



**SELSUSTAINED CROSS-BORDER  
CUSTOMIZED CYBERPHYSICAL  
SYSTEM EXPERIMENTS  
FOR CAPACITY BUILDING AMONG  
EUROPEAN STAKEHOLDERS**

Research Innovation Action

Project Number: 872614

Start Date of Project: 01/01/2020

Duration: 48 months

## DELIVERABLE 2.1

**Title: SMART4ALL website**

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<b>Contributing beneficiaries</b>	ALL
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<b>Status</b>	Internal Review
<b>Version</b>	04/E



## Abstract

The scope of Deliverable D2.1 is to present the structure and the functionalities of SMART4ALL's public website. For this, the sitemap is detailed, and the relevant screenshots are presented. Finally, the KPI's monitoring microsite is presented.

## History and Contributors

Ver	Date	Description	Contributors
<b>00</b>	5/03/2020	Document structure	UoP
<b>01</b>	15/3/2020	Aggregation of all contributions to be included	All Contributors
<b>02/D</b>	20/3/2020	Circulate the first complete version of document for internal review	UoP
<b>03/R</b>	25/3/2020	Comments received from internal reviewers	PSP, TUD
<b>04/E</b>	26/3/2020	Final version completed	UoP

## Executive Summary

Deliverable 2.1 reports on the work performed in WP2 “Promotion, Outreach, and Advertising” with respect to the design, development and actual deployment of the **SMART4ALL Website** to public use. Based on the dissemination strategy foreseen within the whole project, **SMART4ALL** website is acknowledged as the main online presentation and dissemination instrument, which is expected to serve the WP2 objectives by progressively evolving into an information exchange and collaboration portal where stakeholders will actively contribute on **SMART4ALL**. The report moves on by giving a summary of the project website, its structure and its main features, both in terms of back-end and front-end. The present document is also accompanied by a set of screenshots, for a more comprehensive presentation of the website.

This deliverable includes also other dissemination channels that enable active and constant presence of the project in social media (Facebook, Twitter and YouTube, for the time being).

Finally, the KPI collection and monitoring microsite is detailed, presenting a holistic framework for quality assurance and project management purposes.

## Abbreviations and Acronyms

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<b>Abbreviation</b>	<b>Explanation</b>
<b>API</b>	Application Programming Interface
<b>CMS</b>	Content Management System
<b>KPI</b>	Key Performance Indicator

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# 1 INTRODUCTION

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## 1.1 Purpose and Scope

**SMART4ALL website** is the key communication instrument for the dissemination and communication of information related to the project. The site will combine project information, news, events, public results, and it will also offer added-value services such as newsletters, publications, as well as notice to related news, events and projects. Additionally, the website is foreseen to be accessible and easy-to-use, empowered by social features to trigger communication among stakeholders, with special focus on application experiments, with links to the project's social media, and/or other communication options, facilitating thus, the exchange of information among project partners, stakeholders and wider public.

As the dissemination via social media is nowadays inevitable in order to increase information about the **SMART4ALL** project, the focus will be pointed on three social media accounts: Facebook, Twitter and YouTube to reach out to the project's target group.

The primary aim of social media is to provide a community where users share; this situation creates a permanent record of the user's activity and is visible to the whole network. The partners, in the near future, will be asked to continuously communicate and share activities and issues that can be used for **SMART4ALL** dissemination material.



## 2 PUBLIC SITE

### 2.1 Purpose and Scope

The **SMART4ALL** website provides access to all public information concerning the project, including the scope of the project, upcoming open calls and material required by participants, partners' information, project news and events, contact details, etc.

The Web site can be accessed at

<https://smart4all-project.eu/>

The website also hosts all public deliverables for the public record, as well as dissemination material (i.e., conference and journal publications) and supporting material (i.e. media kit).

### 2.2 Sitemap

The sitemap of the website, which will be detailed in the following subsections is shown in [Figure 1](#).

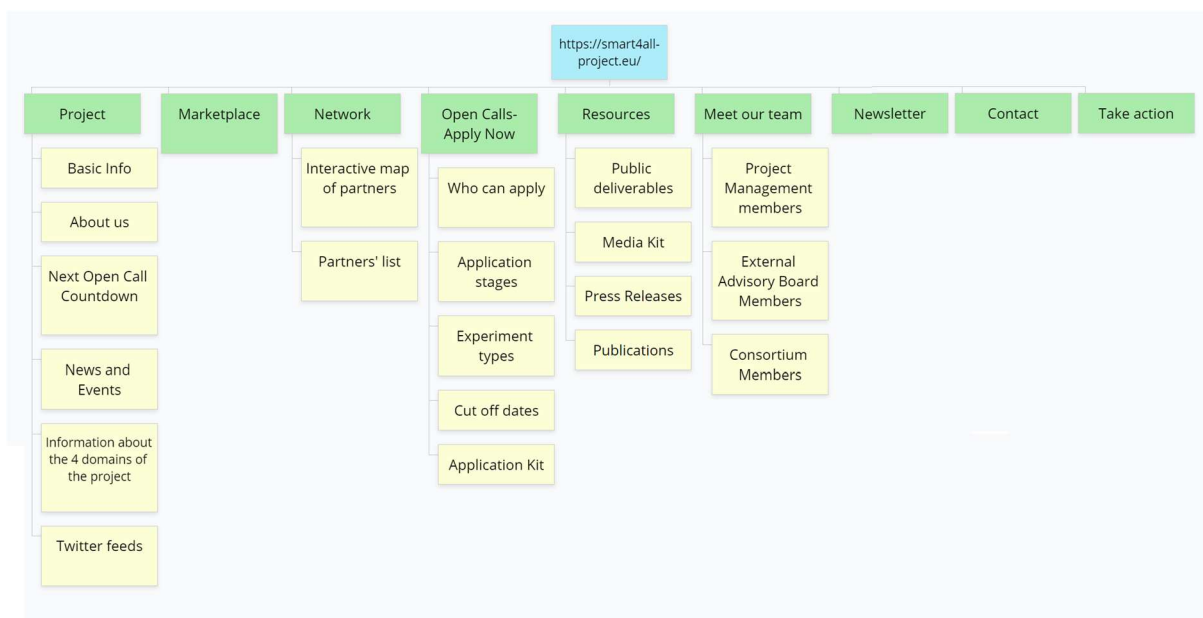


Figure 1: website's sitemap

### 2.3 Technical details

The hosting server of the website is based on Linux based Apache, while the Content Management System (CMS) type is based on WordPress. Finally, the KPI collecting and monitoring microsite is based on Python Dash library and incorporates several APIs, like WordPress API and the Twitter API.

### 2.4 Project

The “Project” page is divided in 6 sections. The first section includes the logo of the site, a horizontal main menu and three tiles describing the basic concepts of the project. In the “About us” section there is a description of who participates in the project, the scope of the project and how it will be accomplished. In the third section a countdown to the next open call is shown. These two sections are shown in [Figure 2](#) below.

**SMART4ALL**

Project Marketplace Network OpenCalls – Apply NOW Resources Meet our Team Newsletter CONTACT **TAKE ACTION**

# Reinventing Collaboration

## SMART4ALL

*An extensive network of Digital Innovation Hubs for boosting technology and business development in South, Eastern and Central Europe*

- Provides a total funding of 2,2 Mio Euros via 9 open calls and it will support 88 cross-border pathfinder application experiments from European consortia
- Each experiment will get funding up to €80,000 and it will be supported with novel coaching services from world lead experts in ethics, technology, funding and business development
- Delivers Marketplace-as-a-Service concept, a one-stop-smart-shop for startups, SMEs and slightly bigger companies, SMART4ALL will revolutionize entrepreneurship and leverage market penetration for startups, spin offs and spin outs

