training is envisaged as that given by and for personnel working in the project. Different training approaches will be adopted at various levels:

³ Networking activity: Clusters, memberships, associations, European Technology Platforms, other EU projects, etc.

a) Organisation of one training event (“DREAM school”) for high-degree students and young researchers of the involved institutions (both academia and enterprises) with well-defined focus which is in line with the progress of activities. At the beginning of the project a training plan will be prepared by BEWG and shared with the partners. Scientific coordination of such “schools” will be at INSTM while logistics (secretariat) will be in charge to BEWG. Training costs will cover the salary costs of those providing the training (if in conformity with Article II.14 of ECGA) but not the salary costs of those being trained as mentioned in Article II.16.6 of ECGA.

b) Staff exchange between partner’s institutions, especially of young researchers. This (short) mobility plan includes in particular personnel exchange between involved academia/research institutes and enterprises; this will facilitate extensive transfer of knowledge and technology transfer at later stages. This will open job opportunities for young trained students (PhD, post-docs) in the industry.

c) Periodic technical meetings will be also an opportunity of training, cross-fertilization.

3.2.9 Training activities (M1_M3)

Table 10 DREAM training activities already carried out

N°	Type of training activity ⁴	Names of partners involved	Character (brief description)	Date/Period	Place	Planned training activities	Countries addressed
1							

⁴ Training activity: PhD/ post doc fellowship, researcher mobility, seminal events, courses, seminars, etc.

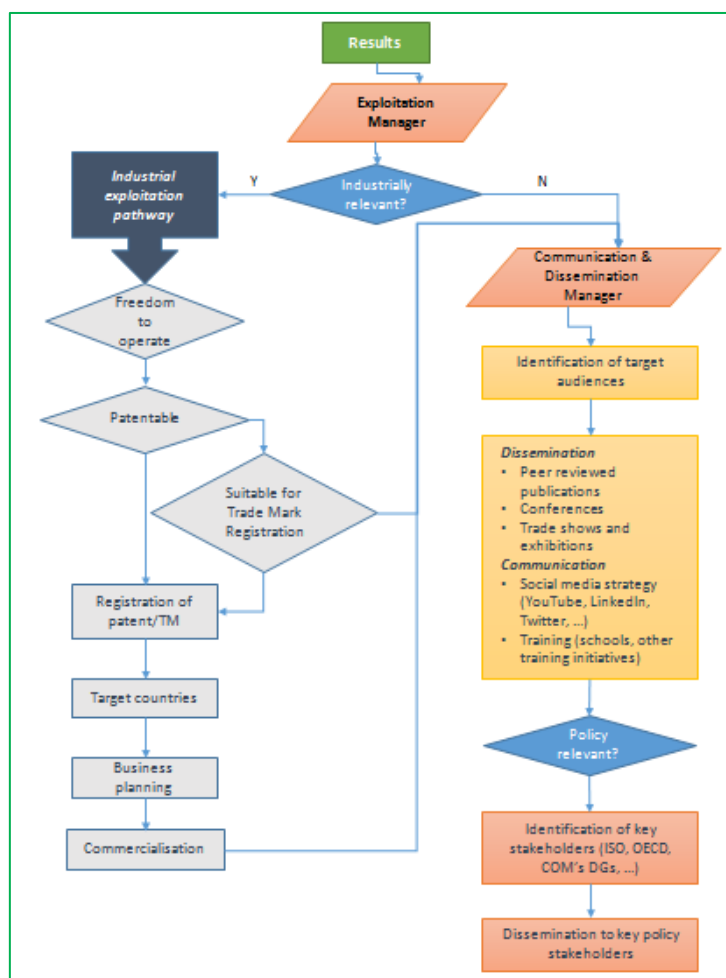
4 Section B: Exploitation Plan

4.1 Exploitation Plan

The Exploitation Plan (EP), included in the PEDR, will be designed in order to multiply the impact of the proposed solutions and prepare the transition towards industrial and commercial uptake in order to fully achieve the expected impact. The EP will describe the activities to be undertaken (how and by whom) in order to ensure the exploitation beyond the project itself. The exploitation strategy will reflect and will be built-up as a result of sound analysis of the market trends, potential users, and financial sustainability. The target users will be precisely identified and analysed in terms of specific needs and objectives. The exploitation activities will be coordinated by the Steering Committee in collaboration with the Exploitation Manager (See following on Specific potential exploitable results plans). A value chain and market analysis will be performed in order to find the needs of the customers and the competitive situation. These will be assessed quantitatively to gain better insight by applying the broadly acknowledged SRI NABC (Need, Approach, Benefit, Competition) methodology. The needs of the customers and the competitive situation will be assessed quantitatively to gain better insight on the pricing of the components developed within the project. The exploitation strategy will include the participation to exploitation strategy seminars held by EC experts, to which all partners shall have the possibility to acknowledge what exploitation activities include, and how to exploit and disseminate the results achieved.

The exploitation approach will follow the following pathway.

