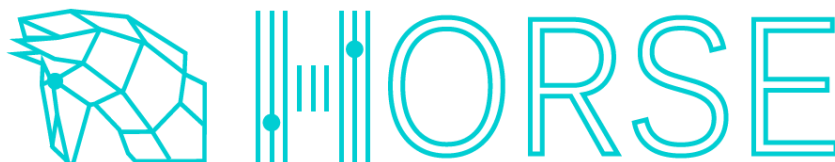


H2020 – FOF – 09 – 2015

Innovation Action



Smart integrated immersive and symbiotic human-robot collaboration system controlled by Internet of Things based dynamic manufacturing processes with emphasis on worker safety



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 680734

D6.2 Information events

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Abbreviations

CC	Competence Centre
HFW	Horse Framework
DIH	Digital Innovation Hub
I4MS	ICT Innovation for Manufacturing SMEs
CSA	Coordination and Support Action

Executive Summary

This deliverable presents the information strategy used to promote the Horse Framework and the HORSE Open Call for Application Experiments. Different dissemination channels used, including the physical events, electronic media and direct networking, are presented together with the promotion and information activities on both the project and the individual members level undertaken by the consortium. The information strategy pursued by the consortium attracted 33 proposals and resulted with the expected success rate of the call of 25%.

1 Introduction

1.1 Overview

This document presents the events and activities used to promote the HORSE Open Call for Application Experiments. The Application Experiments are the last stage of the iterative cycle of the HORSE Framework development and deployment. Their goal is to validate the framework in real industrial conditions, improve the framework based on the feedback from the end-users and act as a seed for a large community built around the framework.

Specifically, that meant attracting applicants from as many areas of the manufacturing sector, in order to expand the potential market, and to stimulate development of new software components and integration of additional hardware, to create critical mass necessary to cover the diverse need of the future customers.

Those targets influenced the choices regarding the target groups and strategy of the promotional campaign, as described below. This is followed, in section **Error! Reference source not found.**, with a detailed description of the promotional activities and information events organized by the HORSE consortium, or in which its members participated.

1.2 Targeted audience and outreach strategy

The goals of the Open Call for Application Experiments directly influenced the selection of the preferred composition of the applicant consortia and, subsequently, the target audience of the promotion and information campaign. Since the expected results involved reaching to new areas of manufacturing sectors, integration of the new hardware and software, as well as development of new components, it was decided that the consortia applying for the projects should consist of at least one end user (preferably an SME) optionally supported by a system integrator and / or a research institution.

As the SMEs were the main target group, the outreach strategy had to be suited to their characteristic features. Due to their size, the SMEs usually prefer to get as much information as possible locally – via their local networks, by participation in regional events or online, as those channels require the least effort. Therefore, instead of organizing a single, global event we opted to focus on those channels, making sure that as much information as possible is available online and that participation in the local events does not involve unnecessary difficulties for the SMEs.

The promotion and information strategy was geared towards attracting mature, high-quality proposals and focused on the following areas:

- creating awareness of the HORSE Framework (HFW),
- creating awareness of the HORSE Open Call for Application Experiments,
- providing information necessary to plan the deployment of the HORSE framework,
- providing information necessary to prepare and submit an application.

Table 1 contains the summary of the different activities and the outreach areas that they covered. The detailed description of those activities is given in section **Error! Reference source not found.**

Table 1 Outreach activities and their target areas

Outreach activity	Awareness creation		Information access	
	HFW	Open Call	HFW	Open Call
Project website:				
Open call information		X		X
Project video	X	X		
Supporting document			X	
Email support service			X	X
European Commission - Participant Portal		X		X
I4MS				
Newsletter	X	X		
Website	X	X		
Webinars			X	X
Project partners	X	X	X	X
DIHs network & info days	X	X		X
ICT info day on cascade funding		X		X
NCPs and “Ideal-ist” network		X		
Social media	X	X		
Industries and associations	X	X		

2 Promotion of open calls

2.1 Project website

The project website was maintained during the period the HORSE call was open. The website provided information on the open calls, and a message in the first page either announced the call was open or invited to the project webinar (which was organised in collaboration with I4MS CSA project, I4MS-Growth-more details pls. see below at the section of I4MS).