### ABOUT US

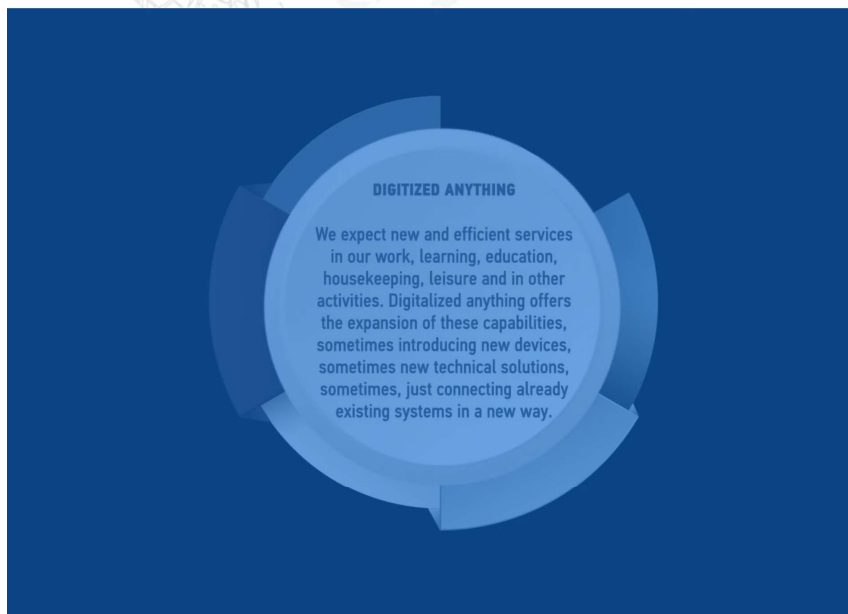
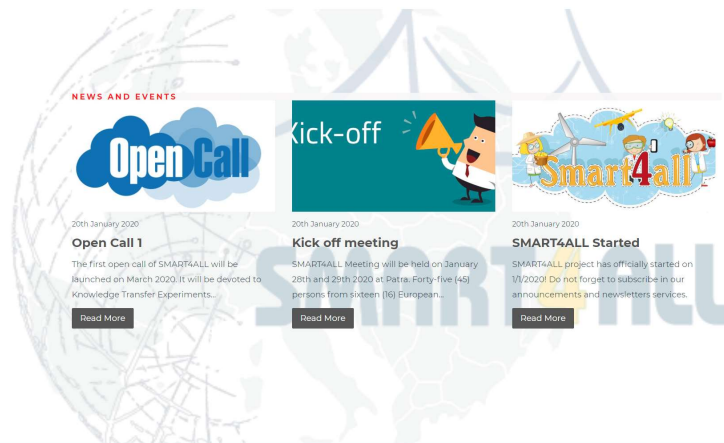
Who	Why	How
25 highly competent partners from 16 countries in South, Eastern and Central Europe, funded by the EU program Horizon 2020, under the Smart Anything Everywhere initiative, for a period of four years, started on 1st of January, 2020	Accelerate digital transformation and increase digital skills in Europe by combining under a common vision different cultures, policies and geographical areas in the domains of digitized environment, digitized agriculture, digitized transport and digitized anything	Establish a unique Pan European network of Digital Innovation Hubs that will not only support innovation and reveal business opportunities across South, Eastern and Central Europe, but will build capacity via the development of self-sustained, cross-border pathfinder application experiments

### Next Open Call Countdown

**103** Days | **18** Hours | **51** Minutes | **26** Seconds

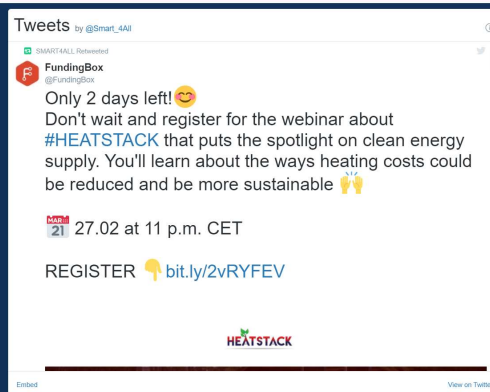
Figure 2: The first three sections of the main page

The next three sections of the main page (*Figure 3*) include the news and events, a video showing information about the 4 domains of the project (i.e., digitized transport, digitized environment, digitized agriculture and digitized everything) and the feeds of the project's twitter account. The project's twitter account is: [https://twitter.com/Smart\\_4All](https://twitter.com/Smart_4All)



See what's up...

EVENTS



ABOUT

SMART4ALL is a four-year Innovation Action project funded under Horizon 2020 framework under call DT-ICT-01-2019: Smart Anything Everywhere - Area 2: Customized low energy computing powering CPS and the IoT.

CONTACT

Prof. Nikolaos Voros  
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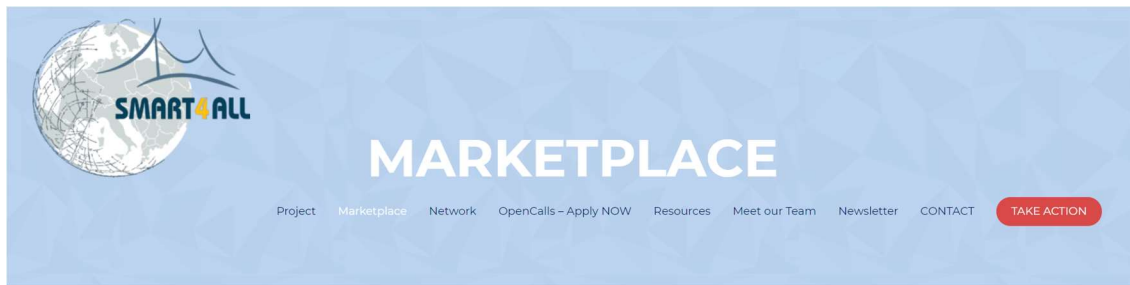
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*Figure 3: The last three sections of the main page*

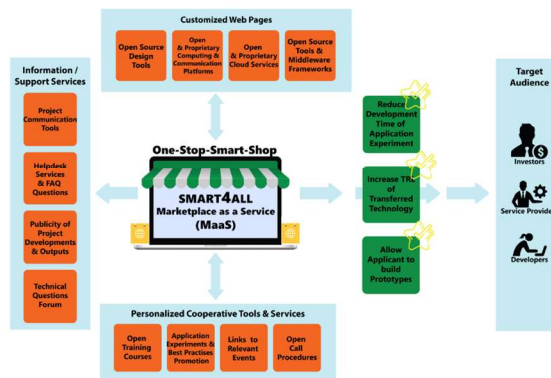
## **2.5 Marketplace**

The marketplace web page describes the concept of the marketplace-as-a-service using an image showing the types services that will be uploaded, the benefits of the marketplace and the target audience.



SMART4ALL offers a unique concept called **Marketplace-as-a-Service (MaaS)**.

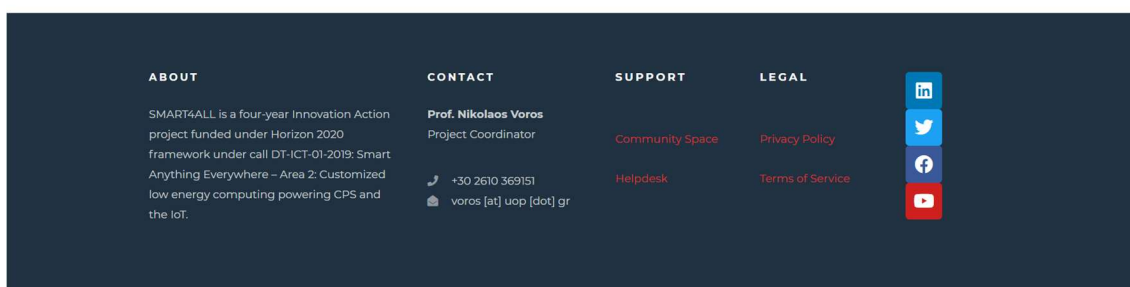
MaaS is the key differentiator of SMART4ALL from existing approaches since it reduces the development effort, e.g. to move from an idea to a prototype, required by startups/SMEs/mid-caps that develop products for digitized transport, digitized agriculture, digitized environment and digitized anything markets.



SMART4ALL MaaS includes cloud services, related platforms, tools and middleware frameworks, and design service facilities mainly focusing on open-source technologies. Moreover, services (customized to the four thematic pillars of the project) are included in the MaaS e.g., personalized links to relevant events, customized web pages, and matchmaking (technology suppliers-technology receivers) activities.

SMART4ALL MaaS is also, a unique one-stop-smart-shop for experts and non-expert third-parties seeking (open-source mainly) ICT technologies that will reduce the development time of startup/SME/mid-cap that is doing business in one of the four SMART4ALL thematic areas.

