

vf-OS: virtual factory Operating System



WP10: Impact

D10.1: Impact Strategy and Plan - Vs: 1.0.2

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Date: 2016-12

Dissemination: Public

Status: EU Approved

Short Abstract

This deliverable identifies the preliminary vf-OS dissemination plan including a brief survey of several areas that promote related fields of research including events, prominent journals, press, and mass media. This can enable vf-OS to reach a broader audience on both national and international levels. Details are also provided regarding project dissemination materials and activities through the web and social media. This document also reports the outcomes of the actions and thus forms the living basis of T10.2, 10.3, and 10.5 deliverables.

Grant Agreement:
723710



Document Status

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Internal Reviewer 1	Danny Pape, ASC
Internal Reviewer 2	Juan M. Goenaga, IKERLAN
Internal Reviewer 3	Stuart Campbell, ICE
Type	Deliverable
Work Package	WP10: Impact
ID	D10.1: Impact Strategy and Plan
Due Date	2016-12
Delivery Date	2016-12
Status	EU Approved

History

See Annex B

Status

This deliverable is subject to final acceptance by the European Commission.

Further Information

www.vf-OS.eu

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Project Partners:



Executive Summary

Deliverable “D10.1: Impact Strategy and Plan” elaborates the strategy and plan to achieve the expected impact by vf-OS by a templated action plan approach whilst considering the resources available and individual dependencies.

This document provides an initial project dissemination strategy by:

- Highlighting targeted groups and communities
- Defining internal dissemination guidelines and procedures
- Identifying key dissemination events
- Referring a list of prominent journals

The strategy presented should reach a broader audience on both national and European levels. Further details are also provided regarding project dissemination materials.

Whilst formally this document is delivered at the initial phase of the project, it is not intended to be a one-off static plan but to be dynamically updated both in terms of the planning actions and the results achieved.

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0 Introduction

0.1 vf-OS Project Overview

vf-OS – virtual factory Open Operating System – is a project funded by the H2020 Framework Programme of the European Commission under Grant Agreement 723710 and conducted in the period October 2016 until August 2019. It engages 14 partners (Users, Technology Providers, Consultants and Research Institutes) from 7 countries with a total budget of circa 7.5M€. Further information can be found at www.vf-OS.eu.

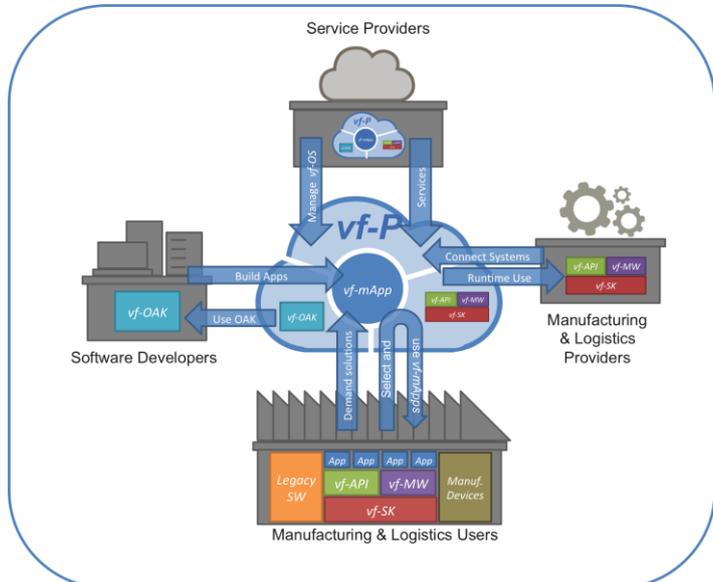
The World is facing the fourth industrial revolution based on ICT, specifically architectures and services, as key innovation drivers for

manufacturing companies. Traditional factories will increasingly be transformed into smart digital manufacturing environments but currently the full potential for ICT in manufacturing is far from being fully exploited. Factories are complex systems of systems and there is a need to develop a platform on which future manufacturing applications can be built. Examples of platforms exist in some industrial sectors but there is a lack of cross cutting platforms based on open standards for creating an ecosystem for cooperative innovation. Innovative open platforms to attract talent from solution developers and to provide accessible manufacturing smart applications to European SMEs are examples of the kind of solutions being sought.

The goal of vf-OS is to develop an Open Operating System for Virtual Factories composed of a kernel, application programming interface, and middleware specifically designed for the factory of the future. An Open Applications Development Kit (OAK) will be provided to software developers for deploying Manufacturing Smart Applications for industrial users, using the vf-OS Manufacturing Applications Store all operated through a Virtual Factory Platform.

The Virtual Factory Platform is an economical multi-sided market platform with the aim of creating value by enabling interactions between four customer groups:

- **Software Developers** (independent or within individual manufacturers) which will build Manufacturing Apps either through innovation or from manufacturing user demand
- **Manufacturing and Logistic users** which will explore the marketplace for already created solutions, ready to be run on the vf-OS
- **Manufacturing and Logistic Solution Providers** which will provide ICT interfaces and manufacturing connections
- **Service Providers** (vf-OS innovators and third parties) will make available services (hosting, storage, connected cloud services, etc.) including those based on developed solutions



The Virtual Factory Platform will provide a range of services to the connected factory of the future to integrate better manufacturing and logistics processes. Manufacturing Applications Store will be open to software developers who, using the free Open Applications Development Kit provided, will be able to quickly develop and deploy smart applications to enable and optimise communication and collaboration among supply networks of all manufacturing sectors in all the stages manufacturing and logistic processes.

vf-OS aims to become the reference system software for managing factory related computer hardware and software resources and providing common services for factory computational programs. This operating system will be the key component of the software system software in a real factory system where all factory application programs will run.

0.2 Deliverable Purpose and Scope

The purpose of this document “D10.1: Impact Strategy and Plan”, is directly associated with vf-OS task “T10.1: Impact Strategy and Plan” within “WP10: Impact”, which is to define a common consortium strategy for dissemination and outreach of the project results.

Dissemination of the vf-OS project is a collaborative effort of all project partners and this document describes available tools and partner’s responsibilities. It places emphasis on the importance of promoting industrial awareness, and provides a list of potential dissemination targets (venues, journals, press, and mass media sources, etc) relevant to the work performed in the project. It will:

- Detail actions related to expected dissemination including their priorities, responsibilities and outcomes
- Guide the project’s awareness and engagement program
- Act as a pioneer for Task 10.3 “Impact activities” and its reporting deliverables updated on M3, M9, M18 and M36

In addition this document form the reporting stem for other tasks in the WP as defined in Section 0.7.

0.3 Target Audience

Whilst the target audience of this document is largely internal to the project, since it is a planning and results document, the real target audience of this dissemination strategy and its individual actions are the wider scientific, industrial, and general community, who can be perceived as vf-OS wider stakeholders and who will take an interest in the project.

0.4 Deliverable Context

The deliverable context is as follows:

- Informing and inspiring other researchers and potential users of the vf-OS platform about the project results
- Establishing feedback loops and engaging potential software developers, manufacturing users and providers, and service providers right from the beginning of the project

- Contributing to other projects with the goal of building networks and showing that vf-OS' results are easy to integrate and useable
- Sharing the relevance of the developed concepts and convince users to utilise the vf-OS platform

0.5 Document Structure

This deliverable is broken down into the following sections:

- **Section 1: Impact Strategy:** Highlights the overall dissemination strategy with different phases including the responsibility, metrics, target users, purpose, nature of dissemination, etc
- **Section 2: Channels:** Identifies different dissemination tools such as journals, conferences, workshops, industrial events, marketing materials and academic activities
- **Section 3: Approach:** Elaborates different dissemination actions including the responsible partner(s) and their status
- **Section 4: Quality:** Concludes the overall dissemination strategy document
- **Annexes**
 - Annex A: Document History
 - Annex B: Partners Efforts Allocation
 - Annex C: Website Survey

0.6 Document Status

This document is listed in the Description of Action as 'PU' ("Public") since it has no element which can be considered confidential.

0.7 Document Dependencies

This deliverable will be used as input for the following activities of WP10:

- T10.2 – Dissemination Materials, Internet and Intranet thus D10.2 abcd (EU ID 95-98)
- T10.3 – Impact Activities and thus D10.3 abc (EU ID 99-101)
- T10.4 – Scientific and Industrial Workshops and thus D10.4 ab (EU ID 102-103)
- T10.5 – Standards, Clustering, and Inter-project cooperation

This deliverable will be used as a living stem to report the following activities of WP10:

- D10.2 abcd (as above)
- D10.3 abc (as above)
- T10.5 – Standards, Clustering, and Inter-project cooperation (no deliverables in this task)

Note that D10.4ab (workshops) will use a specific report type due to their focused nature.