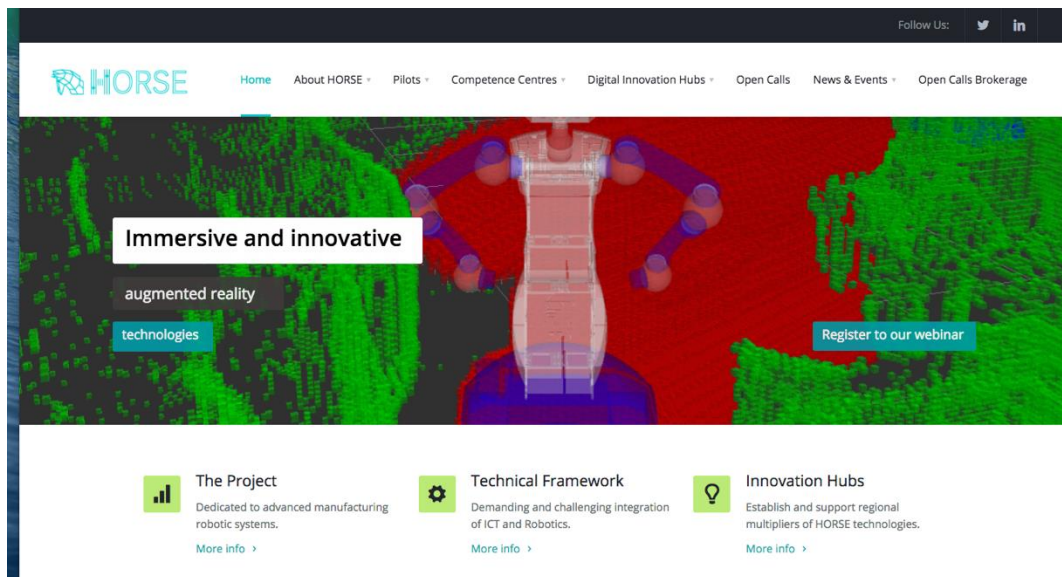


Figure 1: HORSE webpage with the registration for the webinar.

a. Project Video

A video was prepared to explain the main ideas of the call and promote the open call. It is still available at the project main webpage and at the YouTube:

<https://youtu.be/l299o-Tte2E>

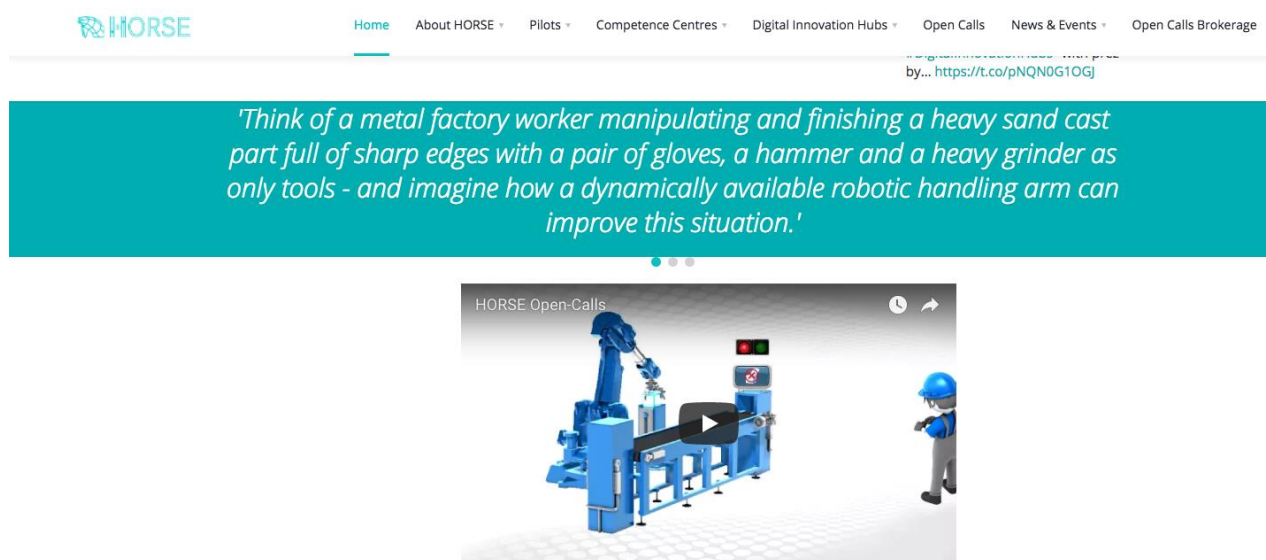


Figure 2: HORSE website with project video

b. Open Call information site

The open call information page was providing the main information about the open call and was the point of reference for all the download of the open call documents, i.e. call text, guide for applicants, Horse funding agreement, the proposals template. A specific document was also developed to explain the main concepts of the framework and the components (Open call supporting document) which was also available for download at this page. A presentation was also published there which was presented during the HORSE webinars (see in I4MS) also providing a link to the webinar events.