For startups and SMEs, SMART4ALL through MaaS offers a bouquet of services called Prepare for Growth, comprising a set of open-source project and product management tools, tools for creating and maintaining business plans and financial tracking tools.



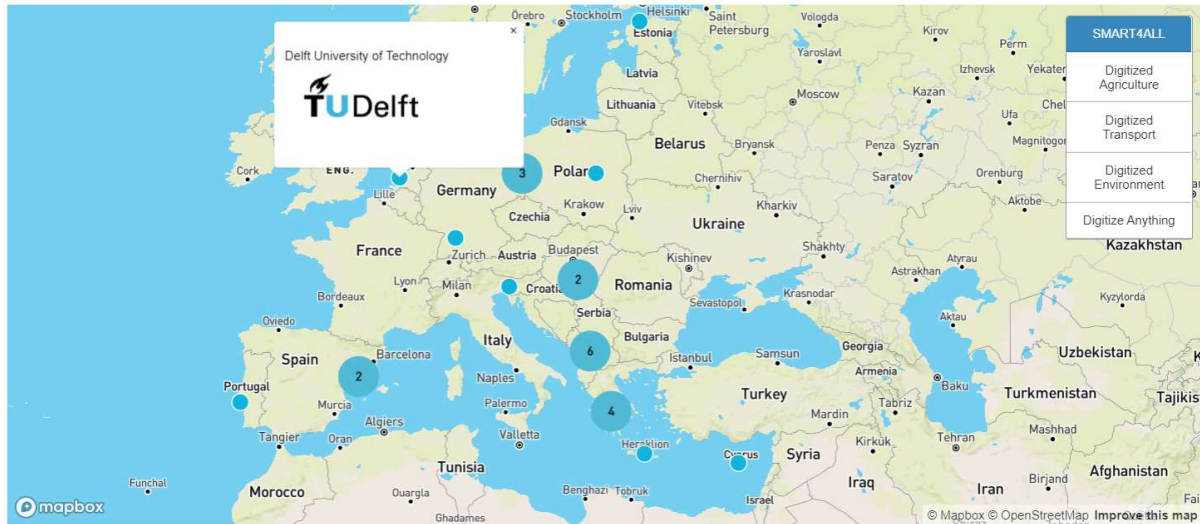
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Figure 4: The marketplace web page

## 2.6 Network

The network web page has two parts. First there is a map with the location of the consortium members' premises, developed with the mapbox<sup>1</sup> platform. A floating menu on top of the map allows visitors to filter partners based on the respective project domain, or alternatively to show all partners of the project. The pins that represent project partners are clickable and the name and the logo is shown when it is clicked. We have also used mapbox clusters to group nearby partners depending on zoom level. The map is shown in *Figure 5*.



*Figure 5: The partners' map*

The second section of the network page, shown in *Figure 6* shows all partners with clickable logos that link to their webpage.

<sup>1</sup> [www.mapbox.com](http://www.mapbox.com)

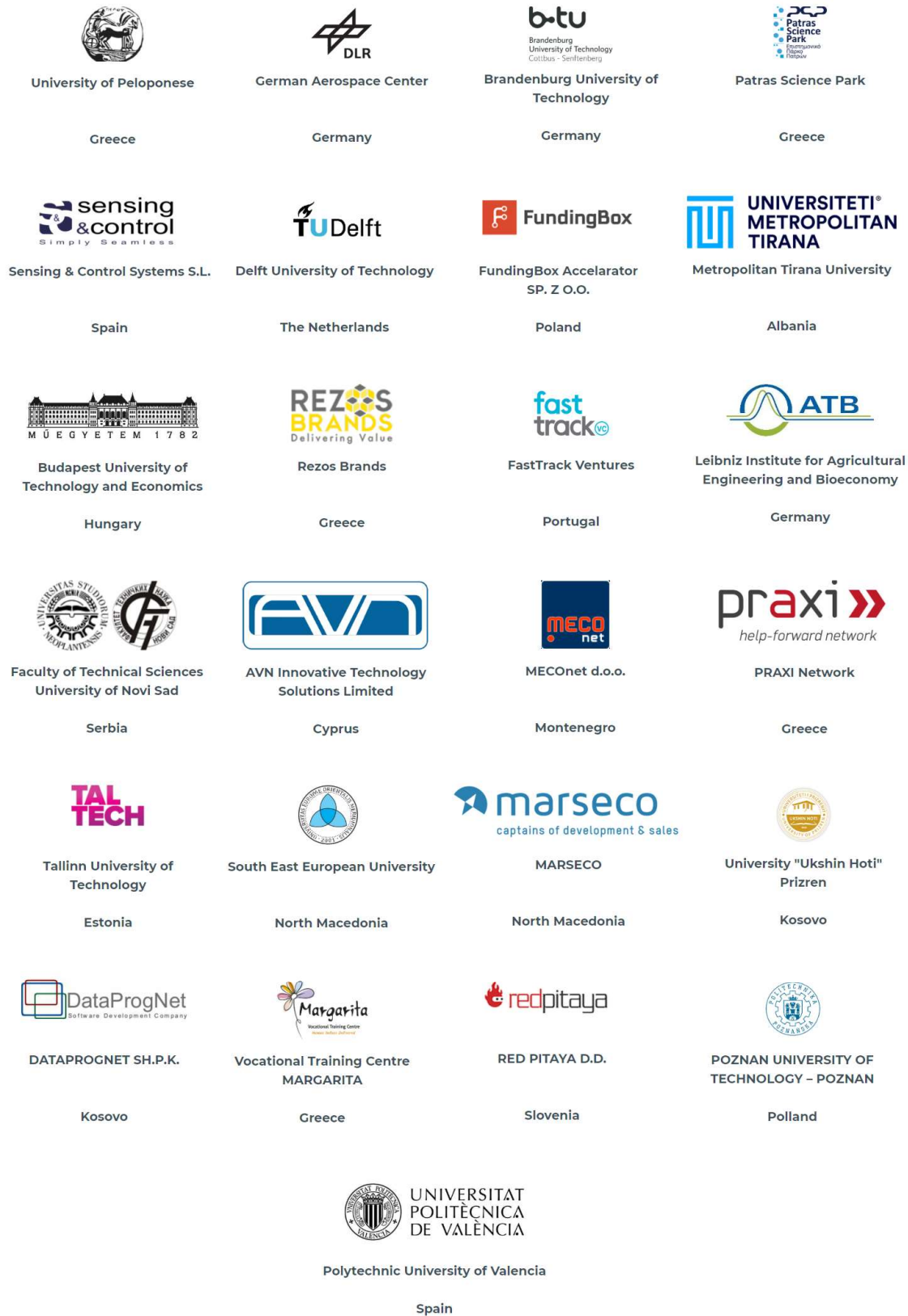


Figure 6: The partners' names and logos



## 2.7 Open Calls-Apply Now

This page presents in a graphical way all the information regarding the open call submission procedure. Specifically, it presents in a tabular mode who is eligible to apply, the application stages, the important dates and the experiment types that must be done from the accepted open call applications. The web page is shown in *Figure 7*.

**SMART4ALL**

**OPEN CALLS**

Project Marketplace Network OpenCalls - Apply NOW Resources Meet our Team Newsletter CONTACT **TAKE ACTION**

Who can apply Application stages Experiment types Cut off dates Application Kit

**WHO CAN APPLY**

Consortia must include the following type of applicants:

01 Universities or Academic Institutions

02 SME and Slightly Bigger Companies

03 System Integrators and/or Technology Providers in general

04 Proposals can be submitted by any of the above mentioned type of entities, but the participation of at least one SME/Slightly Bigger Companies is compulsory and should be the lead of the cross

05 The PAEs must be cross border, involving at least two independent entities from two different EU Member States or associated countries. All of them established in an EU member state or in Associated Countries. The applicants involved in the consortia can NOT include any SMART4ALL partners.

**Consortia must include the following type of applicants:**

- Universities or Academic Institutions
- SME and Slightly Bigger Companies
- System Integrators and/or Technology Providers in general

**SMART4ALL Services**

Each experiment will be supported with novel coaching **services** from world lead experts in **ethics, technology, funding** and **business** development.