0.8 Glossary and Abbreviations

A definition of common terms related to vf-OS, as well as a list of abbreviations, is available in the supplementary and separate document “vf-OS Glossary and Abbreviations”.

Further information can be found at <http://www.vf-OS.eu/glossary>

0.9 External Annexes and Supporting Documents

Annexes and Supporting Documents:

None

0.10 Reading Notes

None

1 Impact Strategy

The vf-OS Impact Strategy is based on information regarding events, interaction occasions, conferences, and the observation of upcoming opportunities that will allow the maximum interaction with different vf-OS stakeholders and target groups. Moreover, potential journals and other dissemination means are identified to support vf-OS partners with the dissemination activities of the project. The dissemination strategy and plans also highlight the steps to use the Open Access Infrastructure for Research in Europe¹.

The vf-OS impact strategy and plan defines the basis and guidelines for creating a context where vf-OS research dissemination can be maximised for the benefit of European industry and society in general. Task 10.1 is aligned with the exploitation tasks of “WP9: Exploitation”, to reach a consensus about whether to publish directly or to first seek protection of the vf-OS results.

Thus, this deliverable details the outline of planned strategic impact as well as the identification and organisation of the activities to be performed to promote project’s results and dissemination of project knowledge in an open access manner.

It should be noted that this document will be morphed to produce the deliverables of T10.3 (Impact Activities) and further updates, focusing on details and results per action. These will be produced in M9 (D10.3a), M18 (D10.3b) and M36 (D10.2c). Task T10.2 (Dissemination Materials, Internet, and Intranet) activities will also be reported under T10.3 deliverables.

In essence this document will remain largely static in terms of the plan, thus for example Section 1 (Impact Strategy) will not be change, but in section 2 (Dissemination Plan) changes and additions will be described and the outcomes related to the above tasks will be reported in the grids of Section 2.3 and/or the annexes.

In addition note that the deliverables of T10.3 themselves will report the activities of T10.5 (Standards, Clustering, and Interproject cooperation) since this has no direct deliverable.

The impact strategy and plan, in collaboration with WP9 defines:

- **Message:** What vf-OS plans to impact
- **Audience:** Who is addressed
- **Purpose:** Why this should happen
- **Method:** How it is implemented
- **Timing:** Schedule of the actions

vf-OS addresses the impact activities as follows:

- **Impact for awareness:** Make parties aware of the objectives, developments, and outcomes of the project itself – ie show that the vf-OS project exists, show what the project consortium is doing, and show how they are doing it. This dissemination method is helpful for those target audiences that do not require a detailed knowledge of the project work
- **Impact for understanding:** Dissemination activities directly targeting a given (number of) groups and/or audiences. These groups/audiences can usually profit from the direct outcomes of the project

¹ <https://www.openaire.eu/>

- **Impact for action:** In this case, the groups/audiences are in position to “influence” and “bring about change” within their organisations by making use of the outcomes of the project

In short, vf-OS’ Impact is directly connected with dissemination that relies on spreading the correct messages and engaging with the targeted audience in an effective way.

1.1 Impact Phases

All collaboration and impact activities must be planned. Regarding the project milestones and the expected outcomes, the strategy is based on a three-phase model, which is shown in Figure 1: Impact Phases.

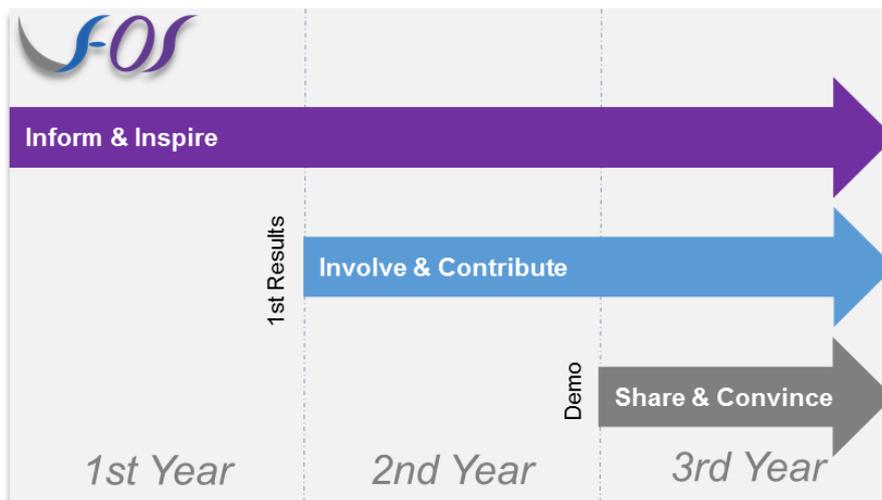


Figure 1: Impact Phases

1.1.1 Phase 1: Inform & Inspire

This phase concentrates on communicating the project objectives, concepts, and specifications as well as its research findings. This phase extends across the entire period of the project. Furthermore, the participants (e.g. early adopters, technology personnel, etc.) must be taken on board and inspired. To achieve these goals, communication channels such as the project website, press releases, and conference contributions are used. In addition, several Social Networks such as Facebook and LinkedIn are used to spread information about vf-OS and its results.

1.1.2 Phase 2: Involve & Contribute

The second impact phase, starting after the first year of the project, aims to engage future vf-OS stakeholders and to establish cooperation and collaboration with other (EU / research) projects with the help of its first results. Similarly, the project will contribute relevant ideas to other activities/projects that may have similarity to vf-OS. These activities will continue until the end of the project. The impact efforts will be focused on providing use cases, samples, and feedback channels.

1.1.3 Phase 3: Share & Convince

The third phase focuses on sharing and demonstrating vf-OS results and convincing manufacturing users and providers, service providers, and software developers to test and

start using vf-OS. The “Share and Convince” phase will be performed in the last year of the project. The success of this dissemination effort depends on stable results of the project.

1.2 Impact Purpose

vf-OS will gain and improve the visibility and exposure of project results through impact activities with the publication of public articles and usage of various media platforms to provide progressive reports on the project research. News related to the project will be broadcast in to targeted communities to promote the awareness of the project success.

1.3 Impact Responsibility

The overall strategy focuses on putting the above approach into practice across the target areas formed from the overlap of the main technologies supporting the project and the target audiences that have been identified. The implementation of the strategy is led by the WP10 lead (KBZ) and the vice-lead (ICE) with support from Scientific Coordinator (UNINOVA). However, the dissemination of the vf-OS project is a shared responsibility of the whole consortium.

1.4 Target Audience: Identification and Approach

Based on the objectives of vf-OS, the target audience, and the approach to reach them is presented in Figure 2 :

Audience	Who	Aim	Approach
Internal Audience	People who work in organisations that are part of the vf-OS consortium but are not directly involved in the execution of the project, e.g. marketing, sales, management	Create general awareness about the objectives of the vf-OS project	Ad-hoc and informal meetings; internal communication / teleconferences
EC Community	EC officials and EC related audiences	Raise general awareness regarding the vf-OS objectives and the work performed within the project	EC events, concertation meetings and EC oriented media - both printed and online
Scientific / Academic audience	Organisations that are interested in the research approaches of vf-OS and the scientific outcomes	Spread and share scientific results and initiate further collaboration between scientific / academic institutes and research centres	Scientific conferences and workshops, clusters, and collaboration activities. Academic oriented media such as journals or other publications and forums
Technical Audience	ICT players (software developers & service providers) who have an interest in vf-OS technical fields	Create impact regarding the general direction of vf-OS technical development. vf-OS also aims for the adoption of its operating system to facilitate marketplace solutions	Website, social networks, developers Forums, and open source communities
Industrial Audience	Manufacturing companies that have practical applicability of vf-OS results	Communicate and promote the project results to technology and service providers as well as business users. The specific	Trade fairs, industrial events, and related media

		communities identified are: Manufacturers, software developers, industry associations, and standardisation bodies	
General Audience	This includes all stakeholders who may be interested in the project activities and results. This audience is varied and ranges from individuals, to organisations, and ultimately the wider public / society	Raise general awareness about the vf-OS project and its objectives	Project website and social media / networks

Figure 2: Target Audience

1.5 Dissemination Materials and Tools

To ensure the maximum impact, the vf-OS partners will undertake several important outreach activities designed to raise awareness of the project results and gain feedback from the wider European research community. These include:

