



**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 2.5

Second Periodic Report on Dissemination and Communication Activities

Dissemination Level	Public
Due Date of Deliverable	30.06.2022, Project Month 30
Actual Submission Date	17/7/2022
Work Package	WP2 - Promotion, Outreach, and Advertising
Task	T2.1, T2.2, T2.3, T2.4, T2.5
Lead Beneficiary	PSP
Contributing beneficiaries	ALL
Type	R
Status	Submitted
Version	06/E



Co-funded by the Horizon 2020 programme of the European Union

Abstract

This document presents a periodic report of the SMART4ALL project dissemination and communication activities, summarizing the activities and results regarding the calls and program dissemination and promotion.

History and Contributors

Ver	Date	Description	Contributors
00	21/4/2022	Document structure	PSP
01	31/5/2022	Draft of the deliverable	PSP
02	5/6/2022	Draft of the deliverable with partners' input	ALL
03	30/6/2022	Partners' feedback	SEEU
04/D	10/7/2022	Draft of the deliverable with additional input and addressing partners' feedback	PSP, FTN, UOP, TUD, FBA, ATB,
05/R	15/7/2022	Review of the deliverable	AVN, UoP
06/E	17/7/2022	Final version of the deliverable	PSP

Executive Summary

During the second reporting period of the project, SMART4ALL has already established a well-defined network, well specified target groups for the SMART4ALL services and the dissemination activities and a well-established reachout strategy, in order to maximize its impact.

WP2: ‘Promotion, Outreach, and Advertising’ continued to coordinate the wide dissemination of the project results within the consortium and across Europe leading to a sustainable SMART4ALL ecosystem for the SAE initiative. As the worldwide pandemic was subsiding, events were timidly turning physical again with many cancellations and changes to plans. Despite this deceleration, SMART4ALL managed to expand its network and reach out to a larger audience. Dissemination activities now have managed to make SMART4ALL services recognizable and in the second reporting period focused now into accelerating the digital transformation of SEE through the dissemination of the technical work and the results and outputs of the SMART4ALL funded experiments. Specifically, the well-defined successful strategy for disseminating the Open Cals, and all SMART4ALL services was further established, and emphasis was paid into supporting and expanding the outputs of the funded internal and external experiments.

The key objective of this document is to report on dissemination activities that have been used in SMART4ALL Digital Innovation Hub to support the dissemination and outreach strategy of the project. It constitutes the written outcome of the work conducted in the context of SMART4ALL WP 2, tasks T2.1, T2.2, T2.3, T2.4 and T2.5 for the second reporting period of the project. It is noted that this deliverable is complementary to previous WP2 documents and contributions and updates from previous deliverables are only summarized and referenced here.

Abbreviations and Acronyms

[Abbr]	[explanation]
ATB	Agricultural Engineering and Bioeconomy
BTU	Brandenburgische Technische Universität Cottbus-Senftenberg
CLEC	Customized Low Energy Computing
CPS	Cyber-Physical Systems
CTTE	Cross-Domain Technology Transfer Experiments
DIH	Digital Innovation Hubs
DIHNET	Digital Innovation Hub Networks
DLR	Deutsches Zentrum für Luft und Raumfahrt EV
DOI	Digital Object Identifier
EEN	Enterprise Europe Network
FAQ	Frequently Asked Questions
FED4SAE	Federated CPS Digital Innovation Hubs For The Smart Anything Everywhere Initiative
FBA	FundingBox Accelerator SP ZOO
FTN	Универзитет У Новом Саду Факултет Техничких Наука
FTG	FastTrack Ventures
FTTE	Focused Technology Transfer Experiments
HiPEAC	High Performance Embedded Architecture and Compilation
KPI	Key Performance Indicators
KTE	Knowledge Transfer Experiments
MS	Milestone
MTU	Universiteti Metropolitan Tirana

MWC	Mobile World Congress
NGO	Non-Governmental Organization
OC	Open Call
PAE	Pathfinder Application Experiments
PSP	Patras Science Park
S&C	Sensing & Control Systems
SAE	Smart Anything Everywhere
SEEDA CECNSM	South-East Europe Design Automation, Computer Engineering, Computer Networks and Social Media Conference
SEEU	South East European University Tetovo
SME	Small and medium-sized enterprises
TALTECH	Tallinna Tehnikaulikool
TUD	Technische Universiteit Delft
UOP	University of Peloponnese
UPV	Universitat Politecnica De Valencia
UPZ	Universiteti Ukshin Hoti
WP	Work Package

CONTENTS

Contents	6
List of Figures	9
List of Tables	13
1. Introduction	14
1.1 Document Structure	14
2. Target Groups and Network	16
2. 1. Audience	16
2. 1. SMART4Women Network	16
2. 2. SMART4ALL Network	17
3. Preparation of Dissemination Material	21
3. 1. SMART4ALL printable and multimedia material	21
3.1.1 Marketplace logo	22
3.1.2 FAQs logo	22
3.1.3 SMART4Women logo	22
3.1.4 Project poster alternative versions	23
3.1.5 Project and network infographics	24
3.1.6 SMART4ALL digital background	25
3.1.6 Communications Toolkit	26
3.1.6 Leaflet on digital transformation and technology transfer	27
3.1.6 Marketplace video	28
3.1.7 PAEs showcasing videos (success stories)	29
3. 2. Presentations	31
3.2.1 Presentations for welcome meetings and meeting with coaches	31
4. Online Channels	32
4. 1. SMART4ALL Website	32
4. 2. Matchmaking & Partner Service	39
4. 3. Open Call micro-site & Helpdesk	40
4. 4. Innovation Space	42
4. 5. Events Calendar	43
4. 6. Social Media	44
4.6.1. Facebook	44
4.6.2. Twitter	47
4.6.3. LinkedIn	48
4.6.4. YouTube Channel	51

4. 7. Email Marketing	53
5. OPEN CALLS DISSEMINATION	59
5.1 1 st & 2 nd CTTE Press Releases	59
5.1.1 Creation and announcement	59
5.1.2 Online dissemination through SMART4ALL Channels	60
5.1.3 Dissemination through partners networks and regional ecosystems	64
5.2 2 nd KTE Press Release	65
5.2.1 Creation and announcement	65
5.2.2 Online dissemination through SMART4ALL Channels	66
5.2.3 Dissemination through partners networks and regional ecosystems	70
5.3 2 nd FTTE Press Release	71
5.3.1 Creation and announcement	71
5.3.2 Online dissemination through SMART4ALL Channels	72
5.3.3 Dissemination through partners networks and regional ecosystems	74
5.4 Webinars for the reported Open Calls	75
5.4.1 International webinars (preparation, dissemination and attendance)	75
5.4.2 Local and regional webinars	77
6. Events	88
6. 1. SMART4ALL partners' participation in international, regional and local events	88
6.1.1 International/European events	88
6.1.2 Regional and local events	97
6.2. SMART4ALL events	99
6.2.1 SMART4ALL Workshop on HiPEAC '21 & '22	99
6.2.2 SMART4ALL Special Session on CMBEBIH International Conference on Medical and Biomedical Engineering	100
6.2.3 1 st SMART4ALL Joint Workshop with DIHs and other SAE initiatives	100
6.2.4 SMART4ALL Special Session on 6 th SEEDA – CECNSM 2021	102
6.2.5 SMART4ALL 2 nd & 3 rd Summer School and Special Session on MECO 2021 & MECO 2022	104
6.2.6 EEN- SMART4ALL Conference & Workshop (preparation & pitch training)	105
7. Publications & Editorials	106
7. 1. Scientific and Technical Publications	106
7. 2. Editorials	108
8. Risks and mitigation plan	112
9. Conclusion	113
References	116
Appendix	117

Appendix 1.1.	117
Appendix 1.2.	123
Appendix 1.3.	127
Appendix 1.4.	136

LIST OF FIGURES

fig. 2.1 SMART4ALL Network.....	18
Figure 2.2 screenshot of Marketplace home page - Network members.....	19
Figure 2.4 – Marketplace registered users’ allocation per type and domain.....	20
Figure 2.5 – Current Marketplace users by keyword.....	20
Fig. 3.1 Marketplace logo	22
Figure 3.2 FAQ logo	22
Figure 3.3 SMART4Women logo.....	23
Figure 3.4 Poster for MWC’21	23
Figure 3.5 Poster for MWC’22	24
<i>Figure 3.6 – SMART4ALL infographic</i>	<i>25</i>
Figure 3.7 – SMART4ALL digital background.....	26
Figure 3.8 – Graphic for the 2 nd FTTE included in the communications toolkit	26
Figure 3.9 – Digitized Agriculture graphic included in the communications toolkit	27
Figure 3.10 – Leaflet for digital transformation and technology transfer (p. 1)	27
Figure 3.11 – Leaflet for digital transformation and technology transfer (p. 2)	28
Figure 3.12 – Screenshot from Marketplace video	28
Figure 3.13 – Screenshot from FUTURE-MD 1 st KTE video	29
Figure 3.14 – Screenshot from Agricloud 1 st KTE video	30
Figure 3.15 – Screenshot from SMartY 1 st FTTE video.....	30
Figure 3.16 – Screenshot from the video created for MWC’21.....	30
Figure 3.17 – Screenshot from the video created for MWC’22.....	31
Figure 3.18 – The initial slide of the presentation for Marketplace on welcome meetings	31
Figure 3.19 – The initial slide of the presentation for Communication and dissemination on welcome meetings.....	32
Figure 4.1 FAQ thumbnail on SMART4ALL website home page.....	32
Figure 4.2 FAQ wiki page	33
Figure 4.3 FAQ thumbnail on Webinars and Training Courses section.....	33
Figure 4.4 Newsletter subsection on website “Publicity” section.....	34
Figure 4.5 Winners menu on SMART4ALL website (home page).....	35
Figure 4.6 Screenshot of the Testimonials subsection on SMART4ALL website (Winners section)..	35
Figure 4.7 Screenshot of the Success Stories section on SMART4ALL website (Open Calls page)...	36
Figure 4.8 Screenshot of the Application Kit (budget template highlighted as new addition)	37
Figure 4.9 Screenshot of the SMART4Women shortcut on SMART4ALL website.....	37
Figure 4.10 Number of website sessions and pageviews during M13-M30	38

Figure 4.11 General website statistics (visitors' countries and top referrals).....	38
Figure 4.12 SMART4ALL website visitors' demographics.....	39
Figure 4.13 Screenshot of the Matchmaking platform on the Marketplace.....	39
Figure 4.14 Screenshot of the Marketplace and Ecosystem Search button on SMART4ALL website	40
Figure 4.15 Screenshot of the Marketplace and Ecosystem Search button on SMART4ALL website	41
Figure 4.16 Facebook post promoting Helpdesk platform.....	41
Figure 4.17 Innovation Space screenshot	42
Figure 4.18 Screenshot from the Events calendar on the Repository	43
Figure 4.19 Screenshot from the Events calendar on Marketplace website.....	43
Figure 4.20 Graph showing total page views, individual people page views and new page likes per month in SMART4ALL Facebook page (January '21 – November '21)	45
Figure 4.21 Graph showing total page views, individual people page views and new page likes per month in SMART4ALL Facebook page (December '21 – June '22).....	45
Figure 4.22 Graph showing total post views, interactions with the posts and new followers of added per month in SMART4ALL Facebook page (January '21 – November '22)	46
Figure 4.23 Graph showing total post views, interactions with the posts and new followers of added per month in SMART4ALL Facebook page (December '21 – June '22).....	46
Figure 4.24 Graph showing the three most popular posts in the SMART4ALL Facebook page	47
Figure 4.25 Graph showing tweet impressions, profile visits, mentions and new followers added per month in the SMART4ALL Twitter page (January 2021 – November 2021).....	48
Figure 4.26 Graph showing tweet impressions, profile visits, mentions and new followers added per month in the SMART4ALL Twitter page (December 2021 – June 2022)	48
Fig. 4.27 LinkedIn SMART4ALL Group.....	49
Fig. 4.28 LinkedIn SMART4ALL public page.....	49
Fig. 4.29 LinkedIn page visitors and page views (July 2021 – June 2022)	49
Fig. 4.30 LinkedIn page visitors demographics (data for job function).....	50
Fig. 4.31 LinkedIn page followers demographics (data for job function)	50
Fig. 4.32 YouTube channel screenshot 1.....	51
Fig. 4.33 YouTube channel screenshot 2.....	52
Fig. 4.34 YouTube channel screenshot 3.....	52
Fig. 4.35 YouTube channel screenshot 4.....	53
Fig. 4.36 Audience performance (campaigns average open and click rates, average subscribe and unsubscribe rates) and audience growth per month (M18-M30).....	54
Fig. 4.37 Screenshot of the 2nd SMART4ALL Newsletter and statistics (April 2021)	55
Fig. 4.38 Screenshot of the 3rd SMART4ALL Newsletter and statistics (July 2021).....	55
Fig. 4.39 Screenshot of the 4th SMART4ALL Newsletter and statistics (November 2021).....	56
Fig. 4.40 Screenshot of the 4th SMART4ALL Newsletter and statistics (March 2022)	56
Fig. 5.1 Press Release for 1st CTTE Open Call.....	59

Fig. 5.2 Press Release for 2nd CTTE Open Call	60
Fig. 5.3 Announcement of the 1st and 2nd CTTE Open Calls on SMART4ALL website (News and Events)	61
Fig. 5.4 Screenshot form the mailing campaigns for the 1st & 2nd CTTE Open Call	61
Fig. 5.5 Screenshots from the social media (Facebook & Twitter) posts for the 1st CTTE Open Call	62
Fig. 5.6 Screenshots from the social media (LinkedIn) posts for the 2nd CTTE Open Call	63
Fig. 5.7 Screenshot from the 2nd KTE press release	65
Fig. 5.6 Screenshot from the 2nd KTE post on the SMART4ALL website	66
Fig. 5.7 Screenshots from Facebook posts on 2nd KTE	67
Fig. 5.8 Screenshots from Twitter posts on 2 nd KTE	68
Fig. 5.9 Screenshots from other networks' posts for the 2 nd KTE	69
Fig. 5.10 Screenshot from the 2nd FTTE press release	71
Fig. 5.11 Screenshot from the 2nd FTTE post on the SMART4ALL website (News & Events).....	72
Fig. 5.12 Screenshots from Facebook posts on 2nd FTTE	72
Fig. 5.13 Screenshots from Twitter posts on 2 nd FTTE	73
Fig. 5.14 Screenshots from LinkedIn post on 2 nd FTTE submission deadline.....	73
Fig. 5.15 Screenshot of Facebook post shares of the 2 nd KTE webinar	76
Fig. 5.16 List of international webinars per Open Call.....	76
<i>Fig. 5.17 Screenshot of facebook post for 1st Regional webinar.....</i>	<i>78</i>
Fig. 5.19 Screenshot of LinkedIn post promoting the 2nd Regional webinar	79
Fig. 5.20 Screenshot of the 2 nd regional webinar announcement by the Montenegrin Ministry of Education	79
Fig. 5.21 Screenshot of LinkedIn post after the 2 nd regional webinar.....	80
Fig. 5.22 & fig. 5.23 Screenshots of LinkedIn post promoting the 3rd Regional webinar and after the webinar.....	81
fig. 5.24 SEEU flyer and social media posts for the local webinar on 1 st CTTE.....	82
fig. 5.25 Screenshot of the 2 nd SMART4ALL newsletter referring to regional & local webinars on 1 st CTTE	82
fig. 5.26 Screenshot from Red Pitaya's landing page referring to the 2 nd KTE local webinar	83
fig. 5.27 Screenshot from Red Pitaya's Facebook and LinkedIn posts promoting the 2 nd KTE local webinar.....	84
fig. 5.28 Screenshot from Red Pitaya's mail promoting the 2 nd KTE local webinar	84
fig. 5.29 Screenshot from SMART4ALL facebook post promoting Red Pitaya's Local webinar on the 2 nd KTE	85
fig. 5.30 Screenshot from Slovenian technological parks sharing Red Pitaya's local webinar on the 2 nd KTE.....	85
fig. 5.31 Screenshot from SMART4ALL facebook posts on 2 nd CTTE local webinars.....	86
fig. 5.32 Red Pitaya's twitter post on the 2 nd CTTE local webinar.....	87

Fig. 6.1 Screenshot of FED4SAE program and networking rooms	89
Fig. 6.2 Screenshot from facebook post on FED4SAE Innovation Club official launch.....	89
Fig. 6.3 Screenshot of S&C’s presentation on Tech4SmartCities EEN event.....	90
Fig. 6.4 Screenshots from facebook post and mailing campaign on S&C’s participation in Tech4SmartCities.....	90
Fig. 6.5 Screenshot from facebook post on S&C’s participation in MWC’21	91
Fig. 6.6 Screenshot from 3 rd newsletter reporting MWC’21.....	91
Fig. 6.6 Photos from S&C’s participation in MWC’22	92
Fig. 6.7 Screenshot from 5 th SMART4ALL newsletter reporting S&C’s participation in MWC’22 ...	92
Fig. 6.7 Screenshot from facebook post on the DIH workshop of 13-14 December	93
Fig. 6.8 Screenshot from 5 th SMART4ALL newsletter reporting the DIH workshop of 13-14 December	93
6.9 Project coordinator’s (Nikolaos Voros) presentation on Embedded World conference (22/6/22) .	94
Fig. 6.10 screenshot of the SMART4ALL profile on Embedded World digital platform.....	94
Fig. 6.11 Graphic (digital banner) used for the promotion of SMART4ALL’s participation in Embedded World ‘22.....	95
Fig. 6.12 Screenshots from SMART4ALL landing page and banner created for Embedded World ‘22	95
Fig. 6.13 screenshot of facebook post reporting SMART4ALL’s presence in the Embedded World Exhibition & Conference ‘22.....	96
Fig. 6.14 screenshot of facebook with video for SMART4Women recorder in Embedded World Exhibition & Conference ‘22.....	96
Fig. 6.15 Collage from Twitter posts related to Thessaloniki International Fair (September 2021)	97
Fig. 6.16 Posts from Patras IQ (digital booth) and presentation.....	98
Fig. 6.17 Graphics created for 2 nd SMART4ALL workshop on HiPEAC ‘22	99
Fig. 6.18 Screenshot of tweet wrapping-up the 1 st SMART4ALL Joint workshop and facebook post after the event.....	102
Fig. 6.19 Screenshot from SMART4ALL website for the SEEDA-CECNSM special session & pitching event.....	103
Fig. 6.20 Collage of indicative screenshots from social media posts about the SEEDA-CECNSM special session & pitching event	103
Fig. 6.21 Screenshot of facebook post for Mr. Lambrogeorgos (CISCO Greece), keynote speaker on SMART4ALL Special session on SEEDA-CECNSM	104
Fig. 6.15 Screenshot of facebook post announcing the EEN – SMART4ALL Conference and Workshop in Novi Sad	105

LIST OF TABLES

Table 5.1 List of international webinars per Open Call	76
Table 5.2 List of local and regional webinars for open calls	77
Table 7.1: List of scientific papers and technical publications	108
Table 7.2: List of editorials	111

1. INTRODUCTION

SMART4ALL is a multi-pillar Digital Innovation Hub active in the area of Customized Low Energy Computing powering Cyber-Physical Systems and the Internet of Things. To achieve all the above a well-defined communication plan has been devised in order to maximize SMART4ALL impact. Specifically, the Objectives of Work Package 2 is to perform the wide dissemination of the project results within the consortium and across Europe leading to a sustainable SMART4ALL ecosystem for the SAE initiative. The objectives of this WP are [D2.4]:

- To develop a cohesive public outreach strategy.
- To maximize the number of relevant stakeholders and third-parties reached during the project prioritized countries from South-East Europe.
- To promote and advertise the services provided by the SMART4ALL.
- To organize at least one summer school and/or workshop per year.

Moreover, other objectives on the dissemination work are:

- To grow the SMART4ALL Digital Innovation Hub network.
- To create awareness about SMART4ALL at European level in relevant target groups.
- To attract the open call audience to take part in SMART4ALL calls (Universities or Academic Institutions, SMEs and Slightly Bigger Companies, and System Integrators and/or Technology Providers in general).
- To create liaison with other SAE initiatives and DIH across Europe.

Dissemination and communication activities performed in the second period are reported in this document addressing aspects such as preparation of dissemination material, events and participation of events, webinars, papers and publications, dissemination with electronic means, social media and newsletters.

1.1 Document Structure

This document comprises eight (8) sections. Following the Executive Summary and Introduction sections:

Section 2 describes the target groups of the dissemination activities. SMART4ALL partners and the whole DIH Network are the main recipients of the dissemination activities. An effort to target to female professionals involved in SMART4ALL related activities is in progress, under the initiative to create and maintain a network of women in the digital sector and lead activities for their empowerment. The emphasis is placed on women from SEE countries, beginning from SMART4ALL partners and PAEs representatives aiming at reaching out to the overall ecosystem.

Section 3 describes the material that was prepared to be used in dissemination activities (printable and multimedia material). Here a summary of D2.3 [2] is presented along with some additional material produced for dissemination purposes during the reporting period.

Section 4 emphasizes on the online channels which were main dissemination channels. Also, part of the D2.1 [3] is summarized with updated statistics about the SMART4ALL Website. However, as all portals of SMART4ALL DIH were used as information points for the activities while they comprise services for the DIH, also a short presentation of the Matchmaking & Partner Service, the Open Call micro-site and the Helpdesk, is summarized. During the reporting period large effort was made to expand the social network and the mailing list of SMART4ALL and this is reported here.

Section 5 reports on the main dissemination activities implemented for Open Calls announcement and promotion, in order to reach out to the target groups of the consortium and the general public. The section is structured with respect to the main press releases, and how they are disseminated, including social media posts, mailing campaigns and webinars that were held at international, regional or local level.

Section 6 describes all the major events that were organized within the reporting period and they were related to the SMART4ALL. Although half of the reporting period coincided with lockdowns and COVID restrictions in most of the European countries and participation of events was limited, there was still an impressive participation to events from the consortium partners that boosted the dissemination activities. Especially because the SMART4ALL events were limited due to this situation, there were numerous regional and local webinars that were organized to disseminate the DIH and expand the SMART4ALL network. There were some webinars (international, regional, local) organized with respect to the open calls for experiments that were very successful and attracted attendance and are presented in this section. Milestone events, namely the 1st Joint workshop with other DIHs and SAE initiatives and the first SMART4ALL pitching event are also reported.

Section 7 lists the publications and editorial that were presented in scientific events and publicized in magazines, edited either by SMART4ALL partner or by SMART4ALL PAEs..

Section 8 enlists WP2 related risks and mitigation plans for the first year of the project

Section 9 concludes this report.

2. TARGET GROUPS AND NETWORK

2.1. Audience

The first essential step before generating a fruitful strategy is the identification and profiling of the targeted audience, along with the associated messages that are of their interest, and the appropriate communication methods to reach each group. Target Groups of SMART4ALL activities are reported in D2.4 and are not reported here again.

The communication strategy as reported in D2.2 for SMART4ALL will target different audiences with various actions and channels, in order to maximize the impact of the foreseen messages, reaching a higher number of stakeholders and third parties, at regional, national, and European level.

Now in the second period of the project a special target group was identified as underrepresented in all SMART4ALL activities and for this, special measures were taken in order to reach out to this target group, female professionals in the area of Smart technologies, services, applications and businesses with emphasis in the geographical area of South Eastern Europe.

2.1. SMART4Women Network

Without being a contractual obligation of the consortium, in March 2022 the initiative came as a reaction to the recognition of the underrepresentation of women in the smart technologies sector and of the fact that fewer women are interested in participating in the digital sector, be it higher education, jobs or entrepreneurship. However, it was noticed that more than 30% of the consortium partners and the funded consortia are represented by women, which is an encouraging fact for promoting equal opportunities and boosting women's presence in the field of digital innovation.

The aim of the **SMART4Women** initiative is to establish this network that will support female professionals, researchers and entrepreneurs – mainly from Southeastern Europe – through professional development and social events and at the same time outreach to young women interested in the digital technologies, services, applications and business field. The network was established with a group of female professionals among the SMART4ALL partners, creating a framework for the women involved in the project. This core of female professionals active in the project are reaching out to the overall ecosystem, specifically to women that have been involved in the SMART4ALL community and wish to voluntarily contribute to some of the following activities:

- Organization of an empowering workshop for women active in the ICT, engineering and in all application areas of the SMART4ALL project
- Dissemination of female partners' work through the website, newsletter etc.
- Promotion of the inclusion of female professionals in various aspects of SMART4ALL
- Creation of tri-lateral groups of females from local/national companies and Universities and third parties
- Proposal for possible mentoring of female students and /or shadowing

The network already counts 52 members from Greece, Kosovo, Montenegro, North Macedonia, Portugal, Romania, Serbia and Slovenia. SMART4ALL will initially support these activities which may continue after the project stops.

2. 2. SMART4ALL Network

Aiming to ensure the success of SMART4ALL project and the post-project sustainability of the SMART4ALL DIH network, multifaceted effort for the expansion of the SMART4ALL network (<https://smart4all-project.eu/network/>) was intensified taking into consideration aspects of:

- a) geographical distribution with an emphasis on the Southeastern Europe countries
- b) application domain – targeting to a balanced share among 4 verticals of the project
- c) member type: SMEs and slightly bigger companies in priority

By leveraging the local ecosystems of all SMART4ALL partners, a wide nexus of different activities and consistent networking with SAE initiatives, other DIHs, H2020 projects (e.g I4MS, HUBCAP) with relevant targeted beneficiaries and affiliations involved in the development of innovation and entrepreneurship, the SMART4ALL network impressively expanded reaching almost four times more members from M13 to M30. By the end of the second reporting period of the project, aggregative SMART4ALL network is composed by 854 members and a significant increase is anticipated after the EEN – SMART4ALL Conference & Workshop organized in Novi Sad (Serbia) in 6-7 July 2022, with more than 130 registered participants (Fig. 2.1 depicts the status of the network at the end of June 2022).

Aforementioned activities that contributed to the SMART4ALL network expansion include:

- Organization of four successful and well-visited international webinars for competitive proposal preparation for each open call
- Organization of various local and regional webinars and satellite events presenting and promoting SMART4ALL open calls and the project's objectives
- Organization of the 1st SMART4ALL joint workshop with other DIHs and SAE initiatives
- Participation in local and international conferences and summer schools promoting SMART4ALL objectives, services, funding opportunities and selected success stories of SMART4ALL PAEs
- Close monitoring and active participation at SAE and EEN relative workshops and conferences
- Close collaboration with highly prestigious initiatives and networks like HiPEAC, including the organization of SMART4ALL workshops in the context of HiPEAC Conference and the publication of articles presenting PAEs' success stories on HiPEAC magazine
- Participation in highly prestigious exhibitions and fairs like the Mobile World Congress and the Embedded World Exhibition and Conference (physical attendance either with stands exclusively devoted to SMART4ALL project or on partners' booths, hosting communication material for the promotion of the project's services, funding opportunities and success stories)
- Preparation and successful paper submission at prestigious international conferences and journals
- Showcasing success stories through written and multimedia material disseminated via SMART4ALL online channels
- Active promotion of SMART4ALL through social networks
- SMART4ALL Open Calls dissemination and translation into local languages

854 members and expanding... join us!



fig. 2.1 SMART4ALL Network

Through the aforementioned approaches, SMART4ALL managed to expand in geometric proportion and to have a strong presence in all key axes.

Specifically, with respect to the key application SMART4ALL domains the following distribution is indicated at the time this document was prepared:

Digitized Agriculture: 104 members

Digitized Transport: 76 members

Digitized Environment: 105 members

Digitized Anything: 783 members

Considering the type of the SMART4ALL network members the following statistics can be extracted:

SMEs: 557

Bigger companies: 66

Digital Innovation Hubs: 14

NGOs: 10

Research Institutes: 52

Universities: 164

Venture Capitals: 3

Finally, considering the geographical area statistics, SMART4ALL network expansion is also aligned with the main project's objectives:

South Europe: 529

Eastern Europe: 451

Central Europe: 177

EU-13: 62

Non-European: 18

The SMART4ALL DIH exploits the accumulated network to meet its objectives and its outreach to South-East Europe which is of cornerstone importance for the project and significantly increase the possibility of SMART4ALL DIH to form synergies and collaborations with other DIHs.

To ensure the continuous provision for enhancing the SMART4ALL Marketplace (<https://marketplace.smart4all-project.eu/>) platform with novel services, tools and assets, along with the SMART4ALL DIH network, a network of Marketplace registered users (both affiliations and individual users) has been created on M24 and on M36 it counts 894 members (fig. 2.2 depicts the Marketplace home page with a reference to the network members at the end of June 2022, while fig. 2.3 presents the distribution of Marketplace users per type and SMART4ALL domain). Current members belong to 43 different countries mostly European. Updated information on top -15 countries with most of the marketplace's members and a chart depicting Marketplace network members per type and domain is included in D 5.3.

Marketplace facilitates the matchmaking between potential partners in the context of SMART4ALL open call proposal preparation and not only. Marketplace users can search for partners selecting specific domains, organization types, countries or using specific keywords (fig. 2.5 presents the current Marketplace users by some of the most common-used keywords). From December 2021 to June 2022, the marketplace was used 816 times.

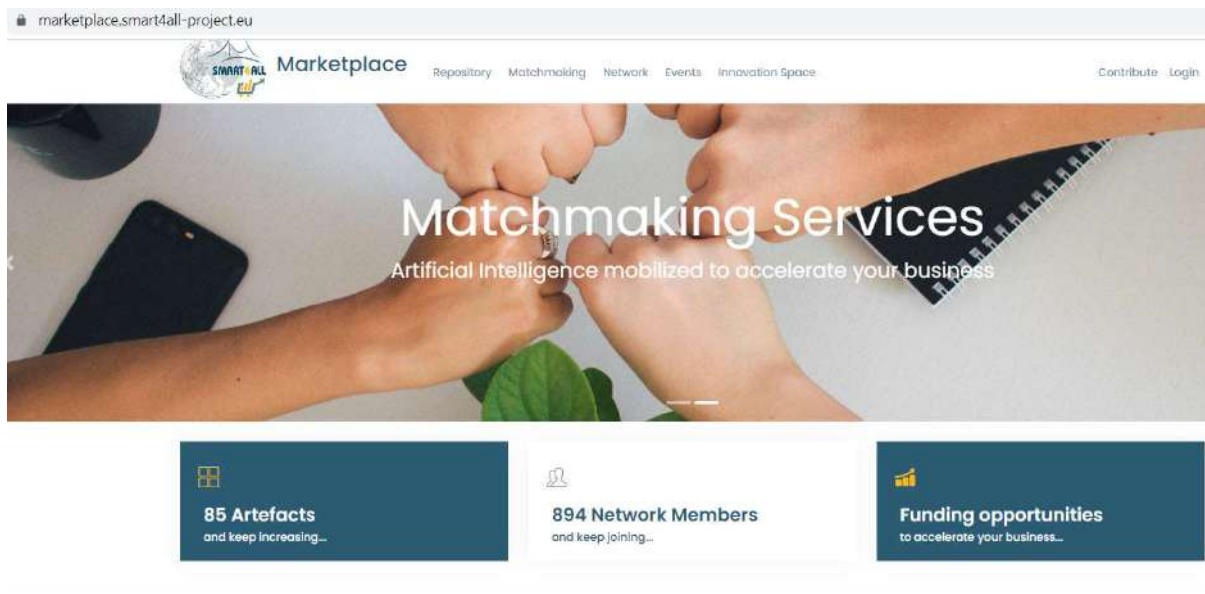


Figure 2.2 screenshot of Marketplace home page - Network members

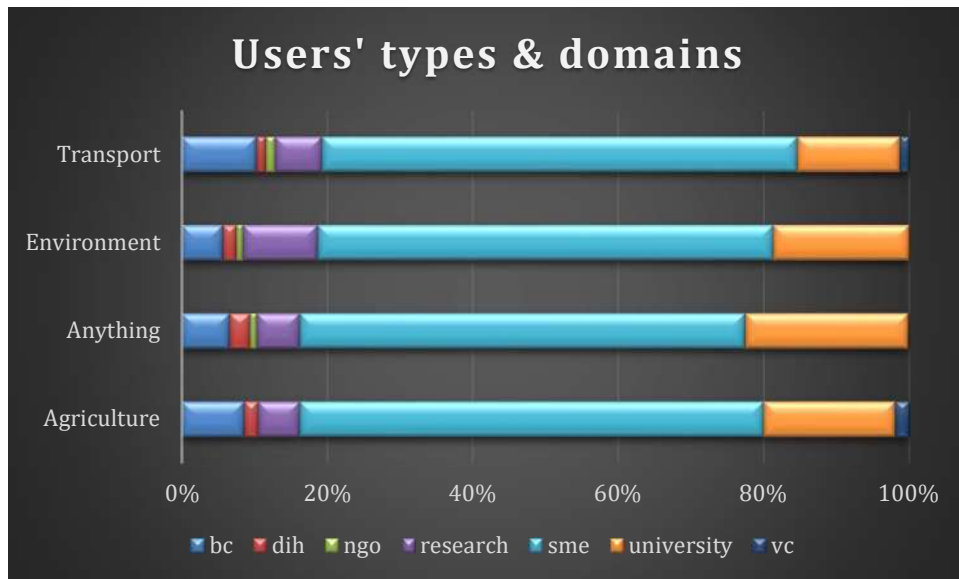


Figure 2.4 – Marketplace registered users' allocation per type and domain

Keywords	#
Services	313
Academic Research	141
Software/ Algorithms/App	172
IoT	90
Hardware	79
ML/AI	59
Networks	33
Cyber-physical Systems	25
Embedded Computing	22
Research	24
Augmented Reality	12
Civil organization	10
Food technology	10
Computing	12
Signal processing	2

Figure 2.5 – Current Marketplace users by keyword

3. PREPARATION OF DISSEMINATION MATERIAL

3. 1. SMART4ALL printable and multimedia material

During the reporting period M13-M30, dissemination activities were intensified in order to promote the Open Calls and objectives of the project and printable and multimedia material (logos, infographics, videos etc.) was created to enhance its visual identity in the context of participation in virtual of physical events. The project poster was partly changed and adapted to the needs of different conferences and exhibitions, such as the Mobile World Congress, while infographics for the project results and network expansion were created in M24 to be used on virtual booths (such as the Patras IQ exhibition) and other dissemination activities.

The new features that were added to the online channels of communication (mainly the project and Marketplace websites – see chapter 4 for a detailed description) were complemented with respective graphics combined with the already existing project logo.

For the promotion of Marketplace-as-a-service, an animation video presenting the main functions and how to use it, was created on M19, uploaded to SMART4ALL YouTube channel and posted on social media.

Due to the fact that COVID-19 restrictions did not allow physical events for several months and considering that the majority of meetings and events are held online, a digital background including the SMART4ALL logo was created in M21.

To facilitate all partners' engagement with the open calls dissemination, communications toolkits including graphics, suggested posts and hashtags for sharing with their networks were created for the 2nd FTTE and 2nd CTTE Open Calls. Included in these toolkits but also available for vertical-oriented dissemination were graphics devoted to each of the four verticals.

Recognizing the need to inform and motivate selected PAEs to collaborate in the dissemination of their projects and results, a .ppt presentation was created to be presented at all winners' welcome meetings per each call as well as at two meetings with all the coaches, so as to have a roadmap of dissemination activities expected from the beneficiaries following their progress and results. In this context, one more presentation regarding the Marketplace and the artefacts that all PAEs have to contribute with was created and presented by the technical manager of the project.

During the reporting period, several PAEs have been completed producing interesting tangible results, important to be disseminated as a proof of SMART4ALL-related activities and examples of the ways a potential applicant could be benefitted. For this reason, 5 PAEs videos were created and posted on the Innovation Space section of the Marketplace website, while graphics devoted to the testimonials of selected PAEs were posted on the SMART4ALL website and included in the 5th Newsletter.

Moreover, with the collaboration of EEN Serbia, a leaflet explaining the objectives of SMART4ALL and the terms of digital transformation and technology transfer, including examples and testimonials from SMART4ALL PAEs was created in digital format and printed to be distributed to SMEs in Serbia in the context of the EEN – SMART4ALL Conference and Workshop organized in 6-7th July (<https://smart4all-project.eu/news/6-7-july-een-smart4all-conference-and-workshop-in-novi-sad-serbia-hybrid-event/>).

Last but not least, with the target to structure the visual identity of the SMART4Women network – the initiative established in March 2022 – an “eye-catching” logo was created with direct reference to the project logo to be used in all future dissemination activities regarding the network.

In this section, the aforementioned material produced for dissemination purposes during the reporting period is presented.

3.1.1 Marketplace logo

The project logo has been partly modified with the addition of a vertical image referring to a shopping card and to a chart that shows a value increase, in order to be used as a graphic symbol or visual emblem of the Marketplace as a service developed during the reporting period. This logo (fig. 3.1) is being used on the homepage of the Marketplace website (<https://marketplace.smart4all-project.eu/>) and will be also used throughout all the project materials related to the Marketplace in various formats.



Fig. 3.1 Marketplace logo

3.1.2 FAQs logo

A logo for the FAQ section of the website was produced based on the project logo and adding a lightbulb (fig. 3.2). The logo is placed on the homepage of the SMART4ALL website as well as on the wiki page where all FAQs are accumulated and translated into partners' languages. When referring to FAQs on social media posts etc. this logo is being used on relevant graphics.



Figure 3.2 FAQ logo

3.1.3 SMART4Women logo

The project logo has been developed as a central graphic symbol of the SMART4Women network keeping elements of the SMART4ALL logo. It will be used throughout all the network-related materials.



Figure 3.3 SMART4Women logo

3.1.4 Project poster alternative versions

On the occasion of SMART4ALL presence in the World Mobile Congress (MWC) '21 & '22 and with an aim to promote the open calls, the official poster of the project was partly modified to include information about the offered funding and the submission deadlines. Both posters are presented in fig. 3.4 and 3.5 respectively. QR codes leading to the microsite for proposal submission and to the “Join us” section of the website were included in the poster, to direct potential interested parties to become members of the SMART4ALL network and apply for the open call. This was a practical solution considering that flyer distribution was prohibited due to COVID restrictions.



Figure 3.4 Poster for MWC'21



Figure 3.5 Poster for MWC'22

3.1.5 Project and network infographics

By the completion of the second year of the project and on the occasion of SMART4ALL participation in the 7th Patras Innovation Quest (Patras IQ) Exhibition, two infographics were created to present the main info about the project and statistics on the funding distribution and the network expansion. Along with the infographics (fig. 3.6 and fig. 3.7) several graphics and pdf files were created to showcase PAEs artefacts, SMART4ALL Marketplace, application domains and SMART4ALL as a DIH (indicative material is included in Appendix 1.1). The infographics have also been used on newsletters and are being updated and included in the project presentation on several events.