**ABOUT**

SMART4ALL is a four-year Innovation Action project funded under Horizon 2020 framework under call DT-HCT-01-2019: Smart Anything Everywhere - Area 2: Customized low energy computing powering CPS and the IoT.

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SAE

European Union

Figure 7: The open calls web page

## 2.8 Resources

Figure 8 shows the Resources page where all the important material concerning the project will be uploaded; this includes public deliverables, a media kit, the press releases and the publications.

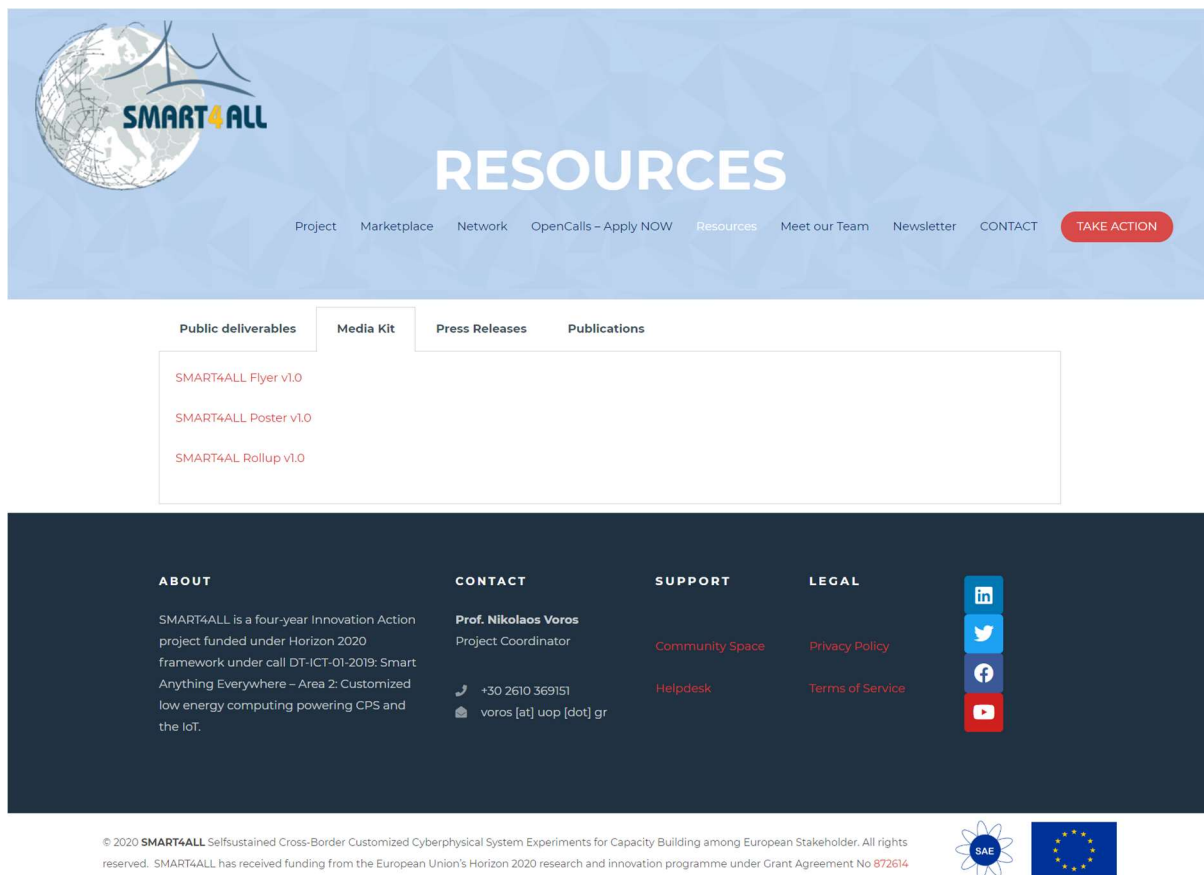


Figure 8: The resources web page

## 2.9 Meet our team

In the next page (Figure 9) all project members are shown in a tabular form. The first tab presents the project management members with a picture and contact details (email, LinkedIn account and telephone number) for each one. The second tab presents the external advisory members with a picture and the LinkedIn account for each one and the third tab shows the logos and names of the consortium members.

**SMART4ALL**

# MEET OUR TEAM

Project Marketplace Network OpenCalls – Apply NOW Resources Meet our Team Newsletter CONTACT [TAKE ACTION](#)

**Project Management**   **External Advisory Board Members**   **Consortium Members**

<p><b>Nikolaos Voros</b> Project Coordinator University of Peloponese Greece</p>	<p><b>Michael Huebner</b> Project Sub-coordinator Brandenburg University of Technology Germany</p>	<p><b>Christos Antonopoulos</b> Technical Manager University of Peloponese Greece</p>	<p><b>Georgios Keramidas</b> Technical Manager Aristotle University of Thessaloniki Greece</p>
<p><b>George Tzamtzis</b> Innovation Officer FORTH PRAXI Network Greece</p>	<p><b>Sónia Magalhães</b> Business Development Officer FASTTRACK Action Portugal</p>	<p><b>Dimitris Tourlidis</b> Ethics Officer Vocational Training Centre MARGARITA Greece</p>	<p><b>Kathleen Galke</b> Financial &amp; Administration Officer Brandenburg University of Technology Germany</p>
<p><b>Tanya Politi</b> Communication Officer Patras Science Park Greece</p>	<p><b>Vicky Tomara</b> Communication Officer Patras Science Park Greece</p>	<p><b>Umut Durak</b> Task Force Leader for Digitized Transport German Aerospace Center Germany</p>	<p><b>Cornelia Weltzien</b> Task Force Leader for Digitized Agriculture Leibniz Institute for Agricultural Engineering and Bioeconomy Germany</p>
<p><b>Santiago Macho-Gonzalez</b> Task Force Leader for Digitized Environment Sensing &amp; Control Spain</p>	<p><b>Bela Fehér</b> Task Force Leader for Digitized Anything Budapest University of Technology and Economics Hungary</p>	<p><b>Adrian Besimi</b> Task Force Leader for SMEs South East European University North Macedonia</p>	

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Figure 9: The meet our team web page

## 2.10 Newsletter

This page shows the newsletter form where anyone can subscribe providing the necessary information as shown in *Figure 10*.

**SMART4ALL**

# NEWSLETTER

Project Marketplace Network OpenCalls – Apply NOW Resources Meet our Team Newsletter CONTACT TAKE ACTION

### Subscribe

\* indicates required

Email Address \*

First Name

Last Name

**Marketing Permissions**

You may have heard about the new General Data Protection Regulation (“GDPR”), that comes into effect on May 25, 2018. “The aim of the GDPR is to protect all EU citizens from privacy and data breaches in an increasingly data-driven world that is vastly different from the time in which the 1995 directive was established.” Smart4all Team will use the information you provide on this form to be in touch with you and to provide updates and marketing exclusively for the Project. Please select all the ways you would like to hear from Smart4All Project:

Email  
 Direct Mail  
 Customized Online Advertising

You can unsubscribe at any time by clicking the link in the footer of our emails. For information about our privacy practices, please visit our website.

We use Mailchimp as our marketing platform. By clicking below to subscribe, you acknowledge that your information will be transferred to Mailchimp for processing. [Learn more about Mailchimp's privacy practices here.](#)

Subscribe

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SAE

European Union

*Figure 10: The newsletter web page*

## 2.11 Contact

The contact web page shows the project contact information and follows the typical format as shown in *Figure 11*.

**SMART4ALL**

Project Marketplace Network OpenCalls - Apply NOW Resources Meet our Team CONTACT TAKE ACTION

# CONTACT

## Contact us

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Megalou Alexandrou 1, Koukouli, 26334, Patra, Greece

voros [at] uop [dot] gr

+30 2610 369151

Your Name \*

Email \*

Subject \*

Your Message \*

SEND MESSAGE

**ABOUT**

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Figure 11: The contact web page

## 2.12 Take action

Finally, the take action web page (Figure 12) guides users in a step-by-step process to apply in the available open calls.