- **Workshops:** Two vf-OS workshops will be held in Europe in conjunction with international conferences related with vf-OS knowledge domains and with industrial booths for project result demonstrators
- **Website:** Approachable website updated with project information, focusing on the impact activities, and the final commercialisation of the vf-OS offering. Project information, public deliverables, scientific publications, and the material used in events where the project is presented is promoted through the vf-OS website
- **Scientific Open Access Publications:** vf-OS will publish its findings through academic and international scientific journals following the principle of open access. Project results will be published in relevant industrial publications
- **Dedicated Pages in Social Networks:** Together with the official website, additional pages/channels in appropriate social networks (Facebook, LinkedIn, YouTube etc) will be published to increase the viral promotion of the project
- **eNewsletters:** A virtual newsletter will be sent every year to interested stakeholders on a subscription basis managed through the vf-OS website. This newsletter will summarise and report on new trends, significant research results, conferences, and thematically related projects
- **Brochures:** Brochures and banners will be created to show the objectives of the project, the advances and benefits of the vf-OS research, and the exploitable results generated by vf-OS
- **Information Releases:** News related to the vf-OS project will be pushed to (digital) newspapers and repositories to raise visibility of vf-OS results and benefits

For each identified dissemination instrument the goals presented in Figure 3 will be achieved – the majority of these are contractual commitments of the DOA:

Instrument	Why	How	Target KPI
Workshops	Information broadcasting and networking	Host scientific and industrial Workshops	2 workshops (30-50 participants each)
Website	General Information	Update website and increase Search Engine Optimisation regularly	25% yearly grow in website traffic volume

Scientific Open Access Publications	Dissemination of innovation	Submit publication to journals and magazines	<ul style="list-style-type: none"> • > 10 publications accepted • > 3 Papers per each academic partner • > 6 Paper for the Scientific Manager
Industrial Publications	Publication of solutions developed in vf-OS	Publish to industrial press and magazines	>3 publications accepted
Social Networks	General information	Increase social media impact of vf-OS with the help of value-added content which is spread by the users via likes, sharing, etc	<ul style="list-style-type: none"> • 400 likes / shares • > 5 comments / shares
eNewsletters	Wide Awareness	Yearly newsletters	<ul style="list-style-type: none"> • 3 newsletters • >100 subscribers on average
Brochures	Regional dissemination	Publish on-line brochures in major languages of the consortium	2 brochures (at the beginning and end of the project)
Press Release	Generic dissemination	Include external communities to spread vf-OS	<ul style="list-style-type: none"> • > 500 views / publications / year • > 8 publications • Initial and final information releases distributable and tailorable by each partner
Industrial and Scientific Conferences and exhibitions	Publication and networking	Participate in, and speak at, conferences	<ul style="list-style-type: none"> • 20 speaker slots • 5 conferences • 4 exhibitions
Clustering	Joint engagement	Attend clustering meetings	<ul style="list-style-type: none"> • 2 participants in every cluster event • 10 bilateral with other projects

Figure 3: Impact Metrics

In the following section, all these dissemination materials and tools are detailed together with their status at M3.

2 Impact Plan

This section details the preliminary and high level plan of the impact activities that will be performed. It also includes a reporting template that should be followed by every D10.1 and D10.3a,b,c deliverable. It also includes the reporting of any activities until Month 3 (M3).

2.1 Activities Reporting Template

Each impact activity follows the template presented in Figure 4 and which is completed for each activity presented in section 2. The template below shows an illustrative (only) example for a website article.

Name	Website article	
Task	T10.2	
Next Iteration	When the activity will provide updated results	
Status	Completed (Multiple deliveries, each on-Track, but not ended)	
Focus	Dissemination	
Phase	<ul style="list-style-type: none"> • Inform and Inspire • Involve and Contribute • Share and Convince 	
Type	General Dissemination Also: <ul style="list-style-type: none"> • Website • Marketing Materials • General Dissemination • Scientific Dissemination • Workshops • Technical Event • Other 	
Purpose	Visibility Also: <ul style="list-style-type: none"> • Quality • Adopt 	
Audience	General Also: <ul style="list-style-type: none"> • Scientific • Industrial • Technical • Internal 	
Planned Date	One website article per month per publication schedule.	
Responsibility	Every month another partner should write an article.	
Description/ Content	Every partner can choose a vf-OS related topic that should reflect research challenges, use cases or status of the project.	
Monitoring	Dissemination Manager (DM) Also	

	<ul style="list-style-type: none"> • Project Manager • Scientific Manager 		
Priority	Level	Type of Action	Examples
	1=Critical	<ul style="list-style-type: none"> • Precise Task in DOA + Metric • Critical for operating project 	<ul style="list-style-type: none"> • Website • Workshop
	2=Expected	<ul style="list-style-type: none"> • Easy Impact • Necessary for operating project 	<ul style="list-style-type: none"> • Academic Paper • Clustering activities • Main flyer
	3=Wherever Possible	<ul style="list-style-type: none"> • Further iteration of a previous critical/expected action • More difficult and impacting • Loosely mentioned in DOW or normal expectation 	<ul style="list-style-type: none"> • Mid-Project Flyer • Marketing Video
	4=Nice To Have	<ul style="list-style-type: none"> • Further iteration (or form) of a 'where possible action' • Not mentioned in DOA but can have good impact and is easy to achieve 	<ul style="list-style-type: none"> • Business card • Some multilingual pages in website
	5=Very Optimistic	<ul style="list-style-type: none"> • Idea not mentioned in DOA • Idea mentioned but difficult to deliver with resources available 	Marketing gift for exhibitions
Results@ [date]	Periodic up date of results repeated as necessary		
Results@ [date]	Periodic up date of results repeated as necessary		

Figure 4: Reporting Template Example

The top bar of each table has a coloured indicator highlighting the status of each impact plan component and inferring as follows:

	Not Due
	Not Started (and should have been)
	Ongoing
	Completed (Multiple deliveries, each on-track, but not completely ended)
	Completed (Final – action ended)

2.2 Planned Activities

In the table presented in Figure 3, all the impact activities are listed and detailed at a high level. This table highlights the actual status of each task, its priority, which partner is considered the main responsible for carrying the task, and at the nearest month (rounded to quarterly) when this task will have another iteration (“Next Iteration”). It also refers to the Main Responsible partner since this should be the one in charge of managing the work of

the activity in coordination with the other partners and according to the efforts that he has to spend in the task.

Dissemination Activity	Status	Task	Priority	Next Iteration	Main Responsible
Project Identity	Completed	T10.2	1	M3	ICE
PowerPoint Template and Slide Pack	Completed	T10.2	1	M3	ICE
Website	Completed (Initial)	T10.2	1	M9	ICE & UPV
Website Traffic Growth & Monitoring	Not Due	T10.2	1	M9	UPV
vf-OS Wiki	Ongoing	T1.4	1	M6	UPV
Social Networks – LinkedIn	Completed (Initial)	T10.3	2	M9	KBZ
Social Networks – Facebook	Completed (Initial)	T10.3	2	M9	KBZ
Marketing Video	Ongoing	T10.3	2	M6	CONSULGAL
Printed Media – Flyer	Ongoing	T10.2	2	M6	UPV
Printed Media – Brochures	Ongoing	T10.2	2	M6	UPV
Printed Media – Poster	Ongoing	T10.2	2	M9	UPV
Printed Media – Banner	Ongoing	T10.2	2	M9	UPV
eNewsletter	Not Due	T10.2	2	M9	KBZ
Press Releases	Ongoing	T10.2	2	M18	IKERLAN
Conferences and Events	Ongoing	T10.3	2	M9	UNINOVA
Scientific Papers	Ongoing	T10.3	2	M9	UNINOVA
Scientific Workshop	Ongoing	T10.4	1	M9	UNINOVA
Industrial Workshop	Ongoing	T10.4	1	M9	UNINOVA
Collaboration	Ongoing	T10.5	1	M9	IKERLAN
Marketing Device	Ongoing	T10.2	5	M6	ICE

Figure 5: Impact Plan

Even if a single partner is responsible, all other partners must be committed to participate in dissemination activities. Figure 6 presents how much effort each partner should spend in each dissemination activity.

This calculation was made taking in to consideration vf-OS WP10 partner budget as presented in the DOA. During the entire development of the project these figures will be readjusted if needed but no major changes are predicted to occur. Please note that no effort related with deliverables, meetings attendance, and general wp10 activities are represented here.