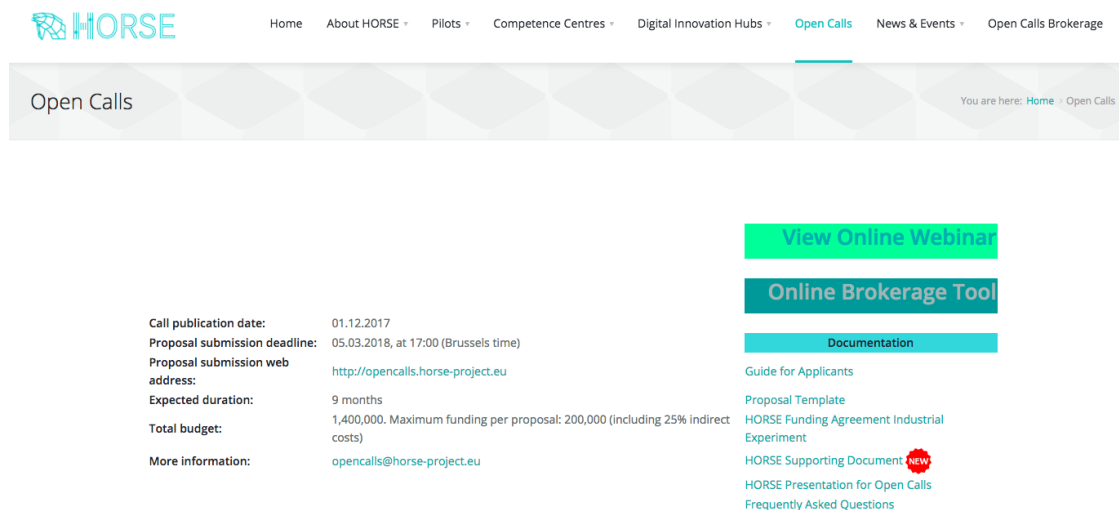


Figure 3: HORSE open call website

Statistics for the HORSE open call (visits and downloads).

<i>November 2017</i>	<ul style="list-style-type: none"> • 489 hits
<i>December 2017</i>	<ul style="list-style-type: none"> • Guide for applicants.pdf downloaded 90 times, partially downloaded 60 times • 1087 hits at Open Call Page, • 260 hits at Open-Calls-Brokerage page
<i>January 2018</i>	<ul style="list-style-type: none"> • Guide for applicants.pdf downloaded 127 times, partially downloaded 55 times • HORSE_OpenCalls.pdf downloaded 97 times, partially downloaded 445 times • 999 hits at Open-Calls page • 257 hits at Open-Calls-Brokerage page
<i>February 2018</i>	<ul style="list-style-type: none"> • Guide for applicants.pdf downloaded 190 times, partially downloaded 122 times • HORSE_SupportingInfo.pdf downloaded 149 times, partially downloaded 232 times • HORSE_OpenCalls.pdf downloaded 119 times, partially downloaded 696 times • Proposal template.pdf downloaded 114 times, partially downloaded 63 times • Horse Funding Agreement Industrial Experiment_final.pdf downloaded 99 times, partially downloaded 76 times • 1178 hits at Open-Calls page • 151 hits at Open-Calls-Brokerage page
<i>March 2018</i>	<ul style="list-style-type: none"> • Guide for applicants.pdf downloaded 101 times, partially downloaded 51 times • HORSE_SupportingInfo.pdf downloaded 79 times, partially downloaded 104 times • Proposal template.pdf downloaded 54 times, partially downloaded 15 times • HORSE_OpenCalls.pdf downloaded 53 times, partially downloaded 295 times • Horse Funding Agreement Industrial Experiment_final.pdf downloaded 38 times, partially downloaded 7 times • 619 hits at Open-Calls page • 87 hits at Open-Calls-Brokerage page

Last but not least, the page contained and Frequently Asked Questions section, which was collected the questions which were received during the open call and the answers that the consortium provided.