Figure 3.6 – SMART4ALL infographic



Figure 3.7 – SMART4ALL infographic

3.1.6 SMART4ALL digital background

On the occasion of the SMART4ALL special session on the 6th SEEDA-CECNSM (<https://smart4all-project.eu/news/smart4all-special-session-on-seeda-cecnsm-24th-september-2021/>) the following (fig. 3.8) graphic was created to be used by SMART4ALL partners as a digital background adding the organizers logos and was also distributed to PAEs representatives to be optionally used while they were presenting. After this event the graphic with the SMART4ALL logo only, was sent to all partners to use it in meetings and events related to SMART4ALL. Since M21, the digital background is being used at all virtual meetings by many partners (mainly UoP, PSP, BTU, FTN) conveying the project identity.



Figure 3.7 – SMART4ALL digital background

3.1.6 Communications Toolkit

A Communications Toolkit was first created for the 2nd FTTE dissemination, including: 4 graphics with highlighted texts selected from the Guide for Applicants, 4 graphics dedicated to each one of the project verticals (Digitized Agriculture, Digitized Environment, Digitized Transport and Digitized Anything) and their respective competence fields, plain graphics of the Open Call so that each partner could fill in with info in their local languages, 4 suggested posts for social media (plus one reminder post accompanied with a relevant graphic) and recommended hashtags to boost the outreach of the posts. On each of the graphics a QR code directing to the microsite for application submission was included to call potential applicants to immediate action. The same graphics were used for the 2nd CTTE Open Call and can be used for the following open calls respectively changing the QR code and the text according to each experiment type. An indicative image of each kind of the aforementioned graphics is depicted below and the first version of the communications toolkit can be found on Appendix 1.2.



Figure 3.8 – Graphic for the 2nd FTTE included in the communications toolkit



Figure 3.9 – Digitized Agriculture graphic included in the communications toolkit

3.1.6 Leaflet on digital transformation and technology transfer

Answering to need for clarification on why and how to understand, use, connect, finance, and profit upon digitalisation and technology transfer, which is the target of the EEN – SMART4ALL Conference and Workshop organized on 6 – 7th July, a relevant leaflet was created to be printed and distributed to all conference participants in Serbia. This leaflet can be used in common cases aiming to build a mindset for digital transformation to target SMEs that may be lacking information about the core components of SMART4ALL.



Figure 3.10 – Leaflet for digital transformation and technology transfer (p. 1)



Figure 3.11 – Leaflet for digital transformation and technology transfer (p. 2)

3.1.6 Marketplace video

Upon the Marketplace-as-a-service website development and enhancement with tools for matchmaking, events suggestions etc. an animation video was created to promote this flagship of the project and at the same time offer guidance to potential users on how to navigate on the site, informing them about all the included services. A robot (named Reico – this name comes from the first letters on the project slogan “Reinventing collaboration”) guides potential users explaining the search and data processing procedure. The video was designed to be “eye-catching” and informative. It was uploaded on SMART4ALL YouTube channel (<https://www.youtube.com/watch?v=WVdXjIPG-2E>) and advertised through social media posts. On fig. 3.12 a screenshot of the beginning of the video is presented.



Figure 3.12 – Screenshot from Marketplace video

Marketplace video was disseminated through social media posts (on Facebook, LinkedIn, Twitter). Indicative posts:

<https://bit.ly/3aAmE0j> - Facebook 7/7/21

https://twitter.com/Smart_4All/status/1412706134100742147 - Twitter 7/7/21

3.1.7 PAEs showcasing videos (success stories)

During the reporting period and as the funded experiments produced tangible results upon their completion, several videos (animation or interview-like) were created for showcasing PAEs achievements. More specifically, two animation videos were created for 2 KTE projects from the 1st Open Call and 3 interview videos were recorded and edited for 1st round FTTEs and CTTEs, while in the context of MWC'21 and MWC'22 two compilation videos were designed including, amongst general information about the project, facts and interviews of PAEs representatives as success stories. Each PAE-devoted video was posted on the Innovation Space, a special section of the Marketplace (read more on Section 4.4).

All published videos are presented below and are accessible by clicking on the screenshots, except for the video created for MWC'21, which is accessible via this link https://repository.smart4all-project.eu/apps/files/?dir=/Reviews/2nd/Review_material&openfile=55003 .



Figure 3.13 – Screenshot from FUTURE-MD 1st KTE video



Figure 3.14 – Screenshot from Agricloud 1st KTE video



Figure 3.15 – Screenshot from SMartY 1st FTTE video



Figure 3.16 – Screenshot from the video created for MWC'21



Figure 3.17 – Screenshot from the video created for MWC'22

3. 2. Presentations

3.2.1 Presentations for welcome meetings and meeting with coaches

Two sets of slides have been prepared to be used on the welcome meetings of the winners of each Open Call, in order to highlight the importance of their contribution to dissemination activities and to the Marketplace repository by providing artefacts of their experiments. Beginning from the 2nd FTTE welcome meeting, these presentations, are made available to all winning PAEs on the project Repository by the Head of the mentoring committee and their coaches. All coaches were invited to two meetings with the technical manager and the dissemination officer in order to be informed about their monitoring and coordinating role on the projects they are coaching.

The initial slide of these two presentations is depicted in the following figure and the current versions of the presentations can be found through the following link https://repository.smart4all-project.eu/apps/files/?dir=/Reviews/2nd/Review_material&fileid=54994 . It is noted that the presentations may be updated as the project progresses.



Figure 3.18 – The initial slide of the presentation for Marketplace on welcome meetings

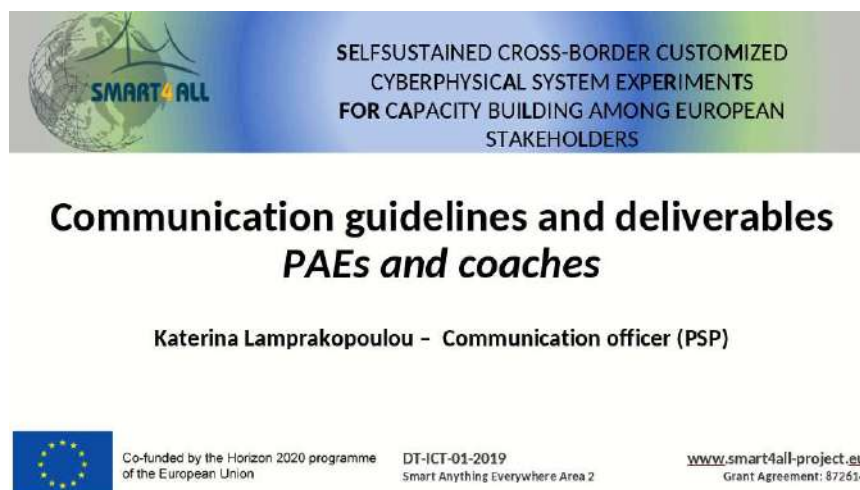


Figure 3.19 – The initial slide of the presentation for Communication and dissemination on welcome meetings

4. ONLINE CHANNELS

4.1. SMART4ALL Website

SMART4ALL website is the cornerstone of SMART4ALL’s online and communication channels. Thus, effort is constantly put, in order to maintain, update and enhance the functionalities of the website, as well as to advertise beneficiaries’ achievements.

With regard to the version of the website reported in D2.4, the main additions/differences that have been applied from M13-M30 are summarized below.

As of the Task 3.7 (Helpdesk & Education) which calls for providing first-order problem solving for third party applicants, a FAQ section was formulated in the SMART4ALL website. The relevant field can be found in the middle of the website home page (fig. 4.1), close to the submission countdown clock and the ‘Ecosystem Search’. It is discernible thanks to a relevant logo, which is clickable and directs to a wiki page (https://faq.smart4all-project.eu/index.php/Main_Page) including FAQs per each Open Call type translated into partners’ languages (Greek, German, Spanish, Albanian, Hungarian, North Macedonian, Polish, Serbian – Croatian – Montenegrin) (fig. 4.2). FAQs are also accessible via a thumbnail image placed on the “Webinars & Training Courses” section on the Open Calls page (<https://smart4all-project.eu/opencalls-apply-now/>), as depicted in fig. 4.3.

FAQ new feature was disseminated through SMART4ALL social media. Indicative facebook post (each post was shared on Facebook, LinkedIn and Twitter):

<https://bit.ly/3yAGQa9> - 8/5/2021

<https://bit.ly/3yvMdaR> - Facebook 18/4/22

<https://www.linkedin.com/feed/update/urn:li:activity:6921815342767833088> – LinkedIn 18/4/22

https://twitter.com/Smart_4All/status/1516049664369385473 - Twitter 18/4/22

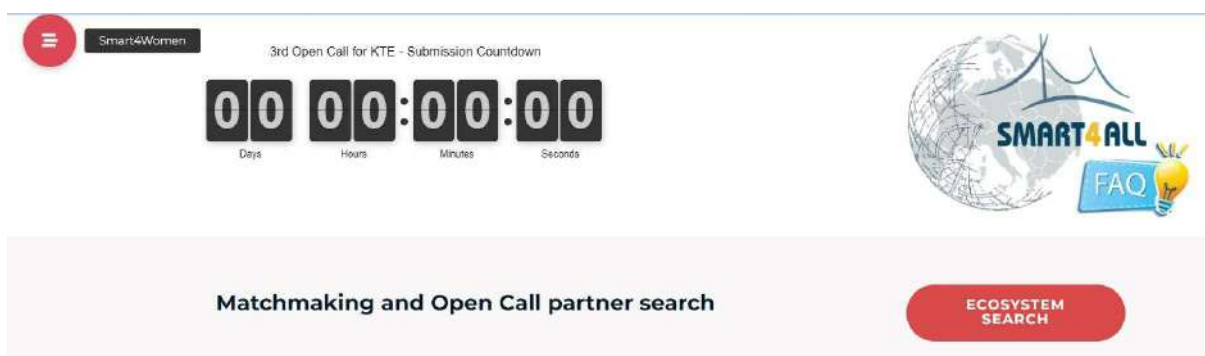


Figure 4.1 FAQ thumbnail on SMART4ALL website home page

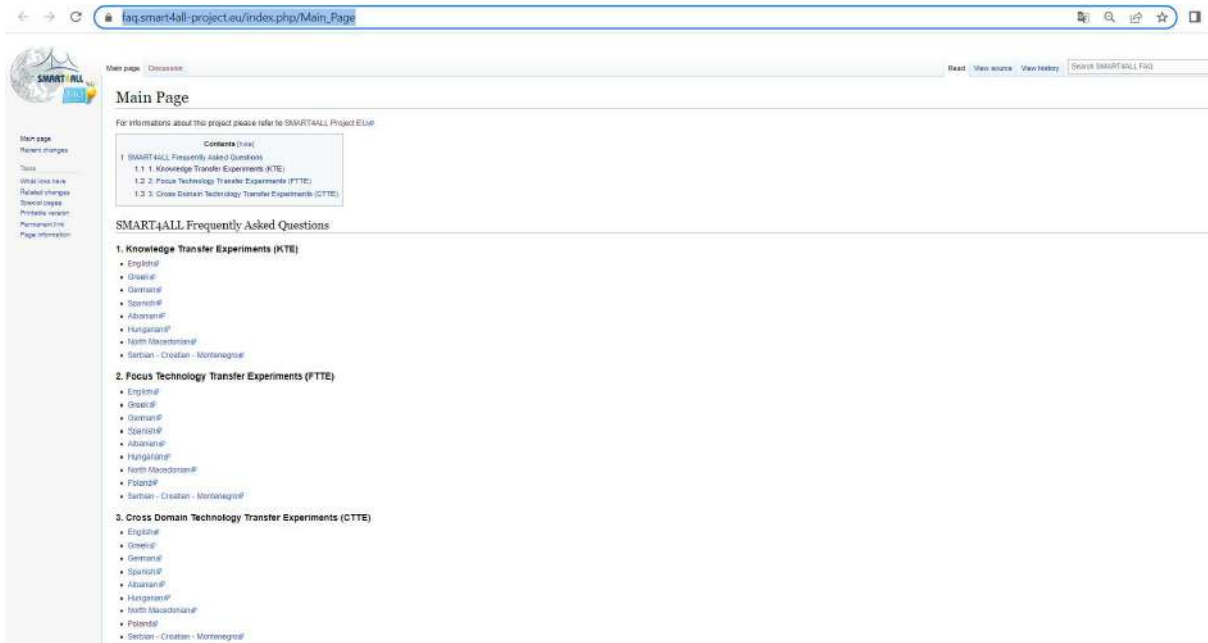


Figure 4.2 FAQ wiki page

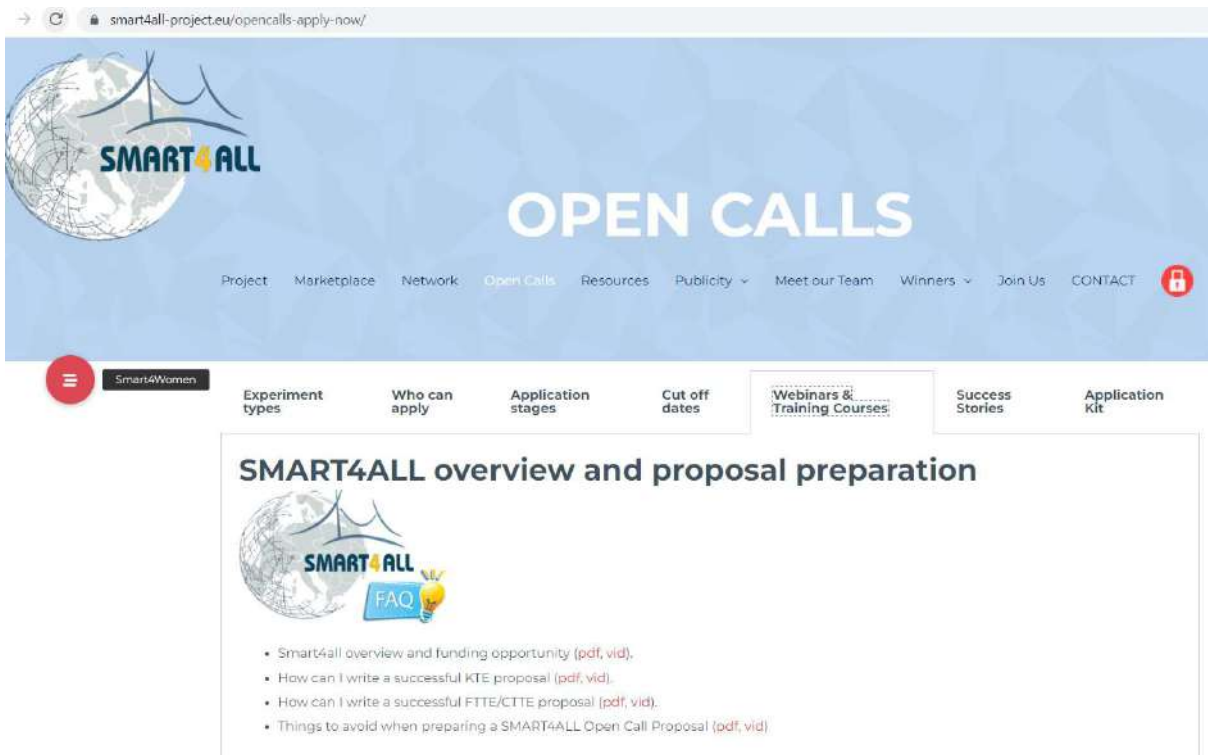


Figure 4.3 FAQ thumbnail on Webinars and Training Courses section

As the project progresses and more newsletters have been issued, the need to be made accessible through the SMART4ALL website to the general public (either subscribers or not) emerged on M16 and a new

subsection referring to the Newsletters was added on the menu under the “Publicity” section, as depicted on fig. 4.4.

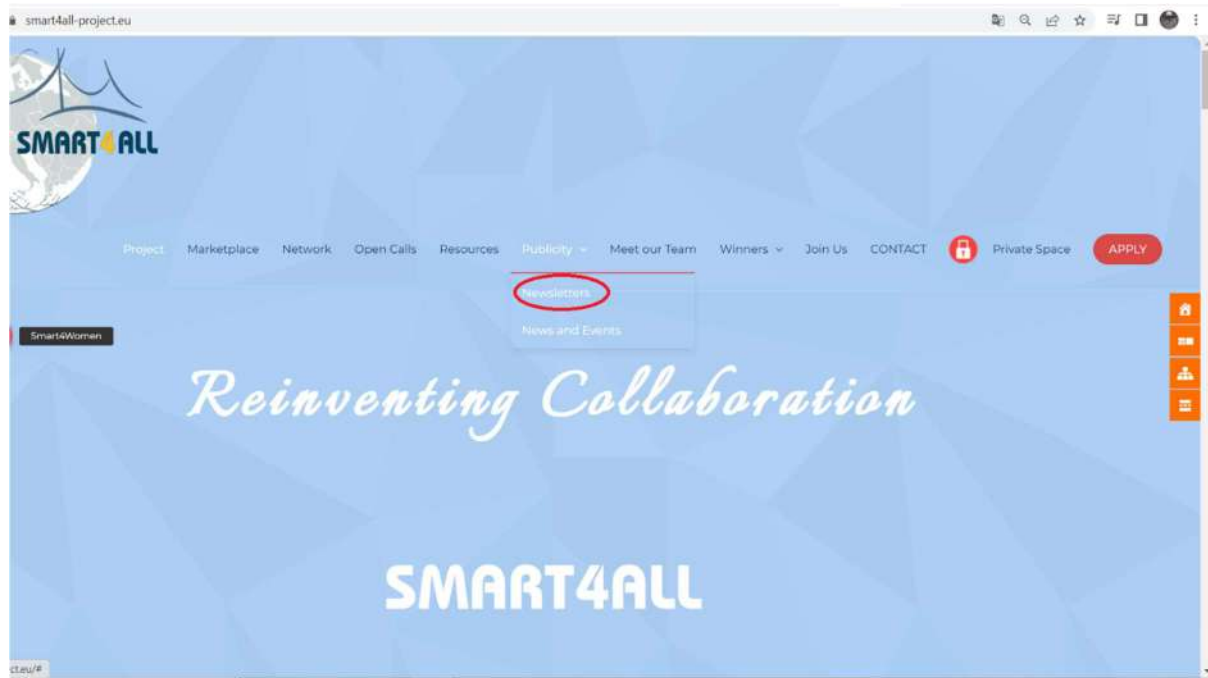


Figure 4.4 Newsletter subsection on website “Publicity” section

Considering the abolishment of the COVID-19 restrictions and the special terms that these restrictions imposed to the evaluation of proposals and to beneficiaries’ travels for experiment execution, the section COVID 19 was removed from the website menu. Instead, a “Winners” section was added on the main menu, separated into 4 subsections including winners testimonials and winners per type of experiment (KTE, FTTE, CTTE). By clicking on each winner subsection, the visitor is asked to choose a round of Open Calls and is directed to separate pages on which all PAEs per call are presented including information about the partners and their countries and the duration of their project, while the application area (vertical) of each experiment is signaled with special green signals. The “Winners” section is depicted on fig 4.5. and the “Testimonials” on fig. 4.6, while the winning PAEs descriptions per Open Call are accessible on the following links:

<https://smart4all-project.eu/winnerskte/> - KTE winners

<https://smart4all-project.eu/winners-fttes/> - FTTE winners

<https://smart4all-project.eu/winners-cttes/> - CTTE winners

As of the winners per each open call, they are announced accompanied with relative graphics through dedicated posts on the website (News & Events” (<https://smart4all-project.eu/news-and-events/>) and on SMART4ALL social media. Since the 1st CTTE winners welcome meeting, these meetings are also disseminated through SMART4ALL channels.

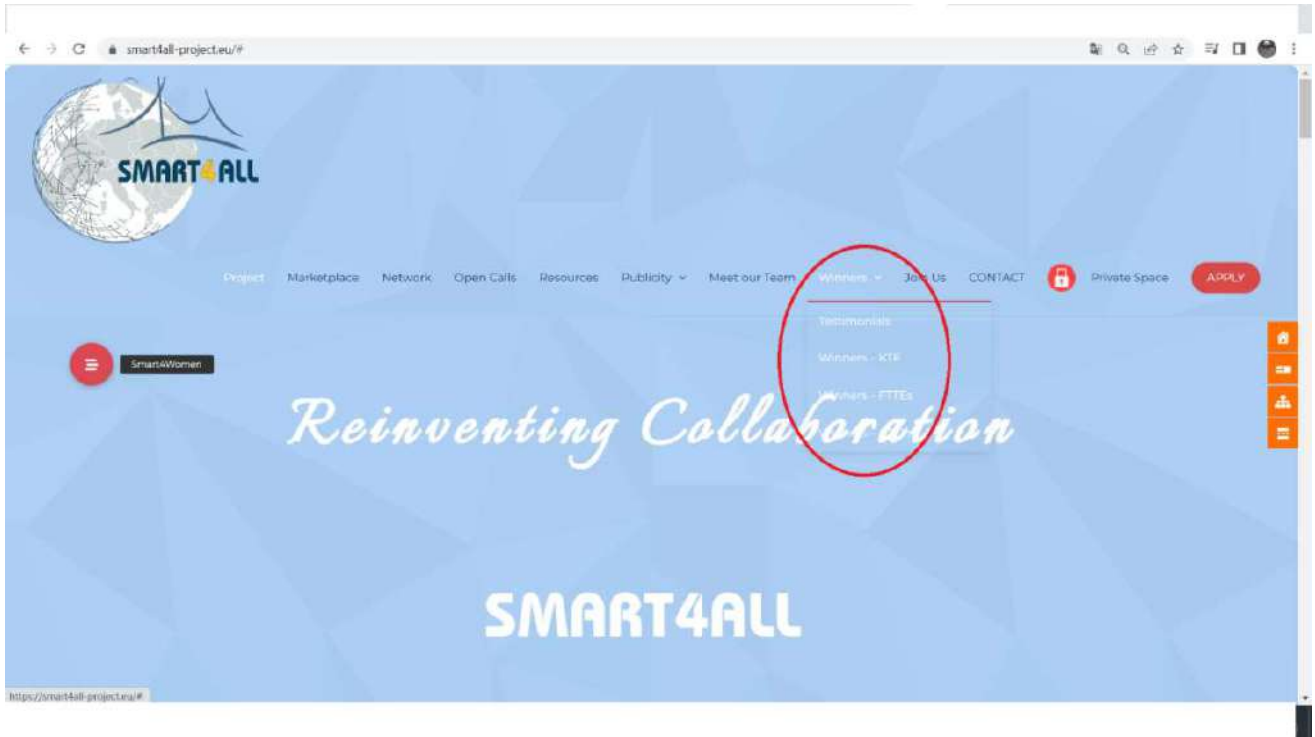


Figure 4.5 Winners menu on SMART4ALL website (home page)

smart4all-project.eu/testimonials/



Figure 4.6 Screenshot of the Testimonials subsection on SMART4ALL website (Winners section)

For the purpose of showcasing completed PAEs achievements, a section under the title “Success stories” has been added on the Open Calls page (<https://smart4all-project.eu/opencalls-apply-now/>) including .ppt and video presentations of winning projects per Open Call, considering that potential applicants would be encouraged and inspired by seeing tangible results from other projects. Fig 4.7 depicts the Success Stories section.

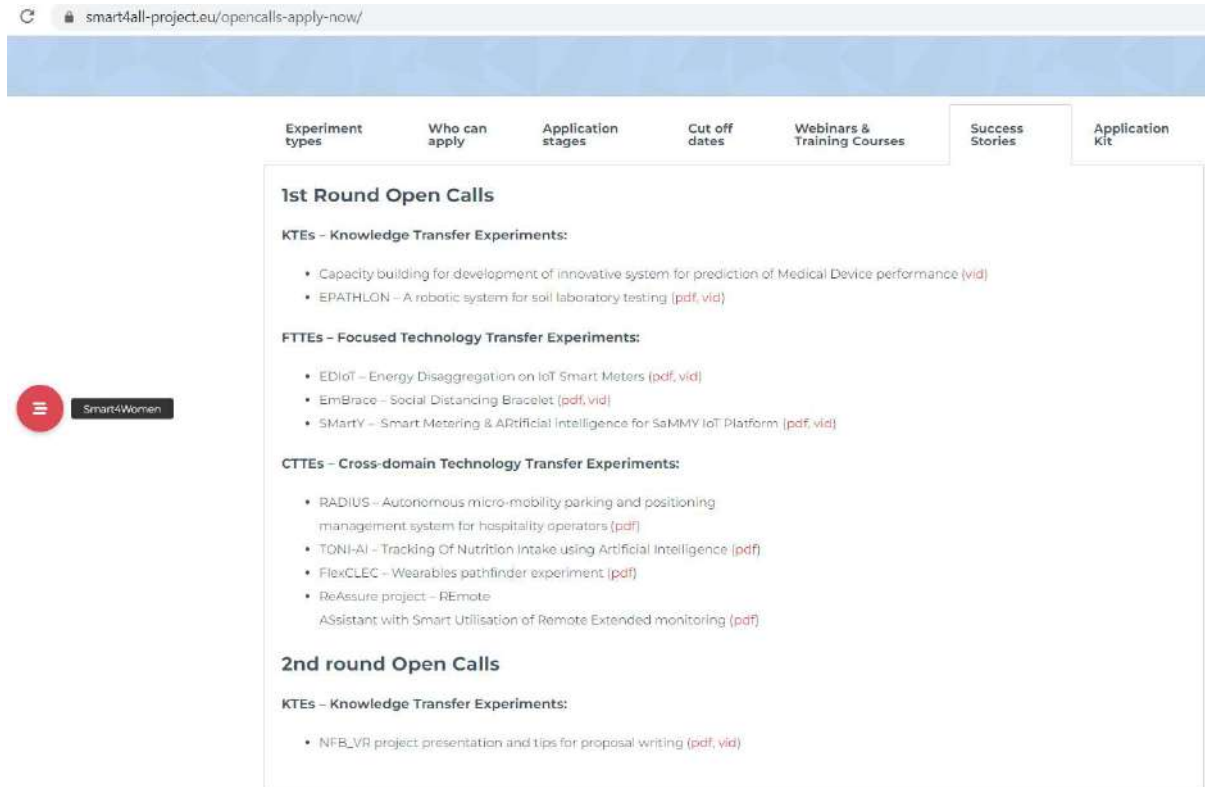


Figure 4.7 Screenshot of the Success Stories section on SMART4ALL website (Open Calls page)

In the context of facilitating the application procedure including helpdesk support, a budget template was added to the Open Call documents for the 3rd KTE on the Application Kit under the Open Calls page (<https://smart4all-project.eu/opencalls-apply-now/>), as depicted on fig. 4.8.

Success stories section was disseminated jointly with the Winners section, on the occasion of the 2nd CTTE promotion through social media posts on Facebook, LinkedIn and Twitter.

Links to the posts (4/11/21):

Facebook: <https://bit.ly/3uGu60M>

LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:6862000633210265600>

Twitter: https://twitter.com/Smart_4All/status/1456234968775073793

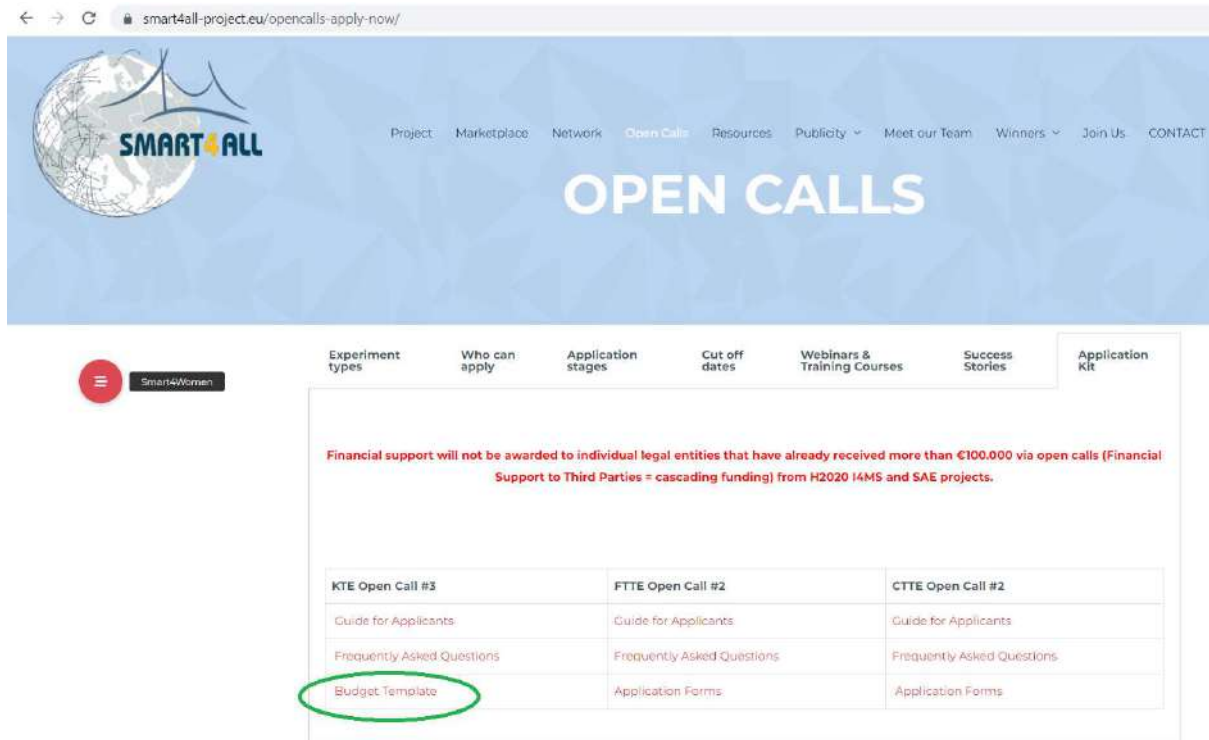


Figure 4.8 Screenshot of the Application Kit (budget template highlighted as new addition)

One more extra feature on the website is the SMART4Women shortcut which refers to the established network of female professionals under the umbrella of SMART4ALL, as depicted in fig, 4.9. The shortcut, visible on every page of the website is link to the SMART4Women page <https://smart4all-project.eu/smart4women/>



Figure 4.9 Screenshot of the SMART4Women shortcut on SMART4ALL website

Finally, the next figures present some basic statistics related to the traffic of the website during M13-M30., such as the overall number of sessions and pageviews, the website visitors' profile regarding

their country, gender, age and whether they are new or returning ones, top posts/pages and the number of visits per top landing page.

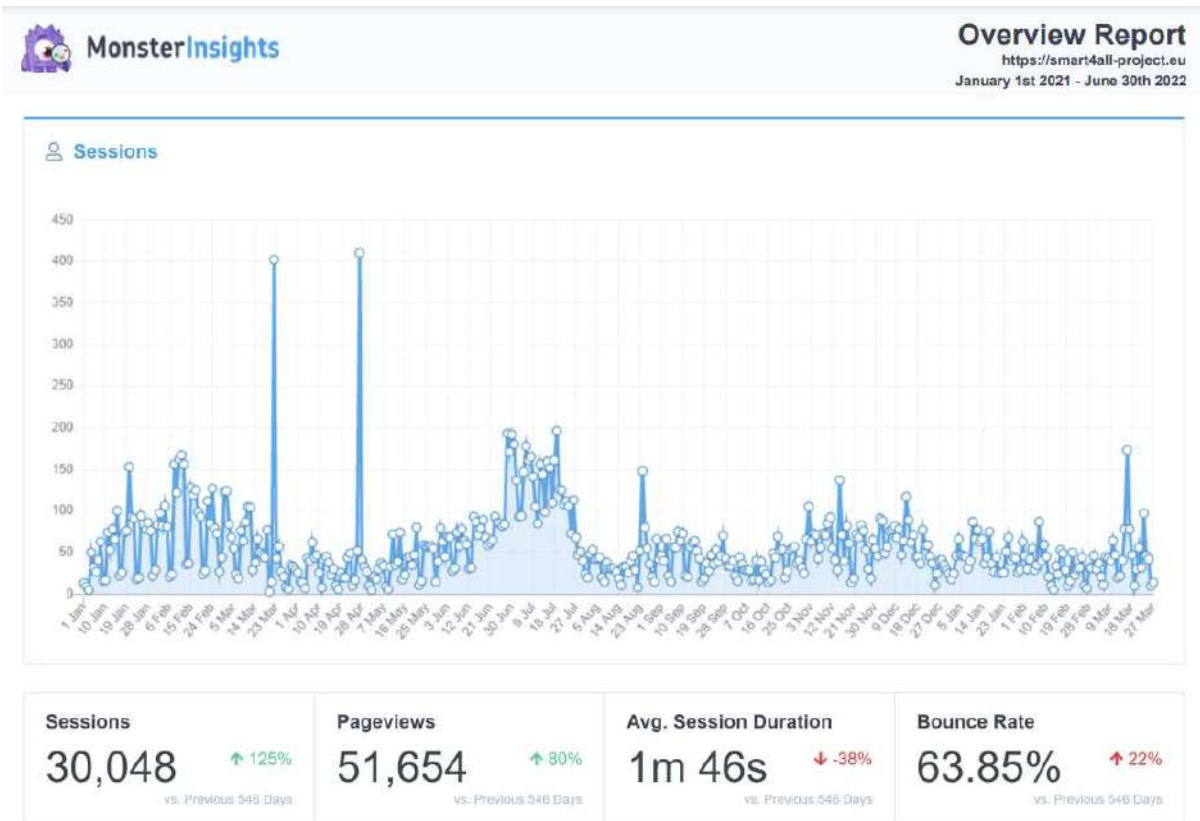


Figure 4.10 Number of website sessions and pageviews during M13-M30



Figure 4.11 General website statistics (visitors' countries and top referrals)

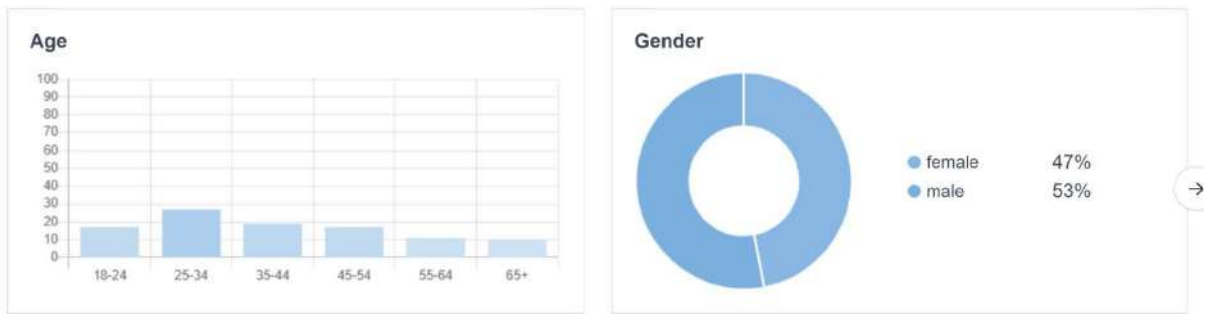


Figure 4.12 SMART4ALL website visitors' demographics

4.2. Matchmaking & Partner Service

To further facilitate seeking of partners interested in applying to SMART4ALL Open Calls in an automated manner, the Matchmaking & Partner Search Service was included on the Marketplace website using search filters by selecting Domain, Organization Type, Country or pre-defined keywords (fig. 4.13). The Matchmaking platform is accessible either directly from the Marketplace home page (for registered users) or from the “Ecosystem Search” Call-to-action button placed on the Marketplace page on the SMART4ALL website, as depicted on fig. 4.14.

Through this service interested parties can have access to the SMART4ALL ecosystem for matchmaking among technological partners as well as business parties, based on specific requirements, offerings and characteristics. Seeking for partners is now automatically executed by interested parties instead of the previous model where SMART4ALL consortium members evaluated the submitted partner search requests and provided applicants with suitable access to the SMART4ALL ecosystem for matchmaking purposes.

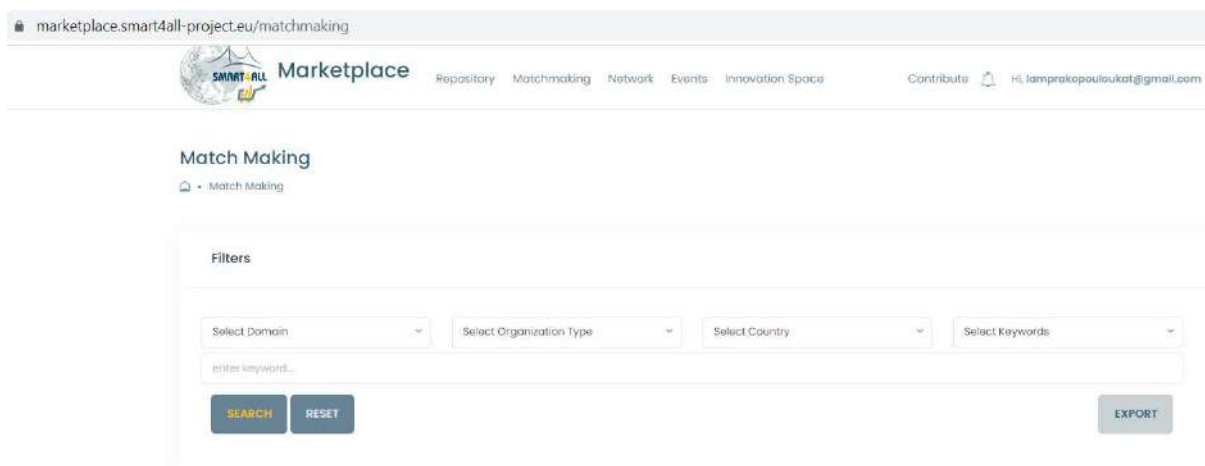


Figure 4.13 Screenshot of the Matchmaking platform on the Marketplace

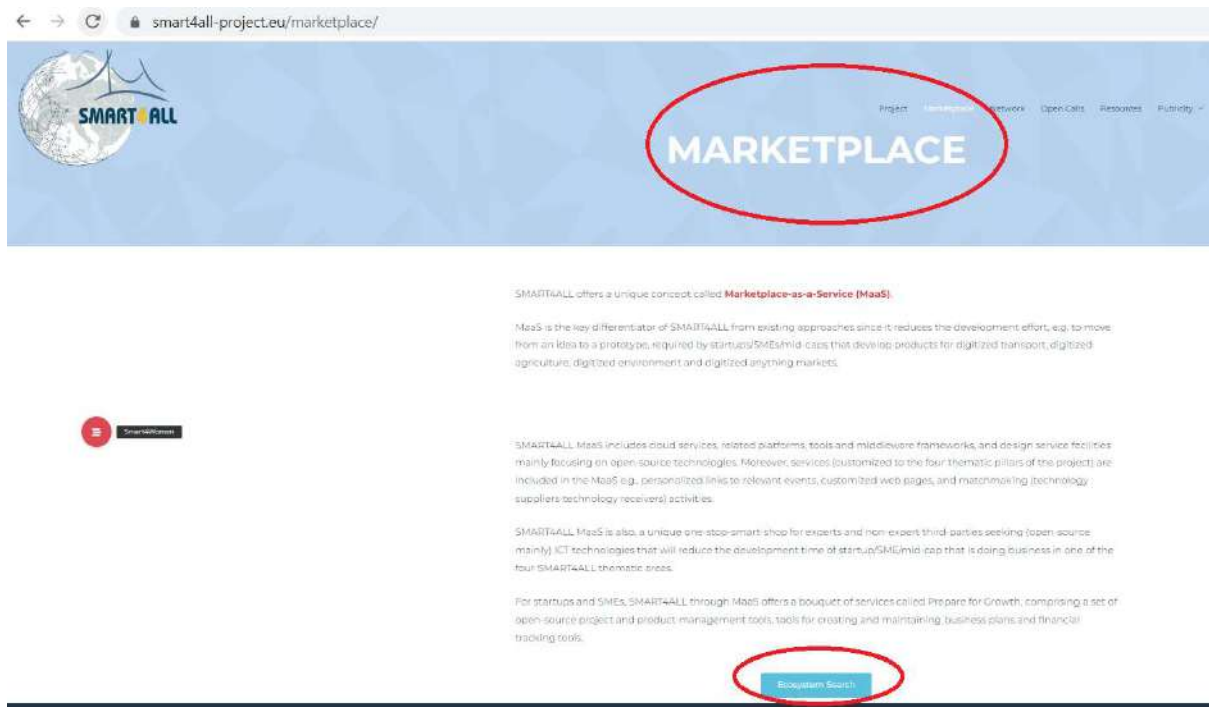


Figure 4.14 Screenshot of the Marketplace and Ecosystem Search button on SMART4ALL website

Matchmaking service has been disseminated through social media posts on Facebook, LinkedIn, Twitter. Indicative posts:

Matchmaking service <https://bit.ly/3ILSXpT> - Facebook 19/4/21

Marketplace including Matchmaking:

<https://bit.ly/3Iz8x7P> - Facebook 20/7/21

<https://www.linkedin.com/feed/update/urn:li:activity:6823200204481683456> – LinkedIn 20/7/21

https://twitter.com/Smart_4All/status/1417434566722310153 - Twitter 20/7/21

Marketplace dissemination (22/2/22):

Facebook: <https://bit.ly/3P4tU3m>

LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:6901877565884354560>

Twitter: https://twitter.com/Smart_4All/status/1496111845819748355

For the evaluation of the Matchmaking service questionnaires were distributed to PAEs and Marketplace registered users. The results of the survey can be found on D 8.2 (Second Periodic Impact Analysis Report)

4. 3. Open Call micro-site & Helpdesk

The SMART4ALL Open Call micro-site (<https://smart4all.fundingbox.com/>) remains the central place where all applications for SMART4ALL's 9 open calls are submitted and managed, using FundingBox's open call management system. There are no structural changes on the micro-site as described on D 2.4, except for a change in the application procedure which is facilitated through OnePass (fig. 4.15), since the 3rd KTE Open Call was launched.