Dissemination Activity	Task	ICE	MASS	IKERLAN	UNINOVA	UPV	CMS	LYON2	ASC	ALM	APR	VS	CON	KBZ	TARDY
Project Identity	T10.2	0.1													
PowerPoint Template and Slide Pack	T10.2	0.2				0.1								0.1	
Website	T10.2	0.25				1.35								0.55	
Website Traffic Growth & Monitoring	T10.2					0.5									
Social Networks – LinkedIn	T10.3	0.25	0.4	0.25		0.25	0.25		0.4	0.4	0.4	0.4	0.2	0.5	0.4
Social Networks – Facebook	T10.3	0.25	0.4	0.25		0.25	0.25		0.4	0.4	0.4	0.4	0.25	0.5	0.4
Marketing Video	T10.3	0.1											1	0.5	
Printed Media – Flyer	T10.2	0.3				0.5								0.3	
Printed Media – Brochure	T10.2	0.3				0.5								0.3	
Printed Media – Poster	T10.2	0.2				0.5								0.3	
Printed Media – Banner	T10.2	0.2				0.5								0.3	
eNewsletter	T10.2	0.05				0.05								0.1	
Press Releases	T10.2	0.2		1										0.2	
Conferences and Events	T10.3	0.15		0.4	0.75			0.5							
Scientific Papers	T10.3			0.05	0.45			0.7							
Scientific Workshop	T10.4	0.5	0.25	0.25	3	0.5	0.25	0.25	0.25	0.25	0.25	0.25	1	0.25	0.25
Industrial Workshop	T10.4	0.5	0.25	0.25	1	0.5	0.25	0.25	0.25	0.25	0.25	0.25	2	0.25	0.25
Collaboration	T10.5	2		2	1	1								3	
Marketing Device	T10.2	0.4												0.1	

Figure 6: Partner Effort Allocation

2.3 Actions and Status

In this section, all dissemination activities are listed in the grids below including their status, the responsible partner, and their results in current month(M3).

As mentioned in section 1, this document framework will be used to report all activities of T10.2, T10.3, and T10.5 on an ongoing basis – essentially with reporting editions at M3 (T10.1 & 10.2a), M9 (10.2b & T10.3a), M18 (10.2c & T10.3b), M36 (10.2c & T10.3d). To do this each grid has a subsection marked “Delivery to date” where regular quarterly (where relevant) updates will be given so fulfilling the reporting conditions. For more complex/larger outcomes there may be pointers to the annex or external resources. For some of these external resources, which are only available on the vf-OS internal information systems, reviewers will be granted specific access once requested. Since the initial T10.1 document intercepts with the initial T10.2 report it can be seen that the current results are already included for some items.

The grid overleaf (for easy reference) presented in Figure 7 shows the matrix between the stated dissemination activities, their status, and if there are either plan changes or outcome updates which have thus been updated in the detailed grids.

Key:

- P Grid plan is updated
- O Grid outcomes are updates
-  Outcome is either not due or has been completed
-  Work is ongoing but no outcomes reported yet

Dissemination Activity	Status	Task	Next Iteration	M 3	M 6	M 9	M 1 2	M 1 5	M 1 8	M 2 1	M 2 4	M 2 7	M 3 0	M 3 3	M 3 6
Project Identity	Completed	T10.2	M3	○											
PowerPoint Template and Slide Pack	Completed	T10.2	M3	○											
Website	Completed (Initial)	T10.2	M9	○											
Website Traffic Growth & Monitoring	Not Due	T10.2	M9												
Social Networks – LinkedIn	Completed (Initial)	T10.3	M9	○											
Social Networks – Facebook	Completed (Initial)	T10.3	M9	○											
Marketing Video	Ongoing	T10.3	M6												
Printed Media – Flyer	Ongoing	T10.2	M6												
Printed Media – Brochure	Ongoing	T10.2	M6												
Printed Media – Poster	Ongoing	T10.2	M9												
Printed Media – Banner	Ongoing	T10.2	M9												
eNewsletter	Not Due	T10.2	M9												
Press Releases	Ongoing	T10.2	M18												
Conferences and Events	Ongoing	T10.3	M9												
Scientific Papers	Ongoing	T10.3	M9												
Scientific Workshop	Ongoing	T10.4	M9												
Industrial Workshop	Ongoing	T10.4	M9												
Collaboration	Ongoing	T10.5	M9												
Marketing Device	Ongoing	T10.2	M6												

Figure 7: Dissemination Activities Status

2.3.1 Project Identity

Name	Project Identity	
Task	T10.2	
Next Iteration	N/A	
Status	Completed	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visibility	
Audience	All	
Planned Schedule	Ready to use for implementation in all dissemination channels	
Responsibility	ICE	
Description/ Content	Logo, colours, fonts, use of images, language, compulsory elements, imprint and contact details	
Monitoring	Dissemination Manager	
Priority	1=Critical	
Delivery to date		
2016-QMR1	<p>The logo is the main tool to create direct visual recognition of vf-OS. Therefore, the logo is simple and easy to recognize. The vf-OS logo is as per the graphic below and variants are available on ownCloud² including different sizes and continuous/transparent background version, as presented in Figure 8.</p> <div data-bbox="683 1059 1150 1216" style="text-align: center;"> </div> <p data-bbox="791 1223 1054 1256" style="text-align: center;">Figure 8: Project Logo</p>	

² <https://owncloud.ascora.de/index.php/apps/files/?dir=%2Fvf-OS%2FMarketing%20and%20Templates%2Fvf-OS%20Logos%20and%20Artwork>

2.3.2 PowerPoint Template and Slide Pack

Name	PowerPoint Template and Slide Pack	
Task	T10.2	
Next Iteration	N/A	
Status	Completed	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visibility, Quality	
Audience	All	
Planned Schedule	Ready to use before first plenary meeting	
Responsibility	ICE	
Description/Content	A PowerPoint template and Slide Pack with which the consortium can easily create vf-OS presentations.	
Monitoring	Dissemination Manager	
Priority	1=Critical	
Delivery to date		
2016-QMR1	<p>As stated in “D11.1: Project Handbook”, It is mandatory to make use of the vf-OS PowerPoint template for external presentations regarding vf-OS. It is available on the vf-OS ownCloud³ and follow the structure presented in Figure 9.</p> <div style="text-align: center;"> </div> <p style="text-align: center;">Figure 9: PowerPoint Slide Pack Examples</p>	

³ <https://owncloud.ascora.de/index.php/apps/files/?dir=%2Fvf-OS%2FMarketing%20and%20Templates%2FTemplates>

2.3.3 Website

Name	Website	
Task	T10.2	
Next Iteration	M9	
Status	Completed (multiple deliveries all on track, but not ended)	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	Website	
Purpose	Visibility	
Audience	All	
Planned Schedule	The website (in basic form) is up and running since day 1 of the project (through partner's own resources). Second version will be released around M9.	
Responsibility	ICE & UPV	
Description/ Content	<p>The vf-OS website is designed to be a place to turn to for key information about the project and to read the latest developments. The website contains information about the project objectives, expected outputs, publications, events, etc. It is used to disseminate news, events and achievements. At the moment, the website lists:</p> <ul style="list-style-type: none"> • vf-OS Ambition: vf-OS concept explanation highlighting its main added value, the creation of an open operating system for factories • Innovation: High description of vf-OS innovative features: Virtual Factory Kernel, I/O, Data and Connect and the Open Applications Development Kit • Research: System software research related with vf-OS Platform, the Apps and the Service. • Exploitation and Sustainability: Concepts that will be used to derive vf-OS business model • Users: vf-OS has three use cases and wants to provide public access to ensure project validation through an agile approach • Technology: Several technologic topics that relate to vf-OS project, multi-sided platforms, cloud computing, cloud manufacturing systems among others • Inspiration: Listing of vf-OS software environment and virtual factory OS • Architecture: A view on the combination of the different vf-OS components and workpackages • Partners: A presentation of partners' logos • Contact: Project coordinator contact information, address, email, phone number. 	
Monitoring	Dissemination Manager	
Priority	1=Critical	
Delivery to date		
2016-QMR1	vf-OS website (www.vf-OS.eu), as described before is presented next.	

The screenshot shows a web browser window with the URL www.vf-os.eu. The page features the **vf-OS** logo at the top, followed by the text "vf-OS – virtual factory Open Operating-System". Below this is a blue box titled "vf-OS AMBITION" containing the following text:

If you want to create an Android application you require an SDK with java programming and an Android Marketplace to exploit it.

If you want to create an iOS application you require an iOS SDK with the swift language and the Apple App Store to exploit it.

If you want to create a vf-OS application you require the vf-OAK and utilise the vf-OS Platform to exploit it.