Frequently Asked Questions

You are here: [Home](#) > [Frequently Asked Questions](#)

- Is it possible to finance purchase of a robot?
- What is meant by "Programming by Demonstration" and by "Robot control algorithm"?
- Experiments should focus on robotic cells or can support Cyber Physical Systems or any other domain?
- Is there flexibility for changing the workplan and effort?
- What happens if experiment proposals are underestimating their effort?
- Contracts for experiments are done with the coordinator or with all parties?
- What happens if part or whole of the experiment is not successful? Do experiments have to pay back advance payment?
- Is already possible to see HORSE framework in the existing Competence Centers?
- What kind of effort is required by experiments to adopt the HORSE framework for adding new robots/agents/components?
- What should SMEs beneficiaries expect as a result of the experiments?
- What are the eligible hourly rates to charging personnel for the involved parties?
- How long is the evaluation and when the experiments can be expected to start?
- What is the plan for the IPRS?
- What kind of support for technical implementation can be expected by HORSE?
- Is it obligatory for experiments to use the HORSE framework?
- Can HORSE partners participate in the application experiments proposals?
- The application experiments are applicable for SMEs only?

Is it possible to finance purchase of a robot?

No, unfortunately it is not possible. The robots can be acquired either via lease/rental or as an in kind contribution from one of the experiment partners. Potential suppliers of such service are: Smart Robotics, KUKA, ASTI, however you are not limited to their offer and selection of the rental or lease provider will not be a subject of evaluation (beyond the approval of the equipment for the task and the costs). For the ones already mentioned above, please contact us for specific information and conditions for the experiments.

Figure 4: HORSE open call FAQ

c. Online Brokerage Tool

An additional page was created for the open calls, and was offering an area where an organization was able to Register and promote its capabilities, which was made public accessible with the organization consent. The aim was to facilitate the networking of interested parties. 4 organisations have used this function.

d. Dedicated email support

An **Open Call specific email support service** was setup. All the emails sent to the opencalls@horse-project.eu address were tracked using the OTRS ticketing system to ensure traceability of the support process. Throughout the runtime of the open call 63 tickets have were processed.

Welcome to the HORSE Open Calls Brokerage page. Please select from the list below:

- [Login/Register](#)
- [Add your Organisation](#)

Name	Profile	Innovation offer	Innovation seek	Contact
Flex Hex	Flex Hex is a Danish Company who produces and markets the Hexapod system as a mean to enable fast and cost-effective changeover in production. The system integrates the transformation to industry... Read more	Since Hexapod is a passive reconfigurable fixture, it requires no motors, no cables and no wires. This is possible due to a hydraulic system with a pressure intensifier, controlled by a single pneumatic valve which release or activate effectively the hydraulic clamping system around the legs of the Hexapod, securing an accurate positioning. The Hexapod system from Flex Hex can be utilised in any industries where fixed fixtures are used in production. If you want to improve the production quality, save time expenditure on changeover reconfiguration and calibration between production batches, improve working environment and keep costs down, then this is the cheap but accurate solution for your process. The Hexapod system is fully integrated with other robot activities in production lines. The merging of these two technologies lead to an economical feasible, flexible and high quality fixture that ensure high stiffness and accuracy in fixating work-pieces. Due to a patented joint system, the Hexapod after positioning keeps a very accurate position and no notifiable deformation are noticed compared to dedicated fixture even in extreme position. Our offer: The Hexapod can be designed according to your process, for small payloads (10 kg) and up to high payloads (1500 kg), with or without positioning feedback, with or without protection depending of the environment (clean, harsh). It can easily be integrated	The concept is already working for some specific application and we would like to make further proof of concept and business in different kinds of industries (manufacturing, automotive, railway, aviation...) and segments (assembly, welding, drilling, slibning...)	ima@flexhex-robot.com

Figure 5: HORSE Online brokerage tool

2.2 European Commission

European Commission has been informed about the open call through the project officer. The information about the HORSE Open Call was then disseminated via the Participant Portal of the European Commission. The information about the call and link to the relevant documents can be found under the “Open Competitive calls and calls for third parties” - <http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/other/competitive.html#collapseSeventyEight>

I4MS

a. I4MS website and community

The I4MS website was informed by the HORSE open call documentation. A dedicated page was devoted to HORSE, which was also providing access to the open call documentation.