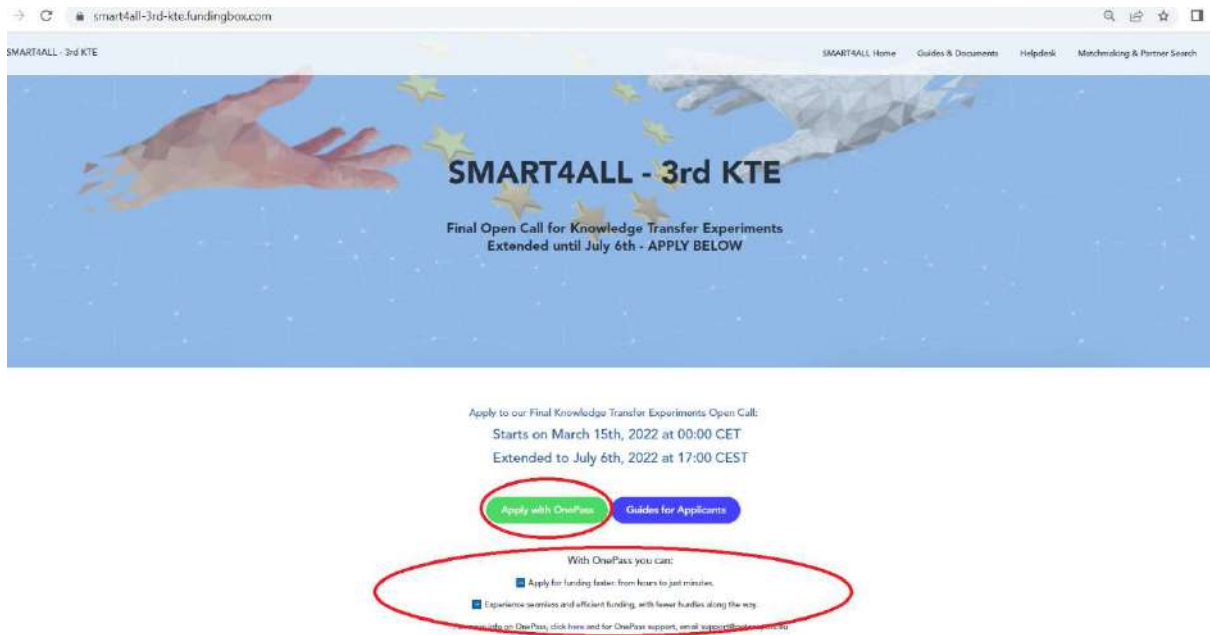


Figure 4.15 Screenshot of the Marketplace and Ecosystem Search button on SMART4ALL website

The Helpdesk community remains functional as described in D 2.4.

References to the Helpdesk platform have been included in several social media posts on Facebook, LinkedIn and Twitter created for Open Call dissemination. An indicative post is depicted on fig. 4.16.

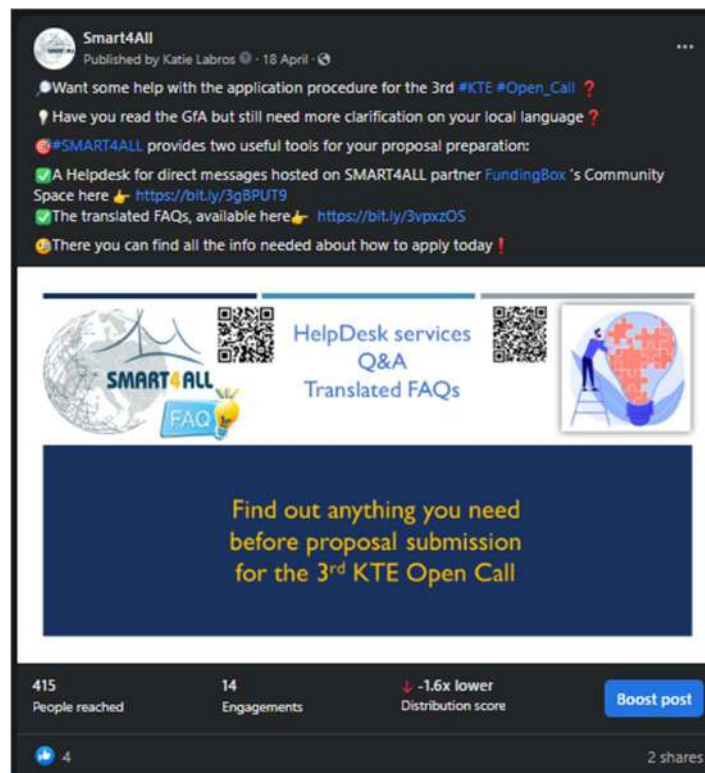


Figure 4.16 Facebook post promoting Helpdesk platform

4. 4. Innovation Space

Another dissemination tool has been integrated in the Marketplace website, that facilitates the presentation of technology and innovation of SMART4ALL funded projects, accompanied with photos, videos and maps of the executed experiments. Innovation Space, accessible via this link <https://marketplace.smart4all-project.eu/innovation> and depicted on fig. 4.17 aims at showcasing external PAEs achievements and tangible results with all potential means, following a pre-defined structure that is: consortium partners and their country presented on an active map, indication of the application area and the Open Call under which the experiment was funded, project summary, objectives, challenges, technology and innovation, market, images and additional files e.g. presentation and success story text created for dissemination purposes). Complementary to the basic presentation structure, videos devoted to the PAEs (either animation or in type of interviews) are also hosted on the Innovation Space (videos can be found on §3.1.7 above). All PAEs have been contacted to provide material for the videos, success stories and artefacts to be included in the Innovation Space. As the internal PAEs progress, relevant information will be also included in the Innovation Space.

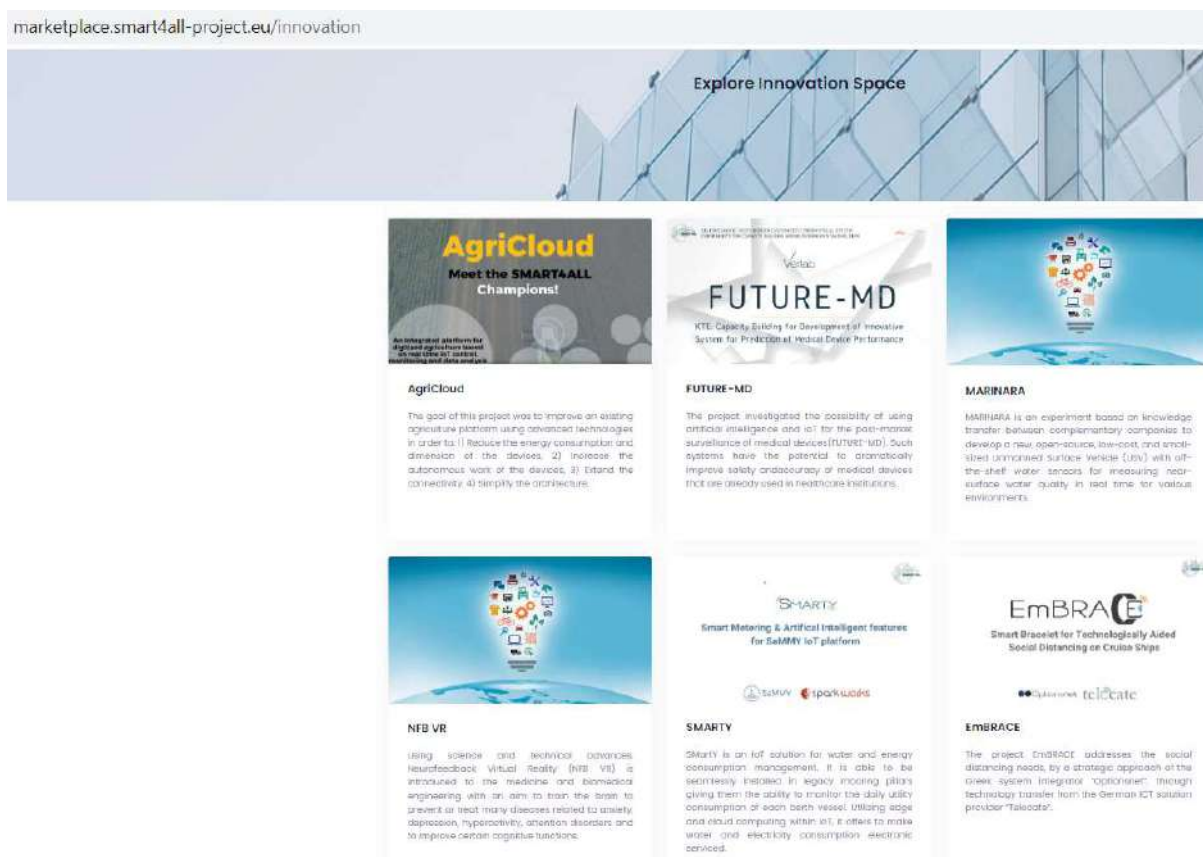


Figure 4.17 Innovation Space screenshot

New entries and success stories on the Innovation Space are advertised through social media posts, while links to the Innovation Space are being included on social media posts aiming to attract potential applicants to submit proposals for the Open Calls.

Indicative posts referring to Innovation Space:

<https://bit.ly/3yYUpBE> - Facebook 16/2/22

<https://www.linkedin.com/feed/update/urn:li:activity:6899636192539762688> – LinkedIn 16/2/22

4. 5. Events Calendar

Events calendar, a useful tool that facilitates the internal suggestion and review of the dissemination activities on events while being, at the same time, visible on the Marketplace website, has been integrated in the Repository. Each partner is encouraged to suggest events for SMART4ALL participation and these events are included on the Events calendar, under the “Tasks” menu on the Repository, as depicted on fig. 4.18. The calendar can be edited via the repository however it is connected with the “Events” section on the Marketplace website (fig. 4.19), so that all Marketplace registered users can be informed about forthcoming events. This tool assists organization of events and disseminates events or contributions to events by partners.

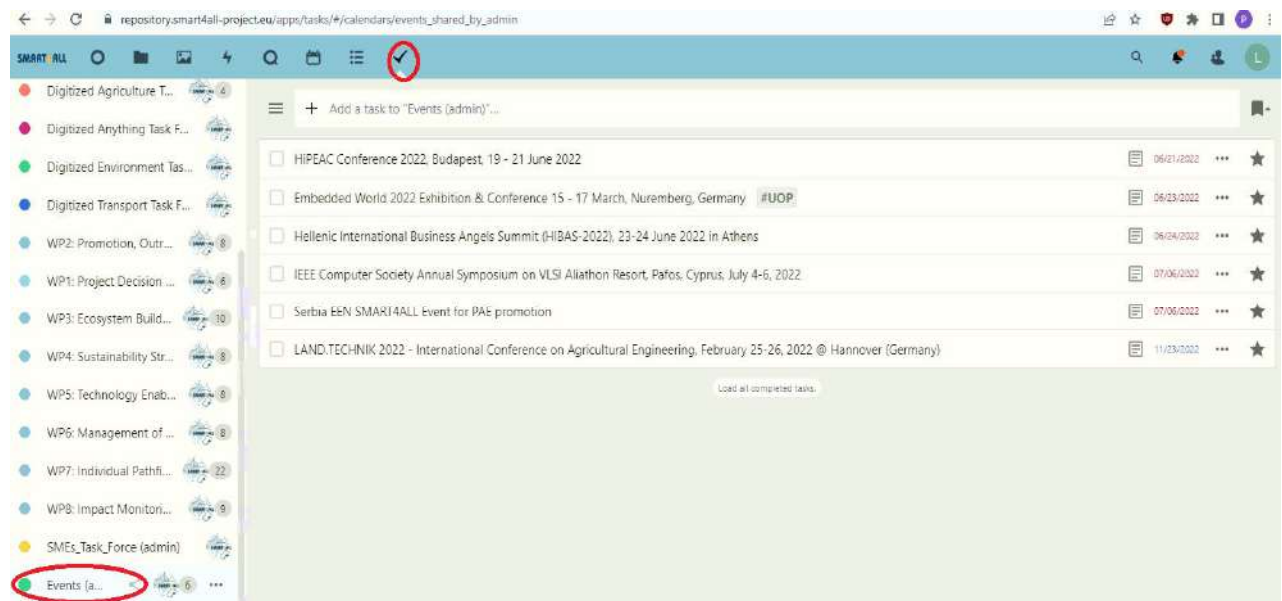


Figure 4.18 Screenshot from the Events calendar on the Repository

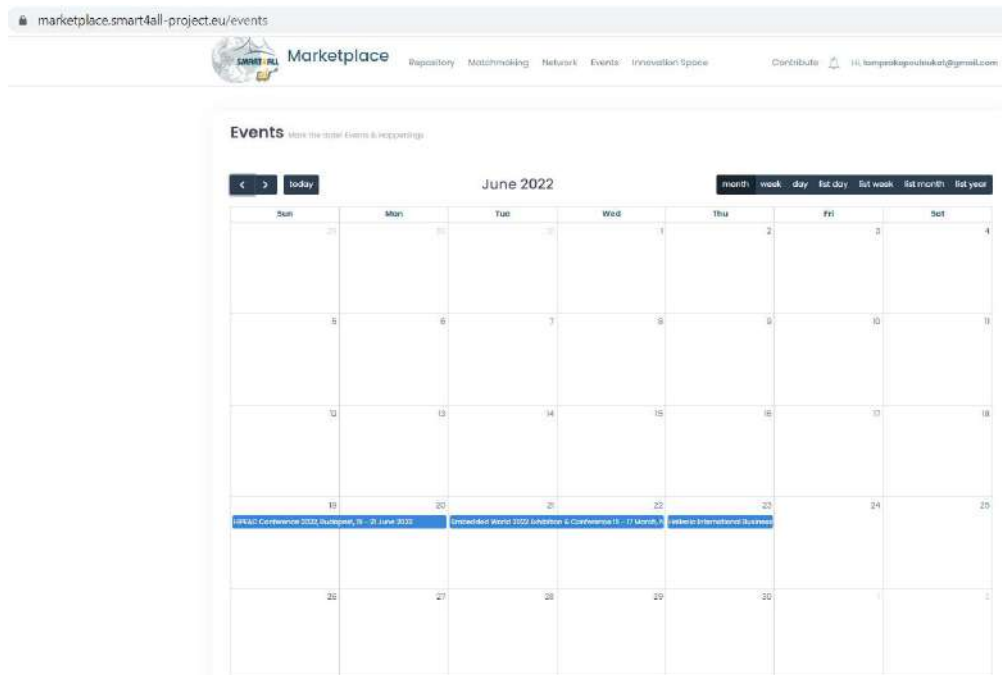


Figure 4.19 Screenshot from the Events calendar on Marketplace website

4. 6. Social Media

Social media is a major pillar of the communication strategy for delivering SMART4ALL messages in broad audiences, especially in the period of lock downs. In the second period of the project we manage to create a community of highly engaged followers, further increasing the overall online visibility of the project. At the same time, social media can have a supporting role to the website, redirecting the users to SMART4ALL website for more information on project's news and activities. PSP is the partner responsible to create the social media context, establish and manage the channels, ensuring an effective social media presence of the project. The main social media channels used include Facebook, Twitter, LinkedIn and YouTube.

During the reporting period a big increase of followers and visitors has been achieved, especially in LinkedIn.

In the following subsections, more details and graphs are provided for each one, through which the audience and activity are monitored.

4.6.1. Facebook

SMART4ALL Facebook page has gained more than 205 followers (705 in total) since the last report D 2.4 following an effort to increase its outreach. It is noticed that visitors tend to follow Facebook page after the dissemination of major events, such as the SMART4ALL Special Session on SEED – CECNSM in September 2021 (<https://smart4all-project.eu/news/review-of-the-smart4all-special-session-and-pitching-event-on-the-6th-seeda-cecnsm-2021/>).

Posts on open calls, events, SMART4ALL services, success stories, network expansion etc. are published on a regular base of 2-3 posts per week, accompanied by visual content to achieve higher engagement. An additional practice implemented in order to attract followers is to use tags to individuals and affiliations involved in several events and activities. This practice is also used for LinkedIn posts.

Although on the last reporting period Facebook was project's most popular media page with the largest audience, it is LinkedIn that has gained a higher number of followers, most possibly due to more intensive efforts of populating the LinkedIn page, as described on 4.6.2 and due to the fact that LinkedIn seems to be the most appropriate media page for dissemination of news regarding business and technology development.

Activities regarding Facebook posts and interactions are monthly monitored and measured via Facebook analytics (Figs. 4.20-4.23), offering a good feedback of the engagement and posts impact.

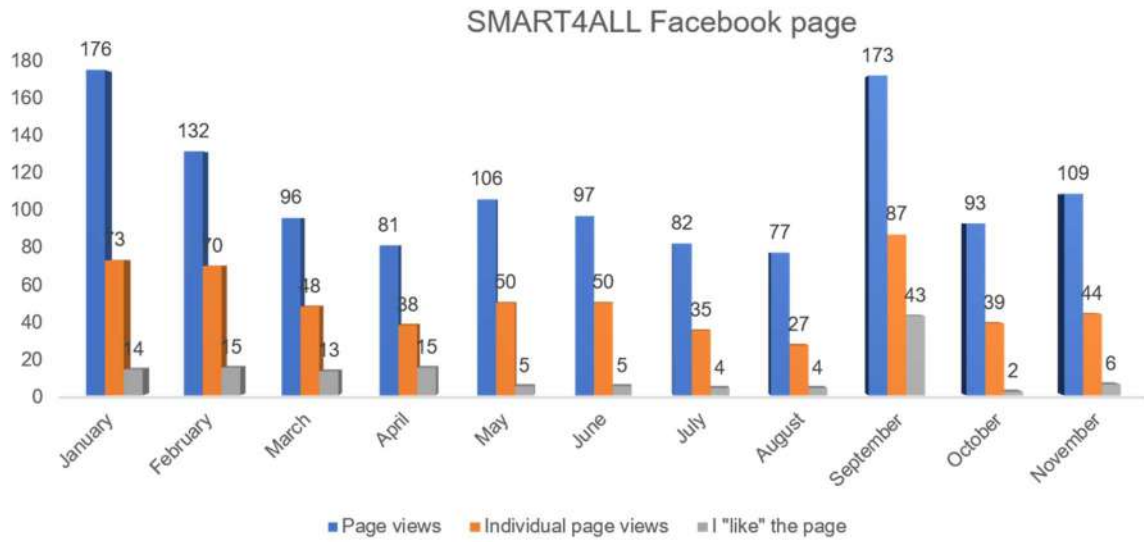


Figure 4.20 Graph showing total page views, individual people page views and new page likes per month in SMART4ALL Facebook page (January '21 – November '21)

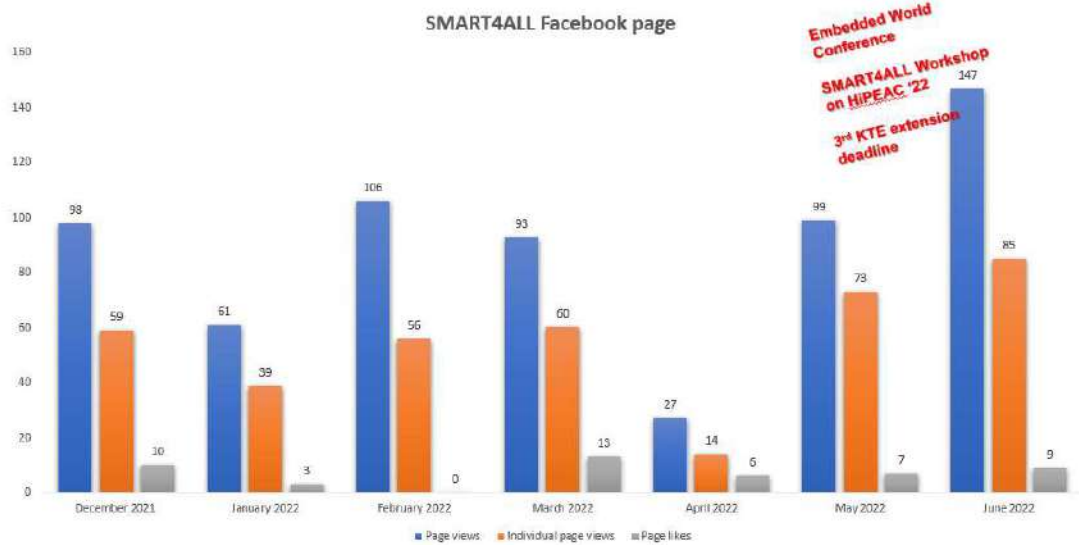


Figure 4.21 Graph showing total page views, individual people page views and new page likes per month in SMART4ALL Facebook page (December '21 – June '22)

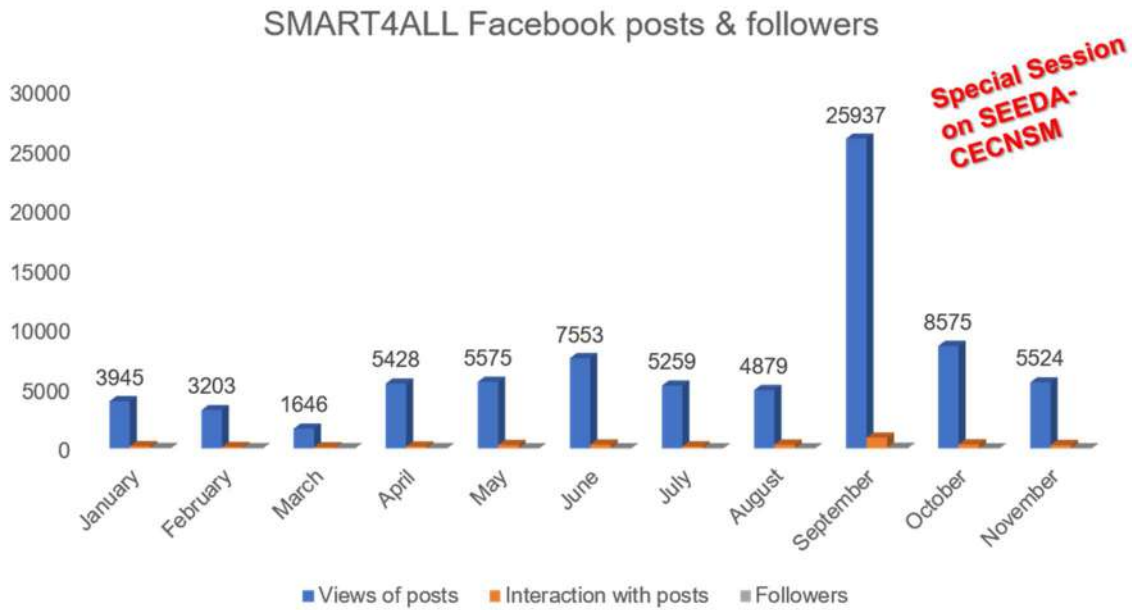


Figure 4.22 Graph showing total post views, interactions with the posts and new followers of added per month in SMART4ALL Facebook page (January '21 – November '22)

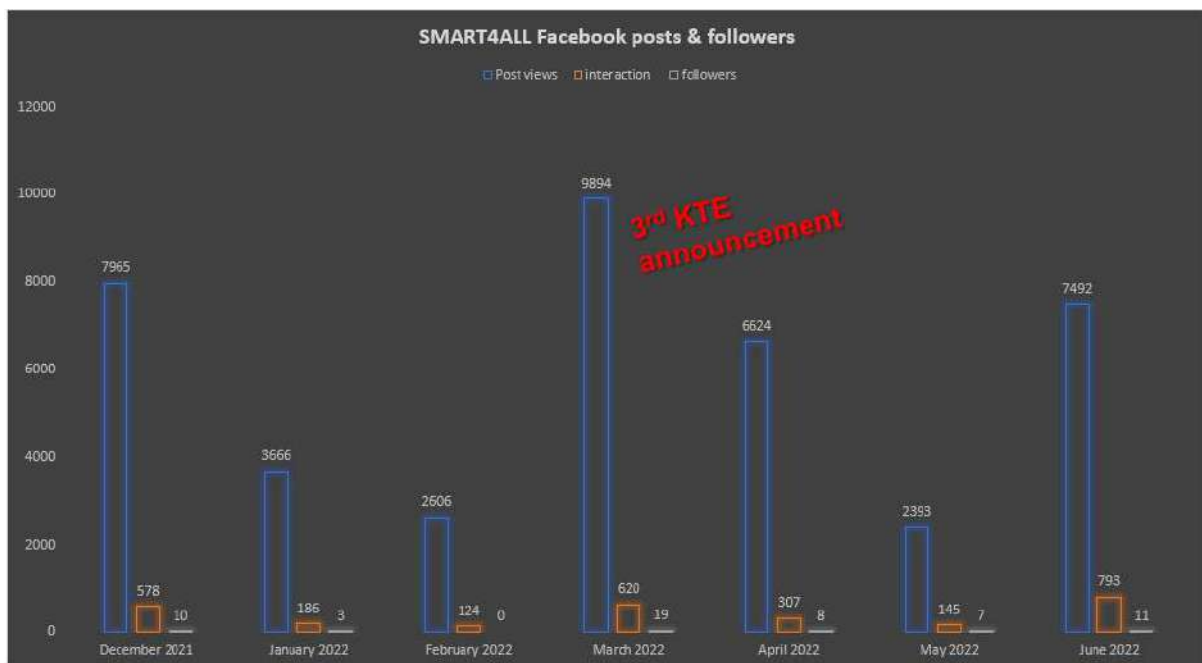


Figure 4.23 Graph showing total post views, interactions with the posts and new followers of added per month in SMART4ALL Facebook page (December '21 – June '22)

From the above presented charts, it is obvious that a steady number of followers and “new likes” have been added every month, with a noticeable increase in months that Open Calls (especially 1st CTTE and 3rd KTE) and respective webinars were launched. Impressive increase in followers and page likes is noticed in September 2021 when the SMART4ALL Special Session on SEEDA-CECNSM and the first SMART4ALL pitching event took place and prominent pitching evaluators were presented through facebook posts. After M18 there is a slight decrease in the number of new followers, with the exception

of September 2021 and March 2022 (3rd KTE Open Call announcement). This can be explained by the fact that much effort was focused by SMART4ALL partners to promote the LinkedIn page.

During this period, about 155 posts have been published on the Facebook page, disseminating further all milestones and activities of the SMART4ALL project. These posts are gaining a high number of views. Figure 4.24 shows the three most popular ones, during the reporting period, with the announcement of a representative of CISCO (Mr. Nikolaos Lambrogeorgos) as a keynote speaker and evaluator at the first SMART4ALL pitching event being in the first place with the highest engagement and reach. In second place is the post announcing the 3rd KTE Open Call in March 15th, 2022 and in third place, the 2nd FTTE webinar announcement.

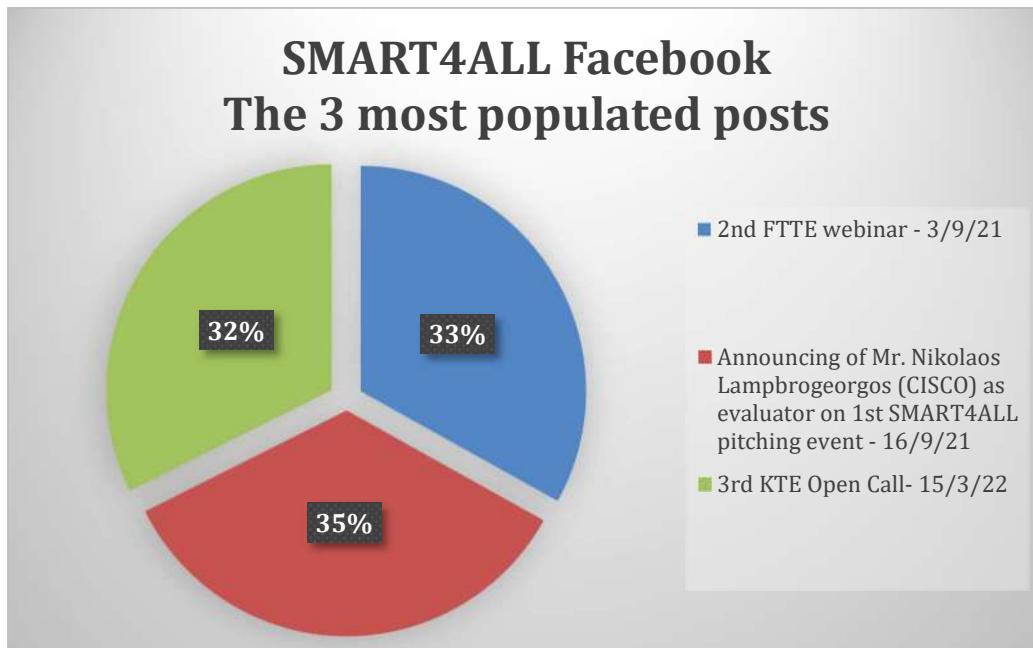


Figure 4.24 Graph showing the three most popular posts in the SMART4ALL Facebook page

4.6.2. Twitter

The followers of [@Smart_4All](#) Twitter have been doubled since the last reporting period as it currently has **366 followers** (at the end of M12 it had a total of 180 followers). Through the Twitter page, content such as milestones, open calls, events, success stories of the project etc. is published with a frequency of at least two ‘tweets’ per week, allowing the project to increase visibility and connectivity with innovative SMEs, universities & research institutes or other interested parties and potential beneficiaries.

With the overall goal to have a growing network with good interaction and interconnectivity to share our news and activities and leveraging the opportunity of the 1st SMART4ALL Joint event with DIHs and other SAE initiatives (9th of June 2021), a live tweet newsfeed of the joint event and the parallel sessions of PAEs and scientific presentations in the context of MECO’2021 (more details on the Events section) was broadcasted. This resulted to a big increase in the number of followers falling under the target groups of SMART4ALL, most of them being involved or interested in DIHs activities.

The average of twitter impressions per month has raised to almost 6.000. Figures 4.25 and 4.26 show some statistics regarding tweet impressions, profile visits, mentions and new followers added per month

for SMART4ALL Twitter page from January 2021 – November 2021 and December 2021 – June 2022 respectively.

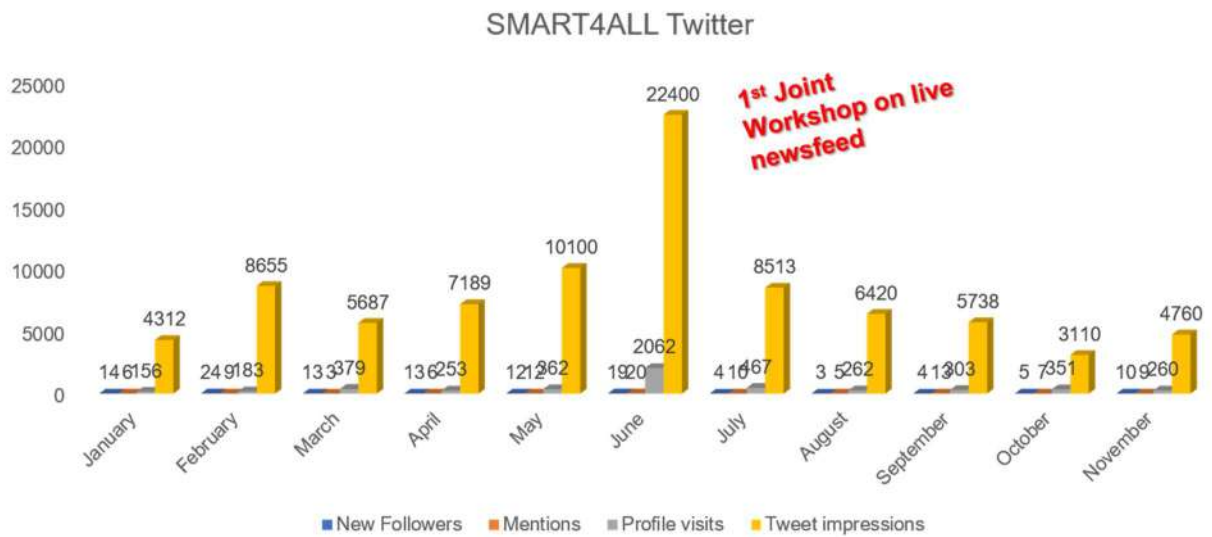


Figure 4.25 Graph showing tweet impressions, profile visits, mentions and new followers added per month in the SMART4ALL Twitter page (January 2021 – November 2021)

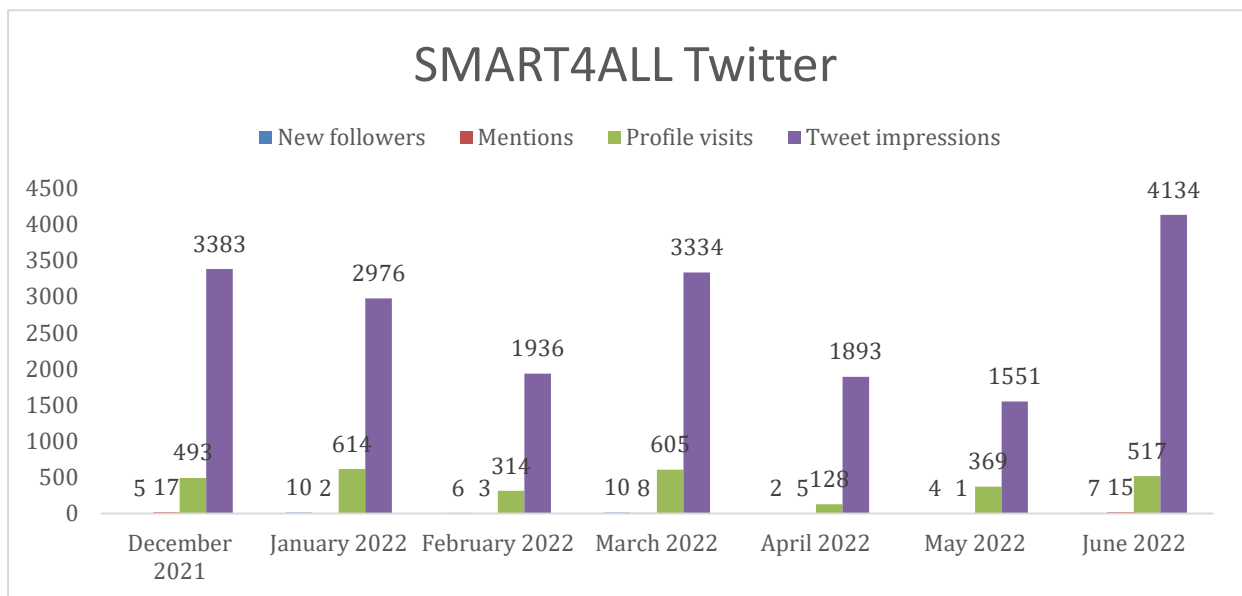


Figure 4.26 Graph showing tweet impressions, profile visits, mentions and new followers added per month in the SMART4ALL Twitter page (December 2021 – June 2022)

4.6.3. LinkedIn

During the reporting period, big effort has been made to populate the LinkedIn page (<https://www.linkedin.com/company/smart4all-h2020/>) with more followers from target and wider audiences, both with posting SMART4ALL news and events and with inviting all partners contacts to follow the page. Since April 2021, all partners from different countries – with emphasis on Southeastern

European countries are being periodically asked to send invitations to their contacts. This practice has brought impressive results in the outreach of the **LinkedIn page** which by June 30th 2022 has **818 followers** in total, that is **three times more followers since the last report** (250 followers in December 2020). It is expected that by the end of the project, more than 1000 people, industrial and academic/ research affiliations will be following LinkedIn page.

At the same time, **LinkedIn group members** (<https://www.linkedin.com/groups/12369183/>) have increased **from 292 to 369 members**.

A group was initiated in LinkedIn named SMART4ALL (<https://www.linkedin.com/groups/12369183/>) in February 2020 (Fig. 4.20). In order to better expand our communication and outreach efforts, we decided to also set up a public page in LinkedIn named SMART4ALL H2020 (<https://www.linkedin.com/company/smart4all-h2020/>) in June 2020 (Fig. 4.22). The page has **250 followers**, and the group has **292 members** up to now.