Below the blue box is the section "The Ages of the OS", which includes a graphic with the following elements:

- Apple logo
- Windows logo
- A terminal window displaying "Starting MS-DOS..." and "C:\>_"
- iOS logo
- Android robot icon
- Linux penguin icon
- Red Hat logo

RESEARCH

To research into system software for managing factory related computer hardware and software resources and providing common services for factory computational programs:

vf-P

Holistic service platform, which is the foundation for all services and end user applications that vf-OS will facilitate, encapsulating and acting as the interface between the components, connectors, OAK functions, marketplace, service framework and the end user applications/developers

vf-mApp

Live Manufacturing Smart Applications container for connecting manufacturing users' needs with software developers solutions

vf-Service

Basic framework for facilitating third parties who may wish to provide **additional services** such as hosting or computation resources

USERS

To demonstrate and validate the vf-OS components and business models:

3 Use cases

Do so in 3 challenging diverse use cases acting as demonstrators: **automation equipment, construction, and plastic/metal components**

Public-access

Provide a continuous open, **public-access demonstrator** during the project for other parties, especially SMEs, web-entrepreneurs and students, including the **availability of prizes to stimulate take-up**

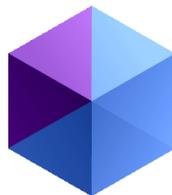
Validation

Instantiate and **validate the business models** and technicalities and verify and quantify the gains of using vf-OS

Agile Approach

Impact users current business scenarios during and beyond the project through an **agile, sprint based approach to ensure** maximum impact throughout the project and conformance with most-current and evolving user requirements approaches

TECHNOLOGY



Multi-sided platforms



Cloud Computing



Cloud Manufacturing Systems



Enterprise Apps



ARCHITECTURE

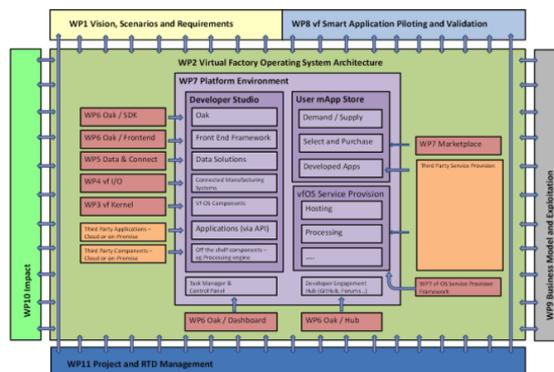


Figure 10: vf-OS Website

Regarding the website structure; an internal survey was launched as showed in Figure 11 for gathering partners' opinions. The results will be applied in next version of the website to extend to a menu driven approach:

- Home:** Landing page describing project and containing the following sections:
- Presentation: Describes the potential of the project and the ambitiousness of vf-OS
 - Marketing Video / Multimedia: graphic content (eg video, GIF, slider) presenting the main objectives and features of vf-OS
 - Social: Links to social profiles and latest publications in social networks
 - News: links to latest news and publications
 - Supported by: logos of project partners and industrial supporters

News: News, Press Releases and forthcoming dissemination events
Publications: List of public deliverables and scientific publications

Wiki: Link to the project Wiki
Partners: Lists the beneficiaries of the vf-OS project
Contact: Main contact information
Website survey collection form:

Website Survey - www.vf-os.eu

At least one person from each partner (on behalf of a partner) should fill this in but everyone is invited to provide individual inputs

First and Last name

Partner acronym

Are you responding individual or as a partner

What sections should be on the main landing page

What sections do you believe there should be on the menu bar or page portions - eg news, discussion etc

What features (eg add a news bar) or changes would you like added on the website
Please indicate the features and the priority using - M=Must, S=Should, C=Could, N-Nice To have. eg *Please add XYZ (N)
Feature 1

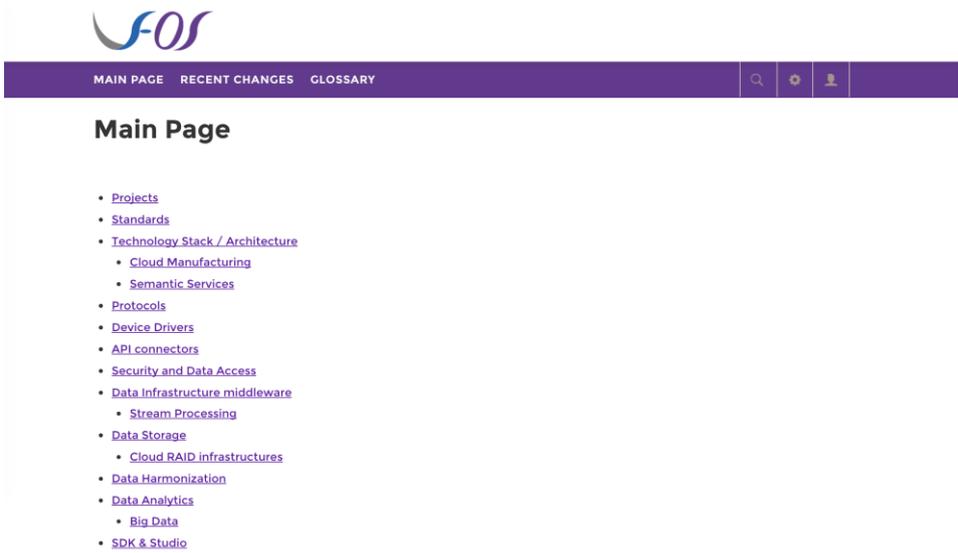
Figure 11: Website survey

2.3.4 Website Traffic Growth & Monitoring

Name	Website Traffic Growth & Monitoring	
Task	T10.2	
Next Iteration	M9	
Status	Not Due	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	Website	
Purpose	Visibility	
Audience	General	
Planned Schedule	Throughout whole project lifespan. Measured data from M3 to M9, M10-18, and M19-36 will be reported in D10.3bcd respectively	
Responsibility	UPV	
Description/Content	PIWIK ⁴ is used to measure the traffic on the vf-OS website.	
Monitoring	Dissemination Manager	
Priority	1=Critical	
Delivery to date		
2016-QMR1	Not due yet.	

⁴ <https://piwik.org/>

2.3.5 vf-OS Wiki

Name	vf-OS Wiki
Task	T1.4
Next Iteration	M6
Status	Ongoing
Focus	Communication
Phase	Inform and Inspire
Type	Sharing of research findings and State of the Art technologies
Purpose	Visibility
Audience	EC, Research, Industrial
Planned Schedule	M6, 18, 30
Responsibility	UPV
Description/ Content	The purpose of the vf-OS wiki is to host the State of the Art analysis of the project in a dynamic way to have the option to continuously update it with new research findings and new technical market changes through the whole project lifecycle. Moreover, all partners will have easy access to the wiki to provide their input under a unified platform and thus ensure that the project fully utilises the best technology available. The wiki thus acts as a compendium of knowledge containing useful information for other researchers in related fields. More information about the wiki can be found in Task 1.4 “D1.4abc: Existing SOTA Analysis”
Monitoring	UPV
Priority	1= Critical
Delivery to date	
2016-QMR1	<p>vf-OS Wiki⁵ is ongoing, with the framework in place and ready to start adding content, having the look presented in Figure 12. Note that the main reporting of the wiki will be under T1.4 and only a summary update is identified below.</p>  <p style="text-align: center;">Figure 12: vf-OS Wiki</p>