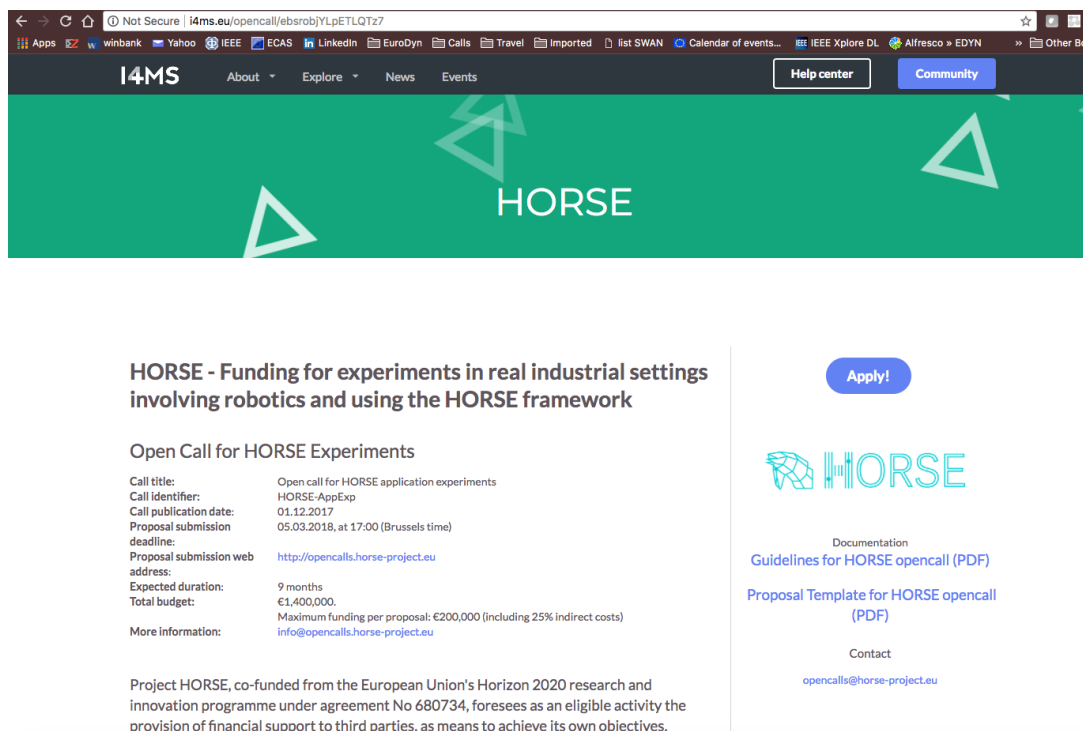


Figure 6: I4MS page for HORSE open call

The information about the open calls was disseminated by the I4MS CSA project I4MS-Growth to the I4MS registered and communication community, the exact numbers are not known.

b. I4MS Newsletter

The HORSE open call was announced in the I4MS newsletter which was circulated on the 18 December 2017.



Figure 7: I4MS newsletter

c. I4MS webinar

Two webinars were organized by the I4MS.

The first webinar took place on the 13th December 2018 at 11 am CET, and the second one was organized on the 17th January 2018 at 10CET.

About 25 people participated in each of them. The webinars were recorded and were made available afterwards on the project website, at the open call website and at YouTube: https://www.youtube.com/watch?v=8ujF_jZBZfw

The agenda of the webinars can be found below and the presentation used during the webinars is available on the HORSE project website (http://horse-project.eu/sites/default/files/publications/HORSE_OpenCalls.pdf)