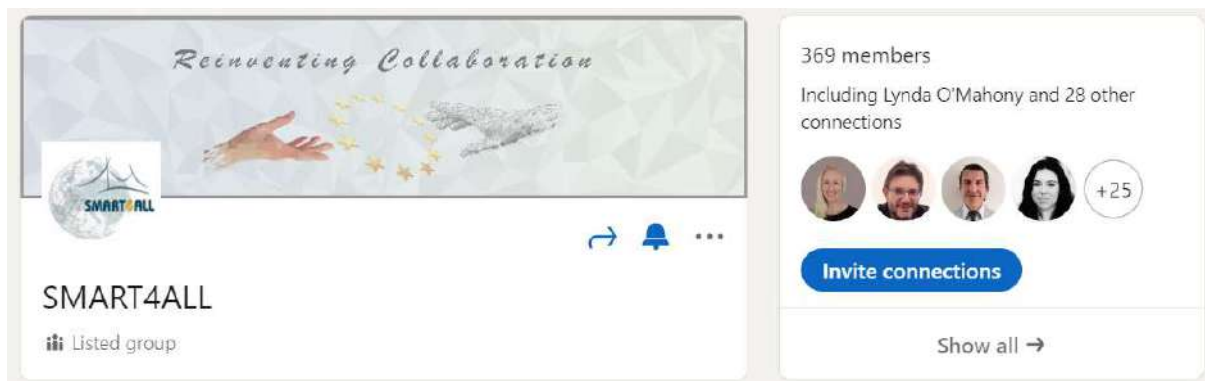


Fig. 4.27 LinkedIn SMART4ALL Group



Fig. 4.28 LinkedIn SMART4ALL public page

LinkedIn has a more engaged audience coming from industry and academia and the goal is to attract leaders in the field of CLEC CPS/IoT solutions. Apart from the followers, the visitors of the page have impressively increased during the last year, as depicted in fig. 4.29.

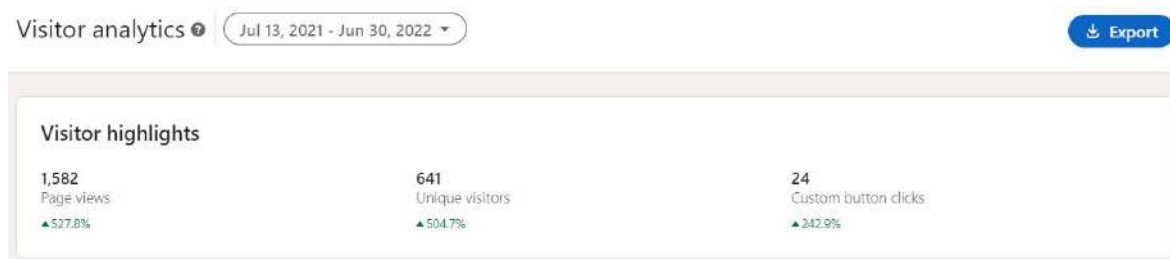


Fig. 4.29 LinkedIn page visitors and page views (July 2021 – June 2022)

Analytics of the visitors and followers demographics (fig. 4.30 & 4.31), allow to derive some statistics, which reveals that the groups targeted from the project’s objectives are the most populated groups of the LinkedIn page followers and visitors. The three top groups are involved in engineering, business development and education activities.

Visitor demographics

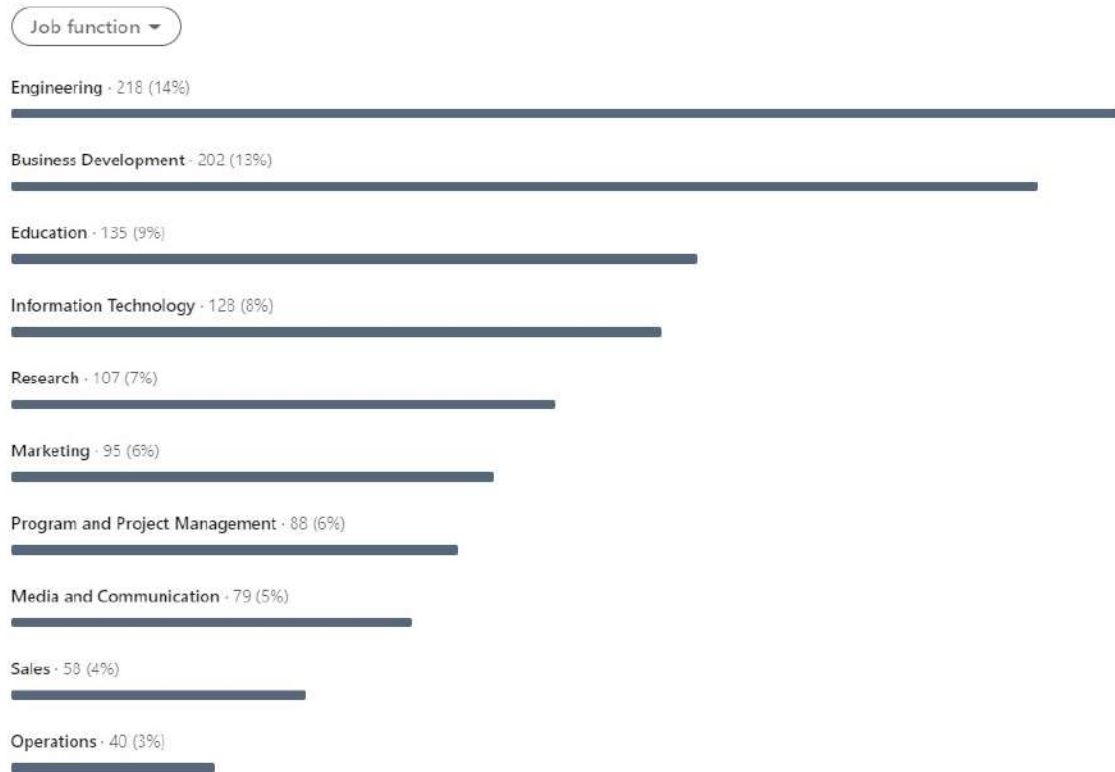


Fig. 4.30 LinkedIn page visitors demographics (data for job function)

Follower demographics

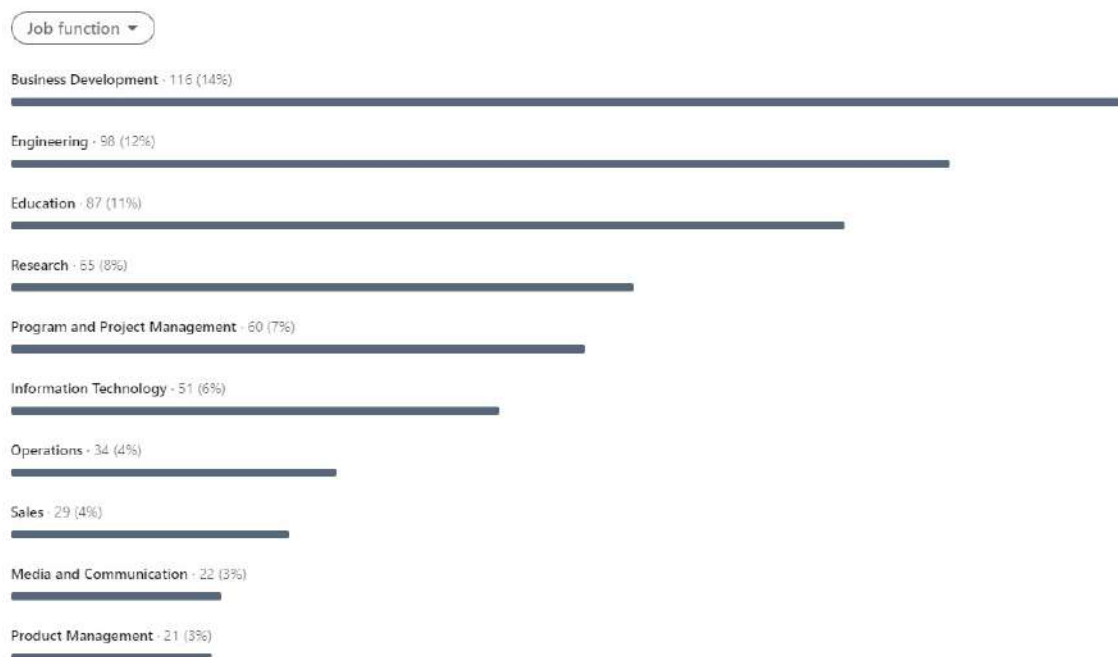


Fig. 4.31 LinkedIn page followers demographics (data for job function)

4.6.4. YouTube Channel

Since the last periodic report and up to June 2022, on the SMART4ALL YouTube channel (<https://www.youtube.com/channel/UCwmSI9LCI2vNBO-3k75dvJA>) **73 videos** have been uploaded with **1651 views** in total, while the channel was gained **56 subscribers**. The topics of the videos mainly include: presentations from the Open Calls webinars (international, regional and local), PAEs presentations made in webinars and SMART4ALL events in type of success stories, teaser videos created for SMART4ALL major events or for participation in international exhibitions (e.g. MWC, Embedded World etc), keynote speeches from major SMART4ALL events (eg. 1st Joint event with DIHs and other SAE initiatives, SMART4ALL Special Session on SEEDA-CECNSM), SMART4ALL project presentations made on other events, Marketplace promo video, videos created by PAEs mentioning SMART4ALL's contribution to their success stories etc). Figures 4.32 – 4.35 depict screenshots from SMART4ALL YouTube channel with all the uploaded videos during this period.



Fig. 4.32 YouTube channel screenshot 1

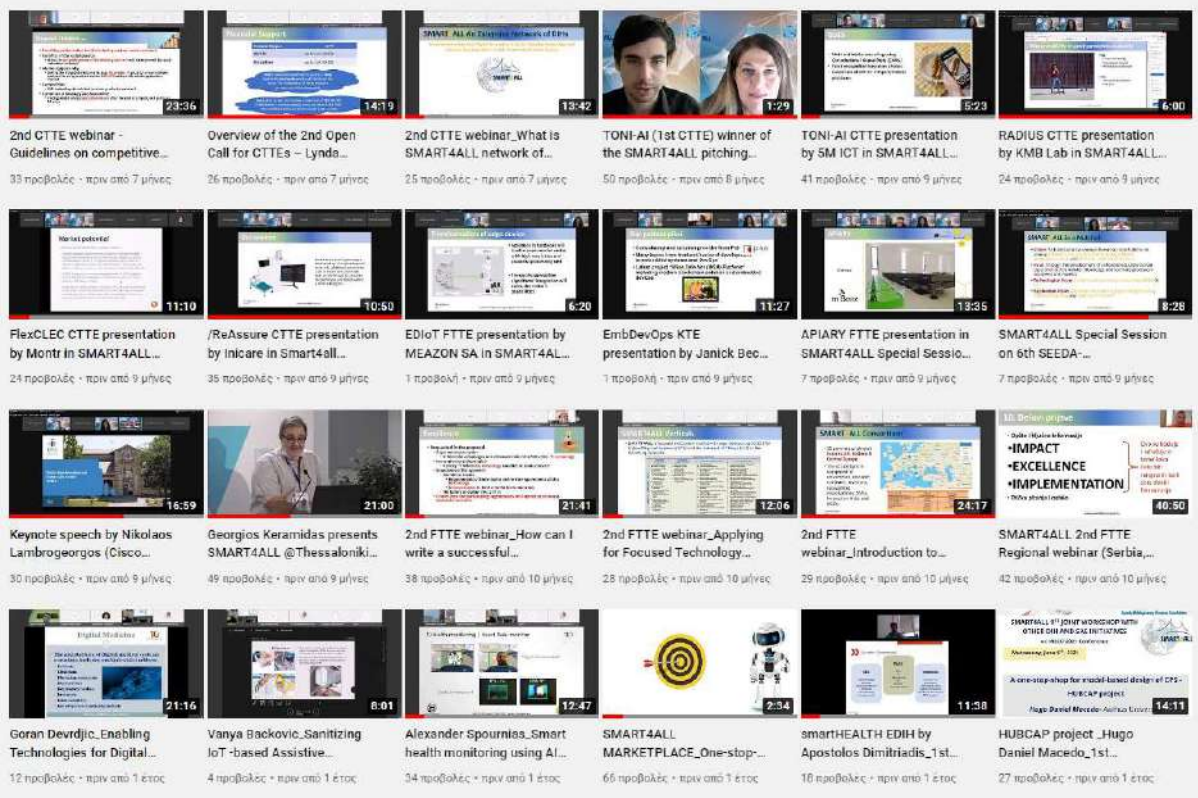


Fig. 4.33 YouTube channel screenshot 2

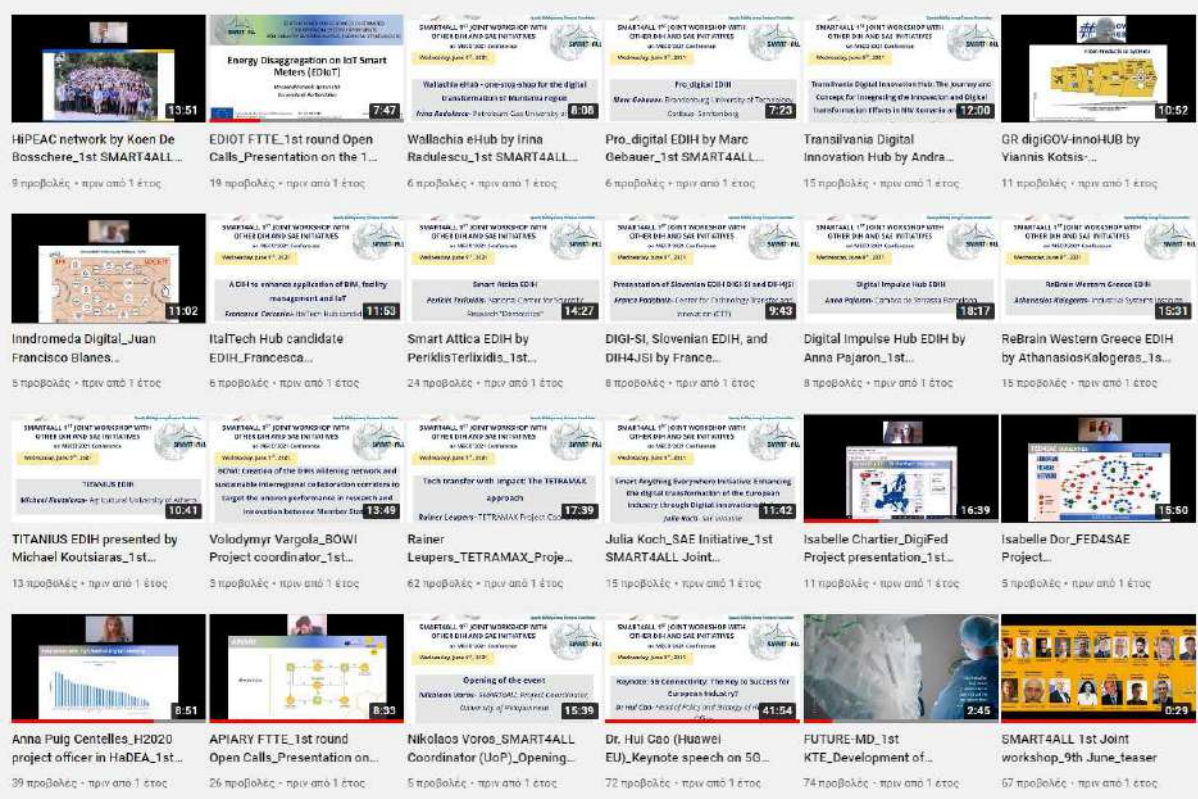


Fig. 4.34 YouTube channel screenshot 3

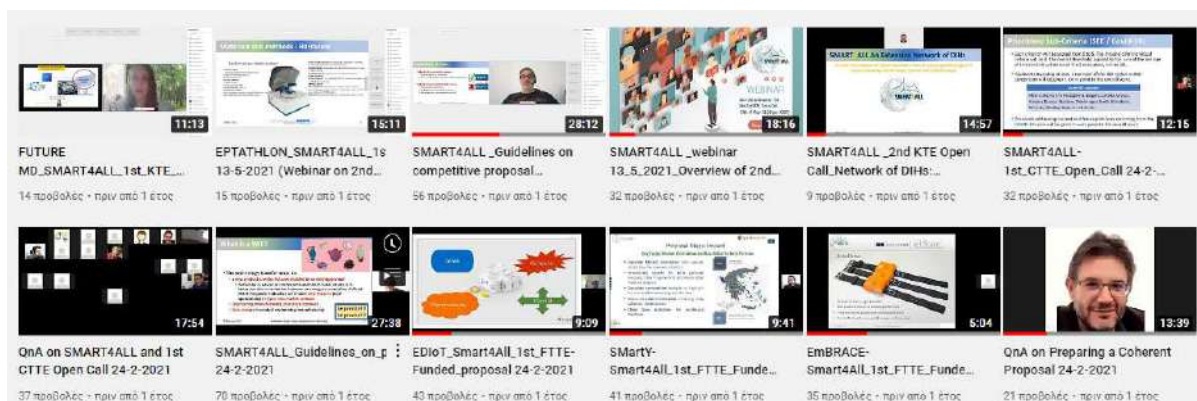


Fig. 4.35 YouTube channel screenshot 4

The top-5 videos with most views were:

1. 2nd CTTE webinar presentation “Things to avoid when preparing a SMART4ALL Open Call proposal” by SMART4ALL technical manager Christos Antonopoulos <https://www.youtube.com/watch?v=yqdg3Jv3LTs&t=5s>
2. FUTURE-MD “Development of Innovative System for Prediction of Medical Device Performance”, 1st KTE presentation <https://www.youtube.com/watch?v=clfiwRKZJaI&t=26s>
3. Dr. Hui Cao (Huawei EU) Keynote speech on 5G Connectivity @SMART4ALL 1st Joint workshop (9 June 2021) <https://www.youtube.com/watch?v=8f8IMNB5niw>
4. SMART4ALL Guidelines on preparing a coherent proposal by technical manager Georgios Keramidas (24-2-2021) <https://www.youtube.com/watch?v=b1V3nlAUaZ0>
5. SMART4ALL regional webinar on 3rd KTE (Serbia, Montenegro, Croatia, Bosnia & Herzegovina) on 12th May 2022 <https://www.youtube.com/watch?v=-y4RScMspG0&t=439s>

4. 7. Email Marketing

Open Calls, major events and newsletters – issued every 3-4 months – are being distributed to subscribed members via mailing campaigns to boost dissemination activities. PSP is responsible for distributing these campaigns, for inviting new subscriber through social media posts and for reminding all partners to ask for events participants’ consent to join the SMART4ALL mailing list via registration forms for each event, starting from the registration forms made for the international webinars held for each open call. Another way to subscribe to the mailing list is to click on the “Join Us” section (<https://smart4all-project.eu/joinus/>) on the SMART4ALL website. This link is included in e-mails with external potential partners that collaborate in the dissemination of SMART4ALL news (open calls, webinars, events, newsletters).

Up to June 30th 2022, the Newsletter list has **684 subscribed contacts**. Figure 4.36, shows some statistics regarding the subscribed audience performance (campaigns average open and click rates, average subscribe and unsubscribe rates) and audience growth per month during the last year. Audience changes are mostly observed after webinars and dedicated events, with the biggest change to be noticed after the SEEDA-CECNSM event, when many attendees gave their consent to subscribe to SMART4ALL mailing list.

Audience performance



Audience growth

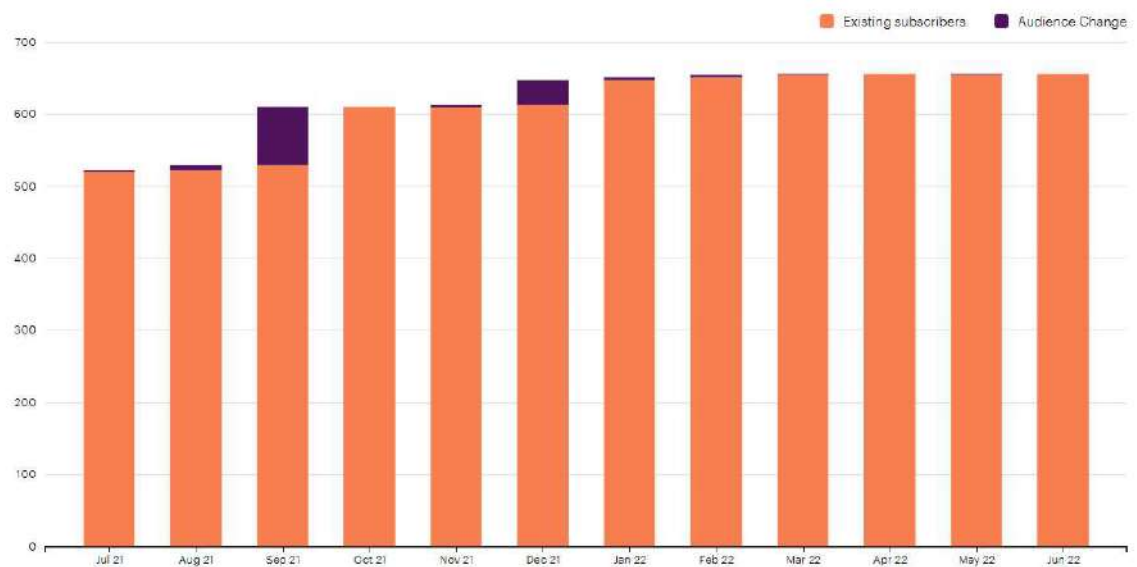


Fig. 4.36 Audience performance (campaigns average open and click rates, average subscribe and unsubscribe rates) and audience growth per month (M18-M30)

Based on the mailing templates that have been agreed and presented in D2.2, **19 mailing campaigns** have been sent out, from M13 to M30, to announce events, open calls and newsletters. After the 1st SMART4ALL Newsletter, which was published in September 2020, **4 more newsletters** have been circulated during the reporting period, in April 2021 ([https://mailchi.mp/4db600b3d756/smart4all-you-will-be-receiving-our-news-unless-you-opt-out-10013213?e=\[UNIQID\]](https://mailchi.mp/4db600b3d756/smart4all-you-will-be-receiving-our-news-unless-you-opt-out-10013213?e=[UNIQID])), July 2021 ([https://mailchi.mp/ae212af6e34e/smart4all-you-will-be-receiving-our-news-unless-you-opt-out-10388717?e=\[UNIQID\]](https://mailchi.mp/ae212af6e34e/smart4all-you-will-be-receiving-our-news-unless-you-opt-out-10388717?e=[UNIQID])), November 2021 ([https://mailchi.mp/2622dee6db7b/smart4all-you-will-be-receiving-our-news-unless-you-opt-out-10574593?e=\[UNIQID\]](https://mailchi.mp/2622dee6db7b/smart4all-you-will-be-receiving-our-news-unless-you-opt-out-10574593?e=[UNIQID])) and March 2022 ([https://mailchi.mp/f4c85cd5c189/smart4all-you-will-be-receiving-our-news-unless-you-opt-out-15327245?e=\[UNIQID\]](https://mailchi.mp/f4c85cd5c189/smart4all-you-will-be-receiving-our-news-unless-you-opt-out-15327245?e=[UNIQID])) (fig. 4.37 – 4.40 depict screenshots from each newsletter including statistics on the number of recipients, the open and click rates).



475 Recipients

Audience: Smart4All Project

Subject: SMART4ALL Newsletter, April 2021

200 Opened	19 Clicked
---------------	---------------

Welcome to the second edition of SMART4ALL Newsletter for the four-year Innovation Action project funded by the EU program Horizon 2020 that aims at the acceleration of digital information and the increase of digital skills, focusing on experiments that transfer knowledge and technology amongst European stakeholders, between academia and industry, in Customised Low-Energy Computing (CLEC) for Cyber-Physical Systems (CPS) and the Internet of Things (IoT).

SMART4ALL Newsletter, April 2021 Regular - Smart4All Project	Sent	42.5% Opens	4.0% Clicks
Sent: Τετ, Απριλίου 7th, 2021 1:42 μ.μ. to 475 recipients by you			

Fig. 4.37 Screenshot of the 2nd SMART4ALL Newsletter and statistics (April 2021)



522 Recipients

Audience: Smart4All Project

Subject: SMART4ALL Newsletter, July 2021

117 Opened	17 Clicked
---------------	---------------

Dear All,

Welcome to the third edition of SMART4ALL Newsletter.

During the last three months, SMART4ALL has organized and participated in several major events, the Marketplace and Matchmaking services have excelled, while new funding opportunities (2nd Focused Technology Transfer Experiments Open Call) to enhance digital innovation and transformation synergies are open till September 15th, 2021!

We continue to give you all the latest funding opportunities and news of our network to help industrial and academic partners grow, test their ideas and products, network and get novel coaching services by world-leading experts. In other words, we reinvent collaboration aligned to the [Smart Anything Everywhere Initiative](#).

We are glad that the first round of open calls has been completed with several PAEs (Pathfinder Application Experiments) offering inspiring success stories on the application domains of Digitized Agriculture, Digitized Environment, Digitized Transport and Digitized Anything.

July, 2021 (1)

SMART4ALL Newsletter, July 2021 Regular - Smart4All Project	Sent	22.5% Opens	3.3% Clicks
Sent: Δευ, Ιουλίου 26th, 2021 8:05 π.μ. to 522 recipients by you			

Fig. 4.38 Screenshot of the 3rd SMART4ALL Newsletter and statistics (July 2021)

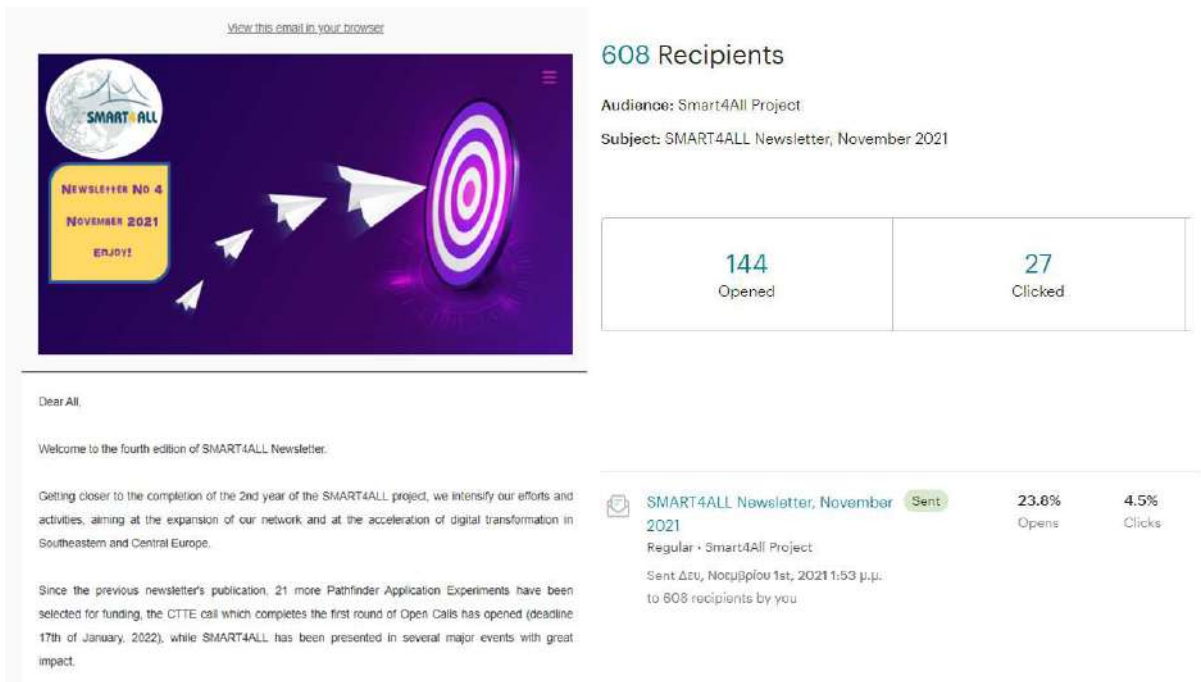


Fig. 4.39 Screenshot of the 4th SMART4ALL Newsletter and statistics (November 2021)

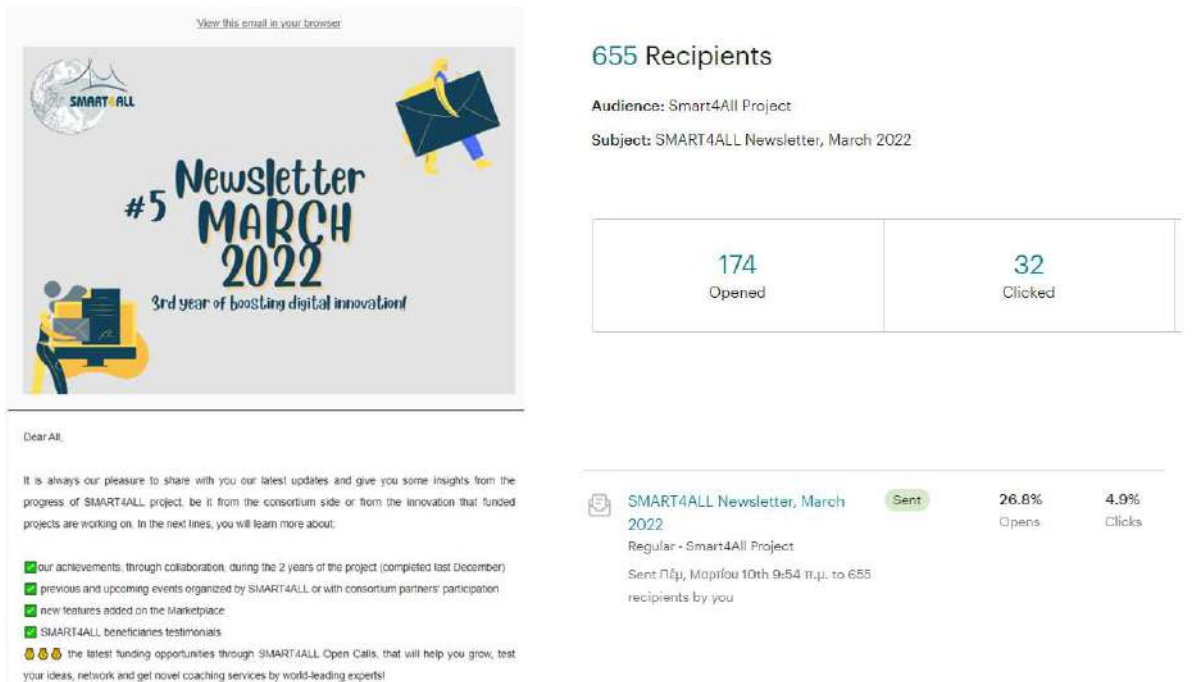


Fig. 4.40 Screenshot of the 4th SMART4ALL Newsletter and statistics (March 2022)

Screenshots from all other mailing campaigns are presented on the relevant fields of this report respectively to the open calls, webinars and other events that they refer to.

The Newsletters were announced on the SMART4ALL website (on a special section created for this, as reported on chapter 3 of the present report), via the project's social media and further disseminated through the partners' channels and other networks, such as the SAE (Smart Anything Everywhere) Cluster (<https://smartanythingeverywhere.eu/>), the HiPEAC (High Performance Embedded

Architecture and Compilation) Network (<https://www.hipeac.net/>) and DIHNET (Digital Innovation Hub Networks) community (<https://dihnet-community-1.fundingbox.com/>) etc.

Links from newsletter posts on the website:

<https://smart4all-project.eu/news/newsletter-april-2021/>

<https://smart4all-project.eu/news/newsletter-july-2021/>

<https://smart4all-project.eu/news/newsletter-november-2021/>

<https://smart4all-project.eu/news/newsletter-march-2022/>

Links from social media posts per each newsletter (LinkedIn data for April newsletter are not available. Only data for the last 365 days are available):

April 2021 newsletter

Facebook:

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid05jrtszCahJgc7xCwZEvh4hiajRmh18y3GpB18nru3VBft85oKpsiR9msBjDfCaANl>

Twitter: https://twitter.com/Smart_4All/status/1379768674094026752

July 2021 newsletter

Facebook:

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid0jAQR81ZJ3LH6Z2epp72i6qzHMf1LdLvMVjkkg4yvWhks9HMehQfSPXS3xd2r3qUdl>

Twitter: https://twitter.com/Smart_4All/status/1419639771203260421

LinkedIn page: <https://www.linkedin.com/feed/update/urn:li:activity:6825405366226952192>

LinkedIn

group:

https://www.linkedin.com/feed/update/urn:li:activity:6825405386116345858?utm_source=linkedin_share&utm_medium=member_desktop_web

November 2021 newsletter

Facebook:

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid028rVaZydenYtd9rBTg3ppbPD9KYrkoFxt083cbdroAooixRuCMPu9DoZFkYj4f5Dxl>

Twitter: https://twitter.com/Smart_4All/status/1455484641608077313

LinkedIn page: <https://www.linkedin.com/feed/update/urn:li:activity:6861250287252869120>

LinkedIn

group:

https://www.linkedin.com/feed/update/urn:li:activity:6861250315975438336?utm_source=linkedin_share&utm_medium=member_desktop_web

March 2022 newsletter

Facebook:

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid0uFLmrjZJE4u45phy8rzYqhQi3yn6HeVqHajufRcKGucpcLDDhF4n5ChffLKP8BBJl>

Twitter: https://twitter.com/Smart_4All/status/1501902588937134088

LinkedIn page: <https://www.linkedin.com/feed/update/urn:li:activity:6907668363284484096>

LinkedIn group: https://www.linkedin.com/feed/update/urn:li:activity:6907668293872926720?utm_source=linkedin_share&utm_medium=member_desktop_web

Indicative links from SAE and HiPEAC social media posts for the SMART4ALL 4th newsletter:

SAE Initiative Facebook post: <https://www.facebook.com/smartanythingeverywhere/posts/pfbid0FerPM2szZa1NonA9hfTWA811MjAwqDgKChjZ7dxpaAJLJb44X1AouHpK5ZGQgjFhl>

HiPEAC tweet: <https://twitter.com/hipeac/status/1422478938895495201>

HiPEAC LinkedIn post: https://www.linkedin.com/posts/hipeac_newsletter-july-2021-activity-6828245845675180032-EH4w?utm_source=linkedin_share&utm_medium=member_desktop_web

5. OPEN CALLS DISSEMINATION

This section reports the dissemination activities implemented for the open calls that were launched during M13-M30, starting from the press releases and including online dissemination, partners' networks and ecosystems as well as the international, regional and local webinars launched for each open call. The 3rd KTE Open Call is ongoing at the time, therefore it will be reported on the next reporting period.

5.1 1st & 2nd CTTE Press Releases

5.1.1 Creation and announcement

During the reporting period, two CTTE Open Calls were launched and two respective press releases were created by PSP in English and announced on January 13th, 2021 and October 14th respectively. The press releases were sent to all partners by email so as to be translated in their local languages and further circulated to their local ecosystems. Two screenshots of the created press releases in the English version are presented in Fig. 5.1 and fig. 5.2, while the full versions of the press release in English as well as the translated press releases from partners in other languages are accessible on the project Repository via the links https://repository.smart4all-project.eu/apps/files/?dir=/Reviews/2nd/Review_material/OC%20press%20releases%20in%20English&fileid=55590 and https://repository.smart4all-project.eu/apps/files/?dir=/Reviews/2nd/Review_material/Translated%20press%20releases%20for%200Open%20Calls&fileid=55576 respectively.



SMART4ALL
1st Open Call on Cross-domain Technology Transfer Experiments

Deadline	March 1st, 2021 at 17:00 CET
Open to	Universities/Academic Institutions, SME/Slightly Bigger Companies, Technology Providers in general
Benefits	Maximum funding request per consortia: up to 80,000€ EU Funds
Read more	https://smart4all-project.eu/opencalls-apply-now/
Submit application	https://smart4all.fundingbox.com/

SMART4ALL invites nominations for its 1st Open Call on CTTE. The Prizes are part of the SMART4ALL programme which is supported by the European Union under Horizon 2020.

About Cross-domain Technology Transfer Experiments (CTTEs)

Cross-domain Technology Transfer Experiments (CTTEs) are short-term duration (6-9 months) experiments focusing on one of the four defined verticals (Digitized Transport, Digitized Agriculture, Digitized Environment and Digitized Anything). CTTEs will give the opportunity to form synergies, accelerate product orient projects and offer guidance towards successful commercialization.

Within this type of experiments, 3 different entities are involved from at least two different eligible countries. One Academic/Industrial **Technology Provider** transfers a novel technology to one Industrial **Technology Receiving** partner as an early-adopter and then one Industrial **productization** partner extends the value chain. The partners shall apply together as a consortium through a simple application form.

Fig. 5.1 Press Release for 1st CTTE Open Call



SMART4ALL

2nd Open Call on Cross-domain Technology Transfer Experiments (CTTE)

Deadline	January 17 th , 2022 at 17:00 CET
Open to	Universities/Academic Institutions, SME/Slightly Bigger Companies, Technology Providers in general
Benefits	Maximum funding request per consortia: up to 80,000€ EU Funds
Read more	https://smart4all-project.eu/opencalls-apply-now/
Submit application	https://smart4all.fundingbox.com/

SMART4ALL invites nominations for its 2nd Open Call on CTTE. The Grants are part of the SMART4ALL programme which is supported by the European Union under Horizon 2020.

About Cross-domain Technology Transfer Experiments (CTTEs)

Cross-domain Technology Transfer Experiments (CTTEs) are short-term duration (9 months) experiments dealing with CLEC (Customised Low-Energy Computing) using IoT devices, and focusing on one or several of the four defined verticals (Digitized Transport, Digitized Agriculture, Digitized Environment and Digitized Anything). CTTEs will give the opportunity to form cross-border synergies, accelerate product orient projects and offer guidance towards successful commercialization.

Within this type of experiments, three different entities are involved from at least two different eligible countries. One Academic/Industrial **Technology Provider** transfers a novel technology to one Industrial **Technology Receiving** partner as an early-adopter and then one Industrial **productization** partner extends the value chain. The partners shall apply together as a consortium through a simple application form.

Who can apply for CTTE?

Fig. 5.2 Press Release for 2nd CTTE Open Call

5.1.2 Online dissemination through SMART4ALL Channels

The press releases for 1st and 2nd CTTE Open Calls were published through the **website** of the project (<https://smart4all-project.eu/news/1st-open-call-on-cross-domain-technology-transfer-experiments/> and <https://smart4all-project.eu/news/2nd-open-call-on-focused-technology-transfer-experiments-start-date-october-15th-2021/>) (Fig. 5.3 depicts screenshots from the website post), as well as on the project's social media pages and via mailing campaigns addressed to all SMART4ALL subscribers (435 at that time of the 1st CTTE and 609 at the time of the 2nd). Screenshots of the 1st and 2nd CTTE mailing campaigns are depicted on fig. 5.4.

Apart from the open call announcement, reminder posts for the submission deadline were published on all project's social media (Facebook, Twitter, LinkedIn) several days before the deadline. Regarding the 1st CTTE, a deadline extension was decided and published through all public channels of dissemination and another reminder one day before the final day for proposal submission was posted on social media.

The posts on the website and social media were based on the each CTTE Open Call press release and were published along with 4 graphics that were developed for the 1st CTTE and 5 for the 2nd CTTE. Screenshots from indicative Facebook, Twitter and LinkedIn posts along with the graphics are depicted on fig. 5.5 for the 1st CTTE and fig. 5.6 for the 2nd CTTE.