⁵ http://158.42.105.151/mediawiki/index.php/Main_Page

2.3.6 Social Networks – LinkedIn

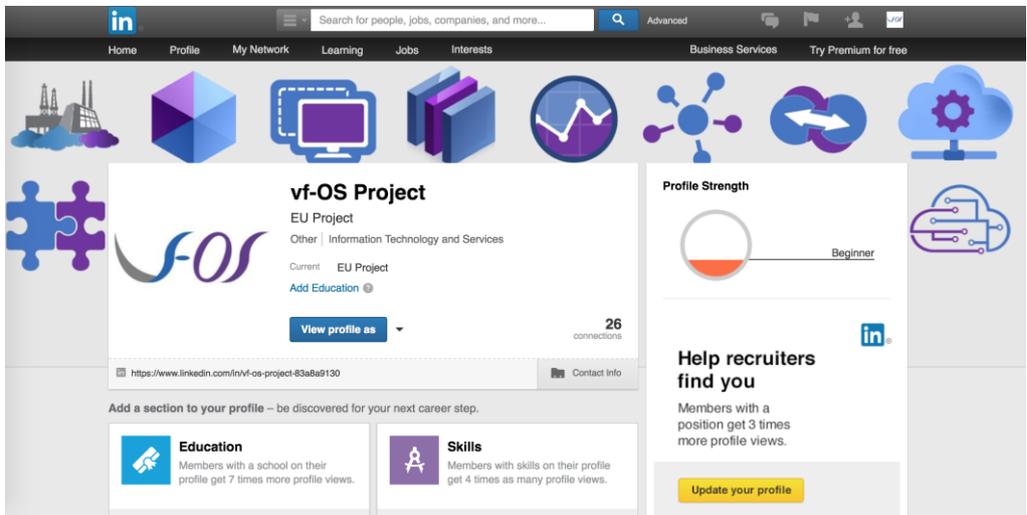
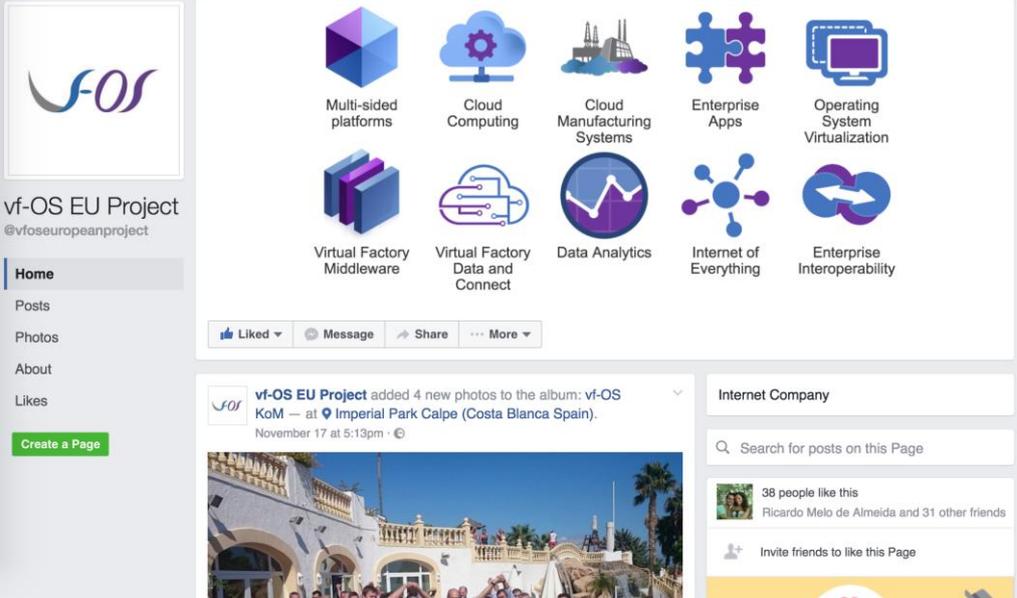
Name	Social Networks – LinkedIn		
Task	T10.3		
Next Iteration	M9		
Status	Completed (multiple deliveries all on track, but not ended)		
Focus	Dissemination		
Phase	Inform and Inspire		
Type	General Dissemination		
Purpose	Visibility		
Audience	General		
Planned Schedule	Throughout project lifespan		
Responsibility	KBZ / to be used by All		
Description/ Content	LinkedIn is a professional network through which vf-OS can address very specific target groups. It is mainly functional for targeted networking and to create a sustainable vf-OS network in which the status of the project but also project outcomes can be shared.		
Monitoring	Dissemination Manager		
Priority	2=Expected		
Further notes	Although the DOA suggest Social Networks may involve the usage of Twitter, when reflecting about this issue, the consortium decided to not use it directly since vf-OS is not a customer oriented project. The promotion of the project will be mainly performed by Facebook and LinkedIn. However, the website will have a news feed from Twitter – for example utilising the CEC or EFFRA feeds.		
Delivery to date			
2016-QMR1	<p>The vf-OS LinkedIn⁶ page is available as presented in Figure 13. It presents the project logo, same images that on website on the background but rearranged to fit and tries to lightly describe the project goals being aligned with Facebook description.</p>  <p>The screenshot shows a LinkedIn profile for 'vf-OS Project'. The profile header includes the LinkedIn logo, a search bar, and navigation tabs for Home, Profile, My Network, Learning, Jobs, and Interests. The main content area features a large profile picture with the 'vf-OS Project' logo and text: 'EU Project', 'Other Information Technology and Services', 'Current EU Project', and 'Add Education'. Below this is a 'View profile as' button and a '26 connections' indicator. To the right, there is a 'Profile Strength' section showing a 'Beginner' level. At the bottom, there are sections for 'Education' and 'Skills', each with a brief description and a 'Update your profile' button.</p>		

Figure 13: vf-OS LinkedIn

⁶ <https://www.linkedin.com/in/vf-os-project-83a8a9130/en>

2.3.7 Social Networks – Facebook

Name	Social Networks – Facebook	
Task	T10.3	
Next Iteration	M9	
Status	Completed (multiple deliveries all on track, but not ended)	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visibility	
Audience	General	
Planned Schedule	Throughout project lifespan	
Responsibility	KBZ/ to be used by All	
Description/ Content	Facebook is a social network in which vf-OS can create a network of ‘friends’ to syndicate content to. The vf-OS Facebook page is publically available.	
Monitoring	Dissemination Manager	
Priority	2=Expected	
Delivery to date		
2016-QMR1	<p>The vf-OS Facebook⁷ page presented in Figure 14 shows the project logo, and a background image that is similar to the one presented in the project website. It also describes project goals aligned with LinkedIn description and has a direct connection to vf-OS website. It has also some images of vf-OS partners at Calpe plenary meeting.</p>  <p style="text-align: center;">Figure 14: Facebook Account</p>	

⁷ <https://www.facebook.com/vfoseuropeanproject/>

2.3.8 Marketing Video

Name	Marketing Video	
Task	T10.3	
Next Iteration	M6	
Status	Ongoing	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination, Marketing Materials	
Purpose	Visibility	
Audience	General	
Planned Schedule	M6	
Responsibility	CONSULGAL	
Description/ Content	For dissemination of vf-OS to a wide and generic audience, and to be used in events, a video will be created that gives an insight to the aims, objectives, challenges and stakeholders of the project. The goal is to highlight features of the platform that are easily understood by general audience. The placement of the video will be on YouTube and will be distributed by the official vf-OS website, eNewsletter, and social networks.	
Monitoring	Dissemination Manager	
Priority	2=Expected	
Delivery to date		
2016-QMR1	Not available yet.	

2.3.9 Printed Media – Flyer

Name	Printed Media – Flyer		
Task	T10.2		
Next Iteration	M6		
Status	Ongoing		
Focus	Dissemination		
Phase	Inform and Inspire		
Type	Marketing Materials		
Purpose	Visibility		
Audience	General		
Planned Schedule	M6		
Responsibility	UPV		
Description/ Content	vf-OS will develop project flyers ('postcard') as form of project dissemination intended for wide distribution. The vf-OS Flyer will be a small hand-out (A4/5 size) that communicates the project's main message, main research objectives, context, contact details and project partners. The flyers will be the dissemination material used as the point-of-entry to capture the interest of the audience. The distribution will be handed out to the interested audience through different events.		
Monitoring	Dissemination Manager		
Priority	2=Expected		
Delivery to date			
2016-QMR1	Not available yet.		

2.3.10 Printed Media – Brochures

Name	Printed Media – Brochures	
Task	T10.2	
Next Iteration	M6	
Status	Ongoing	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	Marketing Materials / Web Portal (since it will be available in the web portal)	
Purpose	Visibility	
Audience	General	
Planned Schedule	Multiple: M6, M16 (for review) and M32 (for review and final workshop)	
Responsibility	UPV	
Description/ Content	Brochures will be published to show the objectives, advances, benefits and the exploitable results generated of the research, adapted to different and various target groups. This brochure contains more business-oriented information about vf-OS. The brochure will focus on the benefits that the vf-OS results provide to the manufacturing sector.	
Monitoring	Dissemination Manager	
Priority	2=Expected	
Delivery to date		
2016-QMR1	Not available yet.	

2.3.11 Printed Media – Poster

Name	Printed Media – Poster	
Task	T10.2	
Next Iteration	M9	
Status	Ongoing	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	Marketing Materials	
Purpose	Visibility	
Audience	General	
Planned Schedule	M9	
Responsibility	UPV	
Description/ Content	For public events where a banner is too large to present, or where the banner needs support with more general view of the project, a generic poster will be developed.	
Monitoring	Dissemination Manager	
Priority	2=Expected	
Delivery to date		
2016-QMR1	Not available yet.	

2.3.12 Printed Media – Banner

Name	Printed Media – Banner	
Task	T10.2	
Next Iteration	M9	
Status	Ongoing	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	Marketing Materials	
Purpose	Visibility	
Audience	General, Industrial, Technical	
Planned Schedule	M9	
Responsibility	UPV	
Description/ Content	This banner should support vf-OS presence on events and create interest with the audience from far away to come closer and discuss the project directly with one of the vf-OS partners that is attending the event. Several Banners will be printed for core dissemination use and partners will be given the artwork to print their own since they are relatively inexpensive.	
Monitoring	Dissemination Manager	
Priority	2=Expected	
Delivery to date		
2016-QMR1	Not available yet.	