SMART4ALL

1st call for Knowledge Transfer Experiments (KTE) will open on the 31st March 2020

Application starts in 13 days

**SMART4ALL** is a H2020 funded project (Grant Agreement No. 872614) that builds capacity amongst European stakeholders via the development of self-sustained, cross-border experiments that transfer knowledge and technology between academia and industry. It targets Customised Low-Energy Computing (CLEC) for CyberPhysical Systems (CPS) and the Internet of Things (IoT) and combines a set of unique characteristics that join together under a common vision: different cultures, different policies, different geographical areas and different application domains. The SMART4ALL consortium is led by the University of Patras (Greece) and is composed of 25 partners from Central, South and Eastern Europe.

**SMART ALL**

**Apply to our First Knowledge Transfer Experiments Open Call:**  
**Starts on** March 31st, 2020 at 13:00 CEST  
**Ends on** June 30th, 2020 at 13:00 CEST

**Knowledge Transfer Experiments (KTE)**

KTEs are a short-term (3-month) internship projects between two different entities from two different Countries (see eligible countries below): one Academic/Industrial partner who act as Sending Organisation and one Academic/Industrial partner who act as Host Organisation. Knowledge Transfer Experiments (KTE) comprise a tested type of experiments involving smaller projects, or less mature ideas to be presented, tested and thus potentially find the fertile ground to grow and reveal its product potentials.

The activities that qualify for financial support are related to the exchange of knowledge of CLEC for CPS and IoT, to be applied in four SMART4ALL verticals with European leadership and strategic importance (see the section [Guidelines/Document](#)):

- Digitized Transport
- Digitized Environment
- Digitized Agriculture
- Digitized Anything

**Who can apply?**

The following types of organisations are eligible to participate in the call:

- **Universities and other Academic Institutions.**
- **SME and Slightly Bigger Companies**, as defined in the EU recommendation 2003/361. Slightly Bigger Companies are defined respectively as organisations with a staff headcount below 500 employees and a turnover below €20M.
- **System Integrators and/or Technology Providers**, i.e. any type of organisation specialised in technology transfer or system integration, serving the needs of end-users, provided they can be categorised in one of the two previous types of beneficiaries.

For this KTE Open Call, a Sending and Host organisation shall apply together as a consortium. The members of the consortia can agree on a bi-directional transfer of knowledge but there has to be always an organisation sending a member of its staff to an organisation from another country hosting him or her. Additionally, the **Leading Partner must always have an industrial partner status (SME or Slightly Bigger company)**.

**Eligible Countries**

For this KTE Open Call, the following countries will be eligible:

- The Member States of the European Union including United Kingdom;
- The Countries Associated to Horizon 2020;
- Any other South-East Europe SEE country not listed above but included in Annex A of the H2020 Work Programme.

**Prioritised Countries**

Additionally, since one of the goals of SMART4ALL is to support the digital transformation in mainly European countries underrepresented in European funding schemes, by means of cross-border experiments, consortia including at least one member from one of the SEE countries will be prioritised:

- Albania
- Bosnia and Herzegovina
- Bulgaria
- Croatia
- Greece
- Hungary
- Kosovo
- Moldova
- Montenegro
- North Macedonia
- Romania
- Slovakia
- Slovenia
- Serbia

**Financial support**

The KTE experiments will be supported with a lump sum of up to EUR 8,000 each to cover mobility allowance for implementing the internship.

The consortia will be free to distribute this amount among the two partners. However:

- Each consortium will need to explain in the online application form how the amount will be distributed between the partners and what category of costs each partner will be responsible for;
- The grant will be paid to the Leading Partner who will be responsible for its distribution within the consortium. Each consortium will decide which organisation will be the Leading Partner, but it must always have an industrial Partner status (SME or Slightly Bigger company). Details of the grant distribution among partners will be described in the Sub-Grant Agreement.
- Before deciding on the distribution of expenditure in the project, attention should be paid to EU and national social security regulations. Social security costs should be borne by the partner who is obliged to do so under the above-mentioned regulations.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 872614.

This new Horizon 2020 Innovation action will provide an implementation of the European Smart Anything Everywhere (SAE) initiative in the domain of customized and low-energy computing for cyber-physical systems and the internet of things.

Horizon 2020 Programme

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Figure 12. The open call application web page

### 3 KPIs MONITORING

A dashboard where project partners and third parties can keep track of the progress made through the project's Key Performance Indicators (KPIs) has been designed and developed. In the first page we can see all the KPIs related to objective 1: "To bring innovative CLEC CPS and the IoT technologies to underrepresented business sectors". Where applicable the KPIs are automatically updated via appropriate APIs (e.g., project's twitter activity). The microsite is available in <https://dashboard.smart4all-project.eu/>.

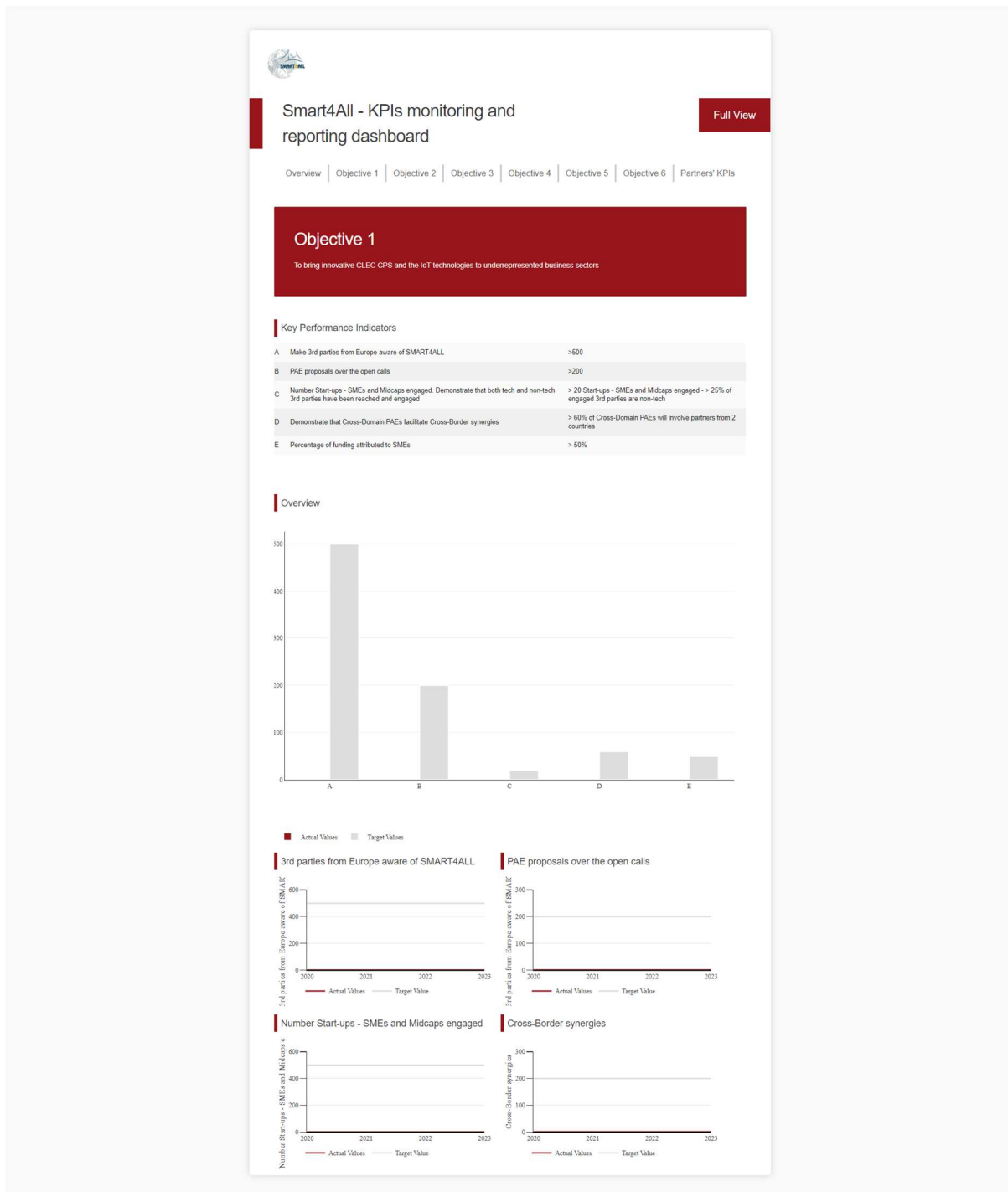


Figure 13: The objective 1 KPIs

In the second page we can see the KPIs related to objective 2: “Unlock South-Eastern parties’ potentials through links to investors across value chains and regions in order to accelerate CLEC CPS/IoT solutions development and industrialization”