Figure 7: DREAM exploitation pathway



4.2 Exploitation Management

The **Exploitation Manager (EM)** is responsible for the exploitation of the Project's results. The Exploitation Manager is a POLYS Representative (Benjamin Vayre) and has been officially appointed during the Project kick-off meeting on the 17th - 18th October 2016 Modena (Italy).

The Exploitation Manager shall:

- a) Coordinate and implement exploitation activities;
- b) Propose IPR and exploitation strategies and (eventual) associated updates to the CA;
- c) Prepare the master plan for the exploitation;
- d) Contribute to proper exploitation of the results by helping industrial Partners to prepare adequate business plans and/or to get, if required, auxiliary funds for further industrialization of products and processes;
- e) Monitor the use of resources for exploitation issues.

The **Exploitation Manager (EM)** will support the PC on exploitation related issues. The potential outcomes of DREAM in terms of industrial application are very relevant and strategic for all the industrial partners involved in the Consortium, for this reason the EM should keep in mind the strategic viewpoint of the enterprises (both industries and SMEs) and, whenever required, present such vision to the SC. The EM has to be always updated on the S&T progresses of the project and of current IPR scenario in order to detect potentially exploitable results. An additional responsibility of the EM is to make sure that technological progress remains consistent with the industrial perspective and assist the PC to evaluate the impact of the project from an industrial point of view.

The contact details to be currently mentioned are:

Benjamin Vayre, Exploitation Manager

b.vayre@poly-shape.com

Tel: +33413228244

4.2.1 IPR Management

The management of IPR is strictly ruled by the Consortium Agreement (CA) which includes all provisions related to the management of IPR including ownership, protection and publication of knowledge, access rights to knowledge and pre-existing know-how as well as questions of confidentiality, liability and dispute settlement.

In the CA the Partners have identified the background knowledge included and excluded.

The CA regulates the ownership of results (Section 8 of the CA).

The knowledge acquired in the course of the project shall be considered as a property of the contractor generating it, and in this sense the originator is entitled to use and to license such right without any financial compensation to the other contributors. If the features of a joint invention are such that it is not possible to separate them, the contributors could agree that they may jointly apply to obtain and/or maintain the relevant rights and shall make effort to reach appropriate agreements in order to do so.

The CA also regulates the transfer of results ownership (Section 8.2 of the CA).

Each Signatory Party may transfer ownership of its own Foreground following the procedures of the Grant Agreement Article 30.

Each Signatory Party may identify specific third parties it intends to transfer the ownership of its Foreground to in Attachment to the CA. The other Signatory Parties hereby waive their right to prior notice and their right to object a transfer to listed third parties according to the Grant Agreement Article 30.1

The transferring Party shall, however, at the time of the transfer, inform the other Parties of such transfer and shall ensure that the rights of the other Parties will not be affected by such transfer.

Any addition after the signature of the CA requires a decision of the Coordination Board and the Steering Committee.

4.2.1.1 IPR Background (CONFIDENTIAL)

4.2.1.2 IPR Foreground (CONFIDENTIAL)

4.2.2 Exploitable results (CONFIDENTIAL)

4.2.3 Characterisation of potentially exploitable results from DREAM (CONFIDENTIAL)

This section will be updated for each beneficiary during the second and final release of the PEDR.

Table 11 Key Exploitable Results (KERs) table

KER Key exploitable result	Information cells to be filled
Description of the Result	
Problems you are addressing and how your customers solve them so far	
Unique Selling Point	
Product/Service Market Size	
Market Trends/Public Acceptance	
Product/Service Positioning	
Legal or normative or ethical requirements (need for authorisations, compliance to standards, norms, etc.)	
Competitors/Incumbents	
Early Adopters - First Customers	
Cost of implementation - bringing product/service to the "market"	

KER Key exploitable result	Information cells to be filled
(before Exploitation)	
Time to market (from the end of the project)	
Foreseen Product/Service Price	
Adequateness of Consortium Staff	
External Experts/Partners to be involved	
Status of IPR: Background (type and partner owner)	
Status of IPR: Results/Foreground (type and partner owner)	

5 References

- [1] European Research – A Guide to Successful Communication, Luxembourg (2004)
http://ec.europa.eu/research/conferences/2004/cer2004/pdf/rtd_2004_guide_success_communication.pdf
- [2] Science in Society
<http://ec.europa.eu/research/science-society/index.cfm?fuseaction=public.topic&id=1221>
- [3] European commission, Communicating EU research (2008)
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- [4] IPR Helpdesk:
<http://www.iprhelpdesk.eu/>
- [5] CORDIS homepage
http://cordis.europa.eu/fp7/home_en.html
- [6] Research Participant Portal – H2020 Documents:
http://ec.europa.eu/research/participants/portal/desktop/en/funding/reference_docs.html
- [7] DREAM website:
www.dream-euproject.eu
- [8] DREAM collaborative platform:
<https://emdesk.eu/cms/?p=145>