2.3.13 eNewsletter

Name	eNewsletter	
Task	T10.2	
Next Iteration	M9	
Status	Not Due	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visibility	
Audience	General	
Planned Schedule	Several: M9, M18 and M35	
Responsibility	UPV with contributions of others	
Description/ Content	A virtual newsletter (eNewsletter) will be sent every year to interested stakeholders on a subscription basis, managed through the vf-OS website.	
Monitoring	Dissemination Manager	
Priority	1= Critical	
Delivery to date		
2016-QMR1	Not available yet.	

2.3.14 Press Releases

Name	Press Releases	
Task	T10.3	
Next Iteration	M18	
Status	Ongoing	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visibility	
Audience	General	
Planned Schedule	Several: M18, M35	
Responsibility	IKERLAN	
Description/ Content	The vf-OS consortium will publish several press releases during the project's lifetime. Press releases may take the form of traditional ones as well as more digitally suited releases.	
Monitoring	Dissemination Manager	
Priority	2=Expected	
Delivery to date		
2016-QMR1	Not available yet.	

2.3.15 Conferences and Events Participation

Name	Conferences Attendance / Presentations	
Task	T10.3	
Next Iteration	M9	
Status	Ongoing	
Focus	Dissemination	
Phase	Involve and Contribute	
Type	General Dissemination, Technical Event	
Purpose	Visibility	
Audience	General	
Planned Schedule	vf-OS aims to be seriously engaged presenting/chairing at several conferences/workshops and anticipates partners to engage in 5 conferences over 3 years, all together.	
Responsibility	UNINOVA	
Description/ Content	The presentation of research findings in national and international events such as conferences, trade fairs, workshops and summer schools is an important dissemination activity, providing an opportunity to present vf-OS results and engage with various communities such as scientific, technological and industries. For attending an event or conference each partner must apply for it by filling a web form in which it is stated the intention of attending the event. Only after approval of the Impact Group can a partner could attend relevant events.	
Monitoring	Dissemination Manager and Scientific Manager	
Priority	2=Expected	
Delivery to date		
2016-QMR1	<p>The following preliminary list identifies some of the targeted events for vf-OS during 2017. An updated list highlight the attendance, participants and results at M9 and will be reported in D10.3:</p> <ul style="list-style-type: none"> • 6th International Conference on Manufacturing Engineering and Process (ICMEP 2017), 27 to 29 May 2017 in Lisbon, Portugal. This conference is focused on research and innovations in areas of Manufacturing Engineering and Process such as Manufacturing process planning and scheduling and Modelling, analysis, and simulation of manufacturing processes. It might be relevant to vf-OS for dissemination of project innovation on how the manufacturing processes will be improved compared to existing processes of the industrial pilots. Possible attendees will be UNINOVA and CONSUGAL due to its physical proximity to the event. • 17 International Conference on Engineering, Technology and Innovation, 26 to 28 June 2017 in Madeira Island, Portugal. One of the key theme addressed by this conference is “Factories of the Future: Advances in Engineering Management and Technologies” which is focused on topics such as ICT for Manufacturing, Industrial Product Service Systems, Manufacturing Maintenance & Repair Operations etc. For vf-OS this can provide an interesting platform for exploitation actions for vf-OS and increase project synergies. This event is of major focus for all R&A partners of vf-OS such as LYON, UNINOVA, UPV and IKERLAN. • EMO Hannover 2017 – Connecting Systems for Intelligent Production, 18 to 23 September 2017 in Hannover, Germany. This event provides exhibition opportunity with one of the key topic being “Software, manufacturing and process automation”. From the data of past events a huge number of exhibitors and visitors from manufacturing domains participate in the event. Thus, this event provides a useful platform for promoting and demonstrating early results of vf-OS. The expected participants in this event are mainly the ICT partners such as ASC, ICE, and ALMENDE together with user partners, such as VS, MASS. • 13th Annual European Manufacturing Strategies Summit and Expo, 20 to 22 November 2017 in Berlin, Germany. This event is targeted for bringing 	

	<p>experts from different industrial sectors with key note speeches on emerging trends in manufacturing. At the same time this event also conducts discussions on use-case studies from leading industries in Europe. While, another interesting activity is Business Appointments & Networking. This event can be useful for networking with potential industrial leaders for commercialization of vf-OS. Partners mainly in the coordination level ie Project Coordinator (ICE) and Technical Manager (UPV) can provide successful participation in this event.</p>
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2.3.16 Scientific Papers

Name	Conference Papers	
Task	T10.3	
Next Iteration	M9	
Status	Ongoing	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	General Dissemination	
Purpose	Visibility	
Audience	General	
Planned Schedule	Several: M9, M18 and M36	
Responsibility	UNINOVA	
Description/ Content	<p>The publication of articles helps to reach a larger audience. To get a paper published in an international refereed journal supports the overall goal to have an impact on vf-OS. R&D partners will take the initiative for publications with support from the ICT and industrial partners. It is expected that most of these publications will be concentrated in the second and third years of the project when concrete research results become available.</p> <p>All publications produced during project's lifetime will be referred on the vf-OS website and should be placed within Zenodo⁸ repository following OpenAire approach. Conference and Journal papers in which more than 10 publications should be accepted > 3 Papers per each academic partner and > 6 Paper for the Scientific Manager. Once a publication is final, it will be reported via the vf-OS website and the dissemination deliverables.</p>	
Monitoring	Dissemination Manager and Scientific Manager	
Priority	2=Expected	
Delivery to date		
2016-QMR1	<p>The list below is an overview of publications (other than conference proceedings as detailed in sub-section 2.3.15) that the vf-OS consortium is aiming for. Please note that these are not final guaranteed publications but target journals and magazines that lend themselves for publications. A final list of papers, the subject and partners involved will be available at M9 and reported in D10.3.</p> <ul style="list-style-type: none"> • International Journal of Computer Integrated Manufacturing: This journal reports new research and applications underlining the opportunities and limitations of computer integrated manufacturing which is highly aligned with research and innovation objective of vf-OS. This journal is published on a regular basis with special issues covering topics as diverse as service-oriented architectures, dematerialized manufacturing systems, wireless manufacturing and digital enterprise technologies thus providing enough time and space for publishing vf-OS results. • International Journal of Advanced Manufacturing Technology: This journal is focused on publications of result covering applications-based research topics relevant to manufacturing processes, machines, and process integration. Thus, this Journal is of relevance to disseminate the technical innovation and experience from industrial pilots addressing industrial problems such as Predictive Maintenance, Real time Big Data processing, System Integration, System Decentralisation, Spare-parts traceability etc. • Enterprise Information Systems: This journal is focused on both the technical and applications aspects of Enterprise Information Systems technology, and the complex and cross-disciplinary problems of enterprise integration that arise in integrating extended enterprises. Research and innovation scopes covered by this journal include Enterprise architecture design and modelling, cloud computing and Big Data Analytics (BDA), Model-Driven Architecture (MDA), component- 	

⁸ <https://zenodo.org/>

	<p>oriented architecture, Service-Oriented Architecture (SOA), collaborative development, and co-operative engineering etc. Thus, this journal can be pivotal for publishing technical solutions that will be developed in the scope of R&D WP3-7.</p> <ul style="list-style-type: none">• Computers in Industry: Special Issue "IT-support for the development and integration of Cyber Physical System in industry": This is a special issue publication and since vf-OS has identified CPS as partial research challenge, this journal can be of important to disseminate research vision and innovation that vf-OS can bring in CPS paradigm. Among the different themes addressed by this journal the one of interest can be CPS for Advanced Production Systems and Smart Manufacturing. Smart Manufacturing responds and leads to a dramatic and fundamental business transformation: To demand-dynamic economics keyed on customers, partners and the public; real-time integrated computational materials engineering and rapid qualification, demand-driven supply chain services some of which have also been identified as innovation direction by vf-OS industrial use case.
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2.3.17 Scientific Workshop

Name	Scientific Workshop	
Task	T10.4	
Next Iteration	M9	
Status	Ongoing	
Focus	Dissemination	
Phase	Share and Convince	
Type	Workshop	
Purpose	Visibility	
Audience	Scientific	
Planned Schedule	1 Workshop held with around 30-50 participants.	
Responsibility	UNINOVA	
Description/ Content	vf-OS will organise one scientific oriented workshop. To reach a broad but also specialised group of participants, the aim is to couple the workshop to an existing and well-known big conference, dealing with vf-OS relevant issues. The workshop will provide 1/2-1 day presentations and promote the project concepts and results.	
Monitoring	Dissemination Manager and Scientific Manager	
Priority	1=Critical	
Delivery to date		
2016-QMR1	One scientific workshop will be organised most probably in the pilot countries to maximise the capability of vf-OS deployment. The workshop will be organised with focus on RTD impact user/developer impact. A tentative Workshop title can be Workshop on Virtual Factory-Operating Systems for next generation Manufacturing Industries, 2107. Exact place and date will be finalized in 2017.	