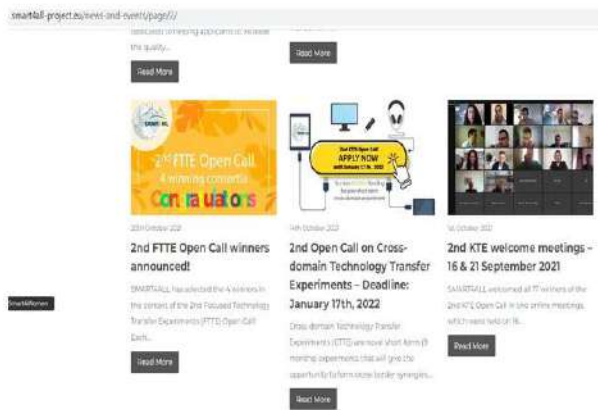
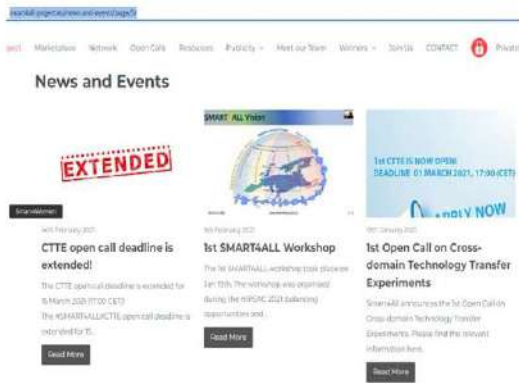


Fig. 5.3 Announcement of the 1st and 2nd CTTE Open Calls on SMART4ALL website (News and Events)

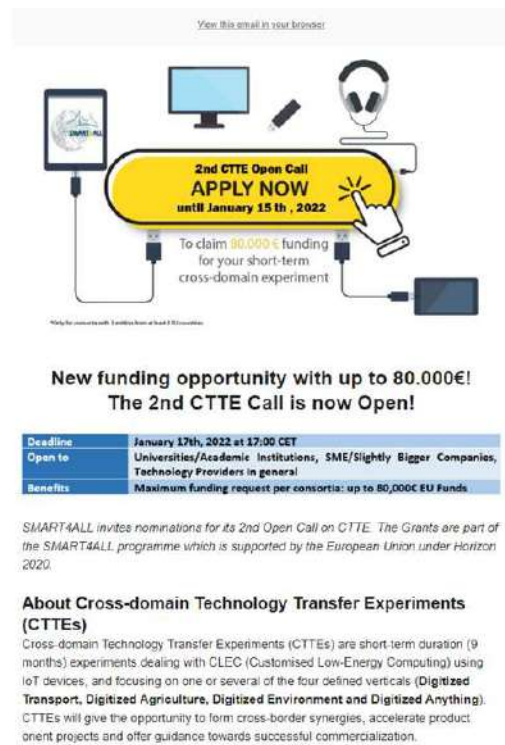
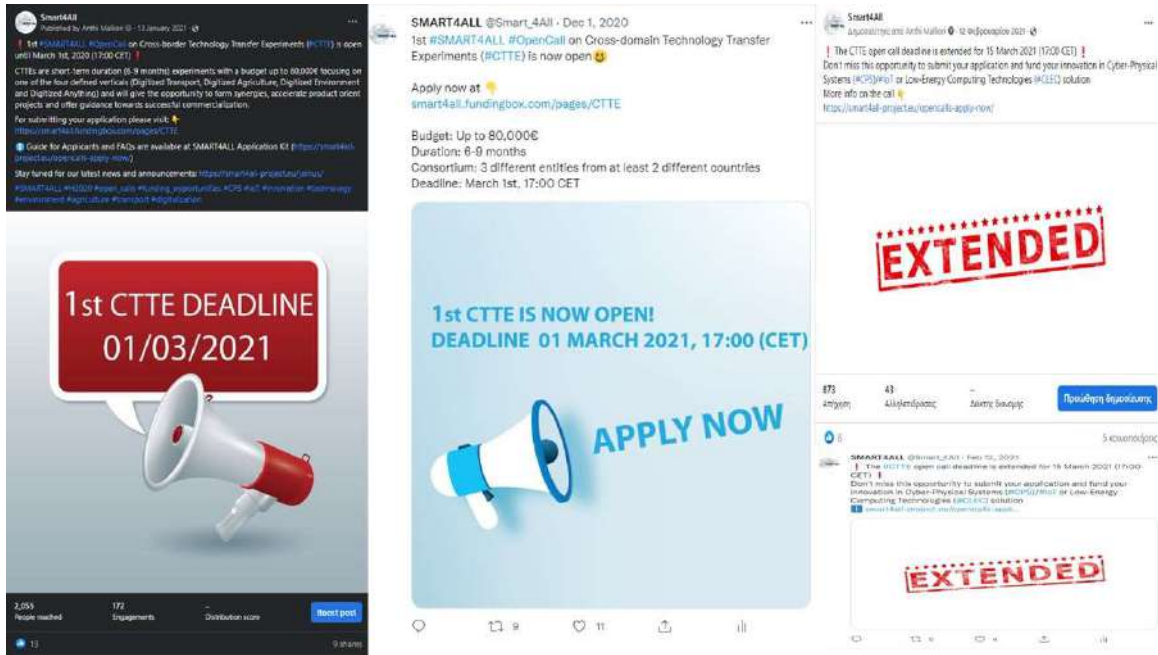


Fig. 5.4 Screenshot from the mailing campaigns for the 1st & 2nd CTTE Open Call



SMART4ALL @Smart_4All · Feb 9, 2021
 Clock is ticking towards the deadline of the 1st #CTTE #open_call! Don't forget finalize your application: smart4all.fundingbox.com
 Within CTTEs, 3 different entities are involved from at least 2 different eligible countries.
 Budget: Up to 80,000€
 ! Deadline: 1/3/2021, 17:00 CET

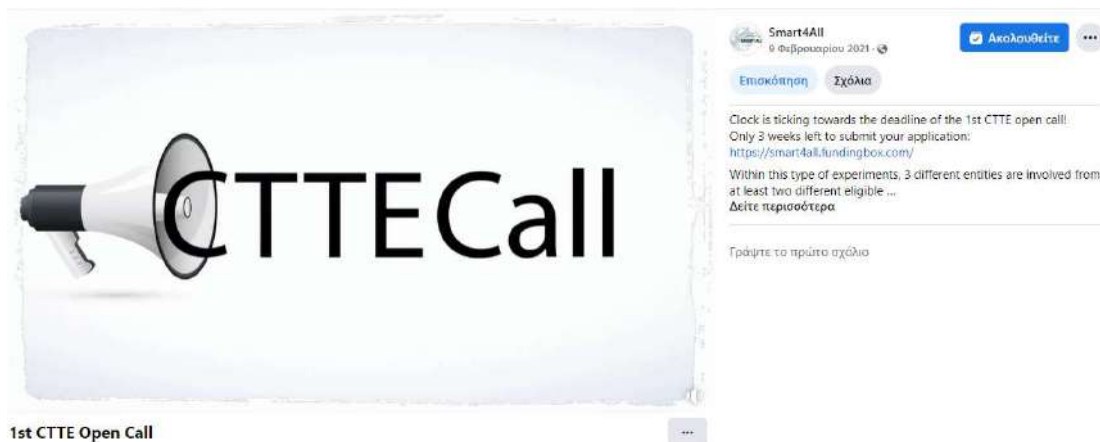


Fig. 5.5 Screenshots from the social media (Facebook & Twitter) posts for the 1st CTTE Open Call

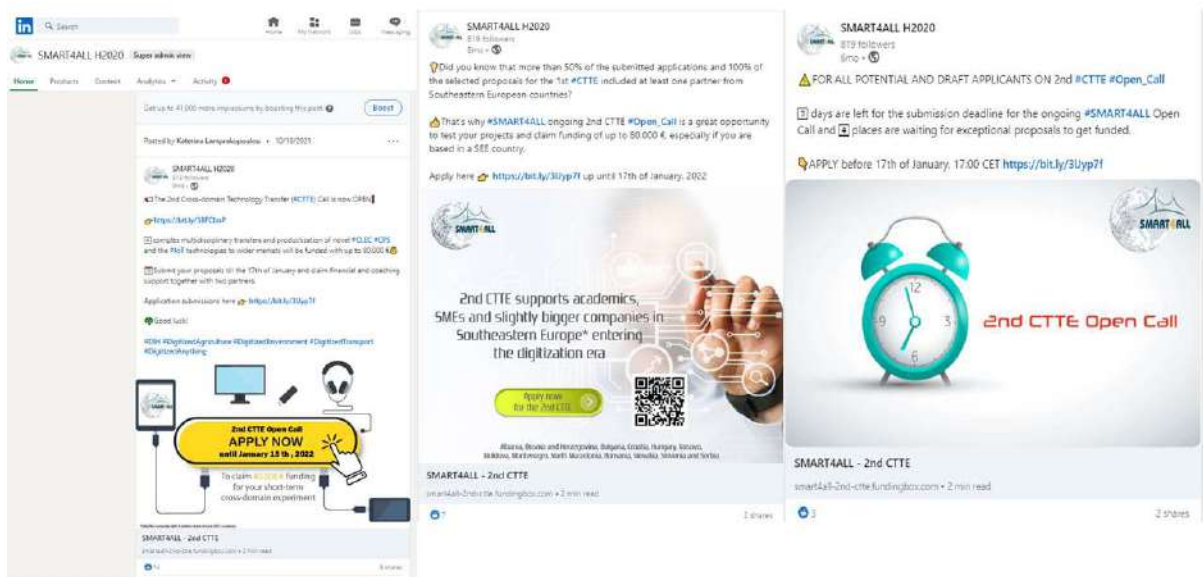


Fig. 5.6 Screenshots from the social media (LinkedIn) posts for the 2nd CTTE Open Call

All partners were informed and urged for post engagement and further dissemination through their social networks. The total reach of the 1st CTTE posts to general public through the Smart4All social media pages was estimated to be about 4000 people (Facebook), 2500 people (Twitter) and 1000 people (LinkedIn), while of the 2nd CTTE the total reach of the posts to general public was estimated to be almost 5700 people on Facebook, 2000 people on Twitter and about 1250 people on LinkedIn.

Moreover, the SAE (Smart Anything Everywhere) Cluster (<https://smartanythingeverywhere.eu/>), the HiPEAC (High Performance Embedded Architecture and Compilation) Network (<https://www.hipeac.net/>) and DIHNET (Digital Innovation Hub Networks) community (<https://dihnet-community-1.fundingbox.com/>) were notified for announcing & publishing the press release via their dissemination channels as well.

Indicative relative links:

1st CTTE OC announcement on SMART4ALL website: <https://smart4all-project.eu/news/1st-open-call-on-cross-domain-technology-transfer-experiments/>

Deadline extension announcement on SMART4ALL website: <https://smart4all-project.eu/news/ctte-open-call-deadline-is-extended/>

Mailing campaign: [https://mailchi.mp/f8bfa9e6c3e3/smart4all-you-will-be-receiving-our-news-unless-you-opt-out-9438205?e=\[UNIQID\]](https://mailchi.mp/f8bfa9e6c3e3/smart4all-you-will-be-receiving-our-news-unless-you-opt-out-9438205?e=[UNIQID])

1st CTTE OC announcement on Facebook: <https://www.facebook.com/SMART4ALL.Project/posts/pfbid09Y8wzmW1DaBTzU87m5yYwHghijHaECisjEwccANcEU22FsnwucTKaUENV931BA2fl>

1st CTTE OC announcement on Twitter: https://twitter.com/Smart_4All/status/1349268680279027713

1st CTTE reminder on Facebook: <https://www.facebook.com/watch/?v=250985369751631>

1st CTTE reminder on Twitter: https://twitter.com/Smart_4All/status/1359041721858985985

1st CTTE deadline extension on Facebook: <https://www.facebook.com/SMART4ALL.Project/posts/pfbid02qpo91pumBUsb1mLvyFA42SgZrKavzB73bVtF8kmbXsgQf94JEFa5nxqLhqfDxVSbl>

1st CTTE deadline extension on Twitter: https://twitter.com/Smart_4All/status/1360280994662776832

Last reminder for CTTE deadline on Facebook: <https://www.facebook.com/SMART4ALL.Project/posts/pfbid00jnvLVZdycQ8d8pKMWtYptbyBXTfEmwYkYsJm87BUS2jaPvc28rpRitUa8R5bT6Kl>

Last reminder for CTTE deadline on Twitter: https://twitter.com/Smart_4All/status/1371068969579393024

2nd CTTE OC announcement on SMART4ALL website: <https://smart4all-project.eu/news/2nd-open-call-on-focused-technology-transfer-experiments-start-date-october-15th-2021/>

Mailing campaign: [https://mailchi.mp/d35ff765e7b3/smart4all-you-will-be-receiving-our-news-unless-you-opt-out-10570205?e=\[UNIQID\]](https://mailchi.mp/d35ff765e7b3/smart4all-you-will-be-receiving-our-news-unless-you-opt-out-10570205?e=[UNIQID])

2nd CTTE OC announcement on Facebook: <https://www.facebook.com/SMART4ALL.Project/posts/pfbid0DLdikRbBGjcNkSLvMZ9KN9YZPQSYyeXmrxUegPBmuBGYk8Nd3pS7qj8yQZKZPAbeI>

2nd CTTE OC announcement on LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:6855784854567587840>

2nd CTTE OC announcement on Twitter: https://twitter.com/Smart_4All/status/1450019202975387652

2nd CTTE reminder on Twitter: https://twitter.com/Smart_4All/status/1481975403728232454

2nd CTTE reminder on LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:6887741109083111424>

2nd CTTE reminder on Facebook: <https://www.facebook.com/SMART4ALL.Project/videos/352530259668132/>

5.1.3 Dissemination through partners networks and regional ecosystems

The press releases were translated in Greek by Patras Science Park (PSP), published in PSP website (<https://psp.org.gr/news/smart4all-anoixti-prosklisi-gia-diasynoriaka-peiramata-metaforas-technologias-jan-2021/> and https://psp.org.gr/news/smart4all-2nd-open-call-on-ctte_nov2021/) and social media and further distributed through PSP Network to SMEs and media. The press release was also sent by PSP to all partners who were asked to disseminate further to their regional ecosystems either in English or to similarly translate and circulate it in their local languages.

In D. 6.12 a general picture of partners' dissemination of 1st CTTE is reported, including a full list of FBA's dissemination actions and results. Similarly to the estimation of the different target groups reached during the open calls dissemination reported on D 2.4, the majority of the audience (about 80%) belong to industry, including SMEs and other enterprises (with 65% of them being SMEs) and 10% belongs to higher education and research. The rest 10% includes other secondary target groups such as regional public authorities, new innovation agents etc. that can support the communication of the project to a broader audience, increasing the visibility and impact.

It is worth mentioning indicatively that the 1st CTTE press release translated in Spanish was distributed from UPV to 20 entities (in the fields of higher education and research, SMEs, bigger companies and local public authorities), the Macedonian translation was distributed to 25 entities – mainly SMEs and bigger companies – MECOnet's translated press release was published on the website of the Ministry

of education, science, culture in Montenegro, while several online national and regional media in Greece published the Greek translation following PSP’s dissemination activities.

Regarding the 2nd CTTE press release, partners’ dissemination activities are described in D 6.15. It is worth mentioning that PSP continued its collaboration with “Elevate Greece”, the official platform and leading resource for in-depth information on the Greek Startup Ecosystem, through which the 2nd CTTE Open Call was circulated among 533 start-ups in Greece. Moreover, FTG reached the National Innovation Agency, a wide network of startups in Portugal in order to disseminate the open call to the target audience of SMEs.

5.2 2nd KTE Press Release

5.2.1 Creation and announcement

A press release was created by PSP in English regarding the 2nd KTE Open Call and announced on April 3rd, 2021. The press release was sent to all partners by email so as to be translated in their local languages and further circulated to their local ecosystems. A screenshot of the created press release in the English version is presented in Fig. 5.7 while the full version of the press release is accessible on the SMART4ALL Repository via the link https://repository.smart4all-project.eu/apps/onlyoffice/55592?filePath=%2FReviews%2F2nd%2FReview_material%2FOC%20press%20releases%20in%20English%2FPress%20release_2nd%20KTE_Open%20call_EN.docx and all translated press releases in Greek, German, Macedonian, Albanian here https://repository.smart4all-project.eu/apps/files/?dir=/Reviews/2nd/Review_material/Translated%20press%20releases%20for%20Open%20Calls/2nd%20KTE%20press%20releases&fileid=55595 . The spanish translation of the press release is available online via the link <https://hub4manuval.es/evento/smart4all-ii-convocatoria-de-experimentos-de-transferencia-de-conocimiento-kte/>).



SMART4ALL
2nd Open Call on Knowledge Transfer Experiments

Deadline	June 15th, 2021 at 18:00 CEST
Open to	Universities/Academic Institutions, SME/Slightly Bigger Companies, Technology Providers in general
Benefits	up to 8,000 € to cover mobility allowance for implementing the internship/ up to 6,000 € for experiments executed remotely
Read more	https://smart4all-project.eu/opencalls-apply-now
Submit application	https://smart4all-2nd-kte.fundingbox.com/

SMART4ALL invites nominations for its 2nd Open Call on KTE. The Prizes are part of the SMART4ALL programme which is supported by the European Union under Horizon 2020.

About Knowledge Transfer Experiments (KTEs)
KTEs are novel type of experiments allowing smaller projects, or less mature ideas to be presented, tested and thus potentially find the fertile ground to grow and reveal its product potentials. KTEs act as internships / traineeships, apprenticeships and short-term training programmes (3 months). KTEs are between two different entities from two different Countries: one Academic/Industrial partner who acts as Sending Organization and one Academic/Industrial partner who acts as Host Organization. KTE proposals have to target the exchange of knowledge of CLEC for CPS and IoT, in one of the following domains:

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

Fig. 5.7 Screenshot from the 2nd KTE press release

5.2.2 Online dissemination through SMART4ALL Channels

The press release was published through the website of the project <https://smart4all-project.eu/news/2nd-open-call-on-knowledge-transfer-experiments/> on April 3rd, 2021 (Fig. 5.6 depicts a screenshot from the website post) and on the project's social media pages. More precisely, 7 relative posts and 5 reminder posts (including the announcement of the deadline extension) were created based on the 2nd KTE Open Call along with 6 graphics that were developed for dissemination through social media (fig. 5.7 & 5.9 depict facebook posts and twitter posts on which the graphics are included).



2nd Open call on Knowledge Transfer Experiments

Focusing on the exchange of knowledge of CLEC (Customized Low Energy Computing) for CPS (Cyber-Physical Systems) and IoT (Internet of Things), **Knowledge Transfer Experiments** comprises a novel type of short-term (3 months) internship projects between two different entities from two different Countries: one Academic/Industrial partner who acts as Sending Organization and one Academic/Industrial partner who acts as Host Organization.

Consortia operating on the domains of Digitized Transport, Digitized Environment, Digitized Agriculture, Digitized Anything are highly encouraged to submit their project proposals to <https://smart4all-2nd-kte.fundingbox.com/> for a financial support of up to 8,000 €.

Proposal submission deadline is June 15th, 2021 at 18:00 CEST.

Guide for Applicants and FAQs are available at SMART4ALL [Application Kit](#). Don't forget to join SMART4ALL for the latest news and announcements of the project by subscribing to our [newsletter](#).

Fig. 5.6 Screenshot from the 2nd KTE post on the SMART4ALL website

Smart4All Δημοσιεύτηκε από Katie Labros · 26 Μαΐου 2021 · 0

The 2nd #KTE #Open_Call is closing in 20 days!

Do you still have doubts about how to apply and you regret missing the webinar on Competitive proposal preparation?

Just visit the #SMART4All YouTube channel
<https://youtube.com/channel/UCwv5BIC2vNBO-3K75dvIA>
 and find all the presentations from the webinar there.

The material is also available in pdf format on the SMART4ALL website <https://smart4all-project.eu/open-calls-apply-now/> at the tabs "Webinars and Training courses" and "Success stories"



4 days to go for the 2nd #KTE submission deadline! Use them to give your novel-type experiments a chance for up to 8.000 € funding.

4 days to go for the 2nd #KTE submission deadline! Use them to give your novel-type experiments a chance for up to 8.000 € funding.
 Apply now: <https://bit.ly/2TfYv4C>
 Watch #SMART4All's success story by Ερευνητικό Εργαστήριο Ζωολογίας, ΕΠΙΒΙΟΛΟΓΙΑΣ και ΣΠΕΡΜΑΤΟΓΟΝΙΑΣ (ΕΠΙΒΙΟ) and find out how #SMART4ALL #KTE #Open_Call can help you reveal your product potentials!
<https://bit.ly/2TfYv4C>
 Δείτε τη ιστορία

792 Αλληλεπιδράσεις

SMART4ALL Rejuvenating Collaboration

www.smart4all-project.eu

93 Αλληλεπιδράσεις


Smart4All Δημοσιεύτηκε από Katie Labros · 15 Ιουνίου 2021 · 0

The 2nd #KTE #Open_Call is closing in two weeks!

Make sure you hit the submit button before 15 June 2021 at 18:00 CEST

Don't miss the chance to benefit from #SMART4ALL funding project supported by the European Union under Horizon 2020, that offers lively grounds for #KTEC #KPS #KTF experiments to grow and reveal their product potentials.

Δείτε τη ιστορία



The 2nd #KTE #Open_Call is closing in two weeks! Make sure you hit the submit button before 15 June 2021 at 18:00 CEST

The 2nd #KTE #Open_Call is closing in two weeks! Make sure you hit the submit button before 15 June 2021 at 18:00 CEST

Smart4All Δημοσιεύτηκε από Katie Labros · 15 Ιουνίου 2021 · 0

Do you need some extra time to improve your proposal for the 2nd #KTE #Open_Call?

The #SMART4ALL managing team decided to give a submission deadline extension up until the 15th of July (12:00 CEST)

<https://bit.ly/2TfYv4C>

Don't miss the opportunity to find funding for presenting and testing your ideas for #KPS and #KTF solutions on the areas of #DigitalizedAgriculture, #DigitalizedTransport, #DigitalizedEnvironment and #DigitalizedIndustry

<https://bit.ly/2TfYv4C>

Remember! If you are based on the SEE region you will be given 1 extra point to the overall score!



KTE submission deadline: 15th July @ 12:00 CEST

702 Αλληλεπιδράσεις

Smart4All Δημοσιεύτηκε από Katie Labros · 22 Ιουνίου 2021 · 0

Reminder! Entrepreneurs, academics and technology providers based in Southeast Europe we have a new opportunity for you!

The 2nd #KTE Call is still open till 15th July and applicants including at least 1 member of the SEE region (Albania, Bosnia & Herzegovina, Bulgaria, Croatia, Greece, Hungary, Kosovo, Moldova, Montenegro, North Macedonia, Romania, Slovakia, Slovenia, Serbia) will be given 1 extra point to the overall score!

7 out of the 8 funded proposals from the previous KTE call include at least 1 SEE partner.

Future-KO, a KTE completed experiment, executed under the partnership between Veritas (Bosnia & Herzegovina) and University of Montenegro Faculty of Electrical Engineering, offers a leading example on the Digitized Anything application area.

Watch their story in less than 3' and get inspired: <https://bit.ly/2UqP85e>

Take YOUR chance for funding: bit.ly/2TfYv4C



It is crucial for technology providers to be able to find the right partners they are working with.

195 Αλληλεπιδράσεις

Smart4All Δημοσιεύτηκε από Katie Labros · 13 Ιουλίου 2021 · 0

Clock is ticking! There are just 2 days left to apply to the 2nd #KTE #Open_Call!

Make sure you hit the submit button before 15 July 2021 at 12:00 CEST

Do not miss your chance to get financial and mentoring support to take your project to the next level!

Remember! If your proposal includes at least one member from SEE countries, it will be prioritized with 1 extra point in the overall score

Do you still have doubts about how to apply? Ask your questions in the SMART4ALL Helpdesk: <https://bit.ly/3gBPU79>

Good luck!

SPACES.FUNDINGBOX.COM
 Helpdesk | SMART4ALL
 Q&A

112 Αλληλεπιδράσεις

Smart4All Δημοσιεύτηκε από Katie Labros · 1 Απριλίου 2021 · 0

The 2nd #SMART4ALL #OpenCall on Knowledge Transfer Experiments (KTE) is now open!

<https://smart4all-project.eu/2nd-open-call/>

Activities that qualify for financial support (up to 8.000 € or 8.000 €) are related to the exchange of knowledge of #KTEC for #KPS and #KTF to be applied in a product or solution.

Proposal submission deadline is July 15th, 2021 at 18:00 CEST.

For submitting your application please visit <https://smart4all-2nd-kte.fundingbox.com/>

More details are available at the Application Kit on the project website at: <https://smart4all-project.eu/open-calls-apply-now/>

Don't forget to join SMART4ALL for the latest news and announcements of the project by subscribing at [SMART4ALL](https://bit.ly/2TfYv4C) on Instagram.

Good luck!



FUND YOUR INNOVATION PROJECT
 THE CALL IS OPEN
 APPLY NOW

1278 Αλληλεπιδράσεις

Smart4All Δημοσιεύτηκε από Katie Labros · 19 Απριλίου 2021 · 0

Less than two months left for the 2nd #KTE submission deadline. Keep in mind that the first step to submit a successful proposal is to find the right partner.

If you need help with networking and choosing a partner according to your needs and targets, #SMART4ALL Matchmaking & Partner Search Service will be of great help!

#SMART4ALL Matchmaking & Partner Search Service will be of great help!
<https://matchmaking.smart4all-project.eu/>

Stay tuned for more tips at the upcoming webinar on the 2nd KTE..



420 Αλληλεπιδράσεις

Smart4All Δημοσιεύτηκε από Katie Labros · 26 Μαΐου 2021 · 0

The 2nd #KTE #Open_Call is a Covid-19 restrictions-free.

Potential applicants that you are hesitant about traveling for your experiment execution, wait no more and apply now!

#SMART4ALL gives you the option for #KTEC #KPS #KTF knowledge transfer without traveling to the host country.

Read carefully the guide for applicants at the Application Kit here: <https://smart4all-project.eu/open-calls-apply-now/>



Opt for a remote execution of your KTE
 Flexible under Covid-19 mobility restrictions!
 € 6.000 for 3-month internships

www.matchmaking.smart4all-project.eu

280 Αλληλεπιδράσεις

Fig. 5.7 Screenshots from Facebook posts on 2nd KTE



Fig. 5.8 Screenshots from Twitter posts on 2nd KTE

As depicted on the above screenshots, apart from the 2nd KTE open call announcement post and the respective reminders, the 2nd KTE OC dissemination included also posts jointly advertising the Matchmaking service, the FAQs new feature and the special term of the open call regarding traveling restrictions due to COVID-19. All posts were created based on the 2nd KTE Open Call press release information. With the purpose to attract as many applicants (mostly SMEs from SEE countries) as possible, special targeted posts were made, referring to success stories from 1st KTE winning PAEs (with an emphasis on Digitized Agriculture).

All partners were informed and urged for post engagement and further dissemination through their social networks. The total reach of these posts to general public through the Smart4All social media pages was estimated to be more than 6000 people on Facebook, 7500 people on Twitter and more than 2000 people on LinkedIn.

Moreover, the SAE (Smart Anything Everywhere) Cluster (<https://smartanythingeverywhere.eu/>), the HiPEAC (High Performance Embedded Architecture and Compilation) Network (<https://www.hipeac.net/>) and DIHNET (Digital Innovation Hub Networks) community (<https://dihnet-community-1.fundingbox.com/>) were notified for announcing & publishing the press release via their dissemination channels as well. Indicative posts from these networks as well as from other affiliations are depicted on fig. 5.9

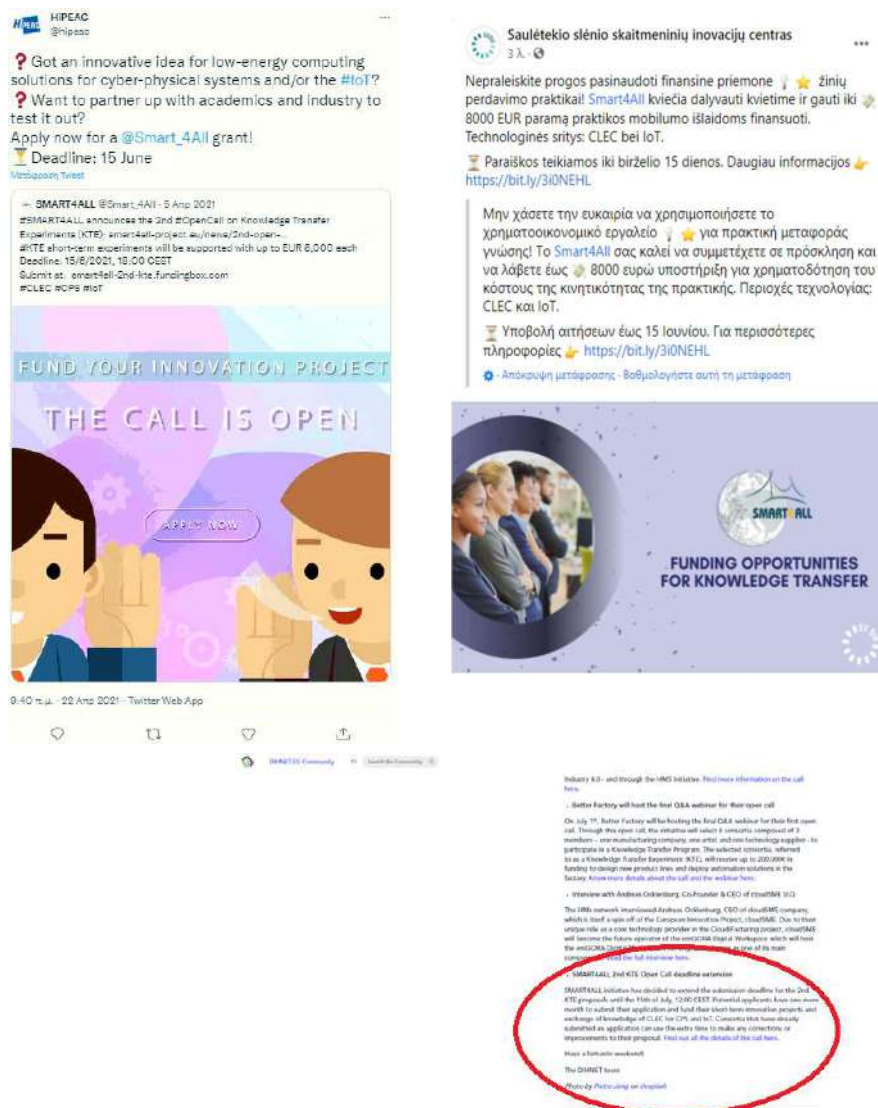


Fig. 5.9 Screenshots from other networks' posts for the 2nd KTE

Indicative relative links:

Website

<https://smart4all-project.eu/news/2nd-open-call-on-knowledge-transfer-experiments/>

<https://smart4all-project.eu/news/2nd-kte-open-call-deadline-extension/>

Facebook

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid02SkyP6P3gVPYbcR8KnbCD28jpxtKqpFvsuufzkrAaA9BitNtVAeSTWrL1E6C81Xwl>

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid02YFRtnbVbTSCNX8XCF9go7HNL7zf6srG5mKSzaBbDZ1nPGZ8VdAJGEuy12e3JduLtl>

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid02cWuADqiu9HJpQDRREdCLZm3nrsBprTK119xxygGrc7vSw49bS5xaWdNsrhD86xRwl>

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid0DXzUZW5jpnBYqXjbx9mmknT4mypcKCQB8XfRbMbdkf4Qzum32UMn3HkBCt4UtxYwl>

<https://www.facebook.com/watch/?v=4138806716212589>

<https://www.facebook.com/watch/?v=406970057031876>

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid02YAWq8EtdqnPLv9GxaoMJpHpP7VDRdQKDYWEAPVrbEfZiX42dMH7G2so9KcVv1axwl>

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid02WsVGaF2ZtYax3JftxGtbUThP2ERUSW4Y9v8XHFnowJNUqchwH8di1aRyvmV9ECCul>

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid0P7sTbr3VPL7W18vkEP1fJvBHVznQacUiWXv5YqVwy44CDdLmbuyD3yBkUeiDLa32l>

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid02NXMoAaeYbChcyUcy5im49ZV7F2R3tsiwxJ2dXkPRCmubebjwUjKTdAwPzjyfbxdnl>

Twitter

https://twitter.com/Smart_4All/status/1378965286238482433

https://twitter.com/Smart_4All/status/1384090783410622467

https://twitter.com/Smart_4All/status/1395369170200629248

https://twitter.com/Smart_4All/status/1397550720396693504

https://twitter.com/Smart_4All/status/1399678359207022592

https://twitter.com/Smart_4All/status/1403282415100043270

https://twitter.com/Smart_4All/status/1404746622349807618

https://twitter.com/Smart_4All/status/1413475574601986049

https://twitter.com/Smart_4All/status/1414864532036628487

5.2.3 Dissemination through partners networks and regional ecosystems

The press release was translated to the Greek language in order to be disseminated in the regional ecosystem. The translated press release was published in Patras Science Park (PSP) website (<https://psp.org.gr/news/smart4all-2h-anoixth-prosklisi/>) and social media and further distributed through PSP Network to SMEs and media. The press release was also sent by PSP to all partners who were asked to disseminate further to their regional ecosystems either in English or to similarly translate

and circulate it in their local languages. Indicatively, UPV shared several social media posts, MECOnet issued a newsletter in local language targeting to Serbian, Montenegrin, Bosnian and Croatian stakeholders and shared the press release with the Montenegrin Ministry of Science.

Similarly to previous open calls, 2nd KTE press release targeted mainly the industry, research and then a broader audience including local and regional public authorities, NGOs, new innovation agents and business support organizations.

5.3 2nd FTTE Press Release

5.3.1 Creation and announcement

A press release was created by PSP in English regarding the 2nd FTTE Open Call and announced on June 28th, 2021. Due to the fact that the 2nd KTE Open Call submission deadline was extended and there was one month overlap in the dissemination period, the 2nd FTTE dissemination started two weeks later in order to avoid any confusions. The press release was sent to all partners by email so as to be translated in their local languages and further circulated to their local ecosystems. A screenshot of the created press release in the English version is presented in Fig. 5.10. The full version of the English press release is accessible on the SMART4ALL Repository via the link https://repository.smart4all-project.eu/apps/onlyoffice/55593?filePath=%2FReviews%2F2nd%2FReview_material%2FOC%20press%20releases%20in%20English%2FSMART4ALL_2nd%20FTTE_press%20release_en.docx and translated press releases in Greek, Montenegrin-Serbian-Croatian-Bosnian, Macedonian, Hungarian and Spanish here https://repository.smart4all-project.eu/apps/files/?dir=/Reviews/2nd/Review_material/Translated%20press%20releases%20for%20Open%20Calls/2nd%20FTTE%20OC%20press%20releases&fileid=55603.



SMART4ALL
2nd Open Call on Focused Technology Transfer Experiments

Deadline	September 15th, 2021 at 17:00 CEST
Open to	Universities/Academic Institutions, SME/Slightly Bigger Companies, Technology Providers in general
Benefits	Maximum funding per consortium: up to 80,000€ EU Funds
Read more	https://smart4all-project.eu/opencalls-apply-now/
Submit application	https://smart4all-2nd-ftte.fundingbox.com/

SMART4ALL invites nominations for its 2nd FTTE Open Call. The Sub-Grants are part of the SMART4ALL programme which is supported by the European Union under Horizon 2020.

About Focused Technology Transfer Experiments (FTTEs)

Focused Technology Transfer Experiments (FTTEs) are novel short-term (9 months) experiments allowing for cross-border synergies that transfer knowledge and technology between academia and industry. FTTEs aim to accelerate product orient projects and offer guidance towards successful commercialization. Within this type of experiments, one party transfers to the receiving partner a specific HW or SW technology in order to enable improved product or processes. In FTTEs, two different entities from two different countries are involved: one Academic and one Industrial partner or two Industrial partners. The Industrial partner acts as the leading partner.

FTTE proposals focus on domains that are not adequately represented in current Smart Anything Everywhere (SAE) projects and include:

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

SMART4ALL will select 4 Pathfinder Application Experiments (PAEs) following a selective process in this 2nd Open Call.

Fig. 5.10 Screenshot from the 2nd FTTE press release

5.3.2 Online dissemination through SMART4ALL Channels

The press release was published through the website of the project <https://smart4all-project.eu/news/2nd-open-call-on-focused-technology-transfer-experiments/> (Fig. 5.11 depicts a screenshot from the website post) and on the project's social media pages. More precisely, 5 relative posts and 1 reminder post were created based on the 2nd FTTE Open Call along with 6 graphics that were developed. Considering the impact that success stories can have on potential applicants, a post presenting 1st FTTE winners and their expectations from SMART4ALL was posted on social media attracting the biggest number of interactions. In addition, to boost partners' effort in disseminating, a Communications toolkit with 8 graphics, 4 social media posts and suggested tags and hashtags was circulated to all consortium members (see the 3.1.6). Indicative screenshots from social media posts (Facebook, LinkedIn, Twitter) are depicted on fig. 5.12-5.14.



Fig. 5.11 Screenshot from the 2nd FTTE post on the SMART4ALL website (News & Events)

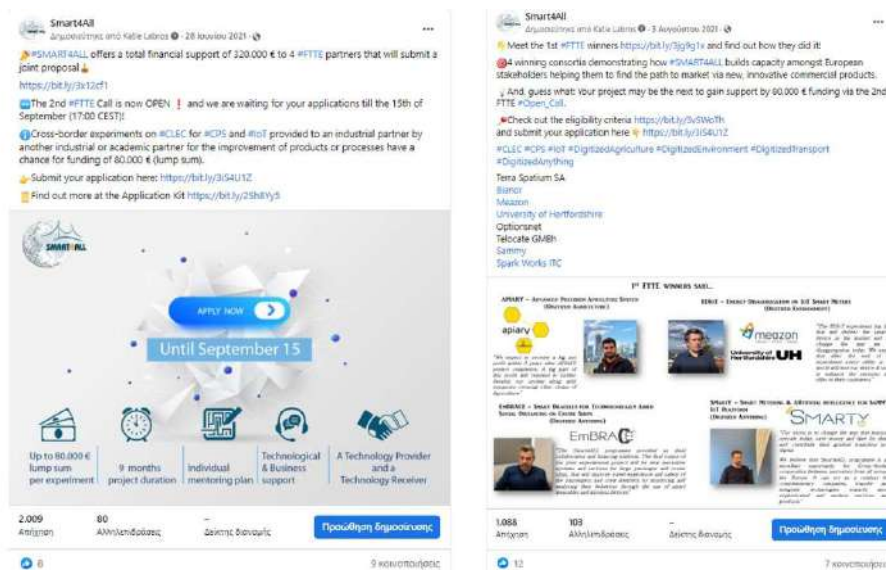


Fig. 5.12 Screenshots from Facebook posts on 2nd FTTE



Fig. 5.13 Screenshots from Twitter posts on 2nd FTTE



Fig. 5.14 Screenshots from LinkedIn post on 2nd FTTE submission deadline

All partners were informed and urged for post engagement and further dissemination through their social networks. The total reach of the posts to general public through the Smart4All social media pages was estimated to be almost 6000 people on Facebook, 4500 people on Twitter and about 1500 people on LinkedIn.