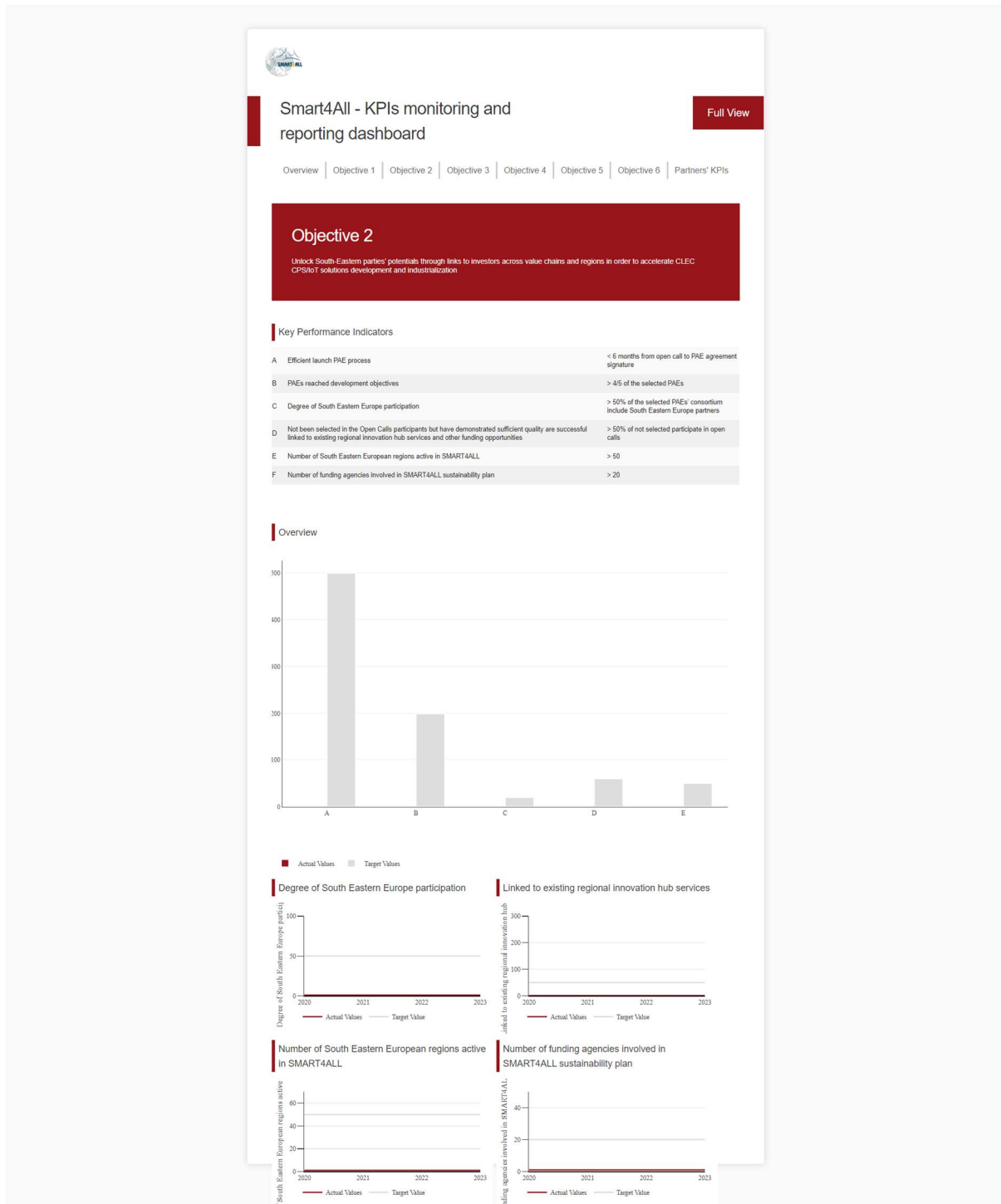


Figure 14: The objective 2 KPIs

Next page shows the KPIs related to objective 3: “Develop/offer novel tools to boost the use of CLEC CPS and the IoT technologies Europewide”



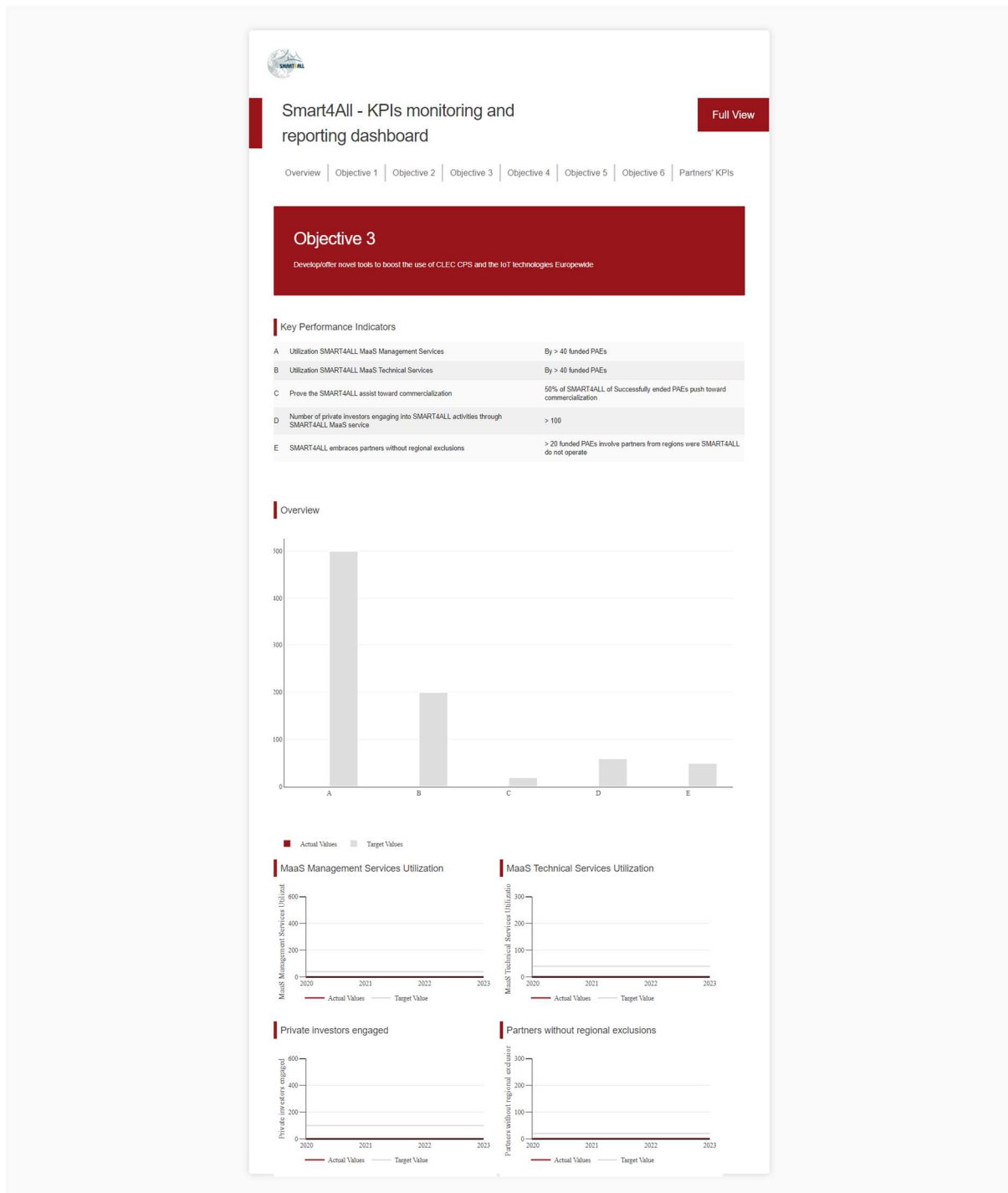


Figure 15: The objective 3 KPIs

In the fourth page we can see the KPIs related to objective 4: “To ensure post-project sustainability and growth of the SMART4ALL experiments and DIHs cluster”