2.3.18 Industrial Workshop

Name	Industrial Workshop	
Task	T10.4	
Next Iteration	M9	
Status	Ongoing	
Focus	Dissemination	
Phase	Share and Convince	
Type	Workshop	
Purpose	Visibility	
Audience	Scientific	
Planned Schedule	1 Workshop held with around 30-50 participants.	
Responsibility	UNINOVA	
Description/ Content	vf-OS will organise an industry oriented workshop. The aim is to reach a broad audience of industries in order to spread vf-OS results and convince its adoption in the several domains.	
Monitoring	Dissemination Manager and Scientific Manager	
Priority	1=Critical	
Delivery to date		
2016-QMR1	One industrial workshop will be organised most probably in the pilot countries to maximise the capability of vf-OS deployment. The aim is to increase the exposure of developers and to convince industries to adopt vf-OS. A tentative title for it is Workshop on Impact of Virtual Factory-Operating Systems in Manufacturing Industries, 2018[Exact dates will be finalized later]. This issue is still under discussion.	

2.3.19 Collaboration

Name	Collaboration	
Task	T10.5	
Next Iteration	M9	
Status	Ongoing	
Related Task	T10.5	
Focus	Dissemination	
Phase	Involve and Contribute	
Type	General Dissemination	
Purpose	Visibility	
Audience	EC, Research, Industrial	
Planned Schedule	Average of 2 participants in every cluster event and 10 bilateral meetings with other projects.	
Responsibility	UNINOVA	
Description/ Content	The project plans to adopt a high profile in the European FOF Program. In this activity, the members of the consortium will liaise with related EU projects, to ensure a higher scientific and technological impact of vf-OS findings and to foster exploration of possible synergies to safeguard sustainability of the work done within the project. vf-OS will focus on those projects where there is at least one common partner since this has proven to ensure more realistic cooperation versus just general awareness.	
Monitoring	Dissemination Manager	
Priority	2= Expected	
Delivery to date		
2016-QMR1	<p>The projects that are listed next have been selected based on the H2020 FoF call results as related to the manufacturing domains.</p> <ul style="list-style-type: none"> • Connected Factories - The ConnectedFactories project will establish and maintain a structured overview of available and upcoming technological approaches and best practices that are needed for mastering the industrial revolution initiated by the digitization of industrial processes. This is relevant for vf-OS alignment with future needs and challenges of the manufacturing industries and identification of its digital integration and interoperability of manufacturing systems and processes. Partners such as UNINOVA and ICE will coordinate these activities. • openMOS - Open dynamic Manufacturing Operating System for Smart Plug-and-Produce Automation Components (openMOS) project aims to develop openly accessible plug-and-produce (P&P) system platform, allowing seamless integration of systems/ devices/ machine which is also being partially addressed by vf-OS Virtual Factory I/O. Thus, collaborating with this project to exchange the solutions and experience can be fruitful for improving vf-OS solutions. For cooperation vf-OS partner UNINOVA can be used as channel since they are also involved in openMOS. • CREMA - Cloud-based Rapid Elastic Manufacturing (CREMA) project aims to develop solutions for manufacturing processes following Cloud manufacturing principles. The results of the project specifically addressing the model, configure, execute, and monitor manufacturing processes can be of reutilized for developing vf-OS kernel and apps. Thus, this collaboration can lead to sharing resources and industrial experience and can be channelled through the common project partners ICE, ASCORA, IKERLAN. • C2NET - Cloud Collaborative Manufacturing Networks (C2NET) project is focused on developing technical solutions to optimize the manufacturing assets by the collaborative computation of production plans which is similar one of the vf-OS pilots needs for supporting collaborative manufacturing and logistics processes. Such results, together with the C2NET interoperability framework, data collection framework etc. can form a strong base for vf-OS project solutions. Thus, collaboration with C2NET can be channelled through the common partners UPV, UNINOVA, IKERLAN, CMS . 	

- **DIGICOR** – Decentralised Agile Coordination Across Supply Chains project will provide an open platform, tools and services that allows European companies to create and operate collaboration networks across the value chain. Being funded under the same call, it is important to create synergies during the project to enhance technological developments, exploitation and dissemination strategies. Partners as ICE and ALMENDE common partners will establish this collaboration.

Beyond DIGICOR, it is also expected that vf-OS project can establish coordination and cooperation activities with other projects funded under the same call (FoF 11-2016). These activities will be performed mainly by the T10.5 lead UNINOVA with assistance from ICE, UPV and IKERLAN. These projects are:

- **AUTOWARE** - Wireless Autonomous, Reliable and Resilient Production Operation ARchitecture for Cognitive Manufacturing
- **COMPOSITION** – Ecosystem for Collaborative Manufacturing Processes – Intra- and Interfactory Integration and Automation
- **Daedalus** - Distributed control and simulAtion platform to support an Ecosystem of DigitAL aUtomation developerS
- **DISRUPT** - Decentralised architectures for optimised operations via virtualised processes and manufacturing ecosystem collaboration
- **FAR-EDGE** - Factory Automation Edge Computing Operation System Reference Implementation
- **NIMBLE** - Collaboration Network for Industry, Manufacturing, Business and Logistics in Europe
- **SAFIRE** - Cloud-Based Situational Analysis for Factories providing Real-time Reconfiguration Services
- **ScalABLE4.0** - Scalable automatoon for flexible production systems

2.3.20 Marketing Device

Name	Marketing Device	
Task	T10.2	
Next Iteration	M6	
Status	Ongoing	
Focus	Dissemination	
Phase	Inform and Inspire	
Type	Marketing Materials	
Purpose	Visibility and a permanent reminder for eg conference attendees to visit the project website	
Audience	Multiple	
Planned Schedule	M6	
Responsibility	ICE	
Description/ Content	A (memorable) marketing device that can be handed out at fairs, events, conferences etc. The gift must have a link to the project website and a vf-OS logo on it to ensure sustainability as well as other information about the project or links to it.	
Monitoring	Dissemination Manager	
Priority	3=Whenever possible	
Delivery to date		
2016-QMR1	Not available yet	

3 Conclusions

The purpose of this document is to produce and distribute the dissemination strategy and concrete actions needed to fulfil this strategy in terms of a plan. Furthermore, it serves as a stem for reporting on and measurement of all vf-OS dissemination activities.

All dissemination activities are presented in a framework created to identify responsibilities, outcomes and to monitor them and their impact.

This document will be morphed to deliverables of T10.2 and T10.3 and will be used to report all activities of T10.2, T10.3, and T10.5 on an ongoing basis – essentially with reporting editions at M3 (T10.1 & 10.2a), M9 (10.2b & T10.3a), M18 (10.2c & T10.3b), M36 (10.2c & T10.3d). In these updated deliverables section 1 (Impact Strategy) will not be repeated, in section 2 (Dissemination Plan) changes and additions will be described and reported.

Annex A: History

Document History	
Versions	<p>V0.1: First Draft produced by Editor V0.2: Second Draft after comments from UNINOVA and ICE V0.3: Third Draft with UPV and ASC contributions V0.4: Revision of v0.3 contents V0.5: Draft in Template V0.6: Version after 1st Review and ICE 1st Review V0.7: Version after ICE 2nd Review V0.8: Version after IKERLAN Review V1.0.0: Ready to EU submission V1.0.1: Review by Coordinator. Inclusion of overview reporting matrix in section 2. Changes to show relationships with other documents better. Editorial and Stylistic corrections V1.0.2: EU Submission</p>
Contributions	<p>KBZ:</p> <ul style="list-style-type: none"> • Raquel Melo de Almeida- Main editor. First draft. Input to all sections. Multiple comments <p>UNINOVA:</p> <ul style="list-style-type: none"> • Sudeep Ghimire - General comments and provided content on sections 2.3 <p>ASC:</p> <ul style="list-style-type: none"> • Danny Pope: General comments and provided content on section 2.3 First Reviewer. <p>UPV:</p> <ul style="list-style-type: none"> • Francisco Fraile: General comments and provided content on section 2.3 <p>IKERLAN:</p> <ul style="list-style-type: none"> • Eduardo Saiz: General comments and provided content on section 2.3 • Juan Maria Goenaga : 2nd Reviewer <p>ICE:</p> <ul style="list-style-type: none"> • Stuart Campbell: General review of the deliverable

Annex B: References

None



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