Moreover, the SAE (Smart Anything Everywhere) Cluster (<https://smartanythingeverywhere.eu/>), the HiPEAC (High Performance Embedded Architecture and Compilation) Network (<https://www.hipeac.net/>) and DIHNET (Digital Innovation Hub Networks) community (<https://dihnet-community-1.fundingbox.com/>) were notified for announcing & publishing the press release via their dissemination channels as well.

Indicative relative links:

Website

<https://smart4all-project.eu/news/2nd-open-call-on-focused-technology-transfer-experiments/>

Facebook

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid05M9TZY8m7YbmJnAiN9EbrbEwj4erq57jtRT7TXtsjEMEGoV63fjEkbne6CZsBgd7l>

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid02hMu3cYJ7gKgc3QP4XQft5pFXBptEndtTqX6kY4dRcHHjoTeZMLi4Cxqc6p3qMwjLl>

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid02xAHj2GsapfeBKjA3RMPSVweWr3tezC7qNkcub5ZJYMnd4ciA8ZKbZdGXH5yHB8q2l>

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid02jpR8jnauMqtN498JEYXdQYkcBacriQSifpGLUoVAvQrvxVBurq861uMWjZnYEU6ql>

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid0NES5jdCjxpv9ns7FgSteW9dxXqd8rTd6JnWRFVWdMbi6rzq2Yv1zq2ijnn6PfUUQl>

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid0dM4bWSTfz5LN84hLQD5paTGO4VQ72wP6wMDNWR8EuyhK7arJid4LNFgYxLVSyEfgl>

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid034uUnEELJEyifAVgaVHCCcuKRzNqv1NGyAABqnphTWexuJqqFU5Lu2qdLcn85YjbPl>

Twitter

https://twitter.com/Smart_4All/status/1409422775362674690

https://twitter.com/Smart_4All/status/1411998628504293383

https://twitter.com/Smart_4All/status/1422490235640991745

https://twitter.com/Smart_4All/status/1425409060019507200

https://twitter.com/Smart_4All/status/1427949914659725316

https://twitter.com/Smart_4All/status/1433356904827396097

https://twitter.com/Smart_4All/status/1437399749091549185

LinkedIn

<https://www.linkedin.com/feed/update/urn:li:activity:6828255887698878464>

<https://www.linkedin.com/feed/update/urn:li:activity:6831174768213934080>

<https://www.linkedin.com/feed/update/urn:li:activity:6833715476644802560>

<https://www.linkedin.com/feed/update/urn:li:activity:6839122500388057088>

<https://www.linkedin.com/feed/update/urn:li:activity:6843165358224896000>

5.3.3 Dissemination through partners networks and regional ecosystems

The press release was translated to the Greek language in order to be disseminated in the regional ecosystem. The translated press release was published in Patras Science Park (PSP) website (<https://psp.org.gr/news/2nd-open-call-on-focused-technology-transfer-experiments-jun-2021/>) and social media and further distributed through PSP Network to SMEs and media. PSP inaugurated a collaboration with “Elevate Greece”, the official platform and leading resource for in-depth information

on the Greek Startup Ecosystem, through which the 2nd FTTE Open Call was circulated among 533 start-ups in Greece.

A list of Frequently Asked Questions was translated in many local languages and uploaded to a wiki page which was connected with the SMART4ALL website (home page and Open Calls – Webinars & Training Courses section).

The press release was also sent by PSP to all partners who were asked to disseminate further to their regional ecosystems either in English or to similarly translate and circulate it in their local languages. Indicatively, BME shared the press release with almost 100 SMEs and bigger companies, MECOnet reached more than 100 contacts via mailing campaign and a large audience via official websites and communication channels of Ministry of Education, Science, Culture and Sport in Montenegro and UPV shared the open call with more than 200 entities, mostly from the industrial field of SMEs and bigger companies.

5.4 Webinars for the reported Open Calls

As of T 2.5 and 3.7, in the context of Open Calls promotion, helpdesk and education, with an emphasis on the first part PSP collaborates with FTN for the organization of one international webinar per Open Call, in order to disseminate them and offer helpdesk services to potential applicants. Additionally, SMART4ALL partners are organizing local webinars to targeted audiences of their countries, while regional webinars covering many SEE countries with the same language (Serbia, Montenegro, Bosnia & Herzegovina and Croatia) are organized by FTN and MECOnet – partners based in Serbia and Montenegro respectively.

5.4.1 International webinars (preparation, dissemination and attendance)

During the reporting period, 5 international webinars per each open call (the 3rd KTE webinar will be reported on the D 2.6 since the submission deadline is on July 6th, 2022) were organized and respectively disseminated through press releases, mailing campaigns and social media posts, along with relative graphics created exclusively for each webinar.

Beginning from February 24th 2021 with the 1st CTTE webinar for competitive proposal preparation, the agenda of each webinar comprises of 4 main topics: A presentation of the SMART4ALL network of Digital Innovation Hubs, an overview of the ongoing open call, guidelines on competitive proposal preparation and presentations by previous open call winners focusing on the aspects of excellence, impact and implementation. It is worth mentioning that since the 2nd CTTE webinar, a new topic on “Things to avoid when preparing a proposal for SMART4ALL Open Calls” was included in the agenda, based on common mistakes from previous applications.

International webinars (as of the reporting period webinars for 1st CTTE, 2nd KTE, 2nd FTTE and 2nd CTTE) are also disseminated by SMART4ALL partners and are being circulated to SAE (Smart Anything Everywhere) Cluster (<https://smartanythingeverywhere.eu/>), the HiPEAC (High Performance Embedded Architecture and Compilation) Network (<https://www.hipeac.net/>) and DIHNET (Digital Innovation Hub Networks) community (<https://dihnet-community-1.fundingbox.com/>) for announcing & publishing the press release via their dissemination channels as well. 2nd FTTE and 2nd CTTE webinars announcement were also sent to HUBCAP Network (<https://dih.esdalab.ece.uop.gr/network/49712f74-8d21-47ad-92ad-cc76d3810a95>) for dissemination through their channels. SMART4ALL posts on international webinars have been also shared by other

entities such as the EU Funded Western Balkans Proof of Concept Scheme (fig. 5.15 depicts an indicative screenshot of the entities that shared the 2nd KTE international webinar)

Table 5.1 comprises a list of all international webinars of the reporting period and relative links from website announcements/press releases, while indicative screenshots from twitter posts per webinar (the same posts were posted on Facebook and LinkedIn) are depicted on fig. 5.16.

OPEN CALL	DATE	WEBSITE LINK
1 st CTTE	24/2/21	https://smart4all-project.eu/news/smart4all-webinar-on-competitive-proposal/
2 nd KTE	13/5/21	https://smart4all-project.eu/news/smart4all-webinar-on-competitive-proposal-preparation-for-the-2nd-kte-open-call/
2 nd FTTE	10/9/21	https://smart4all-project.eu/news/smart4all-webinar-on-competitive-proposal-preparation-for-2nd-ftte-open-call/
2 nd CTTE	24/11/21	https://smart4all-project.eu/news/smart4all-webinar-on-competitive-proposal-preparation-for-2nd-ctte-open-call-november-24th-2021-%e2%80%a2-1100-1230-cet/

Table 5.1 List of international webinars per Open Call

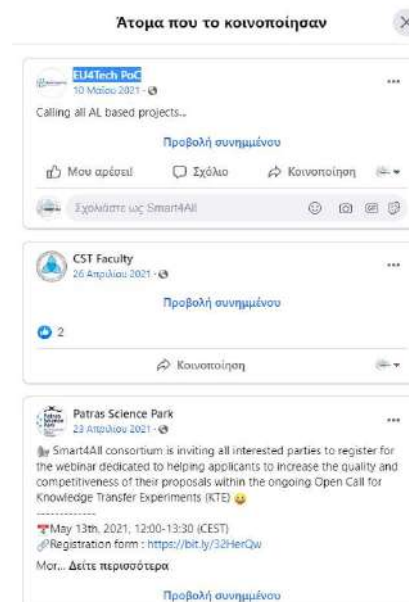


Fig. 5.15 Screenshot of Facebook post shares of the 2nd KTE webinar



Fig. 5.16 List of international webinars per Open Call

Beginning from the 2nd round of open calls, after each webinar, the videos from each topic and .ppt presentations were made available on SMART4ALL YouTube channel and on the “Webinars and training courses” subsection on SMART4ALL website (<https://smart4all-project.eu/opencalls-apply-now/>), while a website post with a review of the webinars was created and disseminated through social media posts. Some of the videos have also been used in separate social media posts to remind potential applicants that they can get training and guidance for a competitive proposal before submission.

All webinars have been successfully organized and have attracted more than 110 attendees from SEE countries. The statistics of attendees per country, vertical of interest and means of recruitment are available, along with the respective announcements/press releases on the project Repository through this link

https://repository.smart4all-project.eu/apps/files/?dir=/Reviews/2nd/Review_material/International%20webinars%20on%20OCs&fileid=55613

5.4.2 Local and regional webinars

Aiming to further mobilize the local ecosystems in South and Eastern Europe and inform about SMART4ALL funding opportunities through the SMART4ALL Open Calls, all partners are asked to organize local webinars each time an open call is launched. During the reporting period and related to the 4 open calls (1st CTTE, and 2nd round of KTE, FTTE, CTTE) 5 local and 3 regional webinars were held by partners in SEE countries, as indicated in the following table:

OPEN CALL	TYPE OF WEBINAR	PARTNER	COUNTRY	DATE
1 st CTTE	Local	Red Pitaya	Slovenia	26/1/21
	Local	SEEU & Marseco	North Macedonia	4/3/21
2 nd KTE	Regional	FTN-MECONet	Serbia, Montenegro, Bosnia, Croatia	11/3/21
	Local	Red Pitaya	Slovenia	11/5/21
2 nd FTTE	Regional	FTN-MECONet	Serbia, Montenegro, Bosnia, Croatia	3/9/21
2 nd CTTE	Regional	FTN-MECONet	Serbia, Montenegro, Bosnia, Croatia	8/12/21
	Local	UPZ	Kosovo, Albania	8/12/21
	Local	Red Pitaya	Slovenia	9/12/21
	Local	MTU	Albania	9/12/21

Table 5.2 List of local and regional webinars for open calls

A few days before the 2nd KTE launch, prepared the first regional webinar with an aim to introduce attendees from Montenegro, Serbia, Bosnia & Herzegovina and Croatia with SMART4ALL project and especially with the upcoming 2nd KTE Open Call. Since then a regional webinar is organized for each Open Call.

Regarding the organizers' efforts for dissemination, beside an Eventbrite link that was also active in the sense of webinar's promotion and social media posts, the invitation to the first regional webinar was published on March 8th, 2021, on the official website of Ministry of education, science, culture and sport from Montenegro (https://mps.gov.me/rubrike/_NAUKA/240822/SMART4ALL-regionalni-

[vebinar-Finansiranje-transfera-znanja-kroz-otvoreni-KTE-poziv-SMART4ALL-projekta.html](#)) and one additional newsletter via MailChimp was sent to 110 subscribers from MECOnet mailing list related to SMART4ALL project (<https://mailchi.mp/d72ec71083e1/pozivnica-za-regionalni-smart4all-vebinar>).

An analytical review of the 1st and all the following regional webinars is included in D 3.3 § 4 .

The first regional webinar was disseminated through SMART4ALL social media posts (indicative screenshot on fig 5.17) and a post-event social media post was also made (fig 5.18).



Fig. 5.17 Screenshot of facebook post for 1st Regional webinar

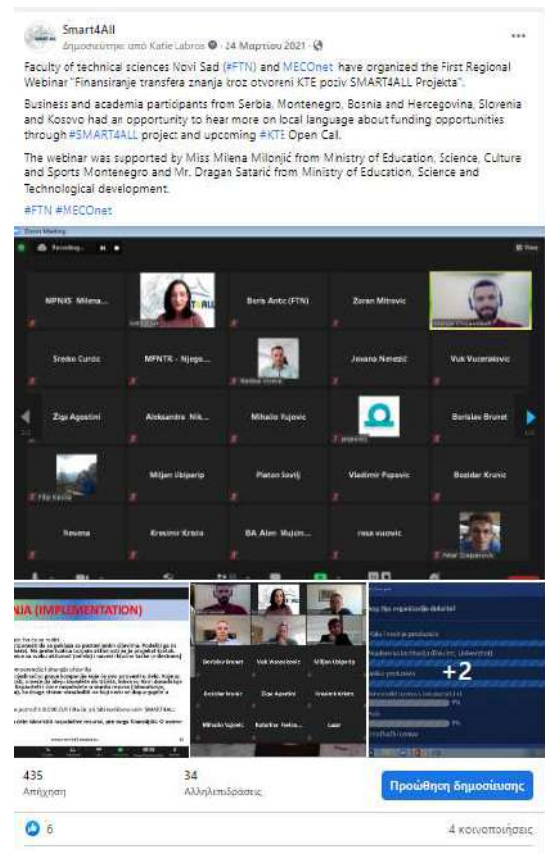


Fig. 5.18 Screenshot of 1st Regional webinar post-event

The second regional webinar was held on 3rd September 2021 with an aim to introduce attendees from Montenegro, Serbia, Bosnia and Herzegovina and Croatia with the 2nd FTTE Open Call. The webinar was announced two weeks in advance and it was promoted via official SMART4ALL communication channels (fig.5.19 depicts an indicative LinkedIn post), individual social media channels of consortium partners, governmental and other science related social media channels (fig 5.20 screenshot of governmental announcement of the webinar), newsletters, individual e-mail invitations and direct communication with potential FTTE applicants from the Region. Eventbrite and MailChimp were also used for dissemination while the Regional FTTE webinar was promoted on relevant Governmental and University pages.

Despite the short period for the promotion and the low interest in participating in online events during summer time vacation period, the result was a total of 33 valid registrations. Attendees profile and statistics of registrations is presented in D 3.3.

The 2nd regional webinar was recorded and the video was uploaded on SMART4ALL YouTube channel (<https://www.youtube.com/watch?v=WtjGZCndLOg>) and was shared through social media posts (fig. 5.21 depicts an indicative LinkedIn post after the 2nd regional webinar).



Fig. 5.19 Screenshot of LinkedIn post promoting the 2nd Regional webinar



Fig. 5.20 Screenshot of the 2nd regional webinar announcement by the Montenegrin Ministry of Education



Fig. 5.21 Screenshot of LinkedIn post after the 2nd regional webinar

Similarly to the first two regional webinars, the third one was organized to introduce the same audience to the 2nd CTTE Open Call, on December 8th, 2021. It was announced on November 20th and it was promoted via official SMART4ALL communication channels (fig 5.22 depicts an indicative screenshot of LinkedIn post), individual social media channels of consortium partners, Government of Montenegro website (<https://www.gov.me/clanak/regionalni-vebinar-vezan-za-2-otvoreni-cttepozivsmart4all-projekta>) and social media channels, regional and SMART4ALL newsletters (<https://us4.admin.mailchimp.com/campaigns/show?id=10586045>), individual e-mail invitations and direct communication with potential CTTE applicants from the Region.

The number of participants, statistics and impact of the 3rd regional webinar are presented in D 3.3.

The video of the webinar was uploaded on SMART4ALL YouTube channel (<https://www.youtube.com/watch?v=YRcGruFzuv8>) and was shared through social media posts (fig. 5.23 depicts an indicative LinkedIn post after the 3rd regional webinar).



Fig. 5.22 & fig. 5.23 Screenshots of LinkedIn post promoting the 3rd Regional webinar and after the webinar

Regarding the local webinars organized during the reporting period, listed on Table 2 above, a brief review follows:

The 1st CTTE local webinars had a successful impact despite being the first local webinars of the project. Red Pitaya's webinar (26/1/21) attracted 10 attendees from the Slovenian ecosystem (among invited SMEs, incubators and other interested parties) and a productive Q&A followed. A recording of the webinar is available here https://go.redpitaya.com/hubfs/SMART4ALL-CTTE_webinar-Open_Call_Red%20Pitaya.mp4.

The local webinar co-organized by SEEU and Marseco in North Macedonia (4/3/21) was conducted in local languages (Macedonian and Albanian) and also supported in English using virtually the Zoom and physical attendance of 20 participants. The co-organizing partners made a flyer for the promotion of the webinar and social media posts before and after it for promotion and reporting purposes. Fig 5.24 depict all dissemination activities conducted by SEEU.

The webinar in Macedonian language was also reported on the 2nd SMART4ALL newsletter, among other local and regional webinars (fig. 5.25), encouraging all partners to organize similar webinars, or as alternatively called, satellite events.

In an attempt to evaluate the impact of all regional and local webinars, it is worth mentioning that in 3 out of the 4 winning consortia of the 1st CTTE Open Call, there were partners from Serbia, Slovenia and North Macedonia included, among entities from 33 countries that submitted 85 proposals.



fig. 5.24 SEEU flyer and social media posts for the local webinar on 1st CTTE

REGIONAL EVENTS AND MEETINGS SMART4ALL "SATELLITE EVENTS"

MECOnet (Mediterranean Excellence in Computing and Ontology) in Podgorica (Montenegro) has developed very intensive dissemination and visibility activities within SMART4ALL, with local dissemination events and regional webinars regarding funding possibilities via SMART4ALL. On 17th November 2020 and 11th March, 2021, MECOnet organized two successful regional events with dozens of active participants from Montenegrin, Serbian and Bosnian SMEs, hubs and start-ups.

As well, the project partners **SEEU** (South East European University) and **Marseco** from Republic of North Macedonia successfully organized and hosted a webinar on CTTE under the #SMART4ALL on March 4th. The participants from the industry and academia in Republic of North Macedonia had the opportunity to get to know the benefits of cascade funding through Smart4All project and to jointly discuss on the opportunities. The webinar was conducted in local languages Macedonian and Albanian and also supported in English.

If you are an authorized person and wish to share information or content about your SMART4ALL activities, please feel free to do so by following the link: <https://smart4all-project.eu/forms/>

fig. 5.25 Screenshot of the 2nd SMART4ALL newsletter referring to regional & local webinars on 1st CTTE



fig. 5.27 Screenshot from Red Pitaya's Facebook and LinkedIn posts promoting the 2nd KTE local webinar



Pozdravljeni!

V okviru SMART4ALL projekta trenutno poteka drugi razpis (KTE open call), kjer z udeležbo na kratkoročnem prenosu znanja, v obliki pripravništva med dvema različnima organizacijama iz dveh različnih držav omogočite novim idejam možnost za rast in potencialni razvoj.

Potegujete se za financirano pripravništvo oz. prenos znanja v drugi državi. Organizacije, ki bodo sodelovale pri projektu bodo podprte s pavšalnim zneskom do 8.000 EUR (ali do 6.000 € za pripravništva, opravljena na daljavo zaradi omejitev Covida-19) za kritje stroškov pri izvajanju prenosa znanja.

Na razpis, ki je odprt do 15. junija, se prijavite skupaj z strateškim partnerjem iz tujine. Za iskanje partnerjev za razpis SMART4ALL nudi tudi posebno 'matchmaking' storitev. Trajanje pripravništva je 3 mesece in se izvaja od oktobra do decembra 2021.

Ker ste pred kratkim izkazali zanimanje za prvi SMART4ALL razpis, vas vabimo k prijavi na [webinar](#), ki bo podrobneje predstavil drugi razpis.

V primeru dodatnih vprašanj smo na voljo preko [emaila](#).

Lep pozdrav,
ekipa Red Pitaya



Red Pitaya d. o. o., Velika pot 22, Solkan 5250, Slovenija

fig. 5.28 Screenshot from Red Pitaya's mail promoting the 2nd KTE local webinar



fig. 5.29 Screenshot from SMART4ALL facebook post promoting Red Pitaya's Local webinar on the 2nd KTE

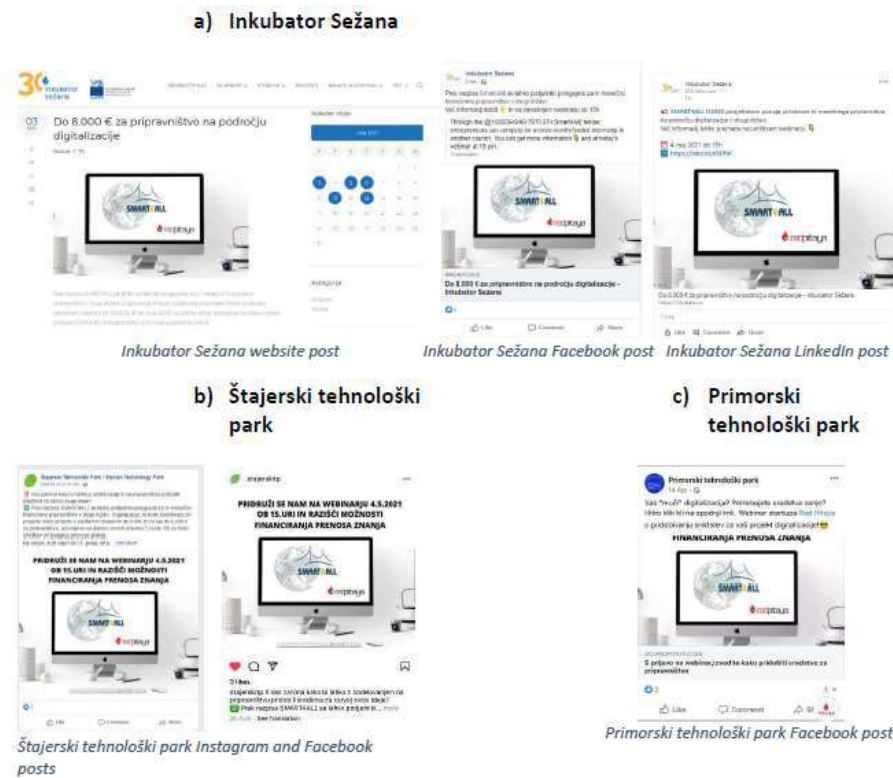


fig. 5.30 Screenshot from Slovenian technological parks sharing Red Pitaya's local webinar on the 2nd KTE

Even though the 2nd FTTE local webinar that Red Pitaya was organizing was cancelled due to summertime low interest, the 2nd CTTE was widely disseminated through local webinars conducted by partners in Albania (MTU), Kosovo (UPZ) and Slovenia (Red Pitaya). Due to the fact that all local events were held in close dates or even overlapped, posts for their dissemination through Facebook, LinkedIn and Twitter were combined – one post including the regional webinar, UPZ and Red Pitaya’s webinar and another one devoted exclusively to MTU’s webinar in Albania, in order to highlight it and attract more Albanian applicants due to low participation in previous open calls. Two indicative posts from Facebook are depicted on fig. 5.31. All webinars were also disseminated through SMART4ALL mailing campaign <https://us4.admin.mailchimp.com/campaigns/show?id=10586045> .



fig. 5.31 Screenshot from SMART4ALL facebook posts on 2nd CTTE local webinars

UPZ and MTU’ local webinars were introduced more than 50 representatives from Kosovo, Albania and other Albanian-speaking regions to the opportunities to apply for open calls from Smart4All project, with special emphasis on the CTTE open call. UPZ’s webinar, under the title “Supporting innovative ideas from the SMART4ALL project” was disseminated through UPZ’s website (<https://www.uni-prizren.com/webinar-mbeshtetje-e-ideve-inovative-nga-projekti-smart4all/> - announcement, <https://www.uni-prizren.com/mbeshtetja-ideve-inovative-nga-projekti-smart4all/> - webinar review). MTU’s local webinar was announced on its website here: <https://umt.edu.al/lajme-n-aktivitete/articles/Workshop-informues-mbi-p%C3%ABrgatitjen-e-projekteve-p%C3%ABr-t%C3%AB-aplikuar-n%C3%AB-kuadrin-e-thirrjeve-t%C3%AB-SMART4All> and promoted with social media posts.

Regarding Red Pitaya’s local webinar on 2nd CTTE, similarly to the previous local webinar on 2nd KTE, social media posts, announcing and reminding of the event, were created, along with a special graphic and a mailing campaign. 5 posts in total were posted on Red Pitaya’s social media (Facebook, LinkedIn, Twitter). An indicative twitter post is depicted on fig. 5.32.

Red Pitaya @RedPitayaCom · Nov 22, 2021

Ali ste vedeli, da je več kot 50% prijav in 100% zmagovalnih za 1. @Smart_4All #CTTE #open_call vključevalo vsaj enega partnerja iz držav JV Evrope? Morda ste vi naslednji, ki boste prejeli financiranje do 80.000 €!

Prijavite se spodaj in izvedite več!



Iščete sredstva za razvoj in digitalizacijo svojega **podjetja** ali **skupine** na naslednjih področjih?

- Digitalizirana kmetijstvo
- Digitalizirano okolje
- Digitaliziran promet
- Digitalizirano bankarstvo

Prijavite se na webinar dne **07.12.** ob **15:00** in izvedite več!

go.redpitaya.com

S prijavo na webinar, izvedite kako pridobiti sredstva na področju digit... SMART4ALL razpis ponuja možnost pridobitve sredstev za prenos znanja na področju digitalizacije.

fig. 5.32 Red Pitaya's twitter post on the 2nd CTTE local webinar

6. EVENTS

During the reporting period, substantial effort was devoted to participation and organization of events, adapting them to the circumstances of either remote or physical participation, given the COVID-19 circumstances and restrictions. Participation in world-class events at EU-level and not only, in EEN conferences and workshops, in local and regional events addressed to target and wider audiences, as well as organization of SMART4ALL events with the purpose to disseminate SMART4ALL Open Calls, objectives and success stories and network with other DIHs, SAE initiatives, potential stakeholders and beneficiaries. In M13-M30 period SMART4ALL partners participated in 19 events (conferences, workshops, virtual and physical exhibitions), while 2 project milestone events were organized and one EEN-SMART4ALL conference and workshop has been under preparation to take place in July 6-7, 2022. Moreover, the 2nd and 3rd SMART4ALL CPS&IoT'2021 Summer Schools were launched in the context of MECO Conference.

Most events of the second reporting period are contained in D 3.3 including comments on their importance for boosting connection and collaboration the DIHs and SAE initiatives. Complementary to D 3.3, this section of D 2.5 reports all the events that SMART4ALL participated in or organized under the prism of their dissemination, providing proof of activities. Section 6 is divided into 2 main subsections: In 6.1 all partners' participation in regional, national or international events is described along with indicative relative dissemination activities. In 6.2 milestone events organized by SMART4ALL are presented with an emphasis on the dissemination activities.

6. 1. SMART4ALL partners' participation in international, regional and local events

In this section, participation of SMART4ALL in events, conferences, workshops, exhibitions, info corners, with presentations, communication material and meetings with interested parties is presented. The events are separated in terms of their resonance at international/European and regional or local level and in chronological order, beginning from M13 (January 2021).

6.1.1 International/European events

In the first month of the reporting period, precisely in 21st January 2021, SMART4ALL leader UoP participated with presentation of the project in the **official launch of FED4SAE Innovation Club** (<https://fed4sae.eu/>) which was held virtually. FED4SAE overall objective is to boost and sustain the digitization of the European industry in strengthening the European competitiveness in the CPS & Embedded system market by lowering both the technical and business barriers for innovative companies. SMART4ALL technical manager and UoP representative participated in a pitching event and at a networking room. The event attracted more than 200 participants and useful networking was made. On fig. 6.1 a screenshot of the event program depicts the networking room on which SMART4ALL participated in. Participation in the event was reported through social media posts (on fig. 6.2 an indicative screenshot from relative facebook post).



Fig. 6.1 Screenshot of FED4SAE program and networking rooms

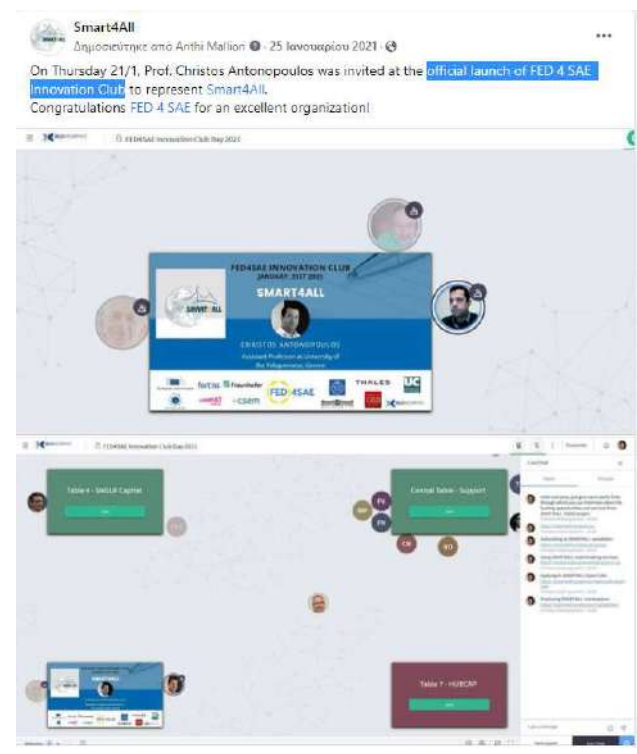


Fig. 6.2 Screenshot from facebook post on FED4SAE Innovation Club official launch

On June 17th 2021, SMARTALL project partner Dr. Santiago Macho Gonzalez, from S&C presented SMART4ALL and especially the Digitized Environment Task Force in the **Tech4SmartCities event organized by the Enterprise Europe Network**, which among others, includes webinars that will look

into opportunities and challenges that cities are facing in their transition to become climate-neutral, sustainable and smart ecosystems. In the context of the webinar on Digitalization – “Tech in the city: digital tools for smarter cities”, the success story of RADIUS funded CTTE experiment answering to the Digitized Transport area of application was presented by Dr. Gonzalez, together with the funding opportunities offered by SMART4ALL through its open calls. The presentation (indicative screenshot on fig. 6.3) was attended by 30 participants and direct contact with an SME representative was made.



Fig. 6.3 Screenshot of S&C’s presentation on Tech4SmartCities EEN event

S&C’s participation in the event was disseminated through post on SMART4ALL website (<https://smart4all-project.eu/news/smart4all-in-tech4smartcities-een-event/>) and social media posts and was reported on the 3rd SMART4ALL newsletter (screenshots from facebook post and amailing campaign on fig. 6.4).



Fig. 6.4 Screenshots from facebook post and mailing campaign on S&C’s participation in Tech4SmartCities

S&C also represented SMART4ALL, with a stand at the exhibition of the **Mobile World Congress '21** which took place physically in Barcelona on 28th June – 1st July. Due to the fact that flyer distribution was prohibited because of COVID restrictions, a poster with QR codes to SMART4ALL Open Calls section on the website and to the Join Us section were included and were scanned by more than 20 participants in the exhibition, while a video presenting SMART4ALL (kick-off meeting, marketplace and selected beneficiaries testimonials) was displayed on a screen for the whole duration of the exhibition (see 3.1.4 and 3.1.7 above for more details). Before the event dissemination through social media posts (fig. 6.5 depicts an indicative facebook post) was made and afterwards the event with relative photos was reported on the 3rd newsletter (relative screenshot on fig 6.6)



Fig. 6.5 Screenshot from facebook post on S&C’s participation in MWC’21



Fig. 6.6 Screenshot from 3rd newsletter reporting MWC’21

S&C represented SMART4ALL also at the **Mobile World Congress 2022** on February 28th, 2022 – March 3rd 2022, linking SMART4ALL to many important ecosystem actors. Pedro Espinel was present at S&C stand which hosted again a project poster and a video available here <https://bit.ly/3vzUv4>. Photos of the stand are depicted on fig. 6.7 and the relative report of the event through the 5th newsletter is depicted on fig. 6.8.



Fig. 6.6 Photos from S&C's participation in MWC'22

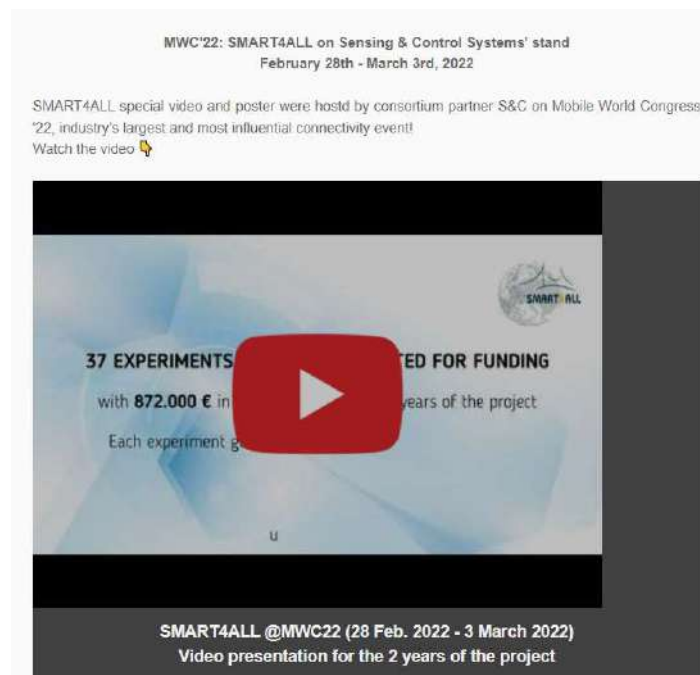


Fig. 6.7 Screenshot from 5th SMART4ALL newsletter reporting S&C's participation in MWC'22

By the end of Y2 of the project, SMART4ALL partners (UoP, MECOnet, FBA) participated¹ in the high-level SAE event “**Boosting Collaboration for Digital Transformation**” **DIH workshop**, which was held on 13 – 14 December 2021 in Valencia (UPV), aiming to the connection and collaboration with the EU DIHs. A full report of the event is included in D 3.3. Regarding dissemination activities, this major event was promoted with 2 social media posts (announcement <https://www.linkedin.com/feed/update/urn:li:activity:6866739521740931072> and a reminder including the program <https://www.linkedin.com/feed/update/urn:li:activity:6874721025385353217>) and was also reported through social media posts (fig. 6.8 depicts a screenshot from an indicative facebook post) and the 5th newsletter (fig. 6.9).

¹ The workshop was co-organized by SMART4ALL, Smart4Europe2 and DIH4CPS, but is reposted in this section as a SAE initiative event.



Fig. 6.7 Screenshot from facebook post on the DIH workshop of 13-14 December



Fig. 6.8 Screenshot from 5th SMART4ALL newsletter reporting the DIH workshop of 13-14 December

Another major event in which SMART4ALL participated on 21st-23rd of June 2022 was the **Embedded World Exhibition & Conference 2022** in Nuremberg: <https://www.embedded-world.de/en> (the significance of this event as the biggest electronic show in Europe is reported in D 3.3). UoP, BTU and PSP representatives participated in the physical exhibition with a SMART4ALL booth on the start-up exhibitors' area, while flyers of SMART4ALL project were accommodated on Red Pitaya's separate booth. In the context of the event, more than 30 companies' representatives visited SMART4ALL booth and where informed about SMART4ALL funding opportunities, through one-in-one meetings with SMART4ALL representatives. The project poster, flyers and 3 videos (kick-off meeting, marketplace and the video created for MWC'22) comprised the communication material hosted at the booth. Moreover, SMART4ALL project coordinator, prof. Nikolaos Voros presented SMART4ALL on a start-up pitching event at the first day of the conference and on the workshop "High Performance Embedded Architecture and Compilation" organized by HiPEAC in the context of the Embedded World Conference (fig. 6.9 depicts a screenshot of the workshop announcement on the conference program and indicative photo of prof. Voros' presentation). SMART4ALL had also a digital presence on the platform of the exhibition (a screenshot of the SMART4ALL profile on Embedded World digital platform is depicted on fig. 6.10).



16:00
17:45

High Performance Embedded Architecture and Compilation (ewC) System-on-Chip (SoC) Design



Luca Zulberti University of Pisa | PhD Student, Gabriele Saucier Design and Reuse | Founder and CEO, Nikolaos Voros ESDALAB | SMART4ALL project coordinator
Halle 6 Raum 8 | only on-site

6.9 Project coordinator's (Nikolaos Voros) presentation on Embedded World conference (22/6/22)

SMART4ALL project

smart4all@usp.org.gr
+30) 6942652510
https://smart4all-project.eu/

Hall: 3A
Booth: 3A-225

SMART4ALL is funded by the EU program Horizon 2020 (Grant Agreement No. 872614) and aims to bring together a Digital Innovation Hub across Europe. It comprises a consortium of 25 partners from 15 countries but aims to reach out many more.
SMART4ALL Digital Innovation Hub 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 cross-border energy-consuming cyber-physical systems and the 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.

Fig. 6.10 screenshot of the SMART4ALL profile on Embedded World digital platform

SMART4ALL participation in the exhibition was promoted through social media posts along with graphics that were offered by the exhibition organizers (fig. 6.11). Additionally, a landing page referring to the exhibition and a digital banner were created on the SMART4ALL website, inviting interested parties to get a free ticket and visit SMART4ALL at Embedded World (screenshots on fig. 6.12).



Fig. 6.11 Graphic (digital banner) used for the promotion of SMART4ALL’s participation in Embedded World ‘22

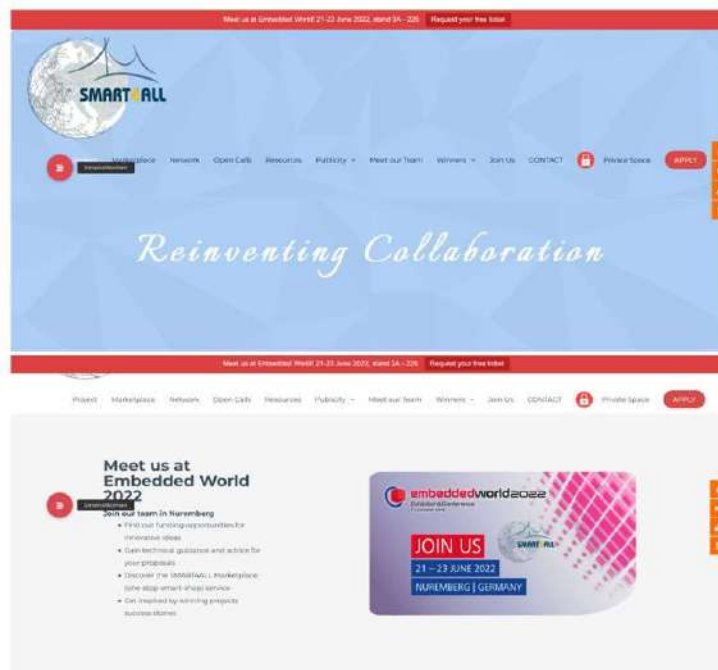


Fig. 6.12 Screenshots from SMART4ALL landing page and banner created for Embedded World ‘22

Posts reporting the first day of the Embedded World Exhibition and Conference were made in all SMART4ALL social media. An indicative screenshot of relative facebook post is depicted on fig. 6.13. Additionally, on the occasion of International Women in Engineering Day on 23rd of June, which coincided with the last day of the exhibition, PSP and Red Pitaya representatives – members of the SMART4Women advisory board created a promo video, which was posted on SMART4ALL social media attracting a big number of supporters (indicative screenshot from this post on fig. 6.14 and video accessible through the link <https://www.youtube.com/watch?v=wAFIasihwf4&t=4s> .