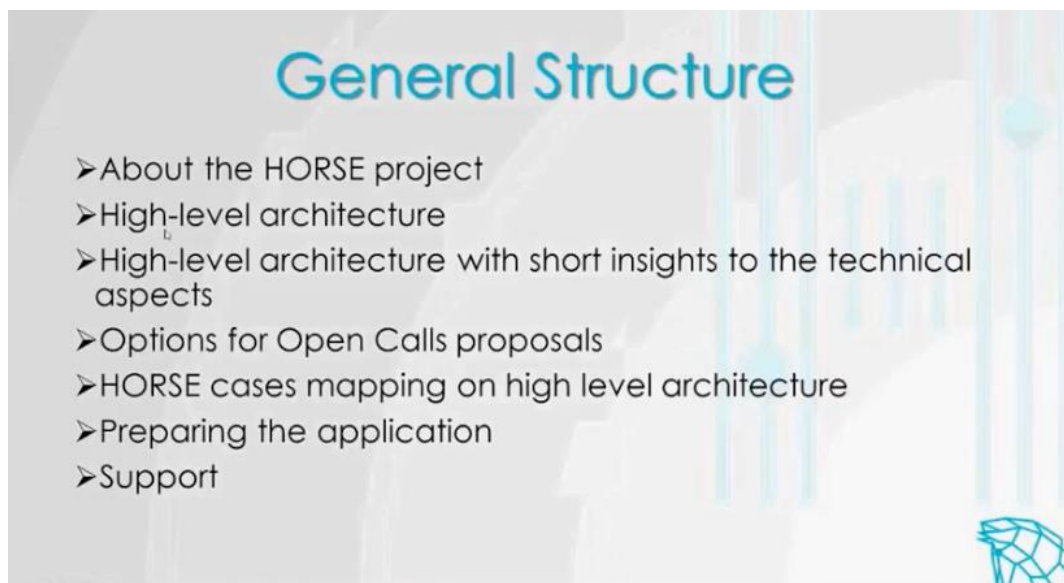


Figure 8: HORSE webinar agenda

2.3 DIHs' network & info days

The I4MS DIH network has been informed about the HORSE open calls in the following ways:

- a. At the I4MS event in Madrid which took place on the 21st September 2017. Anastasia Garbi (ED) and Adam Schmidt (TUM) participated there. This was the final mentoring and coaching event of the DIHs, where all DIHs have provided their results. All DIHs and other interested parties were present there including of course the Funding IA projects of I4MS initiative. HORSE made a short presentation about the forthcoming open call and its aims. The presentation was given by Adam Schmidt, TUM. HORSE also hold a poster and pre-announced the open calls and also provide leaflets.





Figure 10: Davorka Moslavac- CROBOHUB-Croatia and Milica Djuric HUBETCS-Serbia, Anastasia Garbi- HORSE -Greece (from left -to-right) at the Digital Innovation Hubs Poster Session in Madrid 21st September 2017.

b. Communication to the Network

As soon as the HORSE open call was announced, an email was sent to the list of DIH to provide the link for the open call webpage.

2.4 ICT info day on cascade funding

European Dynamics was invited to a panel discussion on cascade funding in Budapest Proposers' Day on the 10th November 2017. This was a dedicated workshop that was organised by the NCPs network with the leadership of the Greek NCP. About 100 people participated at the event. The EC Representative Anne-Marie Sassen opened the workshop.

**Anastasia Garbi**

Senior Research Executive

5mo

...

Thank you **Georgios Megas**, Manfred Harvel for organizing this! It was my honour to present HORSE project open calls!

www.horse-project.eu

**Georgios Megas**

Enterprise Europe Network & HORIZON2020 Consultant @ National Docum...

100+ Participants in Ideal-ist's Cascading Grands Workshop more than we could hope! **#EKTgr** was the main Organiser of the Final Session/Workshop in the ICT proposers day (**#ICTPropday**) along with the Research Council of Norway, both **Idealist ICT project** partners!

Anne-Marie Sassen From the European Commission opened the session and Manfred Halver from **#FFG** moderated giving the opportunity to the panel members (Project Coordinators and Open call beneficiaries) but also to the audience to participate in a fruitful discussion regarding the benefits & difficulties in participating in Cascading Grants Projects' Open Calls. Conclusions: .. Do it.. its far more efficient that applying for the SME Instrument, but on the other hand more streamlining of the procedures for proposal evaluation is needed! Thank you **Edina Nemeth** for the support as always! Thank you **Marta Calderaro** for analysis and reporting! Thanks to all Idealist2018 members. But most of all thanks to all our audience and panel members (**Anastasia Garbi**, **Francisco Blanes**, Sergios Soursos, Justin Tallon, Pierre-Damien Berger and Robert Lovas)



Figure 11: HORSE presence in the panel of NCP workshop on cascade funding and relative announcement in LinkedIn

2.5 NCPs and network “Ideal-ist”

The NCP network and the Ideal-ist network were informed and communicated the HORSE open call announcement.

2.6 Social media

The HORSE open call, its webinar, and its extension have been announced on Twitter (301 followers).



Figure 12: Twitter announcements

The HORSE open call was announced in several occasions on LinkedIn in the public space, as well as the project LinkedIn Group (144 members).