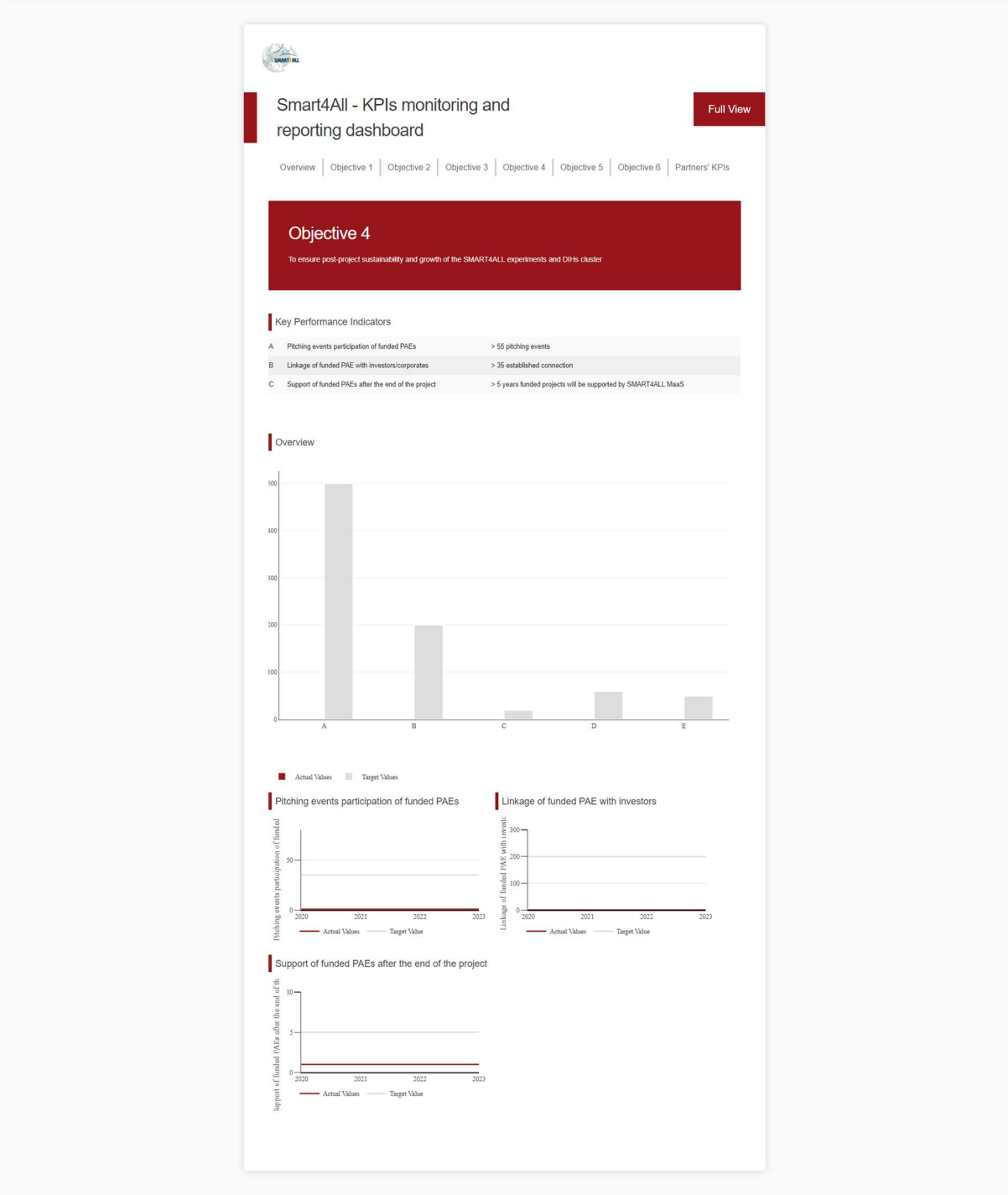


Figure 16: The objective 4 KPIs

In the fifth page we can see the KPIs related to objective 5: “To bring innovative CLEC CPS and the IoT technologies in the lives of sensitive social groups”

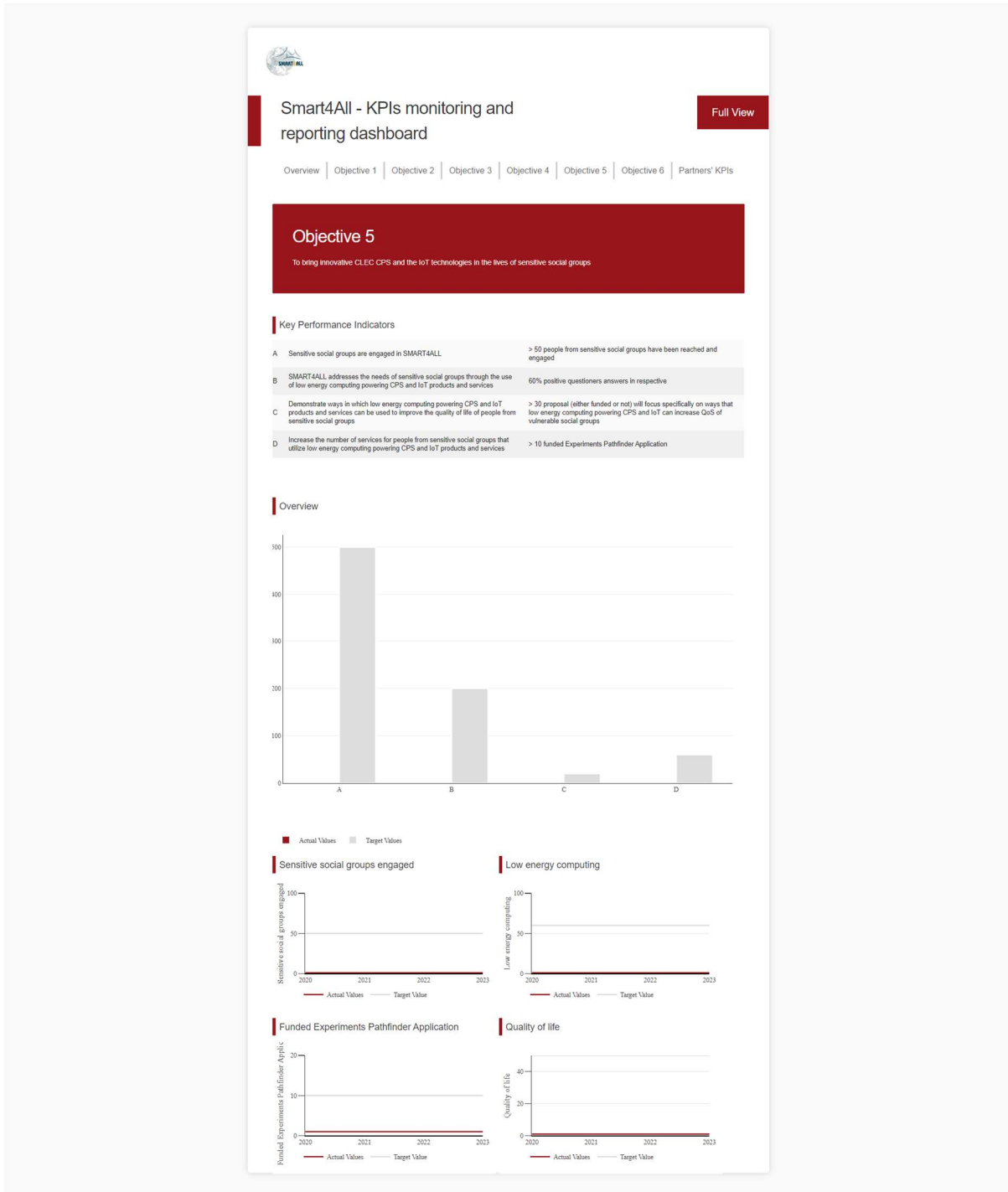


Figure 17: The objective 5 KPIs

Next page shows the KPIs related to objective 6: “To support Digital Skills & Jobs policy of European Commission”