Fig. 6.13 screenshot of facebook post reporting SMART4ALL’s presence in the Embedded World Exhibition & Conference ‘22



Fig. 6.14 screenshot of facebook with video for SMART4Women recorder in Embedded World Exhibition & Conference ‘22

The last international² event to be reported in this section is the Thessaloniki International Fair (TIF), which was held in Thessaloniki (Greece) on 11 – 19 September 2021. SMART4ALL communication material (flyers and rollup banner) were hosted on PSP’s stand during the whole duration of the fair, while the technical manager of SMART4ALL prof. Georgios Keramidas (Aristotle University of Thessaloniki) presented SMART4ALL and interesting statistics about the Open Calls on a special event organized, on September 15th, for exhibitors, in the context of the fair. The presentation was presented in live streaming from the General Secretariat for Research and Innovation YouTube channel while simultaneously being recorded and afterwards uploaded to SMART4ALL YouTube channel (<https://www.youtube.com/watch?v=3Y6mW0W6dpQ&t=1s>). The event was promoted through social media posts several days before, as well as with live posts from the exhibition and a post informing for the video of the presentation was made some days later. Moreover, the event was reported on the 4th SMART4ALL newsletter. A collage of indicative relative posts on Twitter is presented on fig. 6.15.

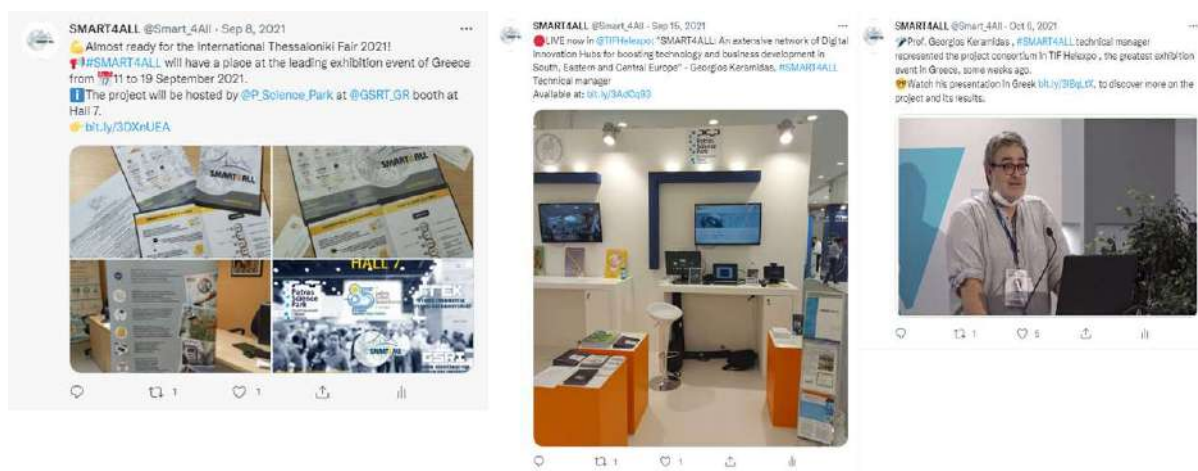


Fig. 6.15 Collage from Twitter posts related to Thessaloniki International Fair (September 2021)

6.1.2 Regional and local events

This section reports the events in which SMART4ALL partners participated in regional and local level in order to promote SMART4ALL to target audiences. There was a plenty of them and partners were very active in disseminating and networking with potential applicants for the open calls and other stakeholders.

On January 25th, FORTH/PRAXI representative, Mr. Costas Troulos, participated in the online seminar “**Scalable grants for innovation and product development**” organized by the Industry Association of Western Greece and presented SMART4ALL informing 10 participants about the benefits and opportunities of cascade funding offering details about SMART4ALL and the 1st CTTE Open Call. This local event was important for local ecosystem building.

Indicative link to relative social media post: <https://www.facebook.com/SMART4ALL.Project/posts/pfbid0MBGwN8Yx5KWBef1TVMWyi3kXr8MLWRwwiNZKEx9L2kKcdmFYbcEeuYzjDRg5bVZEI> .

The local/regional ecosystem of Western Greece was also the target audience of three more events that UoP and PSP participated to present SMART4ALL. These events were: 7th Patras **IQ Innovation & Knowledge Transfer Exhibition (Patras IQ)** (<https://patrasiq.eu/index.php>), the 24th **Development**

² TIF is reported at this point due to the fact that it is traditionally held in Thessaloniki Greece, but it has an international impact due to the participation of prominent companies from the global market.

Forum (<https://www.forumanaptixis.gr/conference/24oforumanaptyxis>) and the online event “**Innovation in Western Greece and supportive entities**”.

SMART4ALL participated in Patras IQ (5-12 of December 2021) with a virtual booth, which included graphics and videos indicated in 3.1.5 above and in Appendix 1.1. SMART4ALL communication material was also hosted on PSP’s separate digital booth on the exhibition. Project coordinator of Smart4All, Nikolaos Voros, was a guest speaker at the “**Successful Examples from PSP companies**” session that was organized live from PSP, in the context of the exhibition. Indicative social media posts from the digital booth and the project coordinator’s speech are depicted on fig. 6.16. According to analytics provided by the organizers, 45 people visited SMART4ALL virtual booth on Patras IQ.

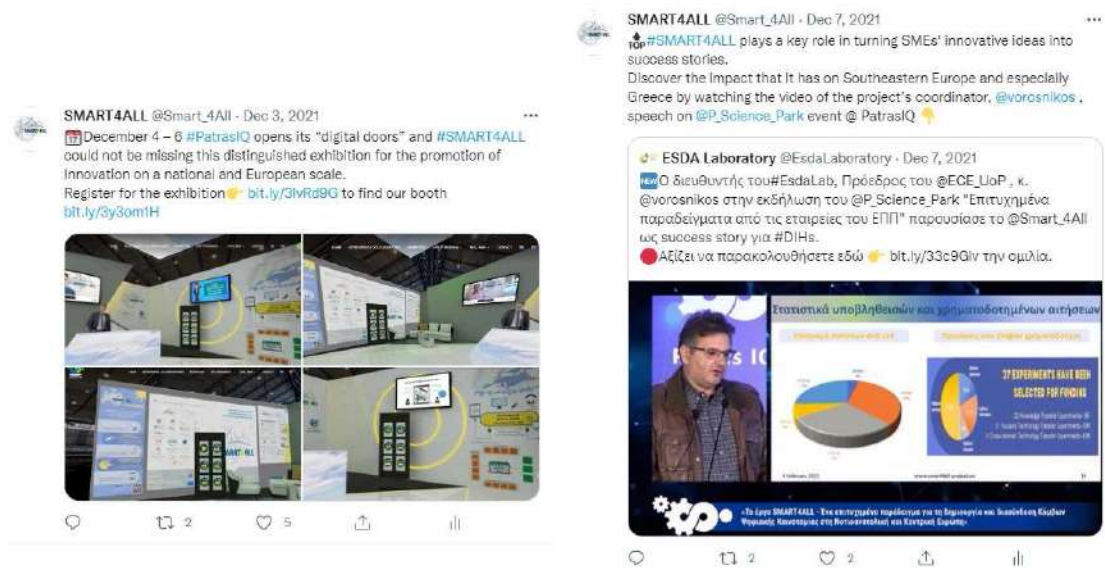


Fig. 6.16 Posts from Patras IQ (digital booth) and presentation

The **24th Development Forum** was a good opportunity for PSP and SMART4ALL to reach industrial stakeholders from Western Greece through the organization of a session under the title “*Smart roads to growth through innovation, startup entrepreneurship and connection with research: The SMART4ALL project*”. On this session, SMART4ALL communication officer, Katerina Lamprakopoulou, gave an overview of SMART4ALL project, while 2nd FTTE TempSens representative, Mr, Christos Alexakos, included in his presentation for Industrial Systems Institute a mention to TempSens and to the matchmaking services offered by SMART4ALL to create a PAE consortium. Both presentations are accessible via the link <https://www.youtube.com/watch?v=p5RITFfUmz8> (1:29:38 and 2:02:28 respectively).

The online event “**Innovation in Western Greece and supportive entities**” (18/3/22) is reported in D3.3 and the communication officer’s (Katerina Lamprakopoulou from PSP) presentation of SMART4ALL in the context of the event is accessible via this link <https://www.youtube.com/watch?v=WQqX1iVuqB8> (starting at 1:31).

Apart from Greece, SMART4ALL project has been remarkably disseminated in Montenegro by MECOnet on the **European Projects Fair** which was held on 28th of May 2022 in Podgorica, Montenegro. Details for this event are reported on D 3.3. while links to indicative posts after the fair are:

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid02cDY5E5zwDALoxP91bYdQxApgmcKonQfTP8AuoyPHEB76f6oK1fgMD8oc8XhJgRbPl>

https://twitter.com/Smart_4All/status/1532010576624463885

<https://www.linkedin.com/feed/update/urn:li:activity:6937776371976830976>

6.2. SMART4ALL events

During the reporting period SMART4ALL has organized several special sessions and workshops in the context of other events, a milestone joint workshop with DIHs and other SAE initiatives and two summer schools through which it aims to inform about the advantages of the project's services and the possibilities that the marketplace can bring, to increase digital skills of South Eastern Europeans, to offer insights for businesses and technology transfer and build the next generation of entrepreneurs. In this section all events with dedicated sessions to SMART4ALL are described.

6.2.1 SMART4ALL Workshop on HiPEAC '21 & '22

In the context of the collaboration with HiPEAC (<https://www.hipeac.net/>) network of almost 2,000 world-class computing systems researchers, industry representatives and students, SMART4ALL organized two dedicated workshops in the context of HiPEAC Conference of 2021 and 2022 – the first one was virtual, due to COVID restrictions, while the second was held on-site, keeping only a two online presentations. DTU, UoP, PSP and BME were involved in the preparation of these workshops, which are analytically presented in D 3.3. However, for the purposes of WP2 reporting a brief mention on the relative dissemination activities follows.

Regarding the 1st SMART4ALL workshop on HiPEAC '21, that took place on 19th January, a post on the website and social media posts on Facebook, LinkedIn and Twitter were made after the event. Indicative relative links are:

<https://smart4all-project.eu/news/1st-smart4all-workshop/>

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid02faUa6cZYWeb89aFjqKHFBvuUSV7EprMEmKwMYXeeFWBZPEcgc5h5pZG1jjK2MeRcl>

https://twitter.com/Smart_4All/status/1357630663759982592

For the 2nd workshop on HiPEAC '22, which was held on 21st June, more intense dissemination activities were implemented, with posts on the website and social media announcing the event. For dissemination purposes, two relative graphics were created, one for the announcement of the event and one to present the speakers. Both graphics are depicted on fig. 6.17. The event was reported on the SMART4ALL website (<https://smart4all-project.eu/news/review-of-the-2nd-smart4all-workshop-on-hipeac-2022/>) and through social media posts (indicative links from LinkedIn posts before and after the workshop:

<https://www.linkedin.com/feed/update/urn:li:activity:6942749964280242176> , speakers presentation: <https://www.linkedin.com/feed/update/urn:li:activity:6943555137336426496> , post-event: <https://www.linkedin.com/feed/update/urn:li:activity:6947503449563389952>)



Fig. 6.17 Graphics created for 2nd SMART4ALL workshop on HiPEAC '22

It is worth mentioning that Sandro D’Elia, Program Officer at European Commission, and Maria Roca, I4MS (<https://i4ms.eu/>) project manager gave the keynote speeches. I4MS is an EU initiative to digitalize the manufacturing industry and SMART4ALL collaborates with them since March 2022, among else for the dissemination of SMART4ALL Open Calls.

6.2.2 SMART4ALL Special Session on CMBEBIH International Conference on Medical and Biomedical Engineering

As reported on D3.3, another important model of regional ecosystem building and reach was the organization of the SMART4ALL Special Session on CMBEBIH International Conference on Medical and Biomedical Engineering, which was held on 23rd April, 2021, under MECOnet’s initiative, with the participation of UoP and FBA.

Relative links to social media posts made for the event promotion and reporting are:

https://twitter.com/Smart_4All/status/1384752690325073921

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid02WgMBXa3ZCTBgMW9fGP8Ng8ePDd4ouXJsuPend2JpCqXq1dHYeb6VP89ntdszMDiZI>

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid08SaW5HXNap2TLgRCCuRQBMFhzRf4EcpPEfmwgNW4jU85UYMcqF3Q9trpi6QorRy7l>

https://twitter.com/Smart_4All/status/1388083005282000899

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid02aGq9JTqKTRKEjNveoaeuL7f2Sq3ikahw14PJdLHHCHrKDo4iTdGgMVdUcTKuHnMyl>

6.2.3 1st SMART4ALL Joint Workshop with DIHs and other SAE initiatives

On June 9th, 2021 a milestone event (MS12) of the project was organized in the context of MECO Conference 2021 (8 – 11 June), one of the most referenced conferences in Embedded Computing, Cyber-physical Systems and Internet of Things. As a project obligation, MECOnet, with the collaboration of UoP and PSP, organized the 1st Joint Workshop with other DIHs and SAE Initiatives, which brought together the latest achievements from Huawei – one of the world’s leading IT companies – and representatives from European Commission, SAE Initiative and several active H2020 projects (details on the program and review of the workshop are presented in D 3.3).

The significance of this major event urged to intense dissemination before, during and after the event. More precisely, for the promotion of the event and the prominent speakers, apart from the announcement of the workshop through SMART4ALL website, social media and a mailing campaign, along with a dedicated graphic, several social media posts were created with dedicated graphics for presenting all the speakers, while a LinkedIn event was created inviting contacts to register. A list with the links from all posts was compiled by PSP and sent to all partners suggesting that they share them with their networks. The list follows below:

1. 1st Joint workshop announcement

Mailchimp newsletter: <https://bit.ly/3yDjRLO>

Website: <https://smart4all-project.eu/news/smart4all-1st-joint-workshop-on-9th-june-2021/>

Facebook: <https://www.facebook.com/SMART4ALL.Project/posts/312965700288614>

Twitter: https://twitter.com/Smart_4All/status/1395712612906807297

LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:680147900980229888/>

LinkedIn event: <https://www.linkedin.com/feed/update/urn:li:activity:6802484845302943744/>

2. Introducing the speakers:

a) Hui Cao:

<https://www.facebook.com/SMART4ALL.Project/posts/315177843400733>

https://twitter.com/Smart_4All/status/1397098299023405057

<https://www.linkedin.com/feed/update/urn:li:activity:6802864797105848321>

b) HaDEA, SAE, DigiFED, FED4SAE:

<https://www.facebook.com/SMART4ALL.Project/posts/316398103278707>

https://twitter.com/Smart_4All/status/1397823625147949059

<https://www.linkedin.com/feed/update/urn:li:activity:6803586835588124672>

c) Tetramax, BOWI, HiPEAC, Hubcap:

<https://www.facebook.com/SMART4ALL.Project/posts/317071636544687>

https://twitter.com/Smart_4All/status/1398557682408341510

<https://www.linkedin.com/feed/update/urn:li:activity:6804325587356803072>

d) EDIHs part 1:

<https://www.facebook.com/SMART4ALL.Project/posts/318792576372593>

https://twitter.com/Smart_4All/status/1399321968030240769

<https://www.linkedin.com/feed/update/urn:li:activity:6805083893826371584>

e) EDIHs part 2 (from SEE countries):

<https://www.facebook.com/SMART4ALL.Project/posts/319878092930708>

https://twitter.com/Smart_4All/status/1399995182112821248

<https://www.linkedin.com/feed/update/urn:li:activity:6805763405123735552>

Two days before the workshop, a reminder accompanied with a special video was posted on all social media (this video is available here: <https://www.youtube.com/watch?v=N653t5HFQvc>) and during the event, there was live tweet newsfeed for all speakers presentations, including the presentations of two parallel sessions that partly coincided with the workshop (scientific papers and PAEs presentations). A tweet wrapping-up the event and posts on Facebook and LinkedIn followed (screenshots on fig. 6.18).

Intense dissemination and the importance of the event led to a great engagement of HiPEAC, SAE initiative and other DIHs, which means that they kept sharing SMART4ALL posts (a report of the all posts from all SMART4ALL social media that have been shared is available on the project Repository via [this link; https://repository.smart4all-project.eu/apps/onlyoffice/56292?filePath=%2FReviews%2F2nd%2FReview_material%2FReport%20on%201st%20Joint%20workshop%20external%20dissemination.docx](https://repository.smart4all-project.eu/apps/onlyoffice/56292?filePath=%2FReviews%2F2nd%2FReview_material%2FReport%20on%201st%20Joint%20workshop%20external%20dissemination.docx)).

All video recordings from the presentations were uploaded on SMART4ALL YouTube channel (<https://www.youtube.com/channel/UCwmSI9LC12vNBO-3k75dvJA>) and selected videos were shared through social media posts some days after the event.

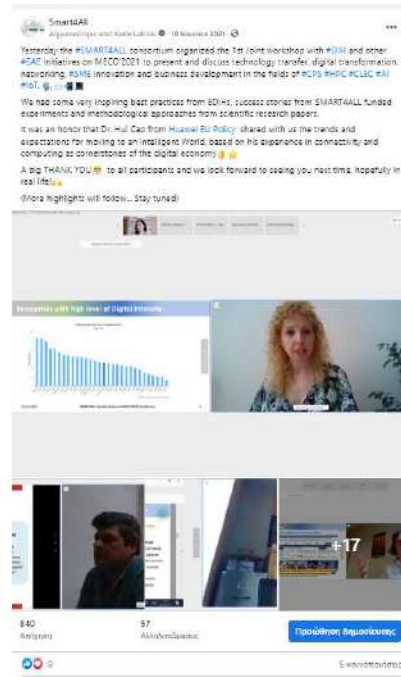


Fig. 6.18 Screenshot of tweet wrapping-up the 1st SMART4ALL Joint workshop and facebook post after the event

A review of the joint workshop was posted on SMART4ALL website (<https://smart4all-project.eu/news/review-of-the-successful-1st-smart4all-joint-workshop-on-9th-june/>) and shared by partners, indicatively on PSP’s website <https://psp.org.gr/news/1st-smart4all-joint-workshopw-jul-2021/>.

6.2.4 SMART4ALL Special Session on 6th SEEDA – CECNSM 2021

Targeting to an audience of experts from the engineering industry and academia based in SEE countries, a SMART4ALL special session was organized in the context of the 6th South-East Europe Design Automation, Computer Engineering, Computer Networks and Social Media Conference (SEEDA-CECNSM 2021 <https://seeda2021.uowm.gr/>), in September 24th. UoP, PSP, FORTH/PRAXI and FTG collaborated for the co-ordination of this online special session which was divided into two parts:

The first part was open for attendance to all registered participants and comprised of external PAEs presentations, a keynote speech from Mr. Nikolaos Lambrogeorgos, Senior Account Manager of the Public Sector in Greece at Cisco Hellas S.A. and presentations of the Digitized Agriculture and Digitized Environment verticals, whereas the second part was a close pitching event, on which selected SMART4ALL selected PAEs presented their projects in front of a board of evaluators from VCs, and big companies.

This was the first pitching event organized by SMART4ALL and it was very successful since two evaluators expressed the intention to further communicate with two of the PAEs to explore the possibilities of future financial support and collaboration. Details on the event and participants are included in D 3.3.

The special session was intensively disseminated along with relative graphics developed for this purpose. Fig. 6.19 depicts two separate posts that were published on SMART4ALL website (News & Events section) and fig 6.20 is a collage of screenshots from social media posts announcing the special session and pitching event. Dissemination also included social media posts dedicated to each member of the pitching event evaluation committee. Relative links from LinkedIn posts per each evaluator follow below (the same posts were made on Facebook and Twitter):

Miguel Raposo: <https://www.linkedin.com/feed/update/urn:li:activity:6844577356355530752>

Konstantinos

Karvounakis:

<https://www.linkedin.com/feed/update/urn:li:activity:6845653287996268544>

Georgios Keramidas: <https://www.linkedin.com/feed/update/urn:li:activity:6846048316485070848>

Nikitas Georgiadis: <https://www.linkedin.com/feed/update/urn:li:activity:6846413390043205632>

It is worth mentioning that a dedicated post was made to present the special session keynote speaker, Mr. Nikolaos Lambrogeorgos. This post is the most populated post among all SMART4ALL posts on Facebook (screenshot of the post is depicted on fig. 6.21).

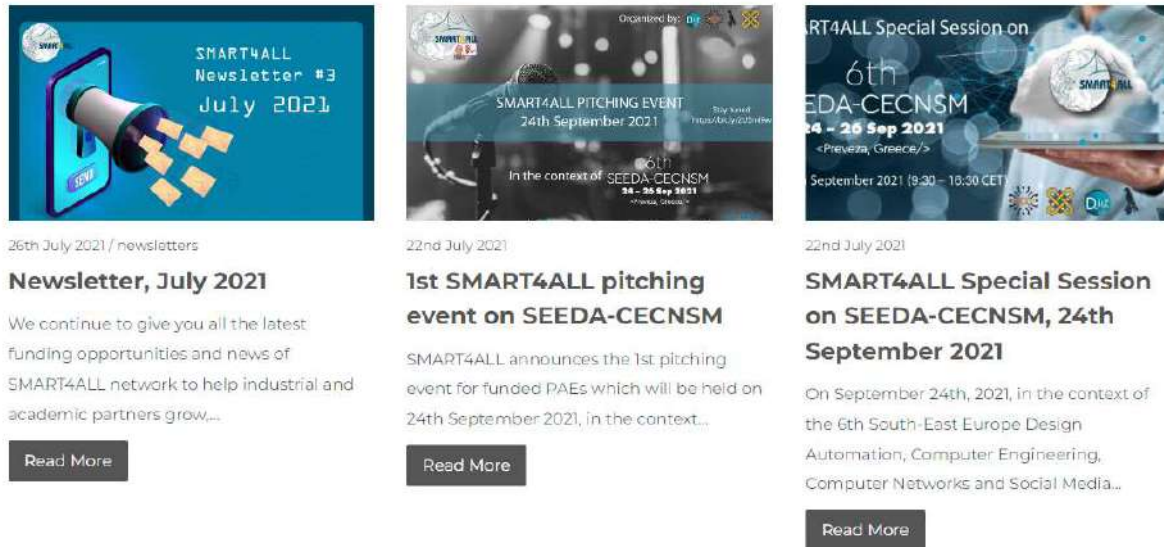


Fig. 6.19 Screenshot from SMART4ALL website for the SEEDA-CECNSM special session & pitching event

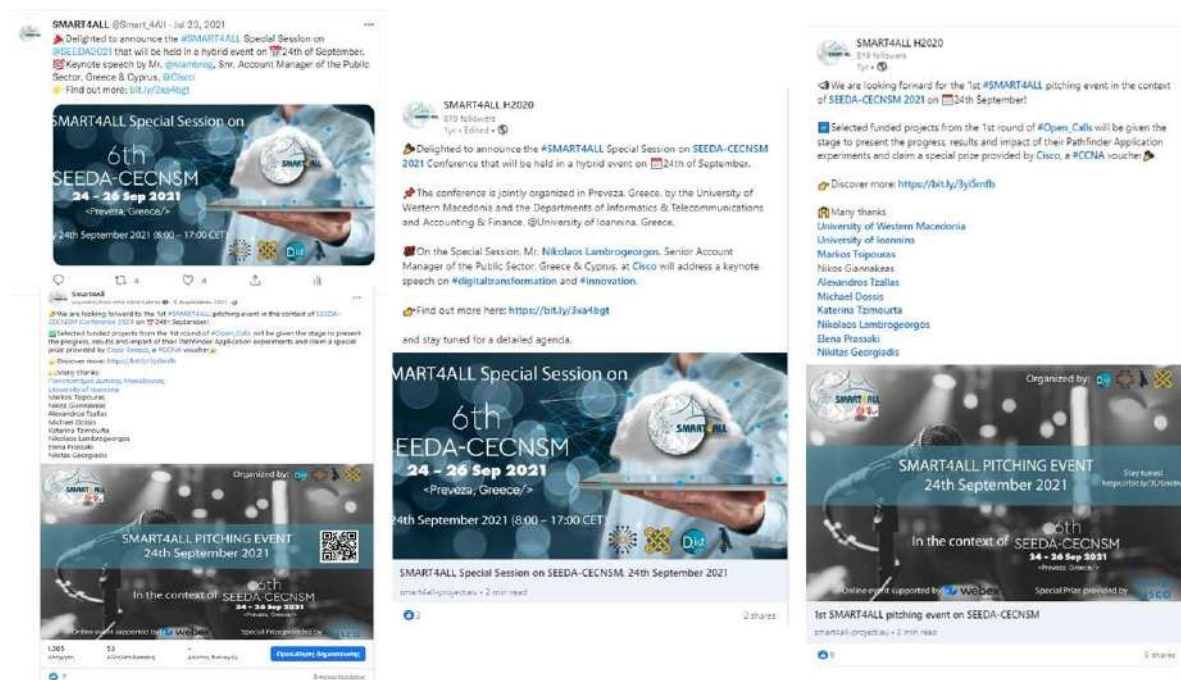


Fig. 6.20 Collage of indicative screenshots from social media posts about the SEEDA-CECNSM special session & pitching event



Fig. 6.21 Screenshot of facebook post for Mr. Lambrogeorgos (CISCO Greece), keynote speaker on SMART4ALL Special session on SEEDA-CECNSM

A review of the event was posted on the website (<https://smart4all-project.eu/news/review-of-the-smart4all-special-session-and-pitching-event-on-the-6th-seeda-cecnsm-2021/>), was shared through social media posts (indicative LinkedIn post <https://www.linkedin.com/feed/update/urn:li:activity:6849646529368616960>) and all recorded presentations were uploaded to SMART4ALL YouTube channel. The keynote speech of Mr. Lambrogeorgos (<https://www.youtube.com/watch?v=HHeS6ZTqGzE&t=2s>) was shared through social media posts (indicative LinkedIn post here: <https://www.linkedin.com/feed/update/urn:li:activity:6848950584075132928>).

A special moment after the event was the “thank you” video that we received from the pitching winner (TONI-AI 1st CTTE) which was edited, uploaded to YouTube channel (<https://www.youtube.com/watch?v=UyjXQP4YJxk>) and posted on social media.

6.2.5 SMART4ALL 2nd & 3rd Summer School and Special Session on MECO 2021 & MECO 2022

MECOnet as WP3 leader organized two SMART4ALL Summer Schools collocated to the MECO Conference, with the purpose – as a contractual obligation of the project – to present the benefits of SMART4ALL services and marketplace and to prepare the next generation of entrepreneurs focusing on technology transfer and business generation. A detailed description of the 2nd and 3rd Summer School that took place in June 2021 and June 2022 respectively is provided in D 3.3.

As for the WP2 task to disseminate these events, indicative links of facebook posts made per summer school follow below (the same post were shared on LinkedIn and Twitter):

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid02akMMmY2XQTFtv92s8cj575QPKzsLZEZuEe6zgVqGrk7jiw2Wu9ASYnHi26vioGxbl>

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid02d5SmjUGqdqvPsh4RF7o1uUY7uEaSYdSLpkjUkxoryF2cq2yeA1scLGEa3Jwykre1l>

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid0ehhEZbWWFRVsb3xFEFXBMNokBm5Ugim5y7tFnoJrnRkh3uaYTvfLkt9Vy7PDeUuDl>

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid02fptfC8YhDX4f64mPGSZgYPbgdWeaw8J8Fpp3eqGJtjZn2YzYYC4BjtNdYu33H3Trl>

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid0YN6N3R57MraZc213hGafrYBk8MgT927LAcuUq5F8uAkMtuxXL9LjJRS MwATB4vXRI>

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid07jjWuVFfNbcdob5Qmvg1MjgFoUMvW71dVGAwii67yExdKQfmpQcXQn7sLM9q1RDvI>

<https://www.facebook.com/SMART4ALL.Project/posts/pfbid02BXaCTUGvb6cvyxGirwcJi9wRkC1K64GCAJZsi5e28tPCamihY2LSNOPJREAb3k4pI>

6.2.6 EEN- SMART4ALL Conference & Workshop (preparation & pitch training)

In M30, dissemination of the EEN – SMART4ALL Conference and workshop to be held in Novi Sad (Serbia) on 6 – 7 July 2022, started with posts on social media along with a graphic created for this event (fig. 6.15) and a teaser video (video on Facebook: <https://fb.watch/egXKe9R4dk/> , video on LinkedIn <https://www.linkedin.com/feed/update/urn:li:activity:6948582846835908608>, video on Twitter https://twitter.com/Smart_4All/status/1542521766492270593) for the round tables included in the program. In the context of the conference, which is a major event for SMART4ALL and establishes a close collaboration with EEN Serbia, the second SMART4ALL pitching event is organized, giving PAEs the opportunity to get pitch training before the main event. FTN, FORTH/PRAXI and FTG collaborated with EEN Serbia to create a training video that was privately uploaded on SMART4ALL YouTube channel (<https://youtu.be/wl-ZmDXzw9A>) and shared with selected participants in the pitching event.



Fig. 6.15 Screenshot of facebook post announcing the EEN – SMART4ALL Conference and Workshop in Novi Sad

7. PUBLICATIONS & EDITORIALS

This Section enlists all publications related to PAEs and SMART4ALL scientific work in the areas of Customized and low energy computing, IoT and communications, as well as editorials highlighting SMART4ALL PAEs tangible results. The list comprises invited and focused talks, partners' scientific papers published in high-profile journals and PAEs articles publicized on HiPEAC magazine.

The SMART4ALL-related articles which were published thanks to MECO Conference, Summer School and related events in 2021 and 2022 are mentioned on D 3.3. and have been published on Zenodo and IEEEXplore respectively:

<https://zenodo.org/record/5086365#.YtGrBHZBxPY> - Proceedings of the 2nd Summer School on Cyber-Physical Systems and Internet-of-Things Vol. II, 2021

<https://ieeexplore.ieee.org/xpl/conhome/9797068/proceeding> - Mediterranean Conference on Embedded Computing (MECO) 2022

7. 1. Scientific and Technical Publications

Date	Authors	Title of Conference/Journal	Publication Title/DOI/Other Information
08/07/20	Christos P. Antonopoulos, Georgios Keramidas, Vassilis D. Tsakanikas, Evi Faliagka, Christos Panagiotou, Nikolaos Voros (UoP)	IEEE Computer Society Annual Symposium on VLSI (ISVLSI) https://ur.booksc.me/book/83658467/afa55d	“Capacity Building Among European Stakeholders in the Areas of Cyber-Physical Systems, IoT & Embedded Systems: The SMART4ALL Digital Innovation Hub Perspective” The ISVLSI 2020 symposium (http://www.eng.ucy.ac.cy/theocharides/isvlsi20/program.html) included an extra section dedicated to European funded Projects. publication source: 2020 IEEE Computer Society Annual Symposium on VLSI (ISVLSI) ISVLSI VLSI (ISVLSI), 2020 IEEE Computer Society Annual Symposium on. :464-469 Jul, 2020
03/09/21	Angelos S. Voros, Christos Panagiotou, Stavros Zogas, Georgios Keramidas, Christos P. Antonopoulos	IEEE Xplore Digital Library Source: 2021 31st International Conference on Field-Programmable Logic and Applications (FPL) FPL Field-Programmable Logic	“The SMART4ALL High Performance Computing Infrastructure: Sharing high-end hardware resources via cloud-based microservices”

- s, Michael and Applications
Hubner, (FPL),2021 31st
Nikolaos S. International
Voros (UoP, Conference on. :384-
BTU) 385 Aug, 2021
- 15/08/21 Alexandros Spournias, IEEE SMARTIoT 2021 –
Evanthia Faliagka , IEEE International Conference
Christos Antonopoulou s, Georgios Keramidas and Nikolaos Voros (UoP) Conference on Smart Internet of Things proceedings:
Social Distance Monitoring using AI techniques in AAL environments
DOI: [10.1109/SmartIoT52359.2021.00071](https://doi.org/10.1109/SmartIoT52359.2021.00071)
<https://www.computer.org/csdl/proceedings-article/smartiot/2021/451100a375/1xDQdQ1PxIK>
Research to create artefact
- 12/05/22 Isaak Shabani, Tonit Biba, Betim Çiço (MTU) MDPI Sensor Journal - Computers 2022, 11(5), 79
Design of a Cattle-Health-Monitoring System Using Microservices and IoT
DOI: <https://doi.org/10.3390/computers11050079>
- 5/8/20 Karol Piniarski, Pawel Pwlowski, Adam Dabrowski (PUT) MDPI Sensor Journal - Sensors 2020, 20(16), 4363
Tuning of Classifiers to Speed-Up Detection of Pedestrians in Infrared Images
DOI: <https://doi.org/10.3390/s20164363>
- 21/2/22 Ardo Allik, Kristjan Pilt, Moonika Viigimäe, Ivo Fridolin, Gert Jervan (TalTech) MDPI Sensor Journal - Sensors 2022, 22(4), 1680
A Novel Physical Fatigue Assessment Method Utilizing Heart Rate Variability and Pulse Arrival Time towards Personalized Feedback with Wearable Sensors
<https://doi.org/10.3390/s22041680>

28/10/21	Wiesner, A., Kovácsházy, T. (BME)	2021 International Symposium on Precision Clock Synchronization for Measurement, Control, and Communication (ISPCS)	IEEE	Portable, PTP-based Clock Synchronization Implementation for Microcontroller-based Systems and its Performance Evaluation DOI: 10.1109/ISPCS49990.2021.9615250
28/10/21	Vozár, V., Kovácsházy, T. (BME)	2021 International Symposium on Precision Clock Synchronization for Measurement, Control, and Communication (ISPCS)	IEEE	Self-Learning of the Dynamic, Non-linear Model of Frequency-Temperature Characteristic of Oscillators for Improved Clock Synchronization DOI: 10.1109/ISPCS49990.2021.9615306
30/5/22	Tamás Kovácsházy and András Wiesner	23rd International Carpathian Conference - ICC'2022	Control	Distributed Measurement System for Performance Evaluation of Embedded Clock Synchronization Solutions (paper DOI not yet available, to be included to IEEE Explore later)

Table 7.1: List of scientific papers and technical publications

7. 2. Editorials

Below are listed 4 invited articles of SMART4ALL external PAEs from the 1st round of Open Calls that were publicized on HiPEAC magazine. The HiPEAC Info magazine is a quarterly publication providing the latest news on the activities within the European HiPEAC network, as well as activities on high-performance embedded architectures and compilers at large. The magazine is sent to more than 500 researchers from academia and industry, and company managers in Europe, America and Asia.

Additionally, an editorial publicized on ICT Weekly magazine electronic magazine by Teamworks Media is included in the list as invited article referring to SMART4ALL DIH, to the funding opportunities it offers and the Greek partners involved in the project.

Date	Authors	Title of Editorial	Country/Language	Other Information/Link
09/2021	UoP & PSP - SMART4ALL project	SMART4ALL: Ένα πανευρωπαϊκό δίκτυο Κόμβων	Greece/Greek	https://ictplus.e-expo.gr/ict-

	coordinator and communication officers	Ψηφιακής Καινοτομίας και δεκάδες ευκαιρίες χρηματοδότησης πειραμάτων τεχνολογίας υπό ελληνικό συντονισμό	weekly/?fbclid=IwAR35Z4RbeWHpWonSQMa1MAn8I9_aD52r_AIHUm_e2-sp7JqsN4RG2YxuCjNw#flipbook-df_8492/11/ Issue #026
--	--	---	--

10/21	EmBRACE 1 st FTTE (chief editor Ioannis Kostopoulos) Edited by HiPEAC editorial team (Madeleine Grey)	Smarter Energy Metering And Social Distancing Precautions, Thanks To Smart4all – “EmBRACE smart social distancing bracelets”	English	Invited article on HiPEAC magazine #64 https://www.hipeac.net/magazine/7160/?fbclid=IwAR03xXf_UY-ooLTj80j8aKtXvdwWRd63vnJj7CKOLb5OayiQg-554UWxH6M (p. 30)
10/21	EDIoT 1 st FTTE (chief editors: Stelios Koutroubinas & Aimilia Papagiannaki) Edited by HiPEAC editorial team (Madeleine Grey)	Smarter Energy Metering And Social Distancing Precautions, Thanks To Smart4all – “Energy-saving smart meters, thanks to disaggregation”	English	Invited article on HiPEAC magazine #64 https://www.hipeac.net/magazine/7160/?fbclid=IwAR03xXf_UY-ooLTj80j8aKtXvdwWRd63vnJj7CKOLb5OayiQg-554UWxH6M (p. 30)
01/22	SMartY 1 st FTTE (chief editor Ioannis Panaretou) Edited by HiPEAC editorial team (Madeleine Grey)	“Moors’ Law: Smarty Intelligent Docking Pillars” SMART4ALL-powered technology transfer EU-funded upgrades to the nautical tourism and apiculture sectors	English	Invited article on HiPEAC magazine #65 https://www.hipeac.net/magazine/7161/?fbclid=IwAR2VxogI95WOBfAbC7lxX3I8I7-uBue09_22rVqE42e7OrbgVZzwx1bo8LY (p. 26)

01/22	APIARY 1 st FTTE (chief editor Vassilis Stathopoulos)	“Beeline To Smarter Apiculture With The Apiary Project” SMART4ALL- powered technology transfer EU-funded upgrades to the nautical tourism and apiculture sectors	English	Invited article on HiPEAC magazine #65 https://www.hipeac.net/magazine/7161/?fbclid=IwAR2VxogI95WOBfAbC7lxX3I8I7-uBue09_22rVqE42e7OrbgVZzwx1bo8LY (p. 27)
-------	---	---	---------	--

Table 7.2: List of editorials

8. RISKS AND MITIGATION PLAN

In the table below we enlist all WP2 related risks and mitigation plans for the second period of the project.

Risk	Level	Mitigation plan
Cancellation of events	M/H	Events had to become virtual
Budget associated to L events/dissemination plan is low		<ul style="list-style-type: none"> - The budget for dissemination events was nearly spent during the first year of the project and will be transferred to other years - “digital proximity” was facilitated hence travelling budget was suffice
Low attendance to events	L/M	Events were both physical and digital hence this risk was minimized
Low attendance to webinars	L/M	Other means of communications ere sought
Low number of followers to social media	L/M	The consortium will seek advertisements through social media
Low incentive for organization of events	M	Other types of events were organized, material was created for interested stakeholders to watch
People tired of digital meeting	M	material was created for interested stakeholders to watch

Table 8.1: Risks and mitigation plan

9. CONCLUSION

SAE programme funded Innovation Actions and specifically Digital Innovation Hubs in order to bring Europe at the heart of innovation and drive its economic growth. SMART4ALL as especially WP2 supports this goal and performs concrete and effective dissemination, communication and liaison activities which are part of the overall impact strategy.