**Anastasia Garbi**

Senior Research Executive

4mo

HORSE project video published!

**Horse Presentation**[youtube.com](https://www.youtube.com)

11 Likes

 Like  Comment  Share**Anastasia Garbi**

Senior Research Executive

4mo

REGISTER FOR THE HORSE OPEN CALL WEBINAR

Webinar Registrationi4ms.eu

(*) Personal data provided will be incorporated into an automated data file owned by Innovalia Assoc...

3 Likes

 Like  Comment  Share

Figure 13: Announcement in the LinkedIn public space

Panagiotis Bouklis · Manager
R&D Consultant at European Dynamics

Open Calls submission extended deadline (5 March 2018)

The deadline for the HORSE Open Calls has been extended!

The new deadline is on Monday, 5th of March 2018 17:00 CET

Go to the Open Calls page for more information:
<http://horse-project.eu/Open-Calls>

Open Calls
The HORSE framework is driven by and validated with end-users - manufacturing companies- in two steps: in the first, the framework was jointly developed together with the selected end-user...

Like Comment | 2

Reply to this conversation...

Panagiotis Bouklis · Manager
R&D Consultant at European Dynamics

Online webinar for Open Calls

View the online webinar for the HORSE open calls at the following YouTube link:
https://www.youtube.com/watch?v=8UjF_JZBZfw

Webinar - Open call for HORSE application experiments
Project HORSE, co-funded from the European Unions Horizon 2020 research and innovation programme under agreement No 680734....

MEMBERS 144 members

Invite others

Promoted

CHETU #1 in Construction Tech
Develop an Elite & Efficient Custom Front-to-Back End Construction Software

Follow GP Strategies
In today's globalized business landscape, agility & efficiency are key.

Invitation from LinkedIn
Place ads on LinkedIn. Acquire new customers for your business. Try it now.

About Feedback Privacy & Terms
LinkedIn LinkedIn Corp. © 2018

Figure 14: Open Call announcement in HORSE Linked in Group (144 Members)

2.7 Individual activities of the partners

Moreover, the individual partners of the HORSE project used their established network to promote information about both the HFW and the Open Calls either during regular communication or in the regional events.

Table 2 Individual activities of the partners and the networks engaged by them

Partner	Networks engaged and events attended
ED	<ul style="list-style-type: none"> Private channels and collaborations with other partners involved in relevant actions Promotion of open calls in social media (twitter and LinkedIn (see above). Participation (Anastasia Garbi) in the panel of the workshop dedicated to cascading funding in Budapest Anastasia Garbi was invited to present the HORSE experience in the Panel Discussion at the Final event of the Mentoring and coaching programme, Madrid - 21st of September 2017.

	<ul style="list-style-type: none"> Organised the 2 webinars in cooperation with TUM and the I4MS CSA project I4MS Growth (presented by Anastasia Garbi, George Boultsadakis (ED) and Adam Schmidt (TUM)) Disseminated the open call to the I4MS network, as well as to the DIH network. Provided the announcement to I4MS newsletter and website Developed and disseminated the Online Brokerage tool and FAQs. FS4SMIH and HUBTECH (robotic I4MS DIHs) joint Workshop – presentation by Anastasia Garbi, 24th May 2017, Belgrade (via Skype) Contacted the NPC in Greece and announced the open call for dissemination to the EEN network. Disseminated the open call to the L4MS I4MS project partners. Maintained the open call website and supported the applicants during the application process. Clarified issues and addressed questions received by email or phone. Prepared the Open Call Poster.
CEA	<ul style="list-style-type: none"> Integrated the HORSE project platform in the SME and large industrial visits of Paris-Saclay CC, and present the HFW via a synthetic poster and a robotic demonstration using one of the HORSE use cases Promoting the HORSE Open Call in 2 SME events in other regions of France (Paris area, Bordeaux area)
PROS	<ul style="list-style-type: none"> Introduction of the HORSE Open Call at the IIC Plenary meeting in December 2017 Introduction of the Open Call at the OSGi IoT Expert Group meeting in January 2018 Advertising the HORSE Open Call on several social media channels incl. Twitter and LinkedIn
TUE	<ul style="list-style-type: none"> Poster presentation at Data Science Summit, Eindhoven, December 2017 Contacts with Antors Nederland BV, Oosterhoord Advies BV, Voestalpine
SER	<ul style="list-style-type: none"> News in SERCOBE's web site about Open Calls, Webinar and Workshop with companies Replicated news in Orgalime web Newsletters to our members Workshop materials (presentations, videos, agenda...) in our web
TUM	<ul style="list-style-type: none"> Communication to the local partners – Zentrum Digitalisierung Bayern, Bavarian Research Alliance, Fraunhofer IPA Presentation of the Open Call objectives and requirements at the Final Event of the Mentoring and coaching programme in Madrid - 21st of September 2017. Invited lecture during the 9th International Conference on Image Processing & Communications, Bydgoszcz, Poland – Dr. Adam Schmidt, 13.09.2017 2nd CROBOHUB (robotic I4MS DIHs) Workshop – presentation by Dr. Adam Schmidt, 27th March 2017, Zagreb, Croatia