5.1 Appendix: Annex A: Consortium

Participant organization name	Short name	Country	Type
CONSORZIO INTERUNIVERSITARIO NAZIONALE PER LA SCIENZA E TECNOLOGIA DEI MATERIALI	INSTM	Italy	RTD
EOS GMBH ELECTRO OPTICAL SYSTEMS	EOS	Germany	IND
UNIVERSITATEA TRANSILVANIA DIN BRASOV	UTBv	Romania	RTD
BEWARRANT	BEWG	Belgium	SME
MIND FOUR D SRL	MIND4D	Romania	SME
POLY-SHAPE SAS	POLYS	France	SME
ADLER ORTHO FRANCE	ADLERFR	France	SME
R.B. SRL	RB	Italy	SME
FERRARI SOCIETA PER AZIONI ESERCIZIO FABBRICHE AUTOMOBILI E CORSE O SEMPLICEMENTE: FERRARI S.P.A.	FERRARI	Italy	IND

5.2 Appendix: Annex B: Dissemination contact points

Partner Identification and Basic Information	
Partner Name	CONSORZIO INTERUNIVERSITARIO NAZIONALE PER LA SCIENZA E TECNOLOGIA DEI MATERIALI (INSTM)
Partner Number	1
Full name (nominated responsible for dissemination activities)	Elena BASSOLI
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Phone (Optional)	+39 059 2056252
Skype (Optional)	elebassoli

Partner Identification and Basic Information

Partner Identification and Basic Information	
Partner Name	EOS GMBH ELECTRO OPTICAL SYSTEMS (OS)
Partner Number	2
Full name (nominated responsible for dissemination activities)	Jörg LENZ
E-mail (Mandatory)	joerg.lenz@eos.info
Phone (Optional)	
Skype (Optional)	

Partner Identification and Basic Information	
Partner Name	UNIVERSITATEA TRANSILVANIA DIN BRASOV (UTBv)
Partner Number	3
Full name (nominated responsible for dissemination activities)	Prof. Daniel MUNTEANU
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Phone (Optional)	+40 268 471893
Skype (Optional)	/

Partner Identification and Basic Information	
Partner Name	BEWARRANT (BEWG)
Partner Number	4
Full name (nominated responsible for dissemination activities)	Massimo RINALDI
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Phone (Optional)	+393462401087
Skype (Optional)	rinaldi.massimo74

Partner Identification and Basic Information	
Partner Name	MIND FOUR D SRL (MIND4D)
Partner Number	5
Full name (nominated responsible for dissemination activities)	Caroline DE COUTO
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Skype (Optional)	

Partner Identification and Basic Information	
Partner Name	POLY-SHAPE SAS (POLYS)
Partner Number	6
Full name (nominated responsible for dissemination activities)	Benjamin VAYRE
E-mail (Mandatory)	b.vayre@poly-shape.com
Phone (Optional)	+33413228244
Skype (Optional)	/
Full name (Additional dissemination contact)	Rodolphe GIE
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Phone (Optional)	+33413221910
Skype (Optional)	rodolphe.gie

Partner Identification and Basic Information	
Partner Name	ADLER ORTHO FRANCE (ADLERFR)
Partner Number	7
Full name (nominated responsible for dissemination activities)	Andrea DASI
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Phone (Optional)	+3902615437220
Skype (Optional)	dalebea

Partner Identification and Basic Information	
Partner Name	R.B. SRL (RB)
Partner Number	8
Full name (nominated responsible for dissemination activities)	Pamela Ceccarelli
E-mail (Mandatory)	pamela.ceccarelli@rbsrl.it
Phone (Optional)	+39053598276
Skype (Optional)	/

Partner Identification and Basic Information	
Partner Name	FERRARI SOCIETA PER AZIONI ESERCIZIO FABBRICHE AUTOMOBILI E CORSE O SEMPLICEMENTE: FERRARI S.P.A. (FERRARI)
Partner Number	9
Full name (nominated responsible for dissemination activities)	Lara Arosio
E-mail (Mandatory)	lara.arosio@ferrari.com
Phone (Optional)	+3905361935447
Skype (Optional)	/

5.3 Appendix: Annex C: Internal evaluation questionnaire

No.	Quality criteria	Evaluation score	Comments and suggestions
1	All relevant dissemination subjects are clearly outlined in the dissemination plan		
2	The dissemination activities address all the relevant target groups		
3	Dissemination policy of the project is well elaborated		
4	The individual target groups are addressed by means of proper communication channels and tools (e.g. addressing research community via papers at workshops and conferences etc.)		
5	The number of dissemination activities towards research community is sufficient (i.e. the number of papers in journals, workshop and conference proceedings etc.)		
6	The number of dissemination activities towards the industrial community is sufficient (i.e. number of presentations at industrial events)		
7	The number of dissemination activities towards the general public is sufficient (web activities, articles, papers, presentations)		
8	The consortium communicates and interacts with relevant standard organisations		
9	The web presence of the project (including language versions of the project web site) is of good quality, providing useful content to all the identified target groups (measured by the number of visitors and feedback provided by them)		
10	The press kit is complete and adequate for wide dissemination purposes		
11	Dissemination activities are carried out timely, in accordance with the schedule of principal project outcomes		

Use the following scale for answering the evaluation questions:

0 - Not applicable or don't know

1 - Strongly disagree

2 - Disagree

3 - Neutral

4 - Agree

5 - Strongly agree