This report describes all main dissemination and communication SMART4ALL activities during the second reporting period of the project. The strategy to that respect entered a second phase in the project impact maximization process. During the first reporting period, numerous winners of the SMART4ALL funded PAEs were funded and used as ambassadors for the SMART4ALL hub, successful stories stemming from internal and external PAEs were created and SMART4ALL services became tangible to the whole network of SMEs, industrial partners, research institutes and academia. With those assets on board and a widened network of stakeholders ready for digital transformation, WP2 orchestrated the dissemination of all the work, events and services , accumulating SMART4ALL impact.

In this deliverable dissemination activities are reported. D2.5 also describes the material that was prepared to be used in dissemination activities (printable and multimedia material, project logo, project flyer, poster, roll up and presentations, communication toolkits, videos etc). It also gives an overview of all the online channels that were established in the first reporting period but were widened in the second. Press release of the major activities/milestones together with our regular Newsletters were used to reach out to the target groups of the consortium and the general public. Also, all events (physical and virtual) that took place during the reporting period with the participation of partners or organized by SMART4ALL are reported. Also, local/regional webinars that were organized to support the open calls were still used as main dissemination tool and are reported here were reported. Also, emphasis was given into training interested parties with interesting ideas to transform their project ideas into a high-quality proposal. Furthermore, many beneficiaries were supported in disseminating the impact for SMART4ALL at local and regional level with testimonials and invitations for presentations to events.

Measuring the performance of the content produced about SMART4ALL is a critical part of the marketing and communication strategy. This will enable us to identify the best ways to deliver our message to the different stakeholders. The table below in the similar way to the previous deliverable, describes the Key Performance Indicators (KPIs) that we use and the ones that have been met in the first and second period of the project (accumulative):

KPI	Target	After the second reporting period
Project Newsletter	8	5
Pillar specific newsletter	4 for each thematic pillar	0 (Pillar specific newsletters will commence in the following reporting period after all 2 nd round PAEs are completed and provide tangible results per vertical)
Newsletter Subscribers	1000+	684

Website, social media accounts, flyer and poster	All material published and printed by M3 and revised periodically	√
Distributed printed material	3.000	1000
Website hits	25.000 (4.000+unique visitors)	>17.800 website hits
Social media followers	1000+	>2200
Press Release	9 press release made at strategic moments of the project	7
Email Template for partners in SMART4ALL Open Calls	5	3
Professional Videos	10 SMART4ALL teaser videos +30 (at least) for selected PAE success stories	8 teaser + 6 PAEs
Reporting spreadsheets for measurement of communication performance	6	1
Number of Webinars	12 web-based	16
Open Calls presentation for events and info sessions	4	3
Organization of InfoDays	50 (2 per partner)--> the target has changed to 1 per country in SEE, i.e. 15)	4 international + 13 in local languages from the previous reporting period. During M13-M30 only webinars on open calls
Interaction with other SAE initiatives	9 similar projects (5 running projects under the Call 2016 + other 4 approved under the Call 2019)	7
Interaction with other SAE DIHs	8 letters of support from other SAE DIHs	13 (collaboration for the 1 st Joint workshop)
Participation in events organized by the EEN or H2020 NCP	32	5

Participation in Innovation Events	1 per year	1
Participation in pitching events	1 per year	1 (pitching event organized by SMART4ALL in the context of SEEDA-CECNSM)
Make 3 rd parties from Europe aware of SMART4ALL	>500	854
PAE proposals over the open calls	>200	256

Table 9.1: Key Performance Indicators (KPIs)

REFERENCES

- [1] Deliverable 2.4. 'Periodic Report on Dissemination and Communication Activities', December 2021
- [2] Deliverable 2.3 'Project Collaterals', March 2020
- [3] Deliverable 2.1 'SMART4ALL website', March 2020
- [4] Deliverable 3.3 'Second Periodic Report on Smart4ALL Ecosystem Activities', June 2022
- [5] Deliverable 5.3 'Second Version of SMART4ALL Technology Services Handbook', June 2022

APPENDIX

Appendix 1.1.

Dissemination material created for Patras IQ exhibition

Digital innovation artefacts from selected SMART4ALL funded Pathfinder Application Experiments Knowledge Transfer, Focused Technology, Cross-border

EPTATHLON
A robotic system for soil laboratory



**RANDOM ACCESS
ROBOTIC ANALYZER**

EmBRACE



**SMART BRACELET FOR
TECHNOLOGICALLY AIDED SOCIAL
DISTANCING ON CRUISE SHIPS**

RADIUS



**AUTONOMOUS
MICRO-MOBILITY
PARKING AND
POSITIONING
MANAGEMENT
SYSTEM FOR
HOSPITALITY
OPERATORS**

FUTURE MD
Capacity building for development of innovative
system for prediction of Medical Device



**EXPERT SYSTEM FOR PREDICTION
OF MEDICAL DEVICE OUTPUT**

SMARTY



**SMART METERING & ARTIFICIAL
INTELLIGENCE FOR SAMMY IoT PLATFORM**

REASSURE



**REMOTE
ASSISTANT
WITH SMART
UTILIZATION
OF REMOTE
EXTENDED
MONITORING**

SMART4ALL Marketplace selected artefacts

AGRI OPEN DATA

The Farm Management Software for Agriculture Industry
The online platform that collects, certifies and distributes data at your fingertips.



DATA COLLECTING
DATA TRACKING
DATA DISTRIBUTION

Blockchain for food: traceability and transparency for a certified product and a healthy market

Thanks to the security of the Blockchain technology, we help farmers and the safety of the product by using a secure system (QR Code). The use of history of the product allows you to get all the information you need to know, from the origin to the end of the distribution.




Product Territory Company Wine



Based on the STMicroelectronics SensorTile development kit, this curriculum provides young engineers and techies with the foundations required to build Internet of Things systems such as wearable consumer devices, wearable medical devices, residential IoT systems, and vehicle IoT systems.



Internet of Things and Embedded Machine Learning

SMART4ALL Marketplace selected artefacts



The open Home Automation Bus (openHAB) is an open source, technology agnostic home automation platform which runs as the center of your smart home!



empowering the smart home

a vendor and technology agnostic open source automation software for your home

- Integration of a multitude of other devices and systems. Including other home automation systems, (smart) devices and technologies into a single solution
- A uniform user interface and a common approach to automation rules across the entire system, regardless of the number of manufacturers and sub-systems involved
- The most flexible tool available to make almost any home automation wish come true



Integrate Everything



Automate with Ease



Runs Everywhere

SMART4ALL Marketplace selected artefacts

RemotePixel NDVI Series

Faculty of Technical Sciences, University of Novi Sad

Domain: **Agriculture**

NDVI SERIES

Ndvi Serie is a **demo** tool using AWS Lambda to process Landsat/Sentinel data on AWS

How To:

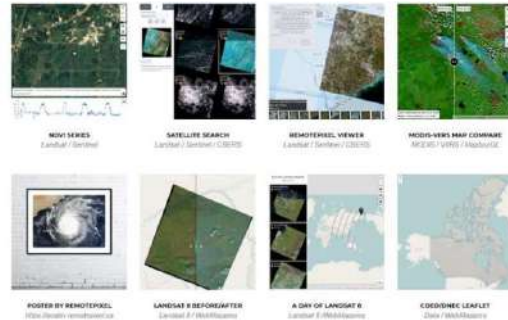
1. Use the draw tool (top right) to select an area of interest (maximum of 1000km² for polygons)
2. Visualize NDVI value for all Landsat 8/Sentinel2 images

Filter is set to select images with less than 20% of cloud coverage (5% for polygons)

Images before 2015 may not be available for processing
NDVI is calculated from TOA (Top Of Atmosphere) reflectance values (no atmospheric correction)

RemotePixel: API code available on [Github](#)

A demo tool using AWS Lambda to process and visualise Landsat/Sentinel data on AWS. NDVI is calculated from TOA (Top of Atmosphere) reflectance values (no atmospheric correction)



EO4SOCIETY

Faculty of Technical Sciences, University of Novi Sad

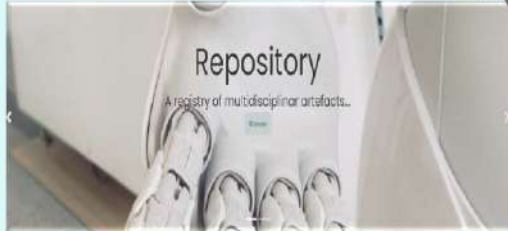
Domain: **Anything**

A service for open calls for industry-led initiatives in the downstream sector will provide for a high degree of flexibility of responding to new ideas by industry and scientist.



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

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



A flagship of SMART4ALL project

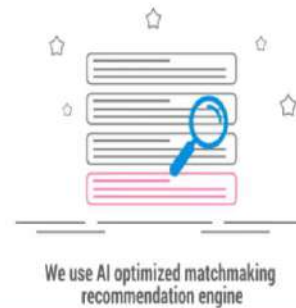
MaaS is the key differentiator of SMART4ALL from existing approaches since it reduces the development effort, e.g. to move from an idea to a prototype, required by startups/SMEs/mid-caps that develop products for the following application domains:



We can help you reach your goal

SMART4ALL MaaS includes :

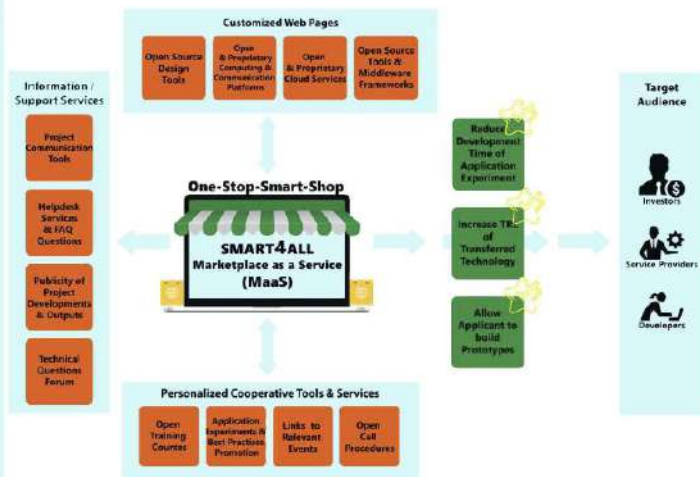
- Cloud Services
- Related Platforms
- Middleware frameworks
- Design service facilities
- Customized/personalized services for brokerage of Pathfinder Application
- Experiments



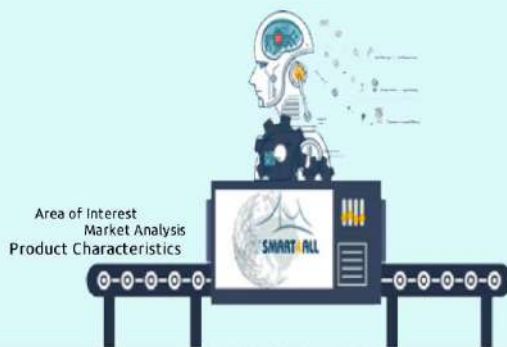
- A unique one-stop-smart-shop for experts and non expert third-parties seeking (open-source mainly) ICT technologies
- Unique selling point: Matchmaking services
- Post-project sustainability and growth for SMART4ALL experiments and DIHs network

Prepare for Growth services:

- A set of opensource project and product management tools to accelerate design, development and prototyping
- Tools for creating and maintaining business plans
- Financial tracking tools
- Path towards brokerage, coaching and guidance services
- Showcase good practices and golden examples through specific PAEs and/or collaborations achieved in the context of SMART4ALL



After processing your data



Marketplace follows the microservices paradigm where all the functionality is given as a set of loosely coupled services powered by containerization technology MaaS includes:

- Open and proprietary cloud services
- Open and proprietary computing and communication platforms
- Open-source tools and middleware frameworks
- Open-source design tools Training (model-based) open course

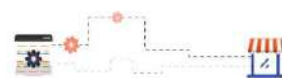
Your results are ready !



These are the Right Events for you !



These are the best private & public funding opportunities



A nexus of services... a growing network all over Europe

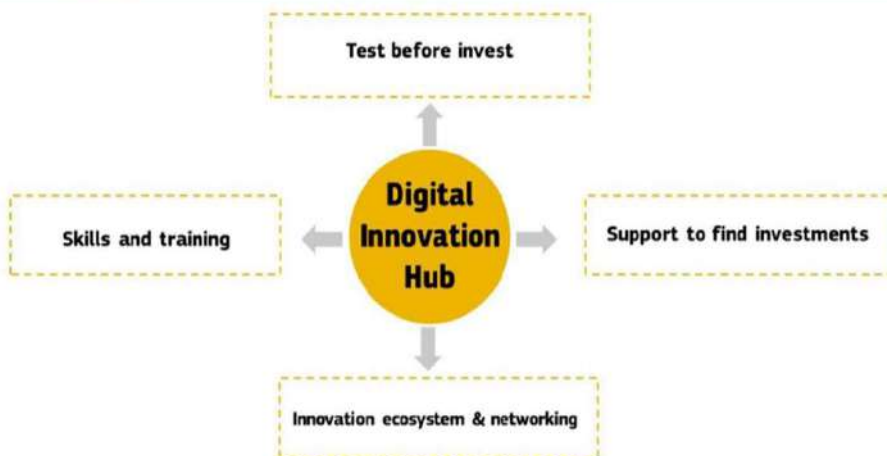


SMART4ALL offers to the members of its network/ecosystem cloud computing services through state-of-the-art hardware & software infrastructure:

- Software-as-a-Service (SaaS)
- Hardware-as-a-Service (HaaS)
- Scalable architecture to meet work loads and provide 24/7 availability
- 24/7 support by technology experts
- High speed network interconnection with GRNET backbone
- Open source SW employed from virtualization to application layer



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



A Digital Innovation Hub (DIH) is a multi-partner cooperation between regional organizations with complementary experience and without a financial objective, offering a set of services to companies, especially SMEs (including Start-ups) to support their digital transformation through a one-stop shop

Introduction to DIHs



Ecosystem services: Facilitate the creation of networks that promote opportunities for cooperation between entities with common interests in the field of enabling technologies of digital transformation



Technological services: Promote the development and launch of new products or processes that take advantage of the opportunities offered by the enabling technologies of the digital industry



Business services: Support the capture of value from the use of technologies in the digital industry - Aspects such as the training of personnel, or support for new business initiatives that are framed in this area will be promoted

SMART4ALL DIH SERVICES

Ecosystem Services:

- Access to SMART4ALL network/ecosystem
- Identify funding opportunities
 - ✓ SMART4ALL Open Calls
 - ✓ Local and European funding frameworks
- Application oriented **ethics coaching**
- Interconnection with other networks/ecosystems

Technological Services:

- Application oriented **technological coaching**
- Access to state-of-the-art infrastructures & services
- Technological matchmaking
- Online training courses

Business Services:

- Application oriented **coaching for business development**
- Partner search and business matchmaking
- Online training courses



Appendix 1.2.

Communications Toolkit (graphics and full toolkit with texts)



Improve your products and services with up to 80.000 € funding for SW/HW transfer

[Apply now for the 1st FTTE](#)



We bring a new paradigm for revealing «hidden innovation treasures» especially from European countries underrepresented in funding



[Find out more](#)



Get guidance towards successful commercialization of your CLEC, CPS, IoT – based products and processes

[Apply now for the 2nd FTTE](#)



2nd FTTE supports academics, SMEs and slightly bigger companies in Southeastern Europe* entering the digitization era

[Apply now for the 2nd FTTE](#)

*Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Hungary, Kosovo, Maldives, Montenegro, North Macedonia, Romania, Slovakia, Slovenia and Serbia

SMART 4 ALL

DIGITIZED AGRICULTURE

- Smart farming
- AI inspired agriculture
- Information based site specific applications
- Demand driven, sustainable agriculture
- Mobile plant, soil and environment sensors
- Sensor networks - EU wide - cross border
- Field robotics and automation systems
- UAV based agriculture
- Selective plant protection
- Closed nutrient cycles
- Agricultural decision support systems
- Zero energy food systems
- Circular economy
- Water, energy, food (WEF) efficiency
- Revolutionization of agricultural work

APPLY NOW
for the 2nd FTTE
Open Call




SMART 4 ALL

DIGITIZED ENVIRONMENT

- Smart building
- Smart grids
- Water pollution monitoring
- Smart grids
- Energy management
- Environment monitoring
- Water management
- Smart cities
- Smart industry
- Data processing & data visualization

APPLY NOW
for the 2nd FTTE
Open Call




SMART 4 ALL

DIGITIZED TRANSPORT

- Green transport
- Smart mobility
- Shared mobility
- Robotics
- New platforms for efficient supply demand matchmaking
- Automotive electronics
- Autonomous vehicles
- Connected vehicles
- Streamlining transport using big data
- Aerodynamics and space applications
- Transport and Logistics
- City Transport Mapping

APPLY NOW
for the 2nd FTTE
Open Call




SMART 4 ALL

DIGITIZED ANYTHING

- Personal medicine
- Digital education
- Industrial automation
- Electric economy
- Market intelligence
- Medical equipment applications
- Active mobility
- Smart grid applications
- Lighting
- State Mining and Big Data
- Personal health
- Autonomous Machinery (AM)
- Augmented and Virtual Reality
- Autonomous Vehicle Technology
- Location based technologies
- Web and Mobile Applications
- Wearable Device Technology
- Wearable Computing
- Digital Marketing
- Smart Cities
- Artificial Intelligence
- Autonomous Software Systems
- Autonomous

APPLY NOW
for the 2nd FTTE
Open Call




SMART 4 ALL

Don't miss the deadline. 2nd FTTE





H2020-DT-2018-2020
Grant Agreement No. 872624
SMART4ALL

"SELF-SUSTAINED CROSS-BORDER CUSTOMIZED CYBERPHYSICAL SYSTEM EXPERIMENTS FOR CAPACITY BUILDING AMONG EUROPEAN STAKEHOLDERS"

FP7 (Paris, Greece), 5/7/2022

Dear project partners,

We are pleased to announce that a communication call for the dissemination of the 2nd FP7E Open Call is now available. PFP generated and designed the material we believe will answer to your needs and support of disseminating the Open Call across details to your network, according to the means of communication you use more frequently.

In an attempt to give the maximum possible visibility on the ongoing funding opportunity and to facilitate your support, we are sending you this booklet, which includes useful information for the Open Call. Expectations: In this, the you will find the same release in English language, suggested social media posts and graphic banners. Some of them (designed to the different networks of the project) as well as recommended hashtags to add to your posts.

It would be very much appreciated if all of you shared selected posts on your social media and distributed the press release via the channels you believe will attract wider and targeted audience. Of course, you are free to make any changes to the forwarded material in order to fit your communication strategy and schedule. Please, do not hesitate to contact nearest Language Support Unit (LSU) at lsu@smart4all.eu for any clarification or assistance.

Thank you in advance for your support in dissemination.

Remember to report your activity!

Best Regards,

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza



H2020-DT-2018-2020
Grant Agreement No. 872624
SMART4ALL

"SELF-SUSTAINED CROSS-BORDER CUSTOMIZED CYBERPHYSICAL SYSTEM EXPERIMENTS FOR CAPACITY BUILDING AMONG EUROPEAN STAKEHOLDERS"

1. Press release (English)



SMART4ALL 2nd Open Call on Focused Technology Transfer Experiments

Deadline	September 15th, 2022 at 17:00 CEST
Open to	Universities/Academic Institutions, SME/Startup/Bigger Companies, Technology Providers in general
Benefits	Maximum funding per consortium up to 60,000€ EU Funds
Lead name	lsu@smart4all.eu / lsu@smart4all.eu
Website	https://www.smart4all.eu
Application	https://www.smart4all.eu

SMART4ALL invites consortiums for its 2nd FP7E Open Call. The 2nd Open Call is part of the SMART4ALL 2020-2024 project, which is supported by the European Union under Horizon 2020.

About Focused Technology Transfer Experiments (FP7E)

Focused Technology Transfer Experiments (FP7E) are short-term (3 months) experiments allowing for cross-border synergies that transfer knowledge and technology between academia and industry. FP7Es aim to accelerate product-market projects and offer guidance towards successful commercialization. Within the scope of experiments, one party transfers to the receiving partner a specific know-how or technology in order to enable improved products in progress. In FP7Es, two different entities from two different countries are involved: one Academic and one industrial partner or two industrial partners. The industrial partner acts as the leading partner.

FP7E proposals focus on domains that are not adequately represented in current Smart Anything Experiments (SME) projects and include:

- Digital/Smart
- Digital Environment
- Digital Applications
- Digital Anything



H2020-DT-2018-2020
Grant Agreement No. 872624
SMART4ALL

"SELF-SUSTAINED CROSS-BORDER CUSTOMIZED CYBERPHYSICAL SYSTEM EXPERIMENTS FOR CAPACITY BUILDING AMONG EUROPEAN STAKEHOLDERS"

FP7 (Paris, Greece), 5/7/2022

Dear project partners,

We are pleased to announce that a communication call for the dissemination of the 2nd FP7E Open Call is now available. PFP generated and designed the material we believe will answer to your needs and support of disseminating the Open Call across details to your network, according to the means of communication you use more frequently.

In an attempt to give the maximum possible visibility on the ongoing funding opportunity and to facilitate your support, we are sending you this booklet, which includes useful information for the Open Call. Expectations: In this, the you will find the same release in English language, suggested social media posts and graphic banners. Some of them (designed to the different networks of the project) as well as recommended hashtags to add to your posts.

It would be very much appreciated if all of you shared selected posts on your social media and distributed the press release via the channels you believe will attract wider and targeted audience. Of course, you are free to make any changes to the forwarded material in order to fit your communication strategy and schedule. Please, do not hesitate to contact nearest Language Support Unit (LSU) at lsu@smart4all.eu for any clarification or assistance.

Thank you in advance for your support in dissemination.

Remember to report your activity!

Best Regards,

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza

Patricio Espinoza



H2020-DT-2018-2020
Grant Agreement No. 872624
SMART4ALL

"SELF-SUSTAINED CROSS-BORDER CUSTOMIZED CYBERPHYSICAL SYSTEM EXPERIMENTS FOR CAPACITY BUILDING AMONG EUROPEAN STAKEHOLDERS"

FP7 (Paris, Greece), 5/7/2022

Dear project partners,

We are pleased to announce that a communication call for the dissemination of the 2nd FP7E Open Call is now available. PFP generated and designed the material we believe will answer to your needs and support of disseminating the Open Call across details to your network, according to the means of communication you use more frequently.

In an attempt to give the maximum possible visibility on the ongoing funding opportunity and to facilitate your support, we are sending you this booklet, which includes useful information for the Open Call. Expectations: In this, the you will find the same release in English language, suggested social media posts and graphic banners. Some of them (designed to the different networks of the project) as well as recommended hashtags to add to your posts.

It would be very much appreciated if all of you shared selected posts on your social media and distributed the press release via the channels you believe will attract wider and targeted audience. Of course, you are free to make any changes to the forwarded material in order



H2020-DT-2018-2020

Grant Agreement No 872614

SMART4ALL

"SELSUSTAINED CROSS BORDER CUSTOMIZED CYBERPHYSICAL SYSTEM EXPERIMENTS FOR CAPACITY BUILDING AMONG

EUROPEAN STAKEHOLDERS"

* You can use any of the above posts as a reminder for the deadline of submissions. If a .gif can be prepared, we will forward it to you, or you can share it when posted on SMART4ALL social media.

5. Hashtags

#SMART4ALL

#FTTE

#Open_Call

#CLEC

#CPS

#IoT

#DigitizedAgriculture

#DigitizedEnvironment

#DigitizedTransport

#DigitizedAnything

NOTES:

1. Please let us know if you found the communications toolkit useful and if you need more or differentiated material. If this works, we will make comms toolkits for the next calls as well, so please kindly offer your comments for improvement
2. The images included in this file will be sent to you as separate .png/.jpeg files via ~~wetransfer~~ together with the Open Call graphics in different formats to be used, if you wish, as timeline pictures/cover in Facebook, LinkedIn, Twitter

Appendix 1.3.

English version of the 1st CTTE open call press release & Indicative screenshots from the translated 1st CTTE press release published in partners' websites and social media



SMART4ALL

1st Open Call on Cross-domain Technology Transfer Experiments

Deadline	March 1st, 2021 at 17:00 CET
Open to	Universities/Academic Institutions, SME/Slightly Bigger Companies, Technology Providers in general
Benefits	Maximum funding request per consortia: up to 80,000€ EU Funds
Read more	https://smart4all-project.eu/opencalls-apply-now/
Submit application	https://smart4all.fundingbox.com/

SMART4ALL invites nominations for its 1st Open Call on CTTE. The Prizes are part of the SMART4ALL programme which is supported by the European Union under Horizon 2020.

About Cross-domain Technology Transfer Experiments (CTTEs)

Cross-domain Technology Transfer Experiments (CTTEs) are short-term duration (6-9 months) experiments focusing on one of the four defined verticals (Digitized Transport, Digitized Agriculture, Digitized Environment and Digitized Anything). CTTEs will give the opportunity to form synergies, accelerate product orient projects and offer guidance towards successful commercialization.

Within this type of experiments, 3 different entities are involved from at least two different eligible countries. One Academic/Industrial **Technology Provider** transfers a novel technology to one Industrial **Technology Receiving** partner as an early-adopter and then one Industrial **productization** partner extends the value chain. The partners shall apply together as a consortium through a simple application form.

The consortium composition can be as follows:

Technology Provider	Technology Receiver	Productizer
Academic, Country 1	Industrial, Country 1 or 2	Industrial, Country 2, 1 or 3
Industrial, Country 1	Academic, Country 1 or 2	
Industrial, Country 1	Industrial, Country 1 or 2	

The **leading partner must always have an Industrial partner status (SME or Slightly Bigger company)**).

Who can apply for CTTE?

Consortia composed of three different entities from at least two different countries including one Academic/Industrial partner who acts as a Technology Provider and an Industrial partner acting as a Technology Receiver and one Industrial productization partner to extend the value chain.

Consortia can include the following type of applicants:

- **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 organizations with a staff headcount below 500 employees and a turnover below EUR 100M.
- **System Integrators and/or Technology Providers**, i.e. any type of organization specialized in technology transfer or system integration, serving the needs of end-users, provided they can be categorized in one of the two previous types of beneficiaries.

The eligible countries are: EU Member States (including the United Kingdom), H2020 Associated countries and any other South-East Europe countries not listed above and included in Annex A of the H2020 Work Programme.

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 prioritized: Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Greece, Hungary, Kosovo, Moldova, Montenegro, North Macedonia, Romania, Slovakia, Slovenia and Serbia.

The applicants involved in the consortia can NOT include any SMART4ALL partners.

Financial support

The CTTE partners will apply for financial support by submitting one joint proposal describing the CTTE and its technical plan and a detailed estimation of the CTTE-related costs.

- **Financial support per CTTE**

The CTTE experiments will be supported with a lump sum of **up to EUR 80,000**.

- **Financial support per CTTE partner**

Every CTTE partner can receive a maximum financial support of **EUR 60,000**.

Financial support will be paid out to the leading partner, who will then distribute the funds to the other partners according to the resource distribution set up in the proposal.

Multiple submissions and participation in other SMART4ALL open calls and in any from H2020 I4MS and SAE projects

No legal entity can be funded twice under SMART4ALL CTTE Open Calls. In the event that one organization takes part in more than one consortium being among the selected projects, only the consortium with more points will be funded.

As per European Commission's rules, financial support will not be awarded to individual legal entities that have already received more than EUR 100,000 via open calls (Financial Support to Third Parties = FSTP = cascade funding) from H2020 I4MS (<https://i4ms.eu/>) and SAE

(<https://smartanythingeverywhere.eu/>) projects. This limited amount does not include any EC contribution that your organization receives or has received within an EU-funded project (within FP7 or H2020) as a beneficiary. Participation as a beneficiary within EU-funded projects does not affect the participation in SMART4ALL open calls. Additionally, any legal entity or consortium participating in this open call will be able to apply for any other SMART4ALL open calls, provided the abovementioned limits are observed.

Matchmaking & Partner Service

For seeking organization partners and matchmaking service please visit:

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

How to Apply?

Guide for Applicants and FAQs are available at SMART4ALL [Application Kit](https://smart4all-project.eu/opencalls-apply-now) (<https://smart4all-project.eu/opencalls-apply-now>).

Link for submitting proposals: <https://smart4all.fundingbox.com/>

The CTTE proposal submission deadline is March 1st, 2021 at 17:00 CET.

About SMART4ALL project

SMART4ALL is funded by the EU program Horizon 2020 (Grant Agreement No. 872614) and aims to bring together a Digital Innovation Hub across Europe. It comprises a consortium of 25 partners from 16 countries but aims to reach out many more.

SMART4ALL Digital Innovation Hub 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 customized low energy computing cyberphysical systems and the 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.

You may subscribe at SMART4ALL Newsletter (<https://smart4all-project.eu/joinus/>) for the latest news and announcements of next calls.

All regional and national organizations that are interested in following up Open Calls for funded experiments should stay tuned either by visiting the website <http://www.smart4all-project.eu> or by following the project on



page: <https://www.linkedin.com/SMART4ALLH2020>

group:

<https://www.linkedin.com/groups/12369183/>



https://twitter.com/smart_4all



<https://www.facebook.com/SMART4ALL.Project/>



<https://www.youtube.com/channel/SMART4ALL>

Screenshots from PSP, FTG, UPV, MECOnet 1st CTTE announcements and social media posts

[psp.org.gr/news/smart4all-anoixti-prosklisi-gia-diasynoriaka-peiramata-metaforas-technologias-jan-2021/](https://www.psp.org.gr/news/smart4all-anoixti-prosklisi-gia-diasynoriaka-peiramata-metaforas-technologias-jan-2021/)

Book a meeting room

ABOUT → COMPANIES → NEWS ROOM → MAIN ACTIVITIES → SERVICES → MEDIA → CONTACT US

SMART4ALL 1η Ανοιχτή Πρόσκληση για Διασυνοριακά Πειράματα Μεταφοράς Τεχνολογίας (CTTE)



01 JANUARY 2021



Το πρόγραμμα Smart4All καλεί ενδιαφερόμετους να συμμετάσχουν στην 1η Ανοιχτή Πρόσκληση Ειδικότητας για τα Διασυνοριακά Πειράματα Μεταφοράς Τεχνολογίας (Cross-Border Technology Transfer Experiences - CTTE) συνολική διάρκειας 9 μηνών με οικονομική υποστήριξη έως και 80.000 €. Η πρόσκληση του έργου Smart4All αφορά εταιρείες και οργανισμούς ερευνητικούς, με εστιασμό στη μικρομεσαία βιομηχανία και Παράκτορες, μαζί του σχηματικού κωανονηθούν όπου εμπλέκονται 3 διαφορετικές οντότητες από τουλάχιστον 2 διαφορετικές επιλέξιμες χώρες της Ευρωπαϊκής Ένωσης, στις παρακάτω θεματικές περιοχές:

- Ηλεκτρονικό Μάρκετινγκ
- Ηλεκτρονικό Πρωτόκολλο
- Ηλεκτρονική Γεωγραφία
- Ηλεκτρονική Οικονομία

Η προθεσμία υποβολής προτάσεων CTTE λήγει 1 Μαρτίου 2021. Το Smart4All έχει στόχο τη θέρμανση ενός Ήγειονικού Κέντρου Καινοτομίας (Digital Innovation Hub) στη Νοτιοανατολική Ευρώπη. Το Επαγγελματικό Πάγκο Πατρών είναι κεντρικό και υπεύθυνο επικοινωνίας του έργου.

Περισσότερες πληροφορίες διατίθενται στο συνημμένο αρχείο και τις ιστοσελίδες και μέσα κοινωνικής δικτύωσης του προγράμματος Smart4All.

Πηγή:

Attached file

<https://www.smart4all-project.eu/smart4all-apply-now/>

Patras Science Park
 Δημοσιεύτηκε από Logos Parko · 13 Ιανουαρίου 2021

Το πρόγραμμα Smart4All καλεί ενδιαφερόμενους να συμμετάσχουν στην 1η Άνοιχτη Πρόσκληση Ενδιαφέροντος για τα Διασυνοριακά Πειράματα Μεταφοράς Τεχνολογίας (Cross-domain Technology Transfer Experiments – CTTE) σύντομης διάρκειας (6-9 μήνες) με οικονομική υποστήριξη έως και 80.000 €.

Η πρόσκληση του έργου Smart4All αφορά εταιρείες και ερευνητικούς οργανισμούς και στοχεύει στη συνεργασία έρευνας και βιομηχανίας μέσω του σχηματισμού κοινοπραξιών όπου εμπλέκονται 3 διαφορετικές οντότητες από τουλάχιστον 2 διαφορετικές επιλεγμένες χώρες της Ευρωπαϊκής Ένωσης.

Η προθεσμία υποβολής προτάσεων CTTE λήγει 1 Μαρτίου 2021. Το Smart4All έχει στόχο τη δημιουργία ενός Ψηφιακού Κόμβου Καινοτομίας (Digital Innovation Hub) στη Νοτιοανατολική Ευρώπη. Το Επιστημονικό Πάρκο Πατρών είναι εταίρος και υπεύθυνος επικοινωνίας του έργου.

Δείτε ολόκληρη την ανακοίνωση εδώ: <https://www.psp.org.gr/.../smart4all-anoixti-prosklisi/>

Περισσότερες πληροφορίες στην ιστοσελίδα του έργου: <https://smart4all-project.eu/opencalls-apply-now/>

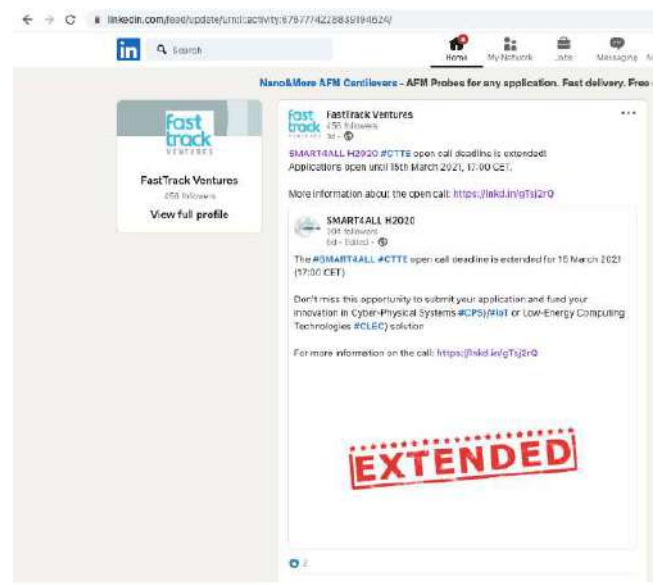
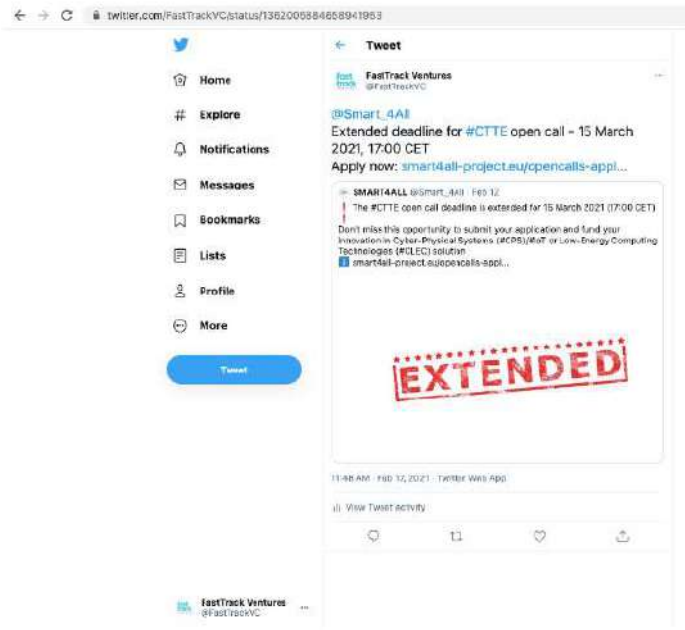


Smart4All
 13 Ιανουαρίου 2021

1st #SMART4ALL #OpenCall on Cross-border Technology Transfer Experiments (#CTTE) is open until March 1st, 2021 (17:00 CET)

CTTEs are short-term duration (6-9 months) experiments with a budget up to 80.000€ focusing on one of the four defined verticals (Digitized Transport, Digitized Agriculture, Digitized Environment and Digitized Anything) and will give the opportunity to form synergies, accelerate product orient projects and offer guidance towards successful commercialization.

For submitting your application please visit: <https://smart4all.fundingbox.com/pages/CTTE>



AI2 WEBSITE Post [Link](#)

SMART4ALL I Convocatoria de experimentos de transferencia de tecnologías interdisciplinares

Publicado el 17 diciembre, 2020

Viendo: marzo, 2021 a las 12:00 am – 11:58 pm [Calendar](#)



Plazo de presentación	1 de marzo de 2021, a las 17:00 horas (CET)
Destinatarios de la convocatoria	Universidades/instituciones académicas; pymes/empresas medianamente grandes; proveedores de tecnología, en general
Dotación	Solicitud máxima de financiación por consorcio: hasta 80.000 € de fondos de la UE
Más información	https://smart4all-project.eu/opencalls-apply-now/
Envío de solicitudes	https://smart4all.fundingbox.com/


SMART4ALL abre su I Convocatoria de CTTE. Los galardones son parte del programa SMART4ALL, financiado por la Unión Europea en el marco de Horizonte 2020.

Noticias

- Noticias
 - Becas y Convocatorias
 - Boletines
 - Editoriales
 - Empresas
 - Entrevistas
 - Eventos
 - Jornadas
 - Proyectos Europeos
- Proyectos
 - Ambito
 - Internacional
 - Local
 - Nacional
 - UPV
 - Área

SMART4ALL – I Convocatoria de experimentos de transferencia de tecnologías interdisciplinares.

01/12/2020 @ 08:00 - 01/03/2021 @ 17:00



Detalles:

Comienza: [01/12/2020 @ 08:00](#)
Finaliza: [marzo 1 @ 17:00](#)

Plazo de presentación	1 de marzo de 2021, a las 17:00 horas (CET)
Destinatarios de la convocatoria	Universidades/instituciones académicas; pymes/empresas medianamente grandes; proveedores de tecnología, en general
Dotación	Solicitud máxima de financiación por consorcio: hasta 80.000 € de fondos de la UE

TWITTER [Link](#)



Portal Javne Nabavke
<https://www.nabavke.com/javne-nabavke-tende-in-crna-gora/prvi-otvoreni-poziv-za-eksperimente-prenose-tehnologije-izmedju-rezultatih-oblasti-cross-domain-technology-transfer-experiments-ctte/ministarstvo-nauke/podgorica/2152433>

Appendix 1.4.

English version of the 2nd KTE Open Call Press release & Indicative screenshots from the translated 2nd KTE press release published in partners' websites and social media

Screenshots from partners' posts for 2nd KTE