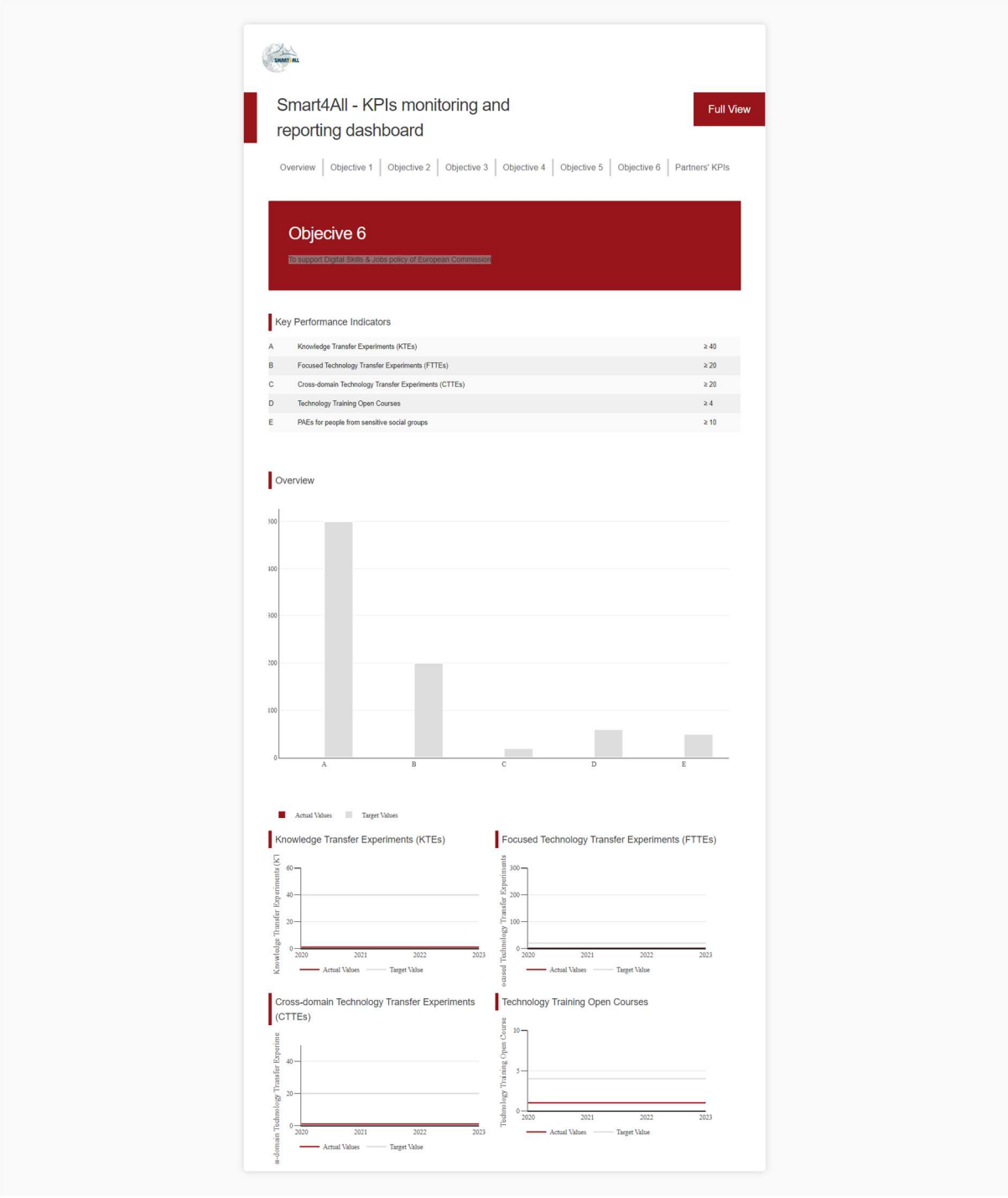


Figure 18: The objective 6 KPIs

Finally, we can see the KPIs related to all partners activity.

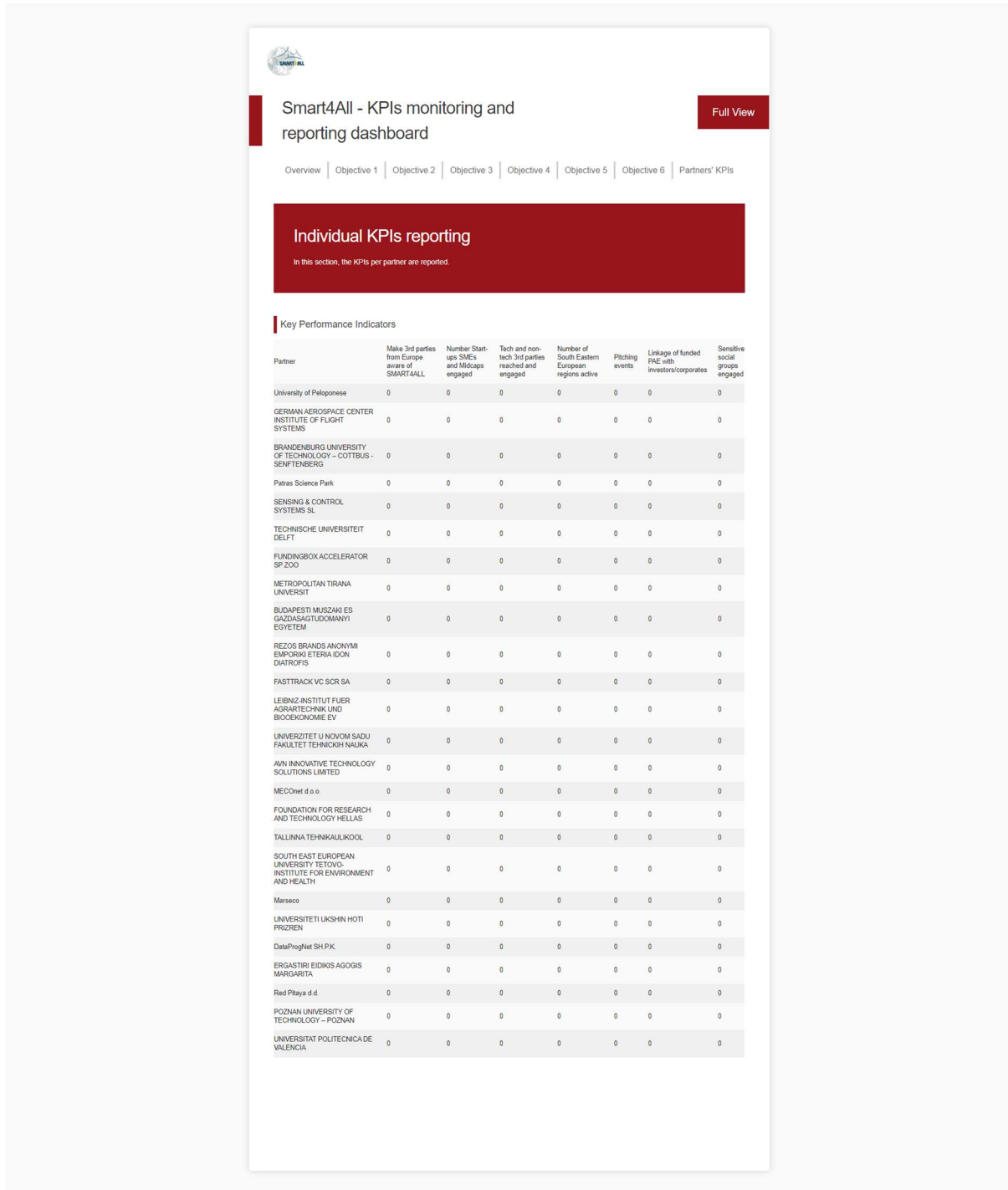


Figure 19: The partners KPIs

## 4 CONCLUSION

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The Project website has been created at the beginning of the project activities – February 2020. It is available at the link <https://smart4all-project.eu/>. The project website is intended as a first point of contact for people who are interested in getting involved in the application experiments and the open calls of the project. It will also serve as a portal for information on project events and provides the possibility of making contact with the participants of the project in order to solicit further information or create synergies with the activities of other organizations. The website will be regularly updated with information and news relevant to SMART4ALL ecosystem. Finally, the KPI collection and monitoring microsite is detailed, presenting a holistic framework for quality assurance and project management purposes.