	<ul style="list-style-type: none"> • FS4SMIH and HUBTECH (robotic I4MS DIHs) joint Workshop – presentation by Dr. Adam Schmidt, 24th May 2017, Belgrade (via Skype)
TCS	<ul style="list-style-type: none"> • Workshop with local SMEs – presentation of the HORSE project and the ROBOFLEX Competence Centre (13.12.2017 Celje, Slovenia) • CC ROBOFLEX Open for Public Day (23.11.2017, Celje, Slovenia) • Participation in the following events: <ul style="list-style-type: none"> ○ Presentation of HORSE project and CC ROBOFLEX at annual Conference of the CCI, Slovenian Chamber of Service Industries on 28.11.2017; dr. Brane Semolič; Ljubljana, Slovenia ○ Participation at the Conference „Opportunities for the Slovenian R&I Stakeholders in the European Thematic S3 Partnerships and Vanguard Initiative Transregional S3 Collaboration“; Technology Park Ljubljana, SVRK, MIZŠ, MGRT; dr. Brane Semolič – Presentation of DIGITECH SI-East including CC ROBOFLEX, 12.12.2017, Ljubljana, Slovenia ○ Project management and Industries 4.0 - Presentation of HORSE project and CC ROBOFLEX; dr. Brane Semolič, 10.1.2018, Ljubljana, Slovenia ○ Presentation of Competence Centre ROBOFLEX – Ganesha Conference – Collaboration Initiative between India and Slovenia, Technology Park Ljubljana, SVRK; dr. Brane Semolič, 15.1.2018, Ljubljana, Slovenia ○ Presentation of Competence Centre ROBOFLEX – Robotics for Manufacturing SMEs; IFAM Robotics – Professional event within IFAM fair, dr. Brane Semolič, 14.2.2018, Ljubljana, Slovenia ○ Club of Entrepreneurs Zlatorog Celje – Presentation of HORSE project, CC ROBOFLEX and Demonstration Centre within event: Possibilities of Cofinancing of R&D and Investment projects based on EU and Slovenian programmes and calls; Participation of MIZŠ, MGRT, SPS and SID Bank; Tone Sagadin, M.Sc., 5.3.2018, Celje, Slovenia
TNO	<ul style="list-style-type: none"> • Information in the national newsletter Smart Industry • Information in regional newsletter Smart Manufacturing programme Zuid Holland • Information in newsletter Brainport Industries (Eindhoven) • Presentation at Robovalley (Delft, December 12th 2017) • Presentation at Fieldlab Guided Manufacturing (Delft, February 7th 2018) • Presentation and Workshop Innovation Cluster Drachten (Delft, February 15th 2018)
CETIM	<p>“Les rendez-vous de la mécanique” events organised by CETIM close to SME :</p> <ul style="list-style-type: none"> • Horse Project presentation • Open call : Technical aspect and financial opportunities, <p>Organised in :</p> <ul style="list-style-type: none"> • CEA LIST, region Ile de France (11th Oct. 2017) • NEXTER MUNITIONS, region centre (30th Nov. 2017) • HEI, region centre (1st Feb. 2018)

3 Conclusions

The diversified information strategy presented in the deliverable was specifically suited to the main target audience – the European manufacturing SMEs. The project partners have used a number of different dissemination channels to convey information about the framework itself, the Open Call and to attract a number of high-quality proposals. The promotion campaign turned out to be a big success attracting 33 project applications. As 7-9 Application Experiments, depending on their budget requests, will be funded the expected success rate is approx. 25%, showing a good balance between creating sufficient interest in the call and oversubscription. The detailed analysis of the call statistics will be provided in the deliverable D6.3.